Executive Summary Report

Generated on: 2025-11-28 19:37:48

🪧 Executive Summary

Generated: **2025-11-28 19:37**

This report summarizes the most important insights from all analytics modules: personas, CLV modeling, RFM segmentation, and cohort retention.

📊 1. Business Snapshot

Metric	Value
Total Customers	**5,000**
Total Transactions	**13,110**
Total Revenue	**₹12,857,994**
Average Order Value	**₹981**

Interpretation:
Your business revenue is driven by a moderate customer base, with solid order volume and healthy average order value.

👥 2. Customer Personas (Who Your Customers Really Are)

Most frequent persona: Loyalist

Other persona insights: - Personas defined from purchase behavior & attributes
- Loyalists = high spend, low churn
- One-timers = majority of churn risk
- Subscribers = strong lifetime revenue potential

Business takeaway:
Focus retention campaigns on high-value personas (Loyalists, Subscribers) while running reactivation campaigns for One-Timers.

💰 3. Customer Lifetime Value (CLV)

- **Average Predicted CLV:** ₹0
- High CLV customers show:
- High Monetary value
- Longer tenure
- Lower churn probability
- Strong subscription adoption

Business takeaway:
A small % of customers drive a large % of CLV → invest in VIP retention campaigns.

📊 4. RFM Segmentation

- **Top segment by count:** `At Risk`
- Segments include: Champions, Loyal Customers, At Risk, Lost, Hibernating, etc.

Business takeaway:
RFM reveals renewal opportunities — especially customers slipping from Loyal → At Risk.

📉 5. Churn & Retention

- Overall churn rate: **37.8%**
- Persona-level churn helps identify exact churn drivers
- Cohort analysis shows retention decay month over month

Business takeaway:
Focus on reducing early lifecycle churn (months 1–3).

🎯 6. Recommended Actions

🔵 Short-Term Actions

- Run reactivation campaigns for **One-Timers**
- Launch upsell/cross-sell offers for **Subscribers**
- Incentivize repeat purchases for **Loyalists**

🔵 Long-Term Strategy

- Build lifecycle journeys tailored to each persona
- Increase customer tenure → improves overall CLV
- Launch loyalty program for Champions & Loyalists

📈 7. Supporting Visualizations (Dashboard Only)

See Streamlit Tabs: - Overview
- RFM Segmentation
- CLV Prediction
- Persona Insights
- Cohort Analysis
- Retention Playbook

End of Executive Summary Report

📊 Embedded Charts

No charts found.