



GloboSales Customer Segmentation



The main goals of the analysis

Based on data to understand:

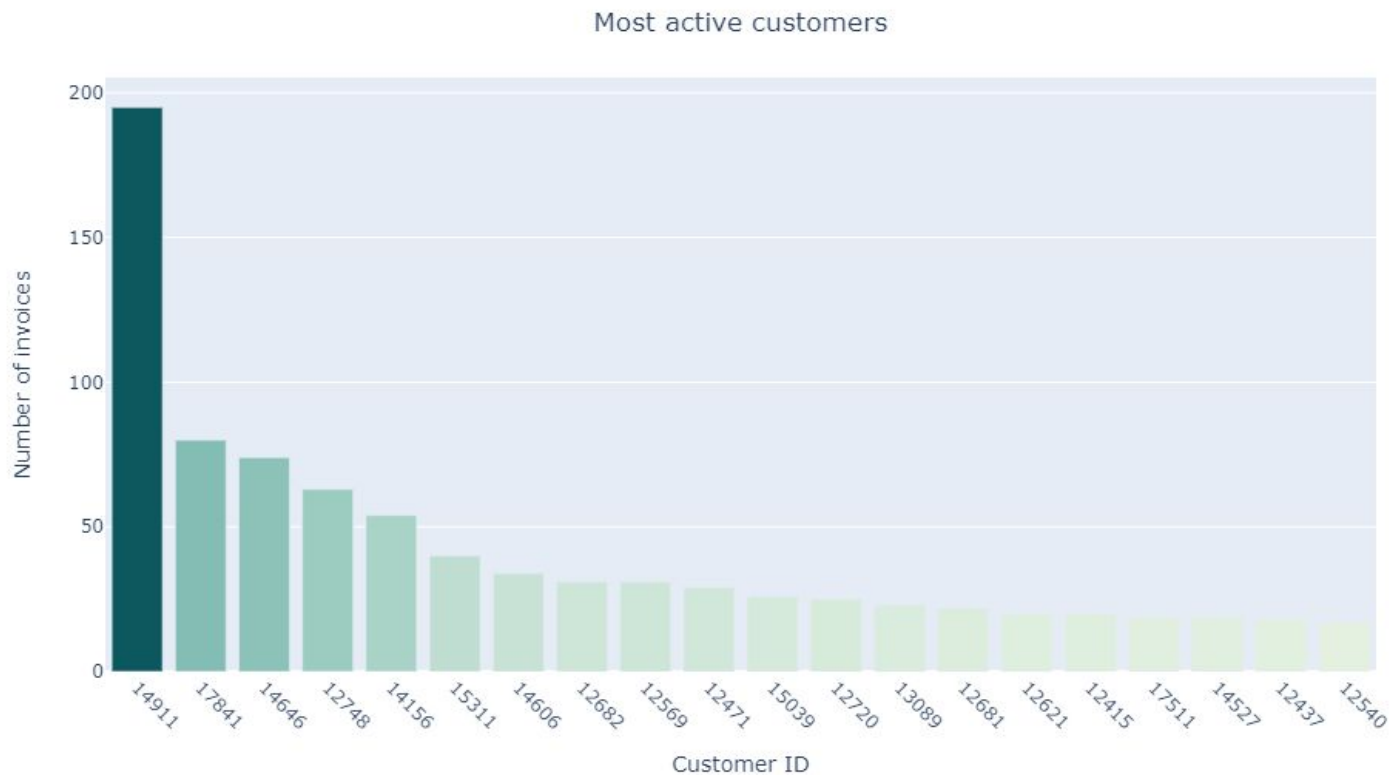
1. Who our customers are (to identify, to find some behavioural patterns)
2. What kind of initiatives do we need to increase the sales



Customers analysis

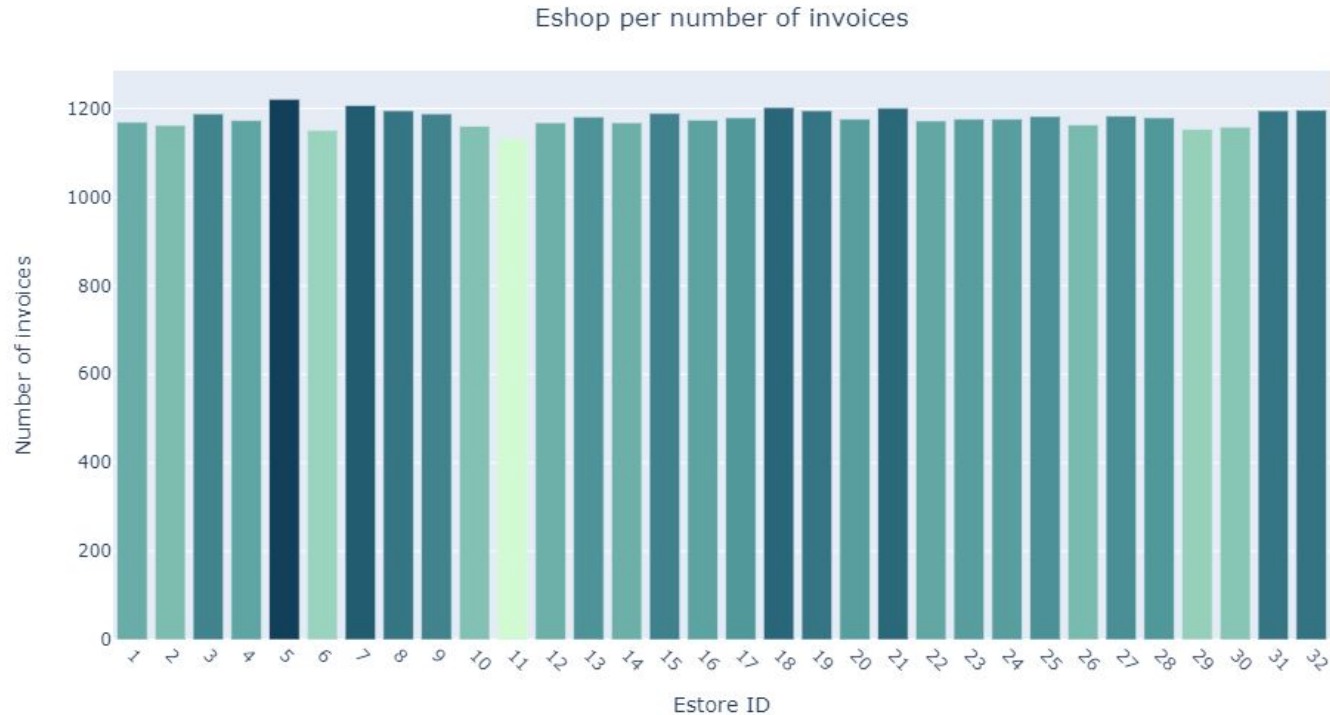


Descriptive dataset statistics



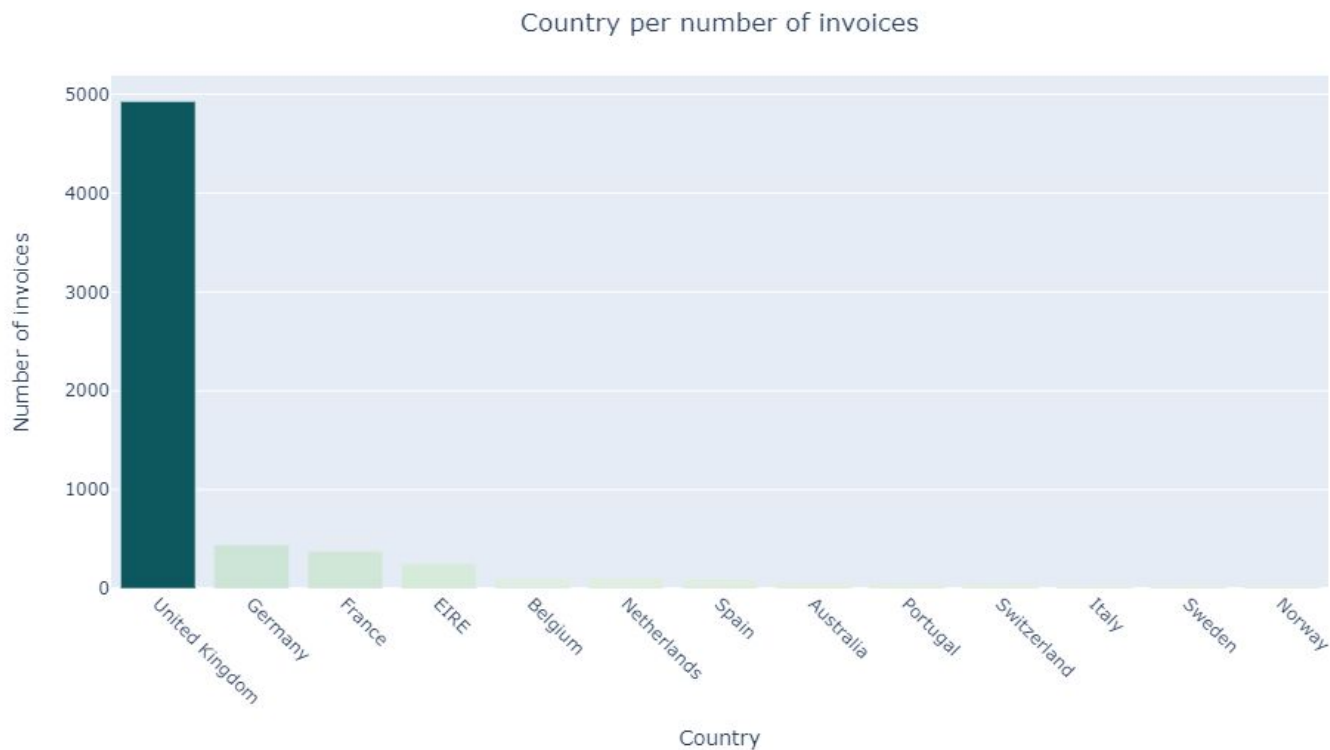
The most active Customer has ID=14911 (195 invoices)

Descriptive dataset statistics



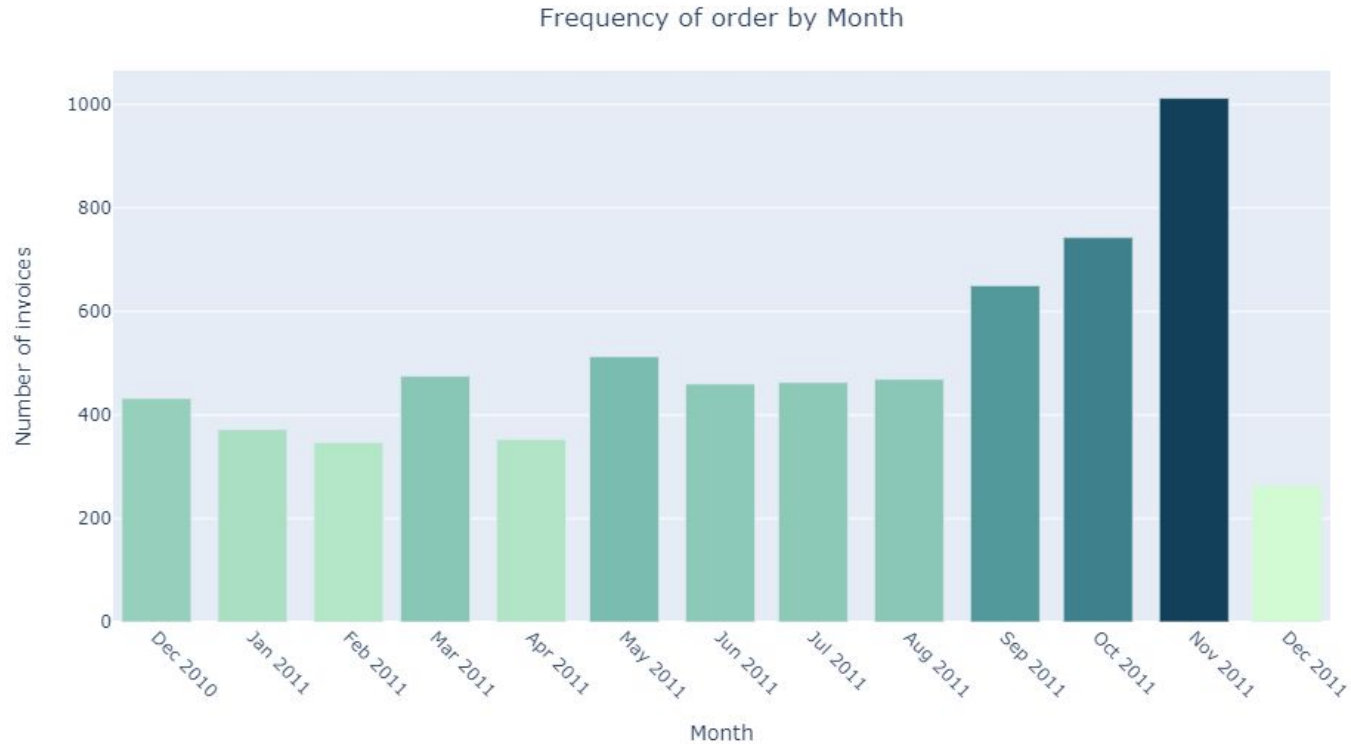
All eshops have more or less the same level of orders

Descriptive dataset statistics



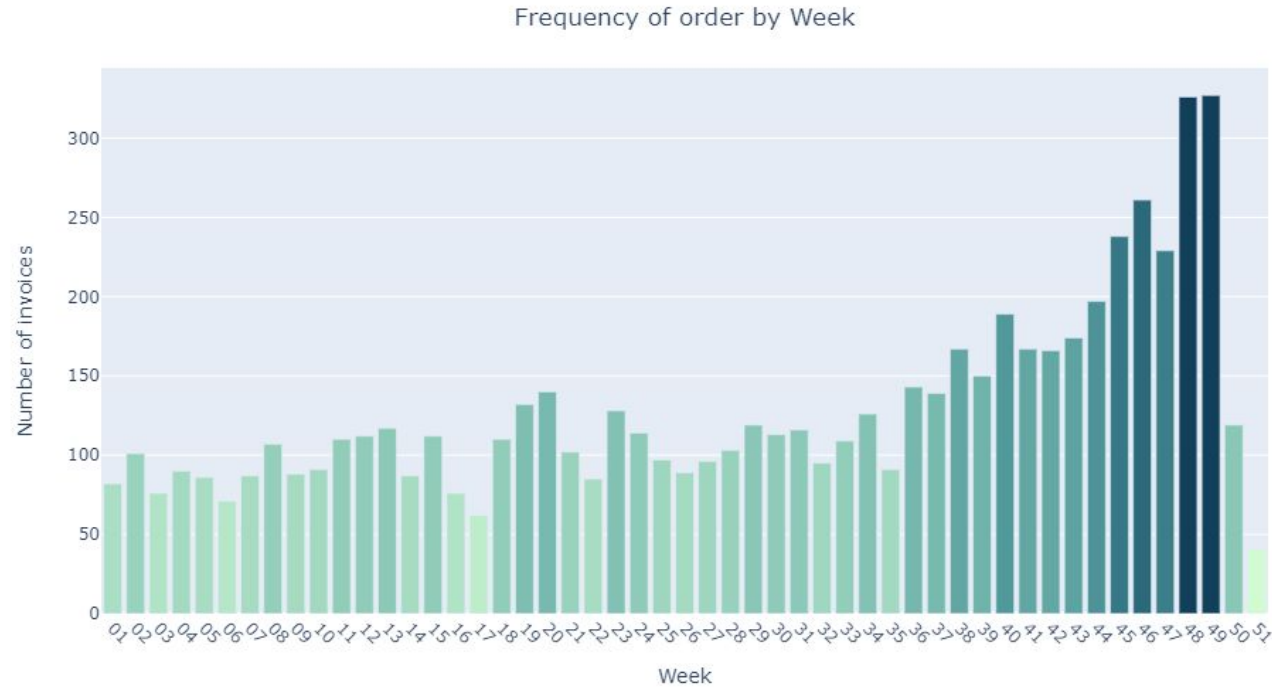
The most part of the orders from the United Kingdom

Behavioral patterns



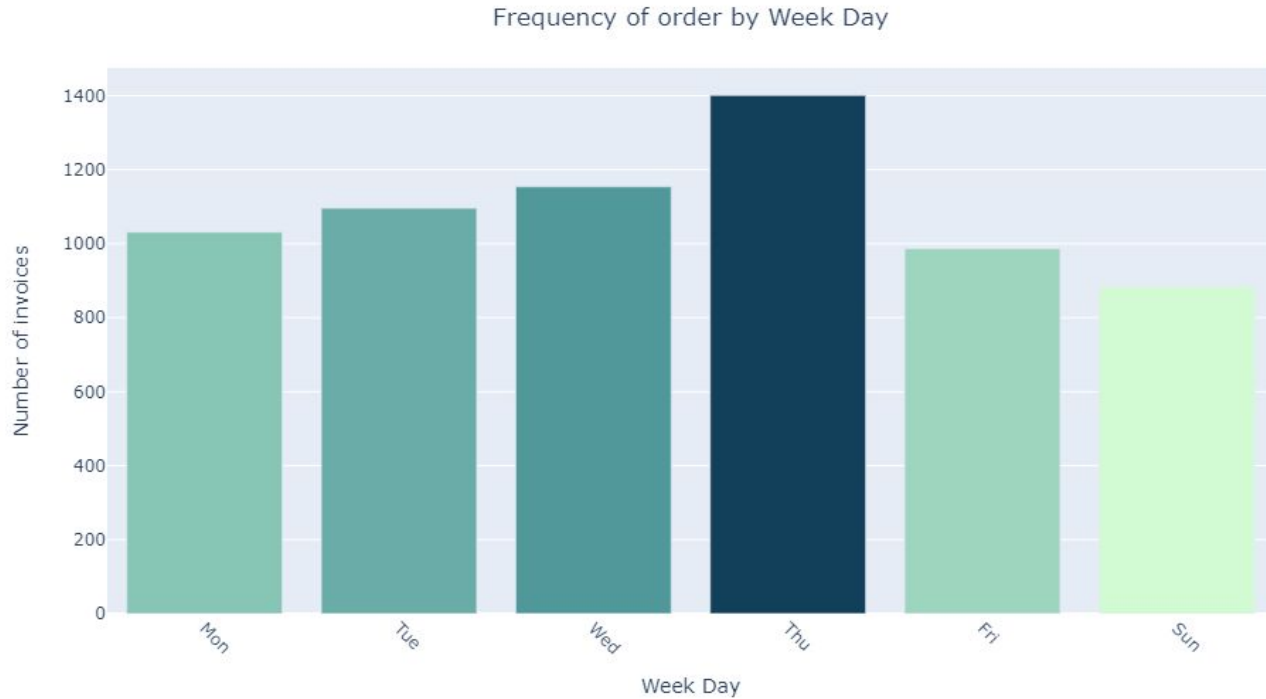
November 2011 has the highest number of orders (December 2011 looks strange because dataset only until 2011-12-09)

Behavioral patterns



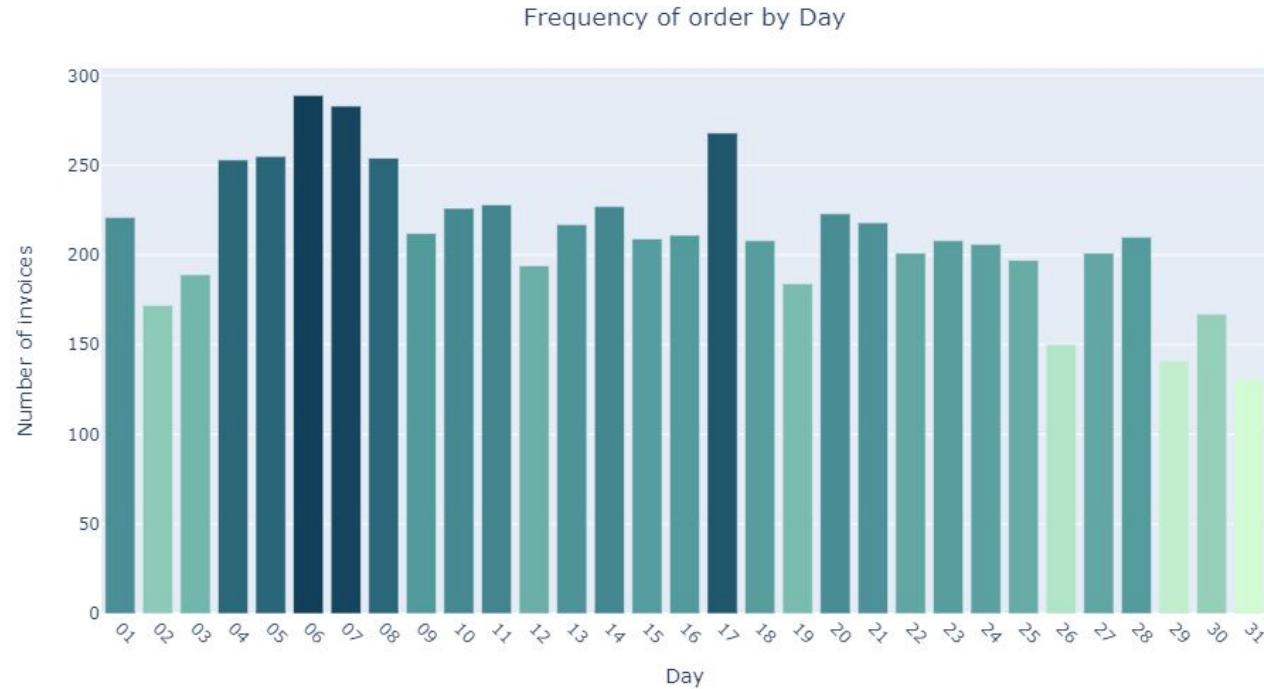
It is logical that weeks 48 and 49 have the highest number of orders

Behavioral patterns



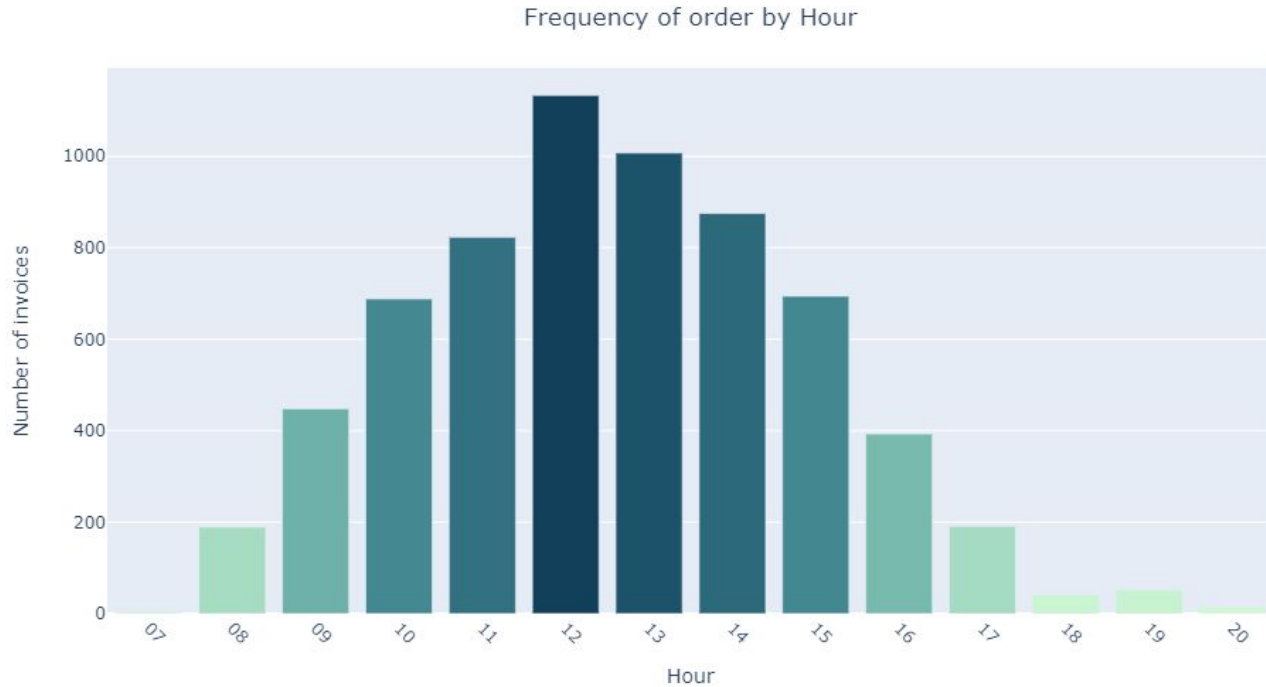
Thursdays have the maximum amount of orders
Interesting there are no orders on Saturdays

Behavioral patterns



At first number of orders are increasing at the beginning of the month and then decreasing

Behavioral patterns



Customers usually buy between 7:00 - 20:00. The peak of orders at 12.00



Customer segmentation by using RFM analysis



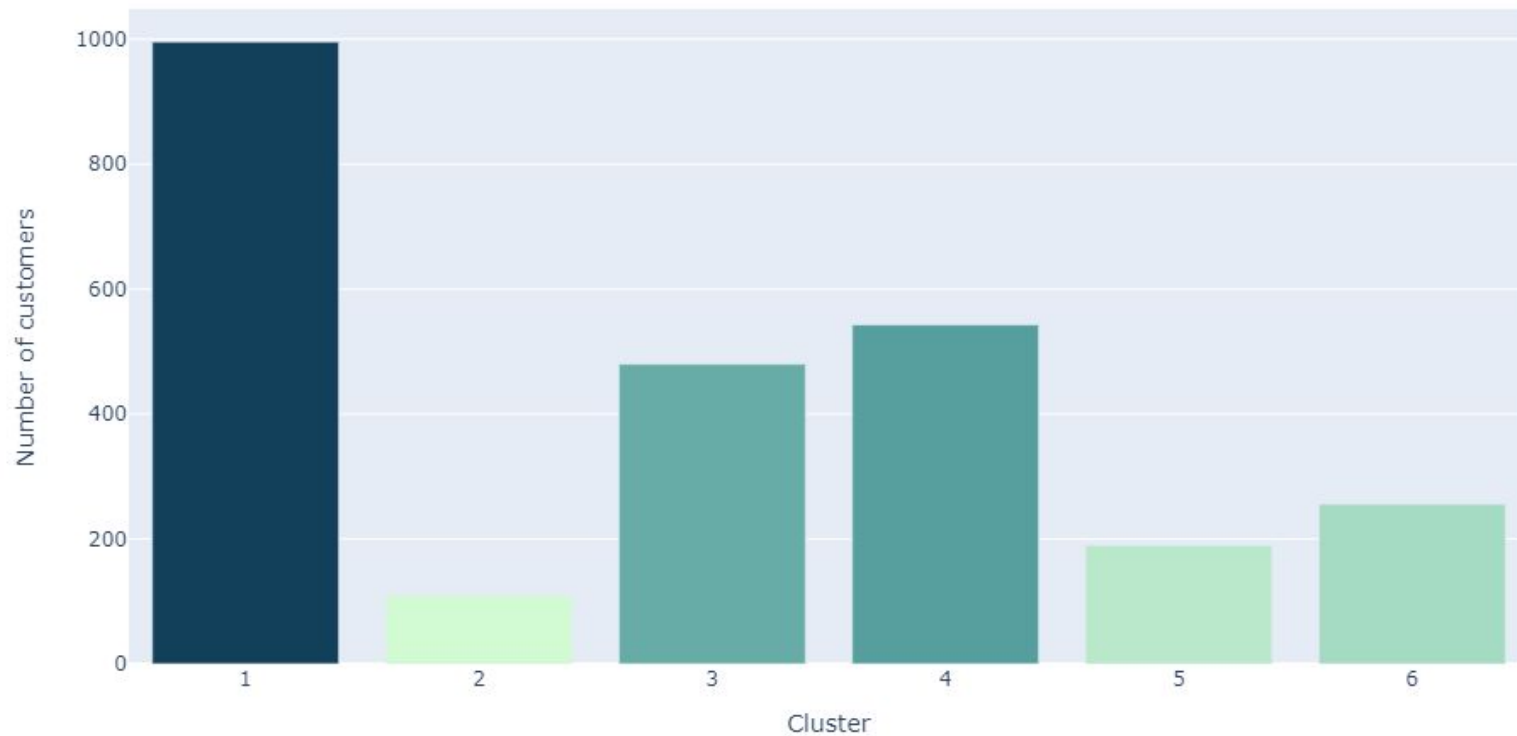
RFM analysis

RFM (Recency, Frequency, Monetary) analysis is an easy way to divide customers into segments based on their behavior

- Recency (R): Time since last order
- Frequency (F): Total number of purchases
- Monetary (M): Min purchases value

Customer segmentation

Number of customers per cluster



Analysis of the segmentation and tips to actions

Cluster number	Description	Activity tips
1	The last purchase was long time ago. Low spenders with a low number of orders	Offer other relevant products and special discounts
2	Often spend good money buying products. High number of orders	Ask for reviews. Reward them, maybe by offering new products
3	The average frequency and monetary values. They have not bought recently	Make special offers and recommendations based on past purchases
4	Recent shoppers, but haven't spent much	Make special offers, maybe free products
5	They made the biggest purchases but they haven't returned for a long time	Can't lose them, should back them via newer products and special offers. Contact to them
6	Bought most recently, but not often	Our recent customers. The company has to come up with new strategies to make them permanent members