

Recently 1-week Customer Analysis

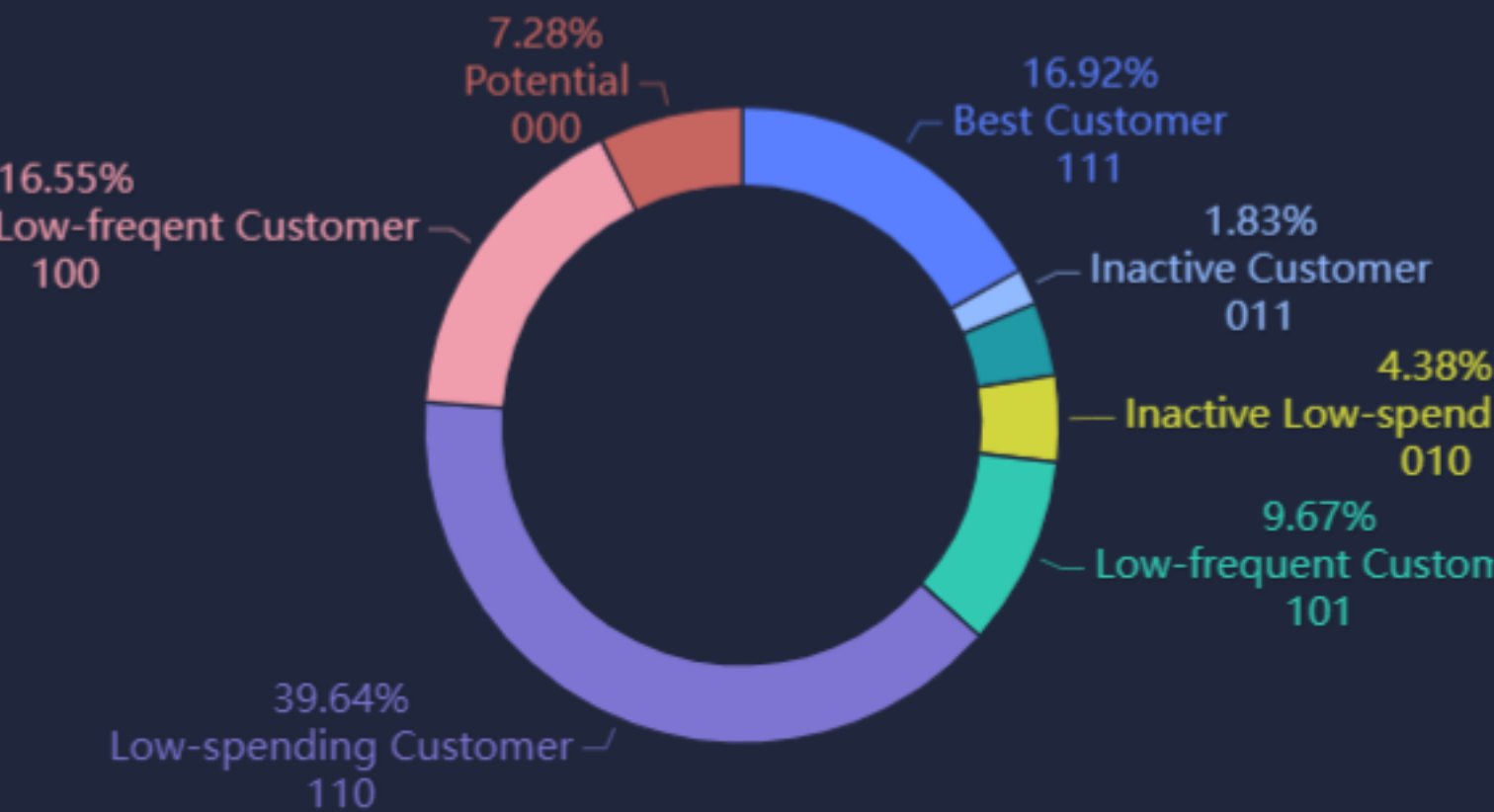
Low-spending Customers occupied about 40%, which was the most.

The second main group was Low-frequent Customers, which accounted about 15%.

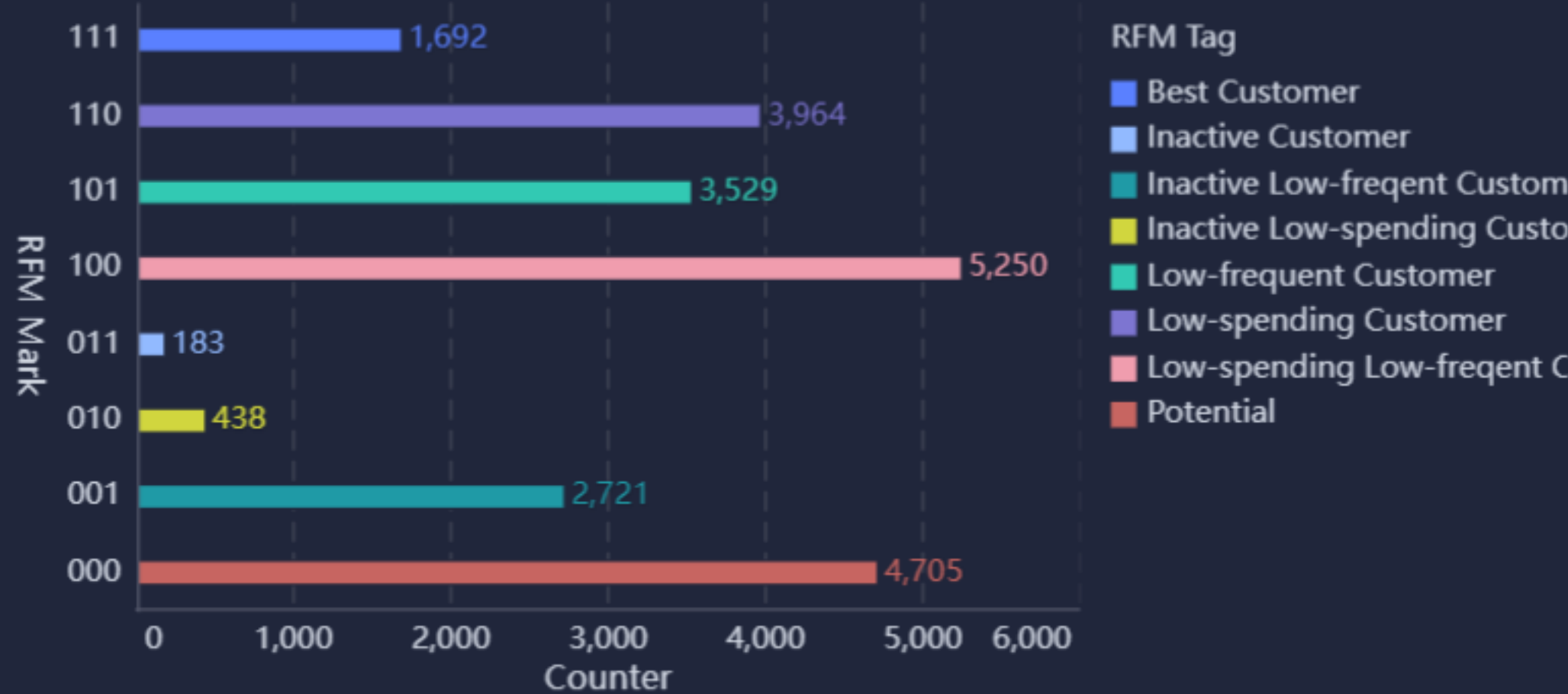
Apart from our Best Customers, the third main group was Low-frequent Customers. It took about 10%.

Based on the observations above, future strategies should focus on improving the order frequency and increasing average order value. Precision marketing for different groups.

Percentage of User Types



Numbers of customers in different user types

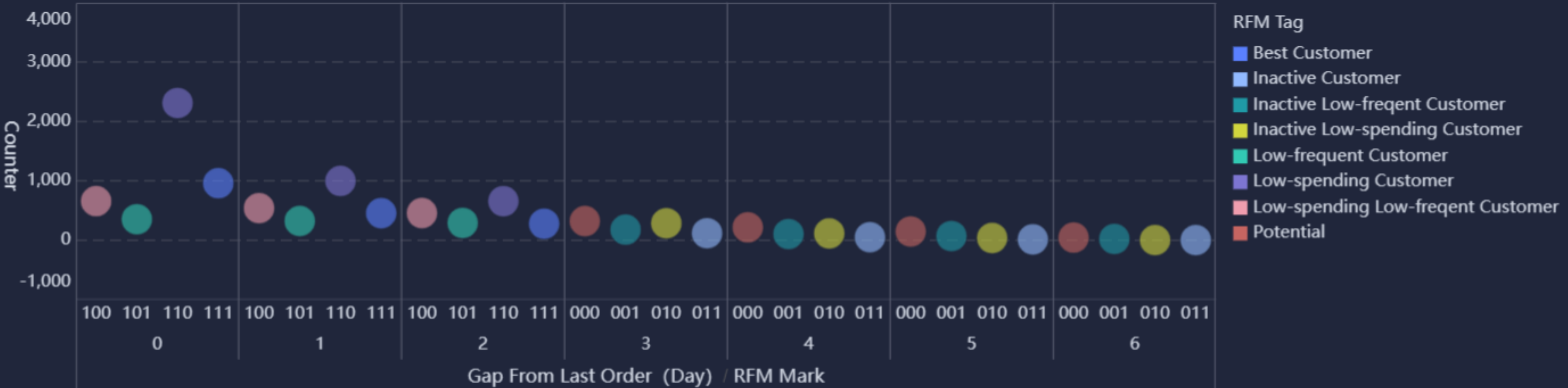


Along the Recency, the patterns start to be different from the third day.

In recent 3 days, Low-spending Customers accounted the most. Next steps, we should put emphasis on increasing customer order values.

The second main group is the Best Customers, which is good. We should keep the current strategies for these customers.

User Type distribution along the Recency



High AOV were around \$70.
Low AOV were around \$30.

High ordering frequency were between 4.5 - 5 orders per week.
Medium ordering frequency were around 3.4 orders per week.
Relative low ordering frequency were 2 orders per week.

User type distribution along the Monetary



User type distribution along the Frequency

