



Milestone 2

# QUICKU USER SEGMENTATION

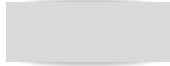
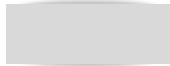
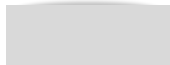

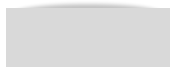
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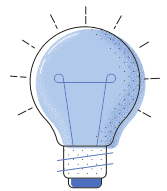
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# EXECUTIVE SUMMARY

QuickU revenue decreased by 3.6% from last year, and management acknowledged that the current marketing used is the same across different segments. Therefore, management would like to know the characteristics of each segment and utilize their behavior to improve the marketing performance and increase the transactions.



## OBJECTIVE

To conduct a customer segmentation analysis and find insights into the Customer's Persona that can be used to improve the marketing performance and **increase GMV by 30% and 500 New user in 2023**

# METHODOLOGY



## Data Preparation

Dataset used are from Labs BigQuery



## Exploratory Data Analysis

EDA used to analyze company's current condition and customers' behavior



## Root Cause Analysis

RCA is done to find out the root of company's problem



## RFM Segmentation

Clustering using RFM method



## Clustering

Clusters are made using the exploratory data analysis



## Recommendation

Market Campaign for increase GMV and New User

# EXPLORATORY DATA ANALYSIS

[Link Dashboard](#) : Visit and User

[Link Dashboard](#) : Transaction and AOV

[Link Dashboard](#) : Transaction and AOV 2

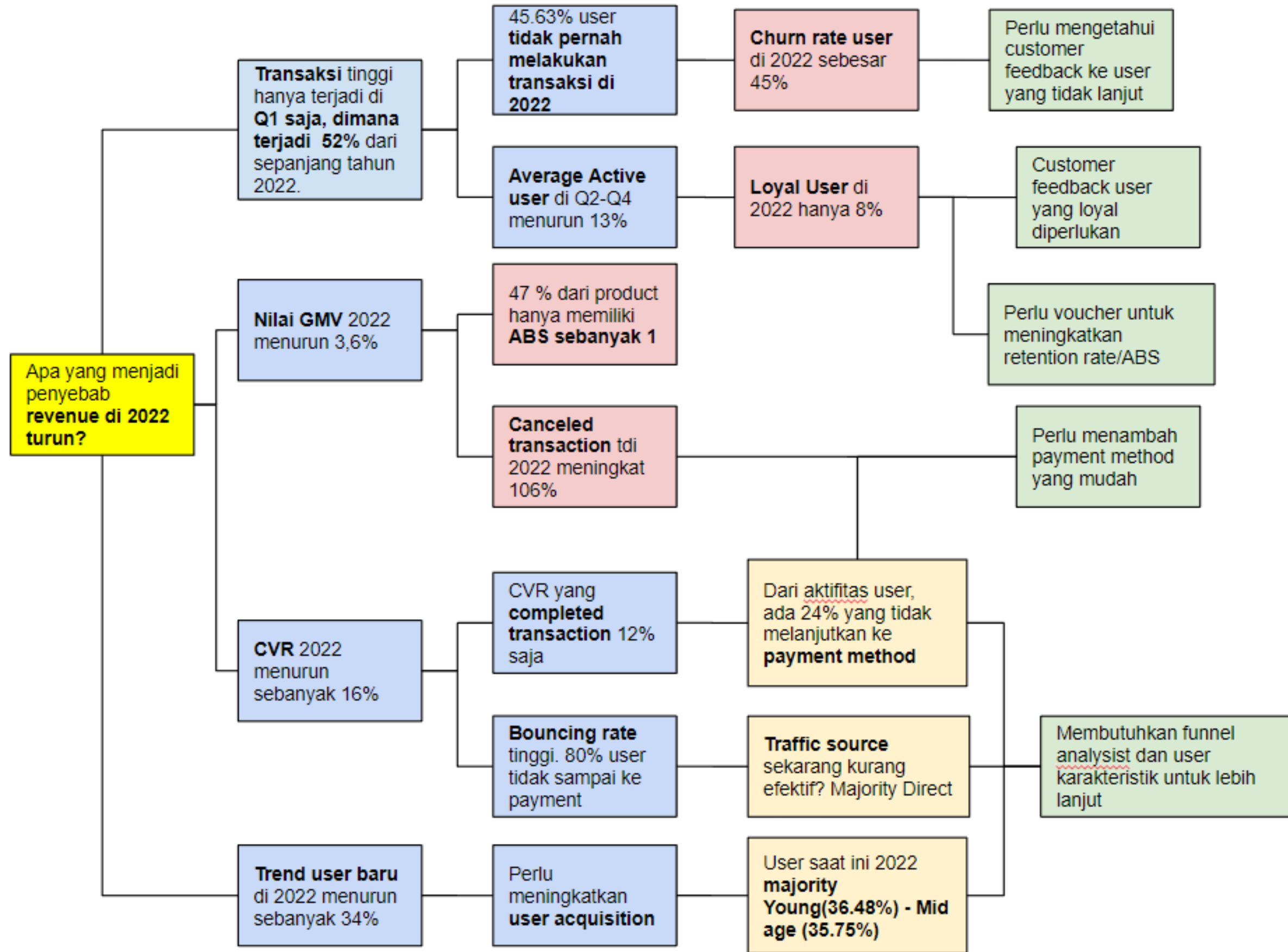
Transaction in Q1 2022 was 52%  
of all transaction in whole year

GMV in 200 is decrease 6%  
compare to last year

CVR rate in 2022 in decrease 16%  
compared to last year

Trend New users is decreased  
34% than last year

# ROOT-CAUSE-ANALYSIS



# RFM ANALYSIS

## PREPARATION

Any user who  
doesn't have  
completed  
transaction in  
2022, will be  
**Inactive User**

## RECENCY

COUNT from  
Last transaction  
or last visit

**Lower is better**

## FREQUENCY

COUNT from  
Completed and  
canceled  
Transaction

**Higher is better**

## MONETARY

SUM from  
amount of  
Completed and  
canceled  
Transaction

**Higher is better**

# RFM RESULT

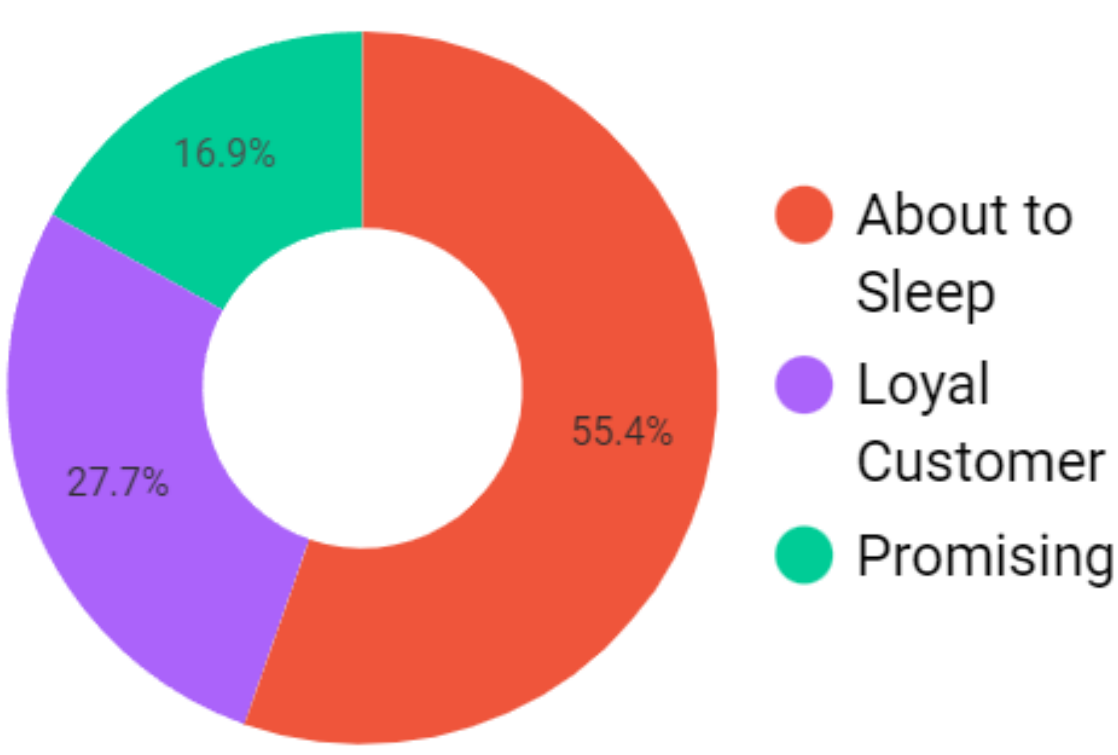
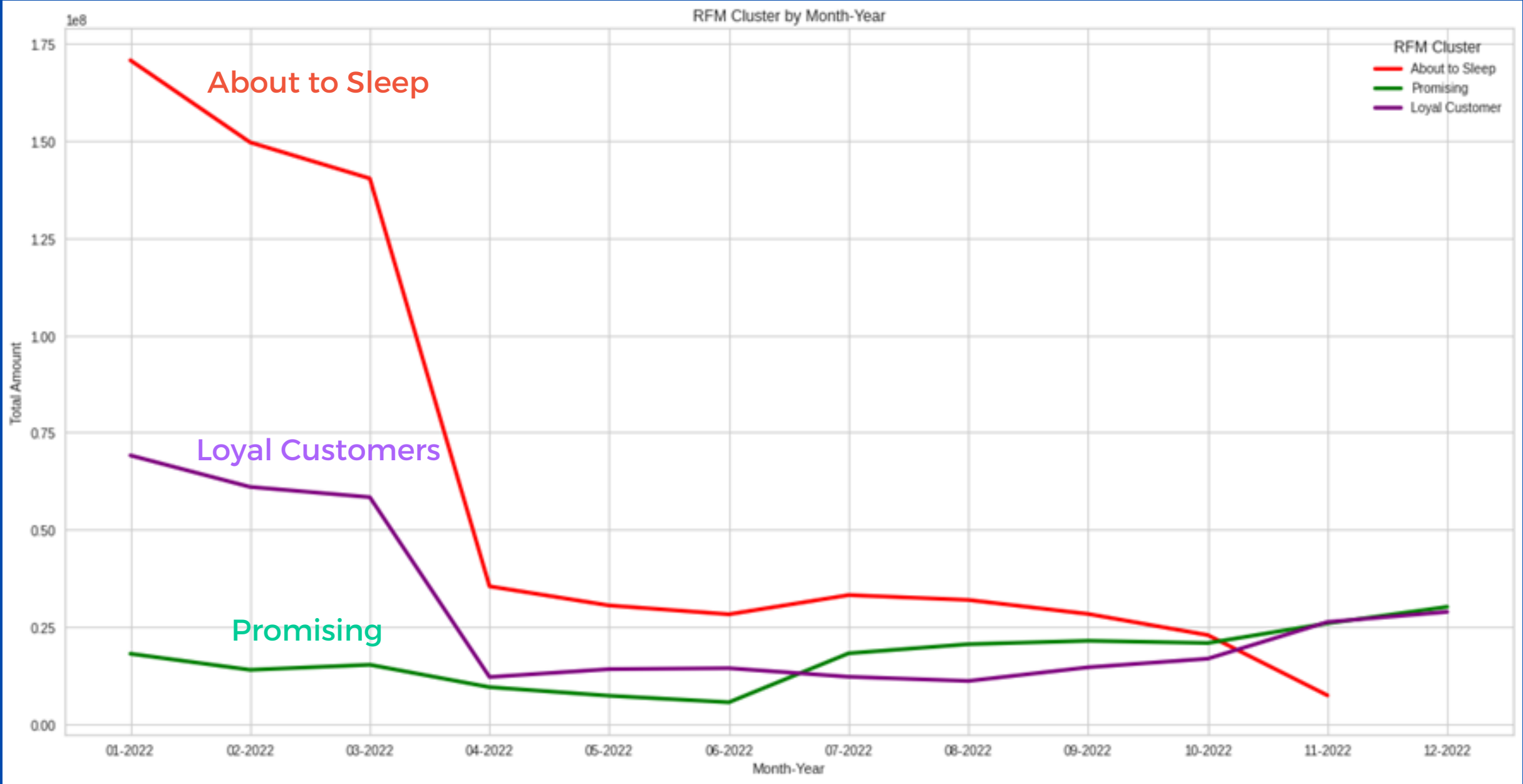


\*\*Based on Elbow method on RFM cluster and total amount, the optimal are 4 segment



# CLUSTERING ANALYSIS

## GMV IN 2022 - EACH CLUSTER COMPLETED TRANSACTION ONLY



# INACTIVE USER

They are customers who **did not make completed transactions in 2022**,  
About 74% of them are an old users  
(Registered before 2022)



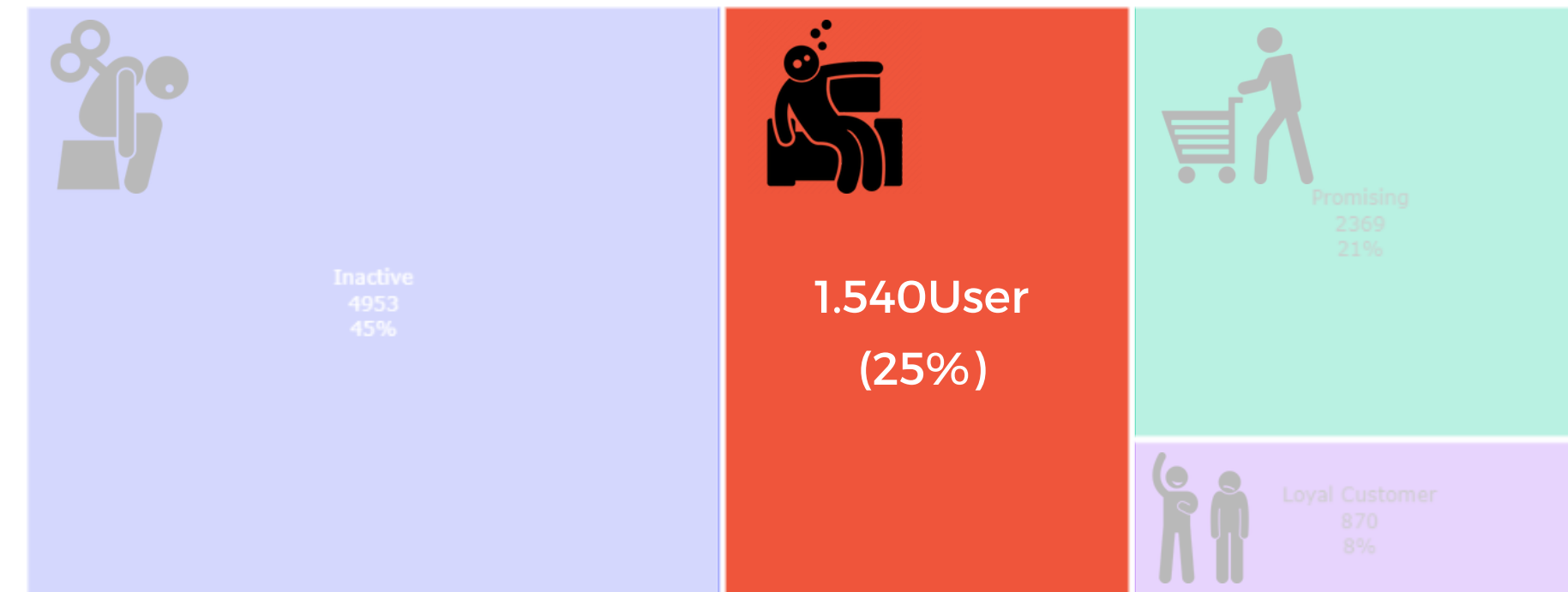
in each new market campaign, we target about 10%  
of them back in action

We need their feedback to evaluating and increase  
our service

# ABOUT TO SLEEP

Their CVR almost equal with loyal customers, which is around 23.87%. **Their AOV is also pretty high around 120K.** While in **Q1** they **have huge purchase power**, but **after April their power keep declining**, and and December 2022 they not doing any transaction.

Their GMV at 2022 are about Rp 678.628.500,- which is about 55,38% from total.

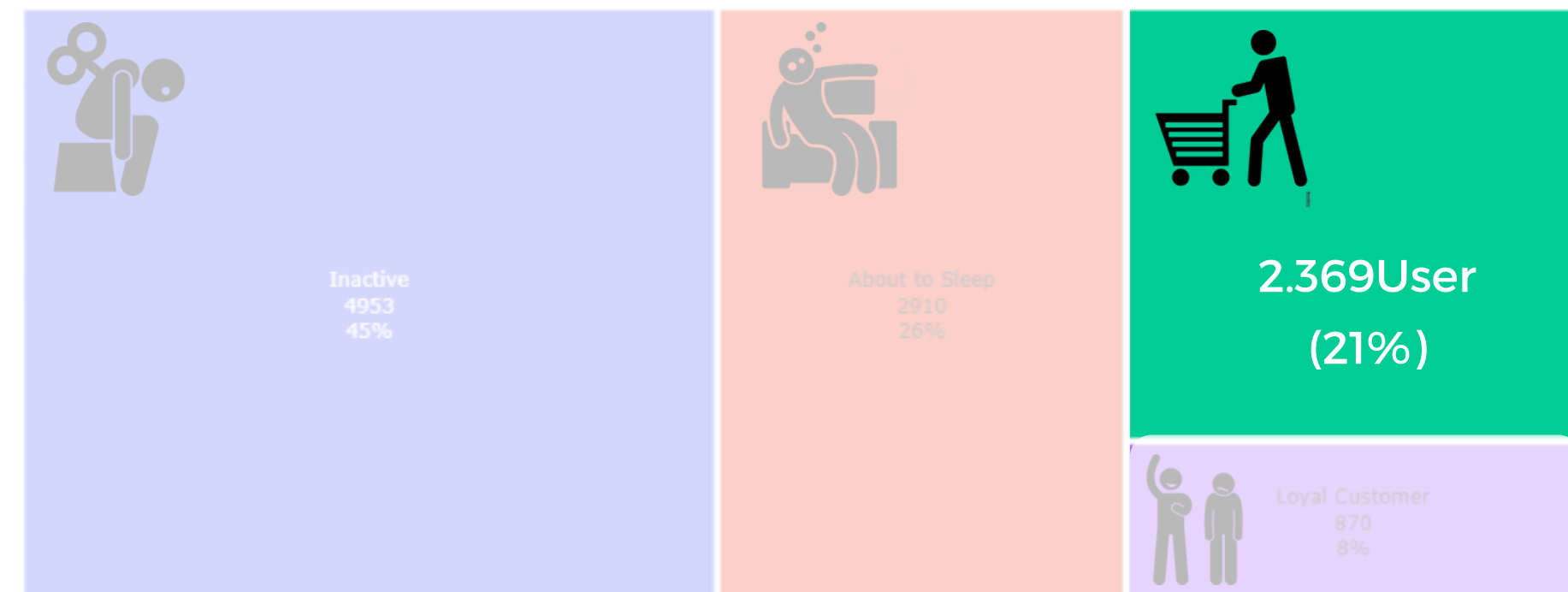


Such a waste if we lose them, we target 30% of them participate in our new market campaign

# PROMISING

They are customers who are experiencing an increase in their number of transactions since June 2022, even though their CVR is the lowest, around 13.1%. Their AOV isn't very high, around 68K, but their **purchase power keeps increasing**.

Their GMV at 2022 are about Rp 207.313.500,- which is about 16,92% from total

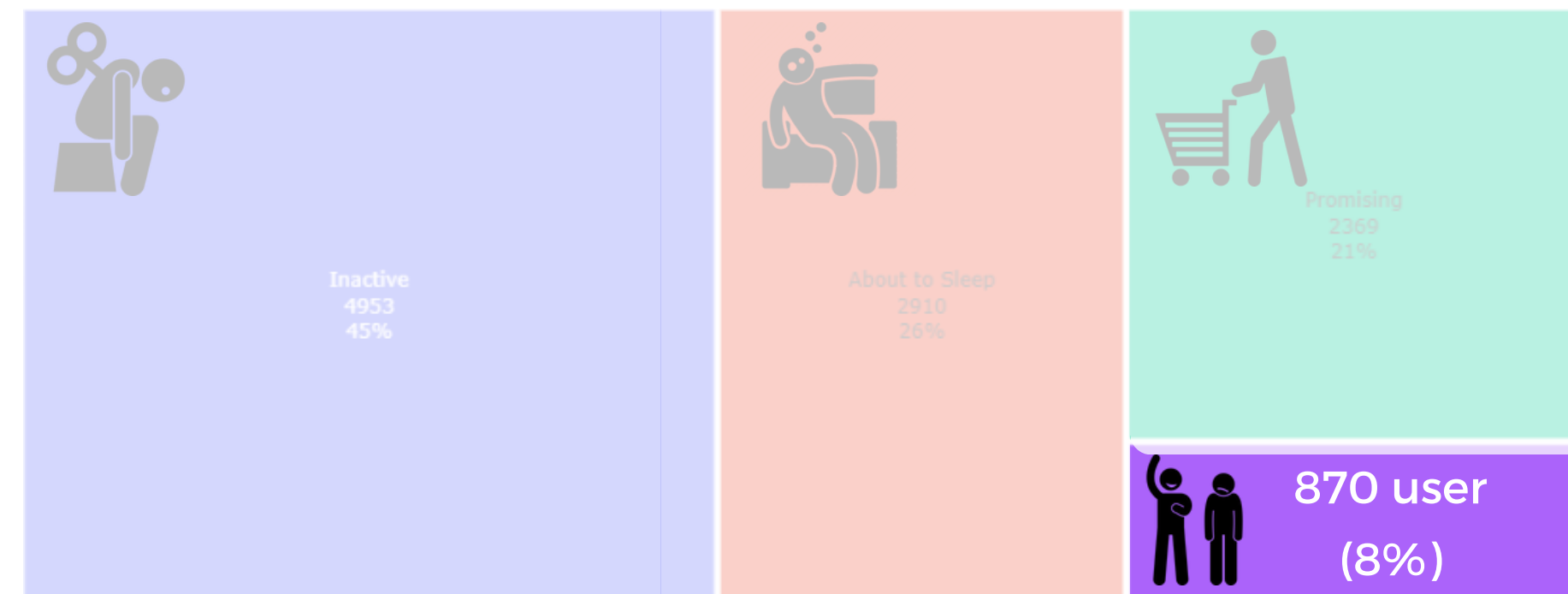


Dont break their momentum, we target 40% of them participate in our new market campaign

# LOYAL CUSTOMER

They are our prime customers, they are loyal and active in transactions since the beginning. There are only 14 new users who are included in this group. **Their AOV is the biggest, around 163K.**

Their GMV at 2022 are about Rp 339.394.000,- which is about 27,70% from total



They are our assets, we target 50% of them participate in our new market campaign  
We need their positive feedback and opinion to increase customer acquisition

# VOUCHER PROGRAM



## How To Get

Buy the voucher  
Rp 75.000,- and get 10 vouchers  
\*Once time and limited time

# CASHBACK VOUCHER PROGRAM

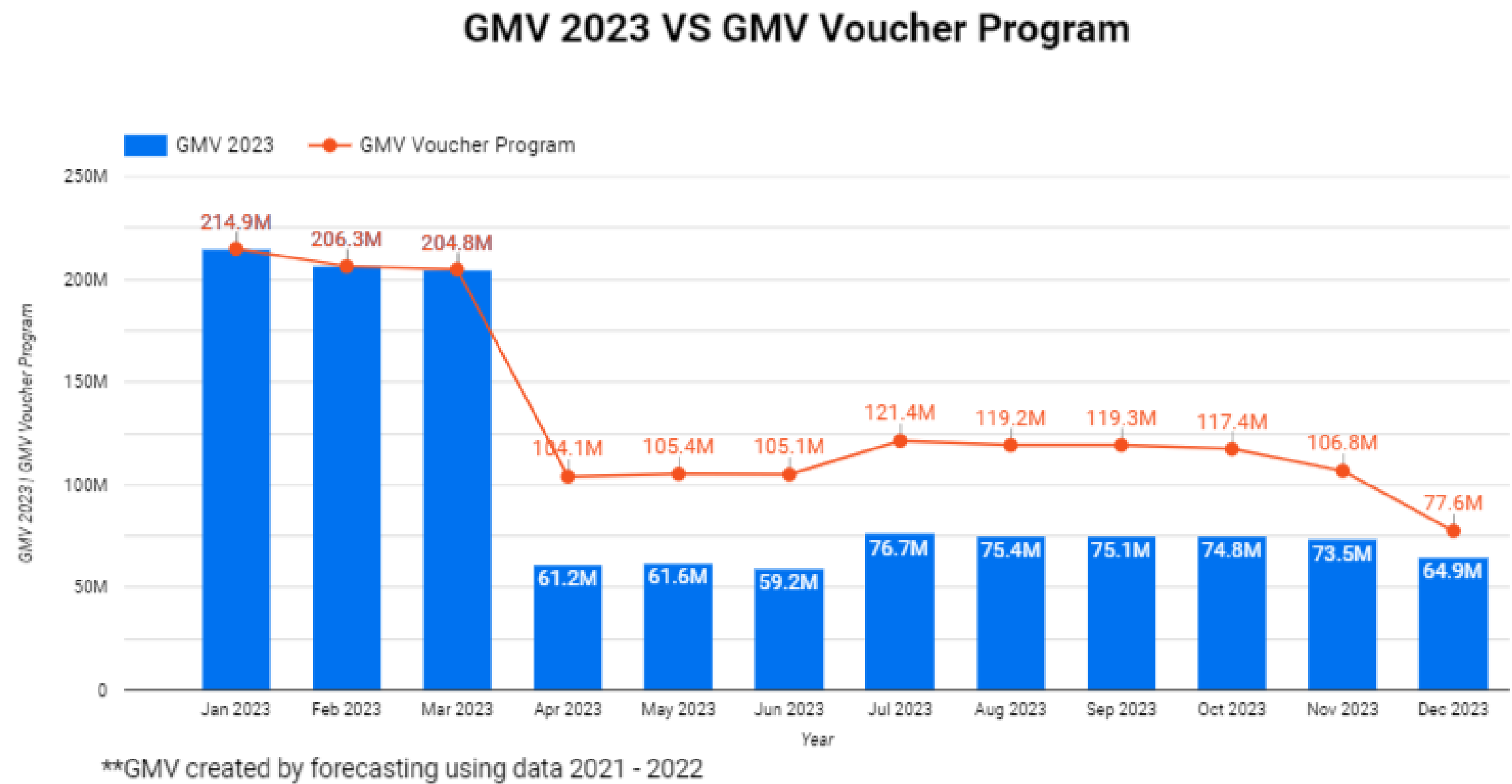
We recomment voucher as one of the method to increase GMV, CVR and AOV and reduce inactive user. This program will be started as of April 2023, with target as below:

Segment	AOV 2022	AOV 2023	customer	change customer to use the voucher (Monthly)
Inactive	-	-	4.953	10%
about_to_sleep	Rp 116,714.18	Rp 126,897.17	2.910	15%
promising	Rp 67,695.72	Rp 73,451.28	2.369	11%
loyal_customer	Rp 170,227.71	Rp 185,567.05	870	19%

[Calculation Link](#)

Impact : There will increase transaction count in every segment	
Cashback	Rp15,000.00
Voucher count	10
Voucher Price (10)	Rp75,000.00
Min. required price	Rp80,000.00
cost per user	Rp75,000.00
Target customer buy voucher	
Inactive	10%
About to Sleep	30%
Promising	40%
Loyal Customer	50%
Est. Cost	Rp206,325,000.00
GMV Increased	Rp399,810,980.98
Revenue/Loss	Rp193,485,980.98

# CASHBACK VOUCHER PROGRAM FORECASTING



In this graph, shows that the voucher program will increase the GMV per month from the month it started. With the **total cost of Rp 206.325.000,-**, GMV will increase by Rp 399.810.981,- or equal to **32,02% from previous year.**



# RECOMMENDATION

## Referral Program

We recommend referral program as one of the method to increase new users, then will give impact to the GMV as well.

- User who refer their friend get IDR 15,000 cashback voucher
- User who get referral, get IDR 25,000 cashback voucher

This program will be started as of April 2023, with target as below:

Segment	new user AOV	Customer 2023	Target users to invite new users	Target referral success sign up
Inactive	80,000	4953	10.00%	5.00%
About to Sleep	80,000	2910	30.00%	20.00%
Promising	80,000	2369	40.00%	25.00%
Loyal Customer	80,000	870	50.00%	30.00%

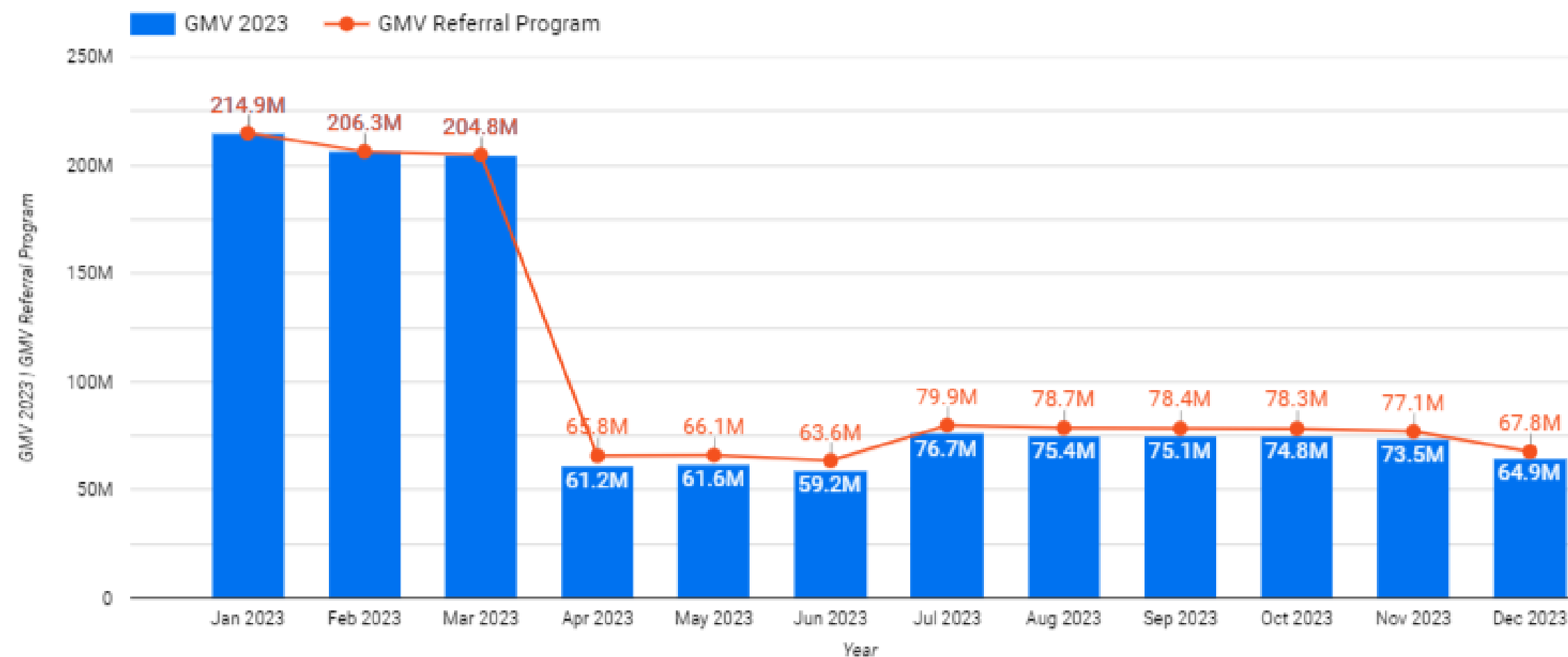
Based on target change %  
in left table, we can get 833  
new user

[Calculation Link](#)

reference source

# REFERRAL PROGRAM FORECASTING

GMV 2023 VS GMV Referral Program



\*\*GMV created by forecasting using data 2021 - 2022

Referral program will increase the GMV per month from the month it started. With the **total cost of Rp 33.320.000,-**, GMV will increase by Rp 33.320.000,-, or equal to **2.67% from previous year** and will **gain 833 new users**, ~Rp 40.000 cost for new customer

**END PRESENTATION**