



Prism+ Business Case

By Team Cyan





Should Prism+ be axed?

NO



Objective

To increase the number of marketing opt-ins from customers



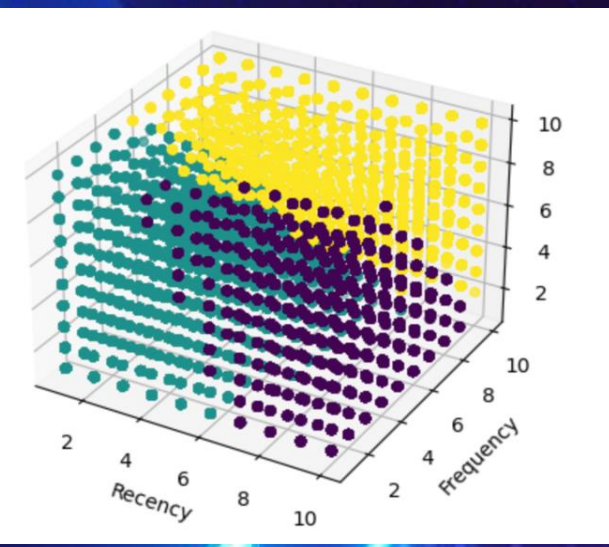


Current state of Prism+

- 0.79% of registered members are part of Prism+
- They account for 7.17% of repeat customers
- Have the highest conversion rates

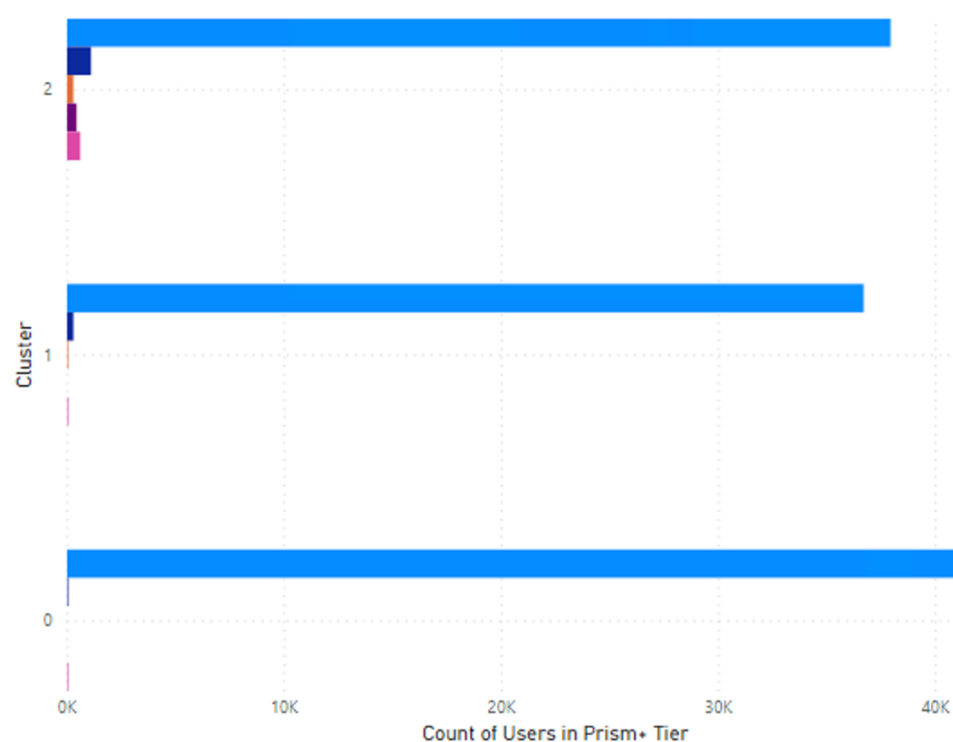
K-Means Clustering of Customer Base

Vast majority of Prism+ users have the highest RFM scores – our revamp of the loyalty programme will take more advantage of our customers with highest spending potential.



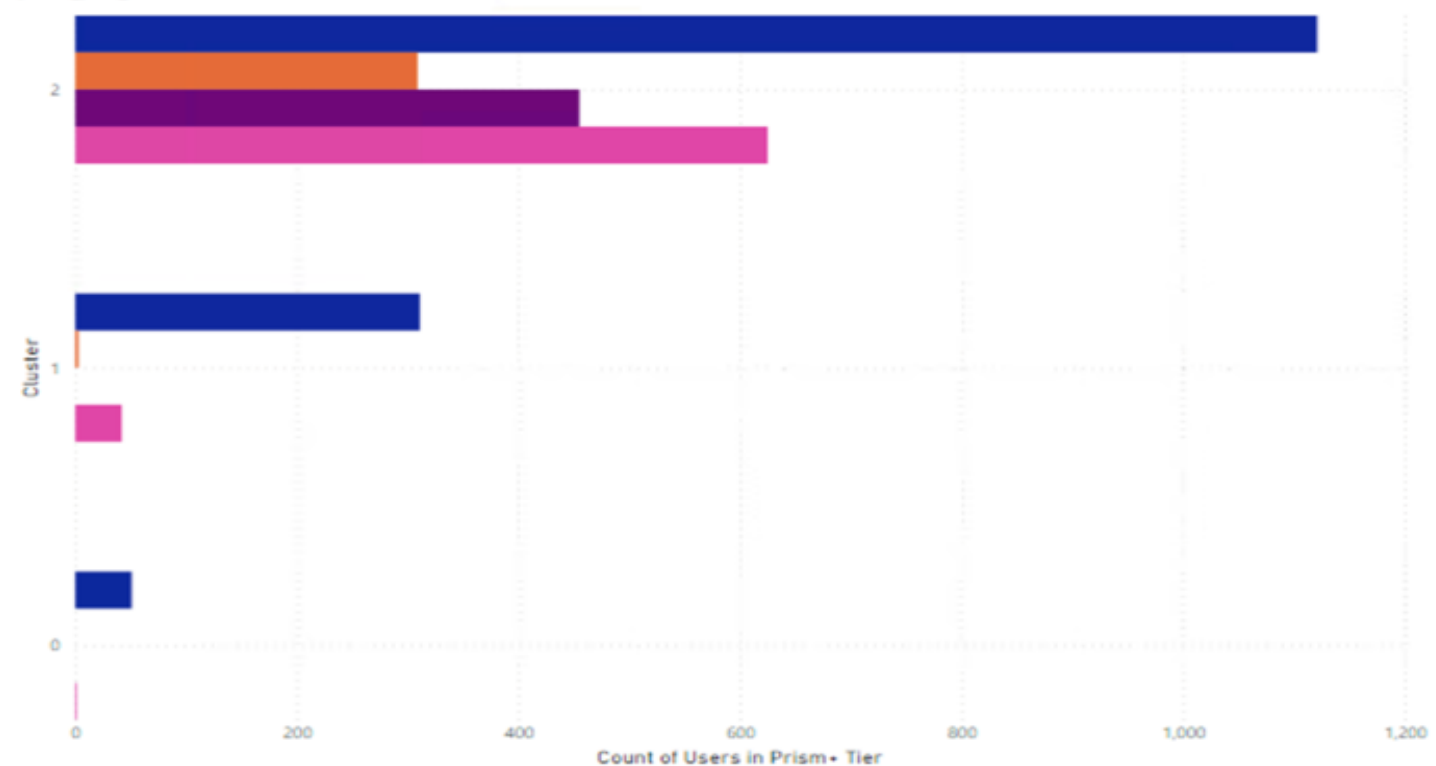
Prism+ Users in each Cluster

prism_plus_tier (Blank) Bronze Gold Platinum Silver



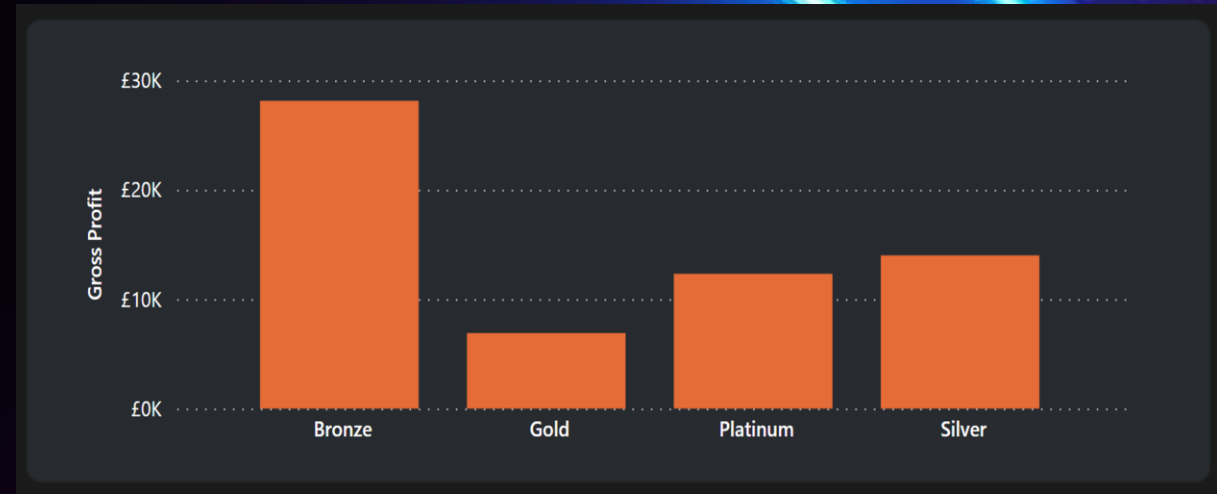
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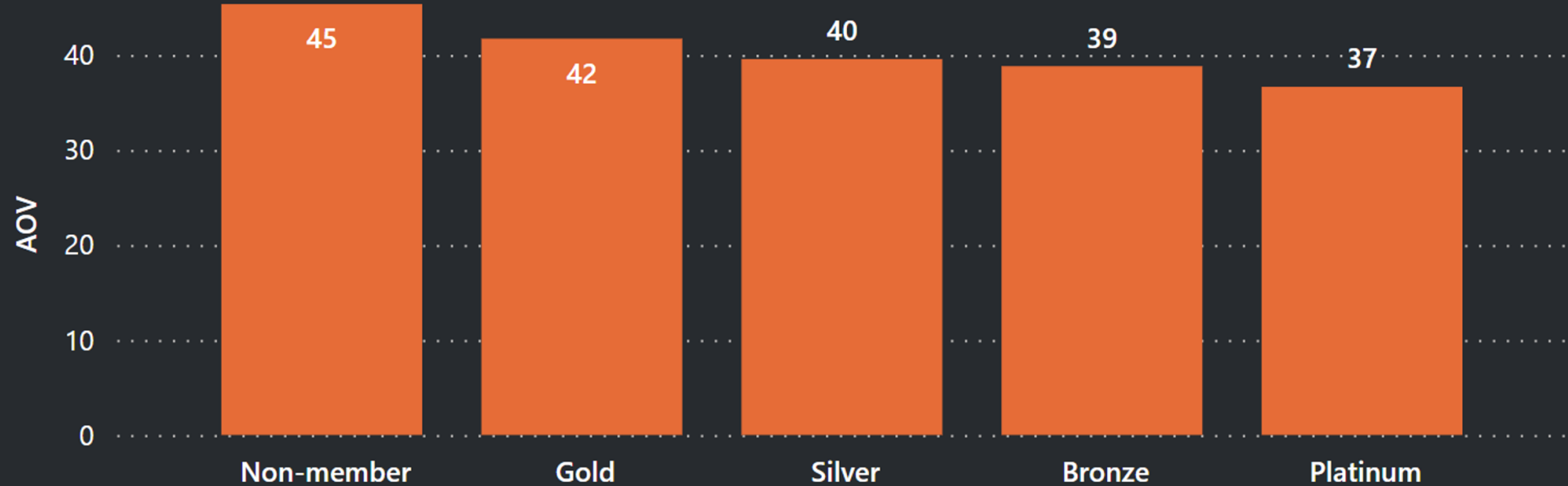


Why is it not working?

- Not generating large profits
- Average Order Value lower than non-members




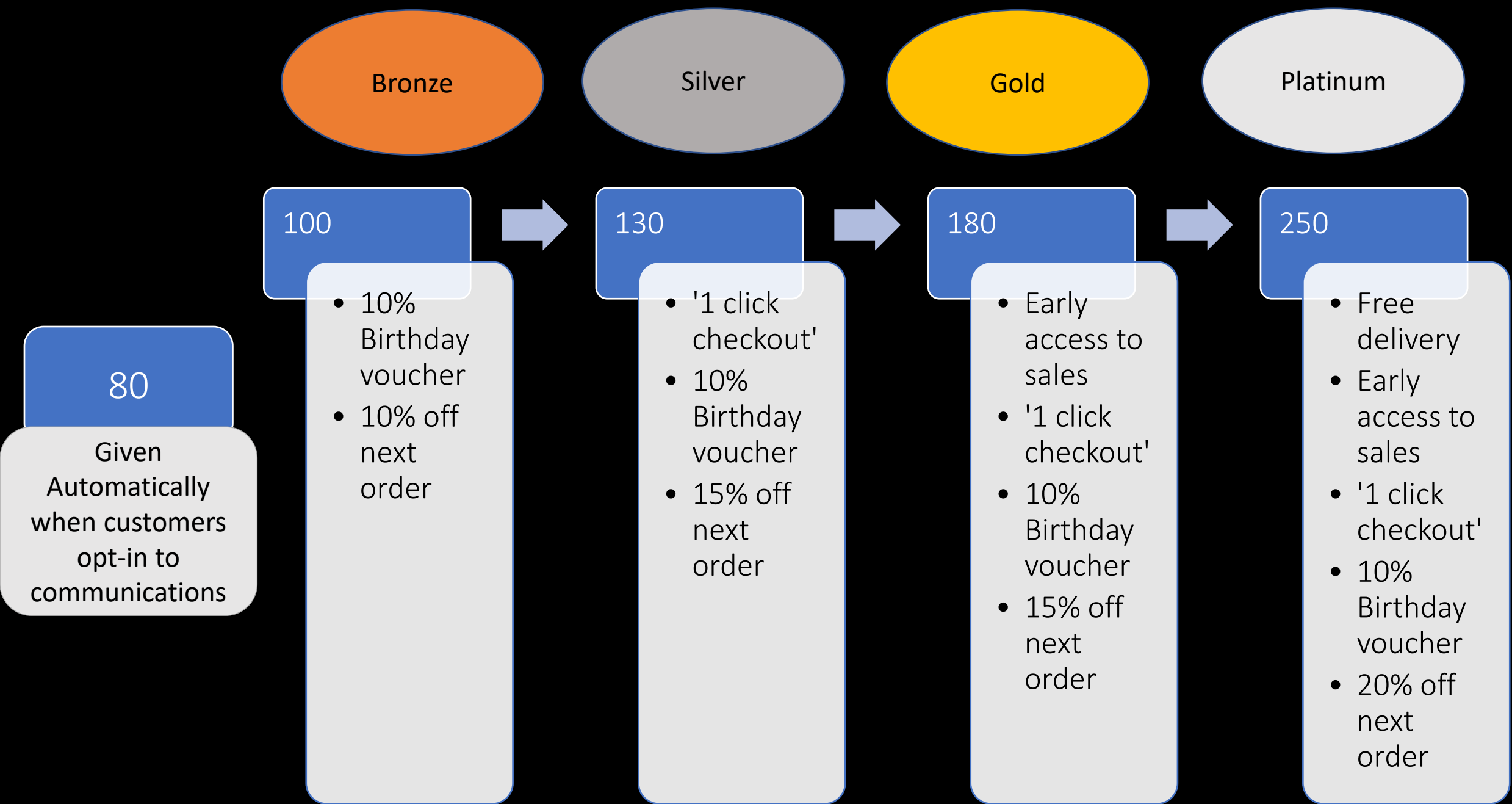
AOV Comparison



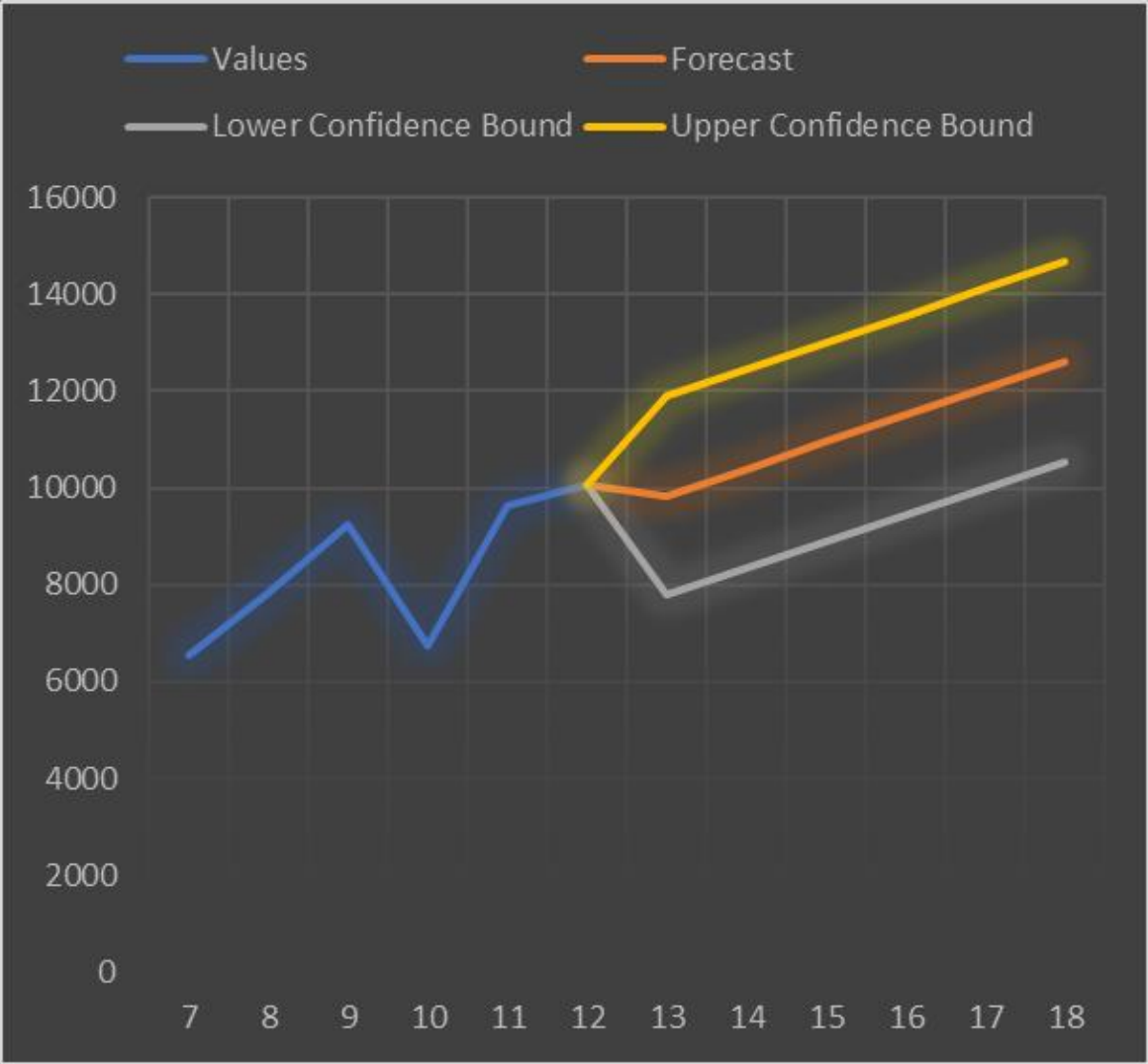


Our Solution

- Points based tiered system
 - Free to join
 - Utilises gamification
- 



Six month revenue prediction using current model



Six month revenue prediction using new model and 20% purchase increase





How does it help Prism?

- Incentivises customers to opt into emails (only 2.5% are opted in)
- Improved personalisation
- Brand loyalty