



Overview

4335

Total No. of Customers

£8.74M

Revenue

18.41K

Orders

£474.69

Average Order Value

Dec 2010 - Dec 2011

- ☐ Select all
- ^

☐ 2010

☐ December
- ^

☐ 2011

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

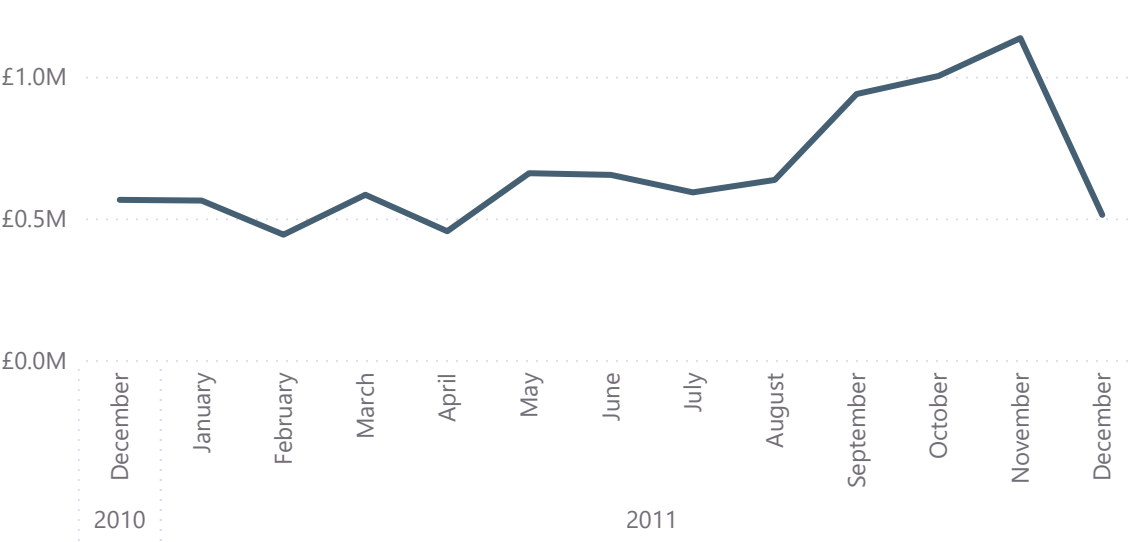
☐ September

☐ October

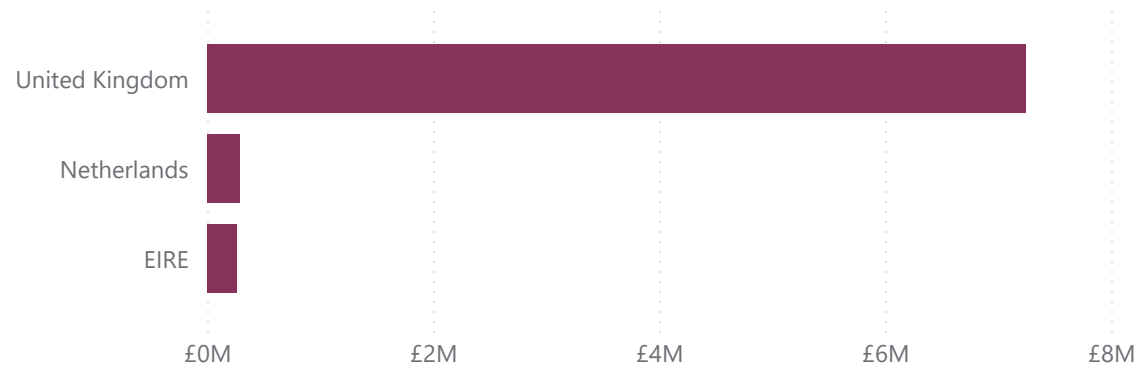
☐ November

☐ December

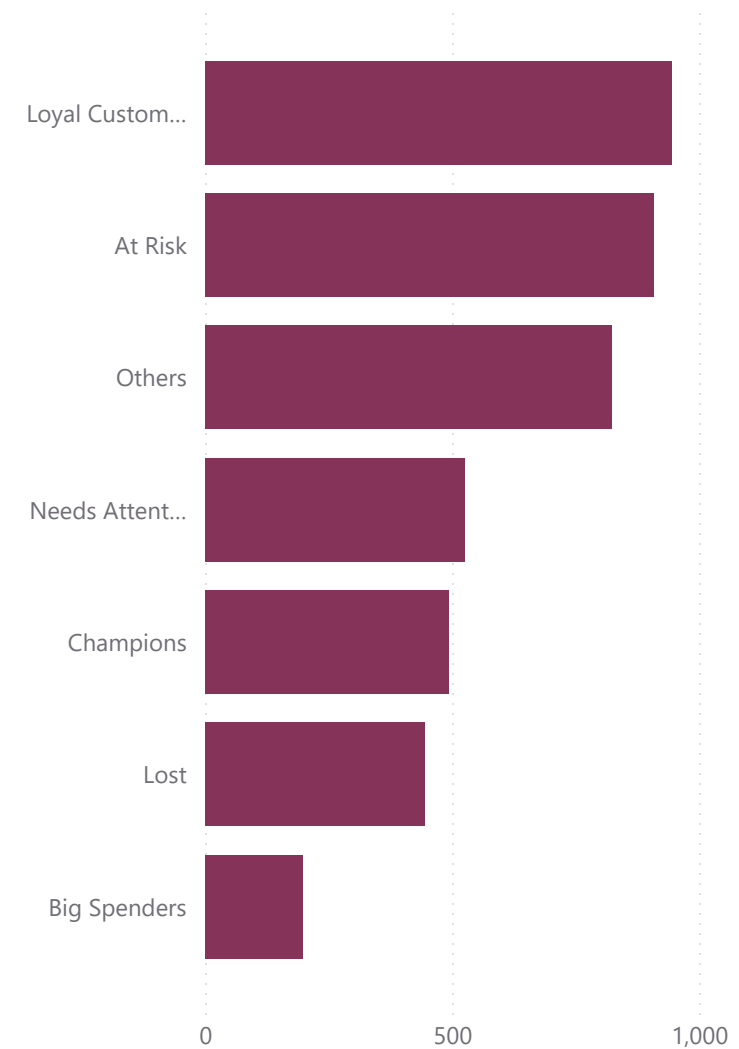
Revenue by Month



Revenue by Country



No. of Customers by Segment



Customer Segmentation

Overview

4335

Customers

£8.74M

Revenue

18.41K

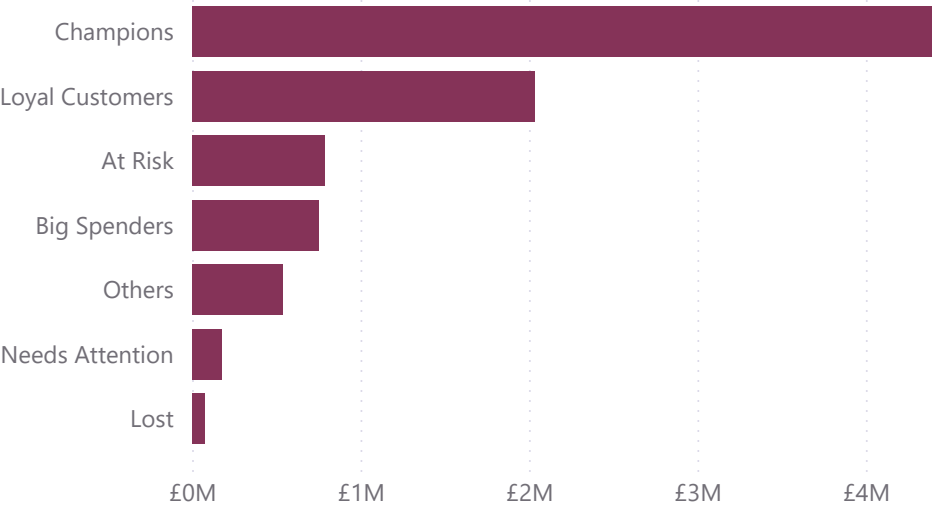
Orders

£474.69

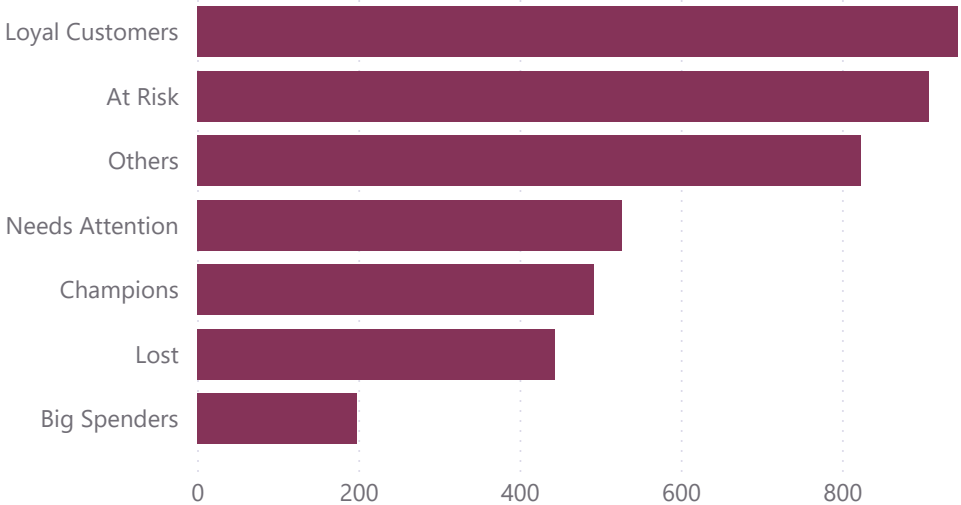
Average Order Value

- ☒ Select all
- ☒ At Risk
- ☒ Big Spenders
- ☒ Champions
- ☒ Lost
- ☒ Loyal Customers
- ☒ Needs Attention
- ☒ Others

Revenue by Segment



No. of Customers by Segment



Average Monetary Amount by Recency and Frequency Scores

R_Score	1	2	3	4
1	£433.61	£675.96	£1,031.98	£2,586.47
2	£458.02	£672.02	£1,320.04	£2,475.68
3		£488.20	£1,243.02	£3,919.10
4		£1,171.77	£1,301.18	£7,490.35

Segment	% of Total Revenue	Average Recency (days)	Average Frequency	Average Monetary
Champions	50.2%	6.74	15.36	£8,918.01
Loyal Customers	23.3%	22.17	5.46	£2,151.95
At Risk	9.0%	134.51	2.81	£864.46
Big Spenders	8.6%	71.88	5.05	£3,782.41
Others	6.2%	43.47	1.42	£653.04
Needs Attention	2.0%	160.68	1.00	£330.33
Lost	0.8%	267.60	1.00	£163.33
Total	100.0%	92.21	4.25	£2,015.38

Churn & Retention

Customers: At Risk, Needs Attention, and Lost

908

Customers

20.9%

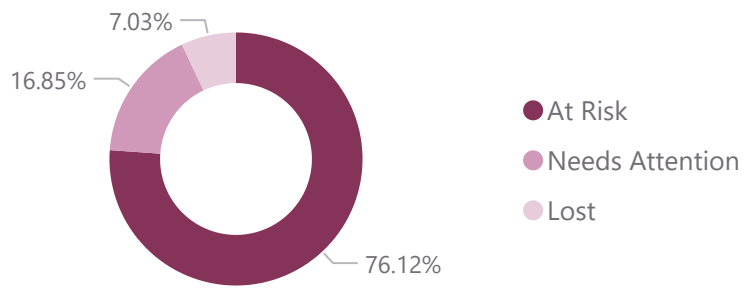
% of Total Customers

£784.93K

Revenue

- ☐ Select all
- ☒ At Risk
- ☐ Lost
- ☐ Needs Attention

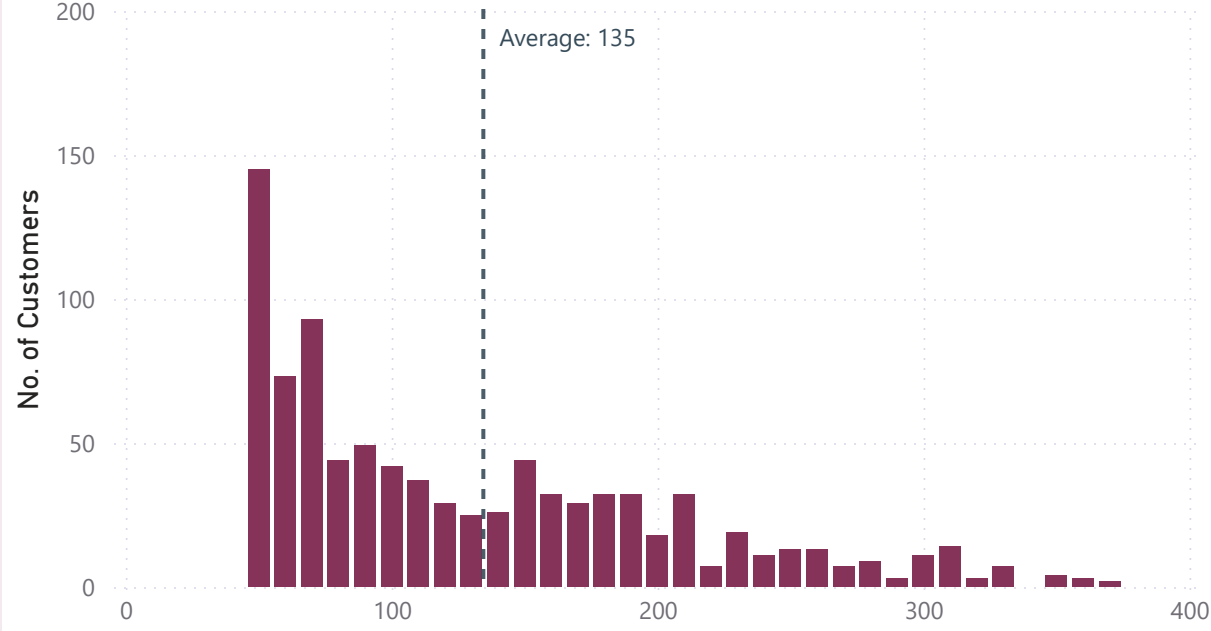
Revenue by Segment



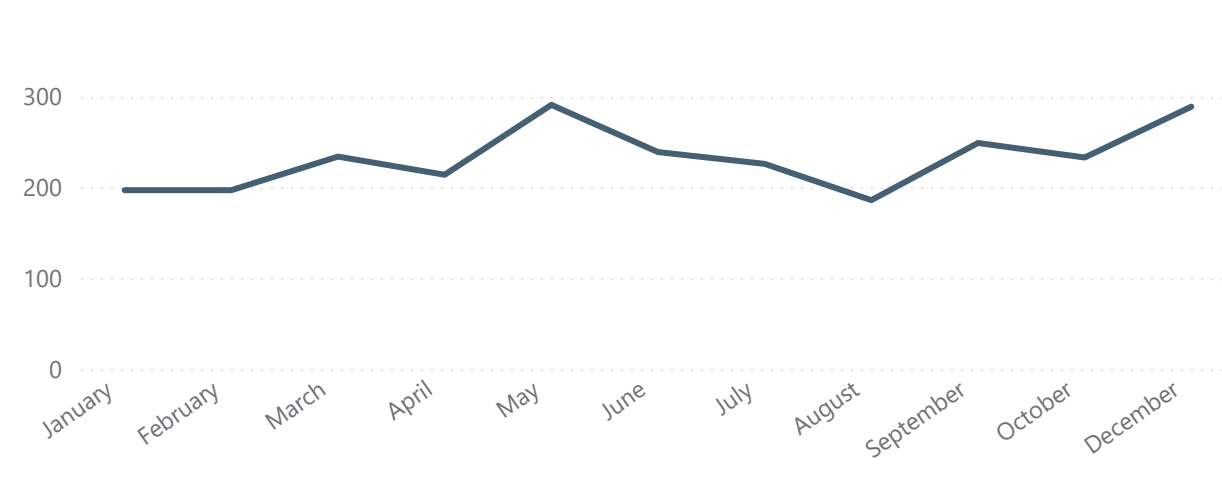
Frequency Distribution



Recency Distribution (Days)



No. of Orders per Month



High Value Customers

Champions, Loyal Customers, and Big Spenders

1634

Customers

82.0%

% of Total Revenue

- ☐ Select all
- ☐ Big Spenders
- ☐ Champions
- ☐ Loyal Customers

Top 20 Customers

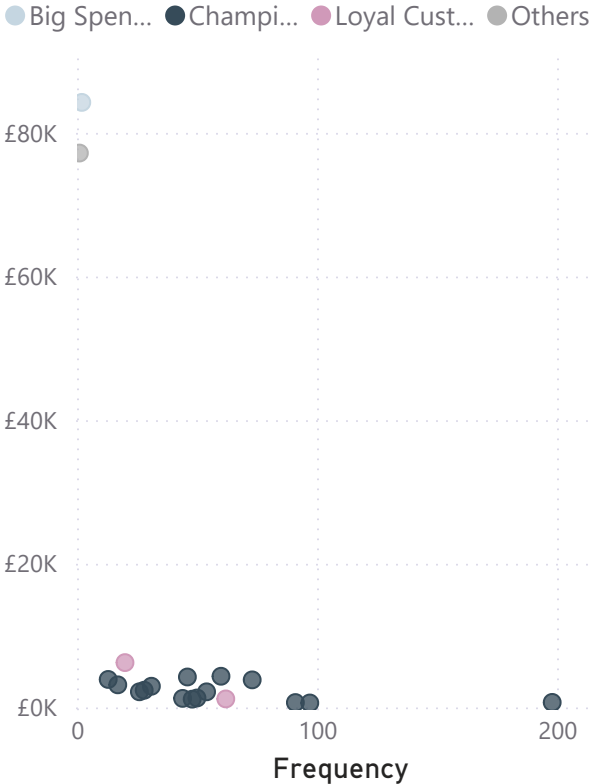
Top 20 Customers

CustomerID	Monetary	Total Orders	Country	Segment
14646	£279,138.02	73	Netherlands	Champions
18102	£259,657.30	60	United Kingdom	Champions
17450	£194,390.79	46	United Kingdom	Champions
16446	£168,472.50	2	United Kingdom	Big Spenders
14911	£136,161.83	198	EIRE	Champions
12415	£124,564.53	20	Australia	Loyal Customers
14156	£116,560.08	54	EIRE	Champions
17511	£91,062.38	31	United Kingdom	Champions
12346	£77,183.60	1	United Kingdom	Others
16029	£72,708.09	62	United Kingdom	Loyal Customers
16684	£66,653.56	28	United Kingdom	Champions
13694	£65,039.62	50	United Kingdom	Champions
15311	£60,632.75	91	United Kingdom	Champions
13089	£58,762.08	97	United Kingdom	Champions
17949	£58,030.48	44	United Kingdom	Champions
15769	£56,252.72	26	United Kingdom	Champions
15061	£54,534.14	48	United Kingdom	Champions
14096	£53,258.43	17	United Kingdom	Champions
14298	£51,527.30	44	United Kingdom	Champions
14088	£50,491.81	13	United Kingdom	Champions

2.10M

Top 20 Revenue

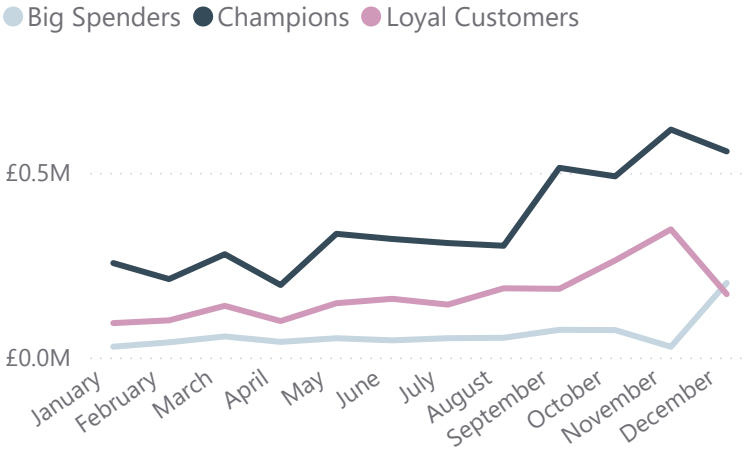
Top 20 Customers Segment, Frequency, and Average Order Value



Top 5 Countries by No. of Customers



Champion and Loyal Customer's Total Revenue by Month



Product Performance

Best Performers

3660

No. of Products

5M

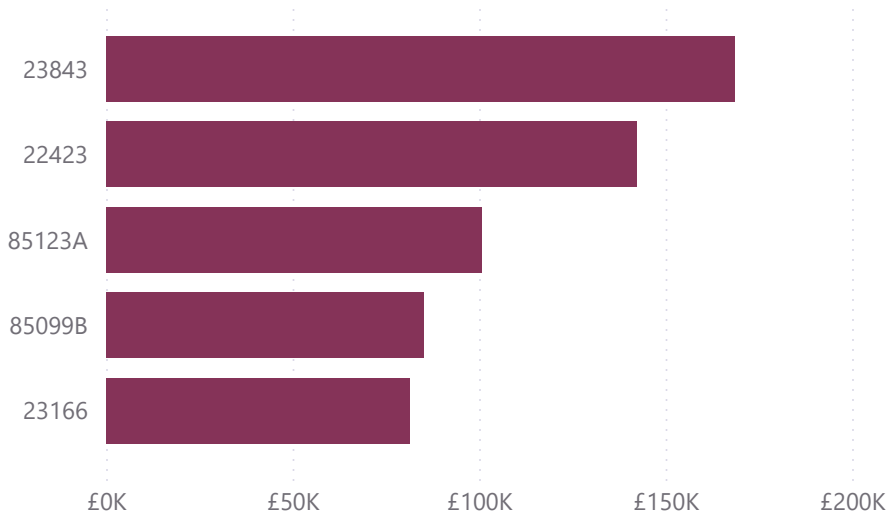
Total No. of Products Sold

£8.74M

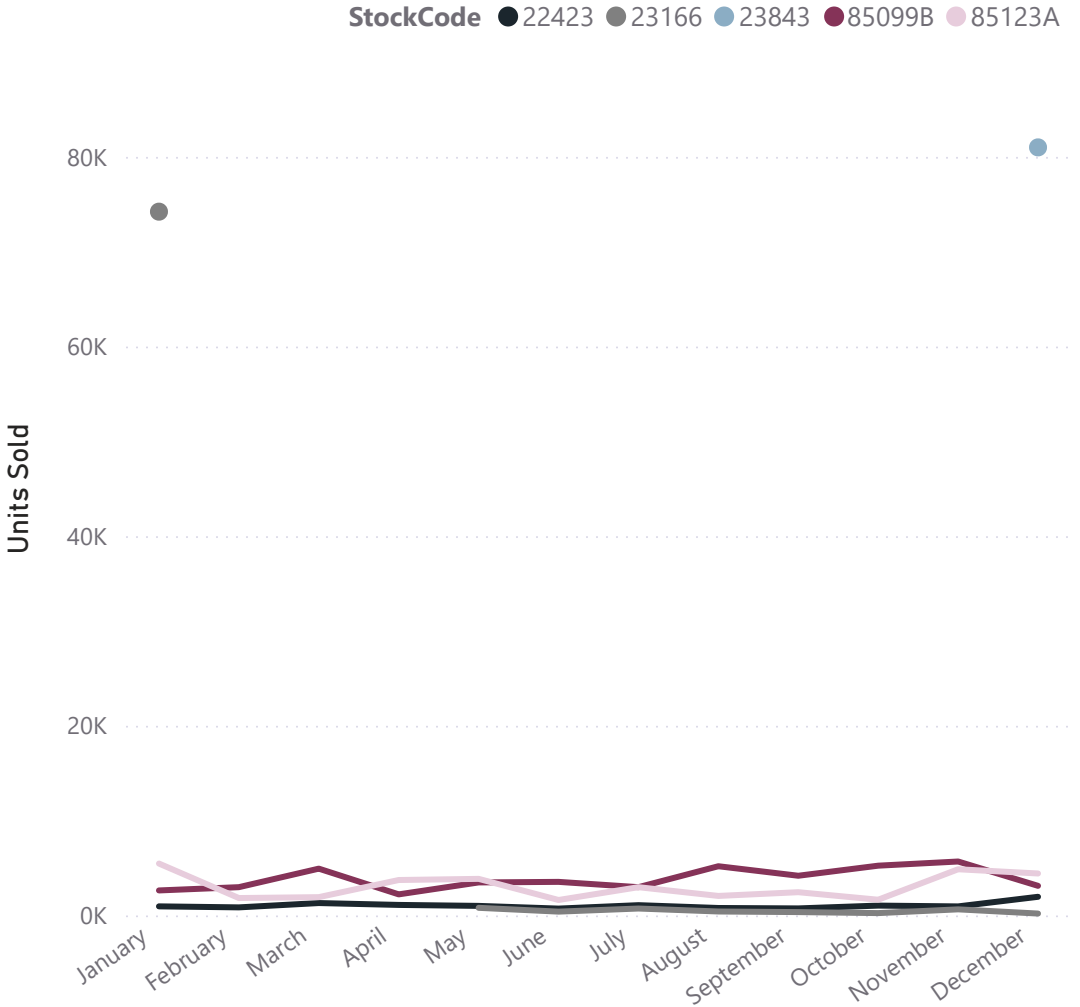
Total_Revenue

- ☐ Select all
- ☐ At Risk
- ☐ Big Spenders
- ☐ Champions
- ☐ Lost
- ☐ Loyal Customers
- ☐ Needs Attention
- ☐ Others

Top 5 Products by Revenue



Top 5 Products by Revenue



Top 5 Most Popular Products

