Overview

4335
Total No. of Customers

£8.74M
Revenue

18.41K
Orders

£474.69
Average Order Value

- [ ] Select all
- [ ] 2010
  - [ ] December
- [ ] 2011
  - [ ] January
  - [ ] February
  - [ ] March
  - [ ] April
  - [ ] May
  - [ ] June
  - [ ] July
  - [ ] August
  - [ ] September
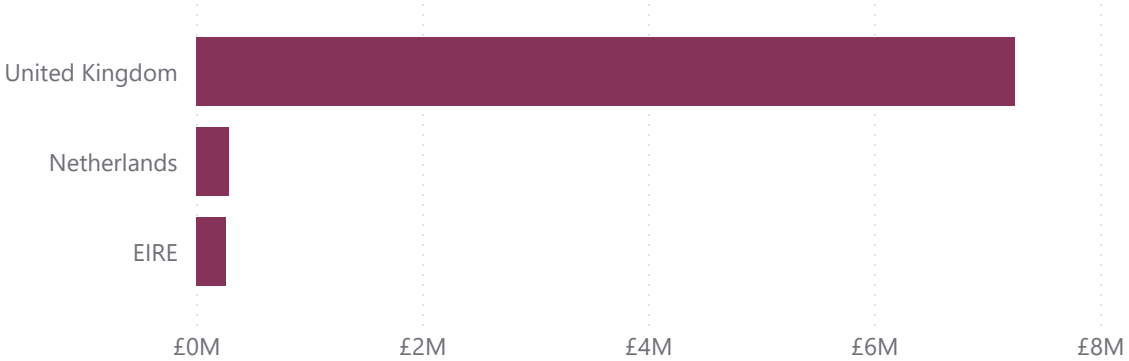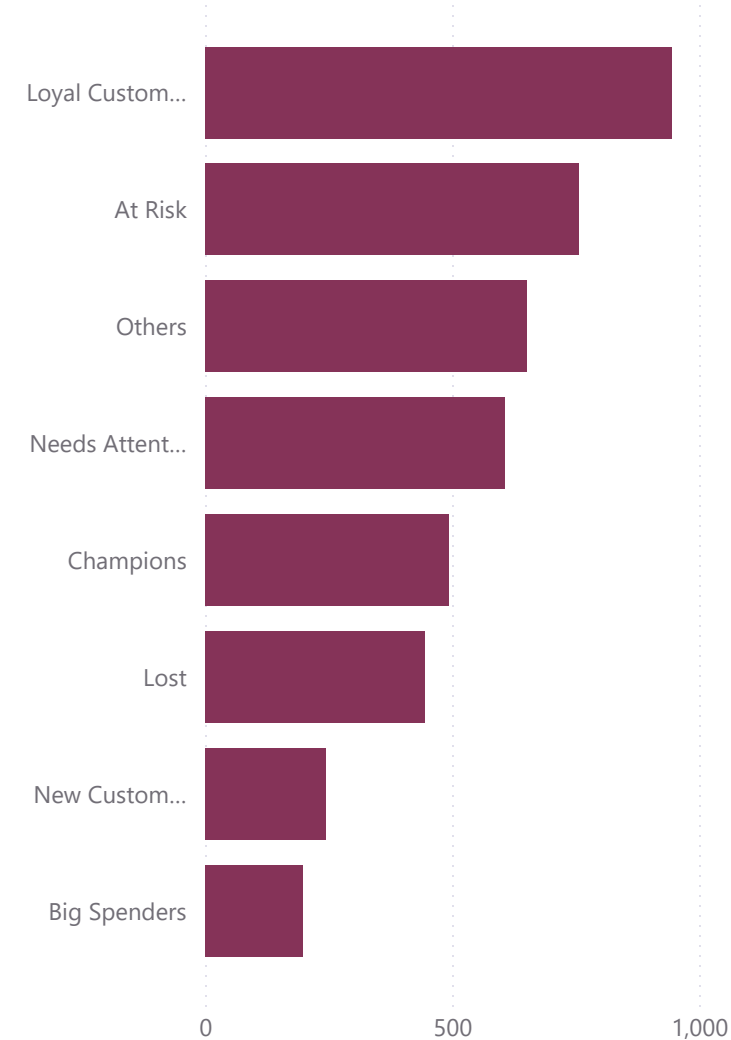 - [ ] October
  - [ ] November
  - [ ] December

Revenue by Month
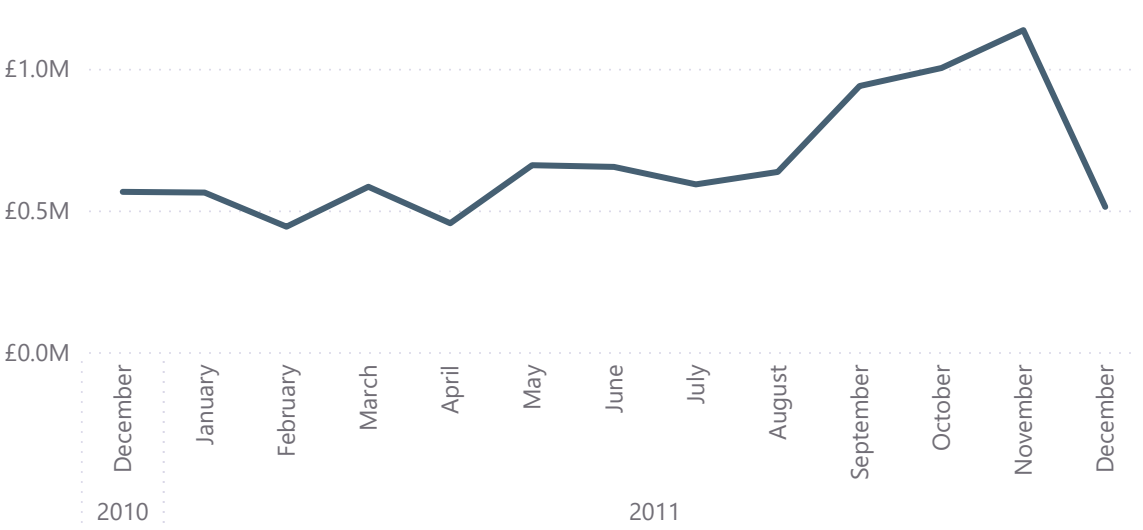
Revenue by Country

No. of Customers by Segment

Customer Segmentation
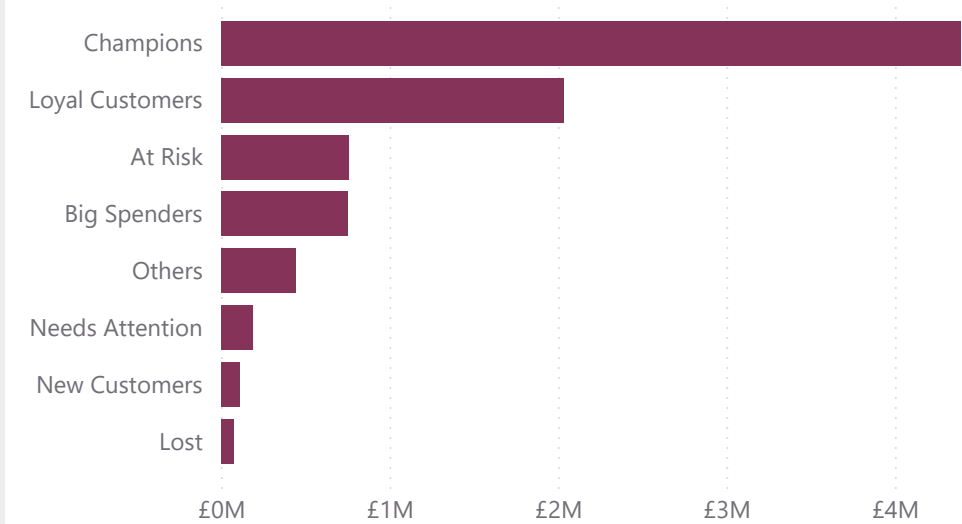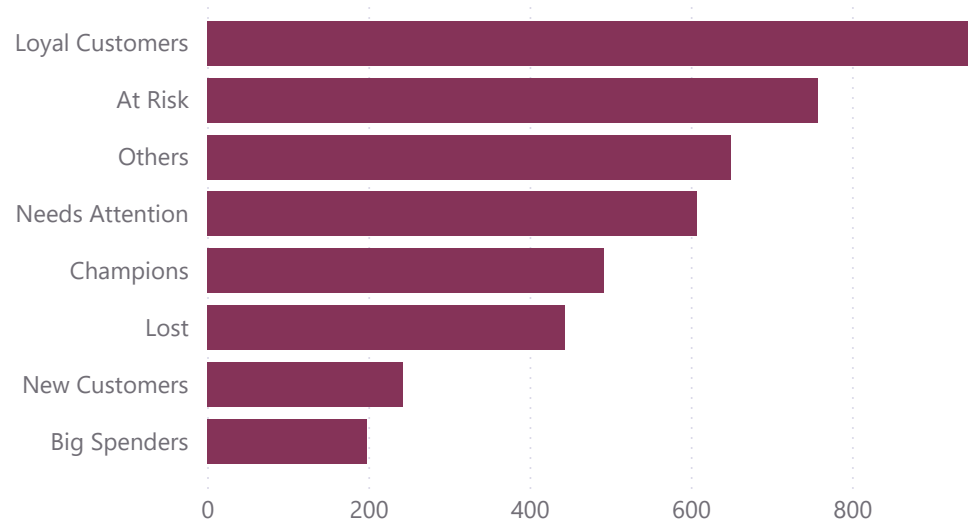Overview

4335	£8.74M	18.41K	£474.69
Customers	Revenue	Orders	Average Order Value

Revenue by Segment

Segment	Revenue
Champions	~£4.2M
Loyal Customers	~£2M
At Risk	
Big Spenders	
Others	
Needs Attention	
New Customers	
Lost	

- [ ] Select all
- [ ] At Risk
- [ ] Big Spenders
- [ ] Champions
- [ ] Lost
- [ ] Loyal Customers
- [ ] Needs Attention
- [ ] New Customers
- [ ] Others

No. of Customers by Segment

Segment	No. of Customers
Loyal Customers	~900
At Risk	~750
Others	~650
Needs Attention	~600
Champions	~500
Lost	~450
New Customers	~240
Big Spenders	~200

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	8.6%	133.67	2.98	£996.28
Big Spenders	8.6%	71.88	5.05	£3,782.41
Others	5.1%	73.66	1.46	£682.79
Needs Attention	2.2%	150.27	1.08	£312.69
New Customers	1.2%	8.86	1.60	£445.80
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
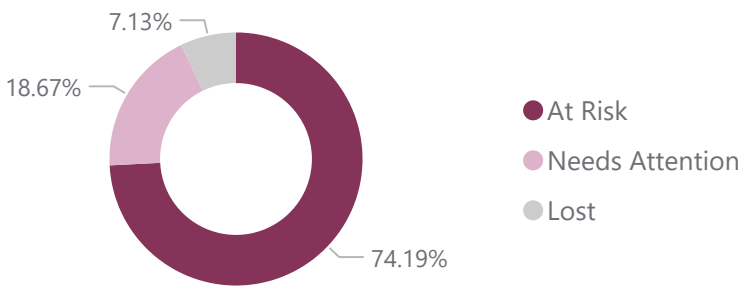
1808
Customers

41.7%
% of Total Customers

£1.02M
Revenue

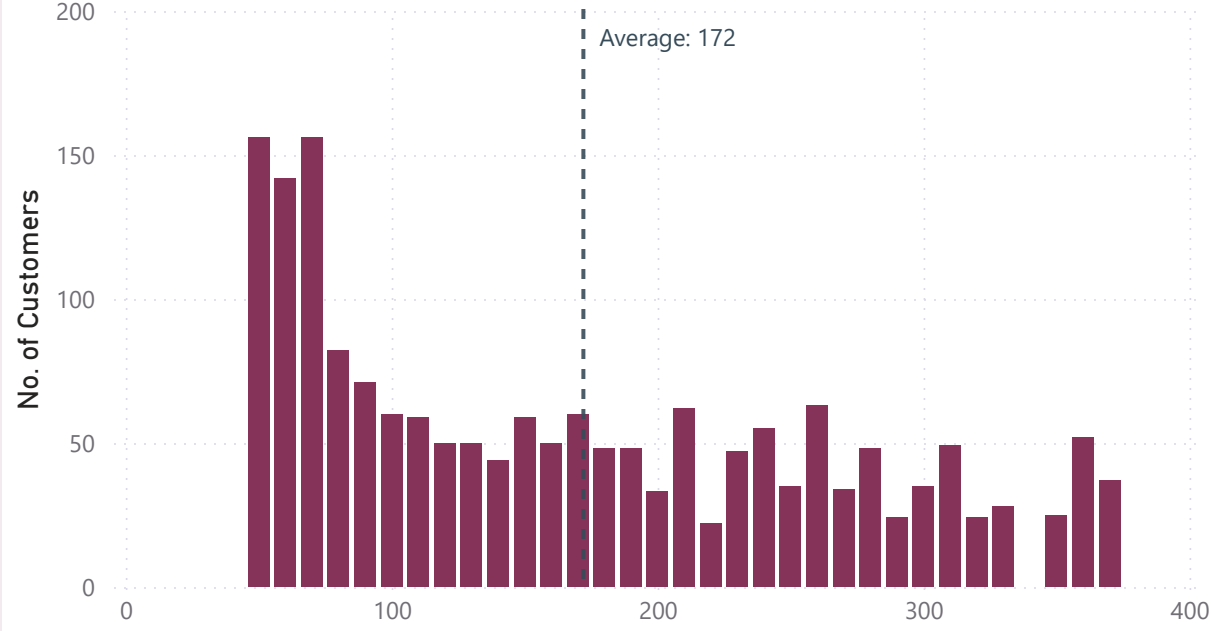- ☐ Select all
- ☐ At Risk
- ☐ Lost
- ☐ Needs Attention

Revenue by Segment

7.13%

18.67%

74.19%

- ● At Risk
- ● Needs Attention
- ● Lost

Frequency Distribution

No. of Customers

1,000

500

0

0   5   10   15   20   25   30   35
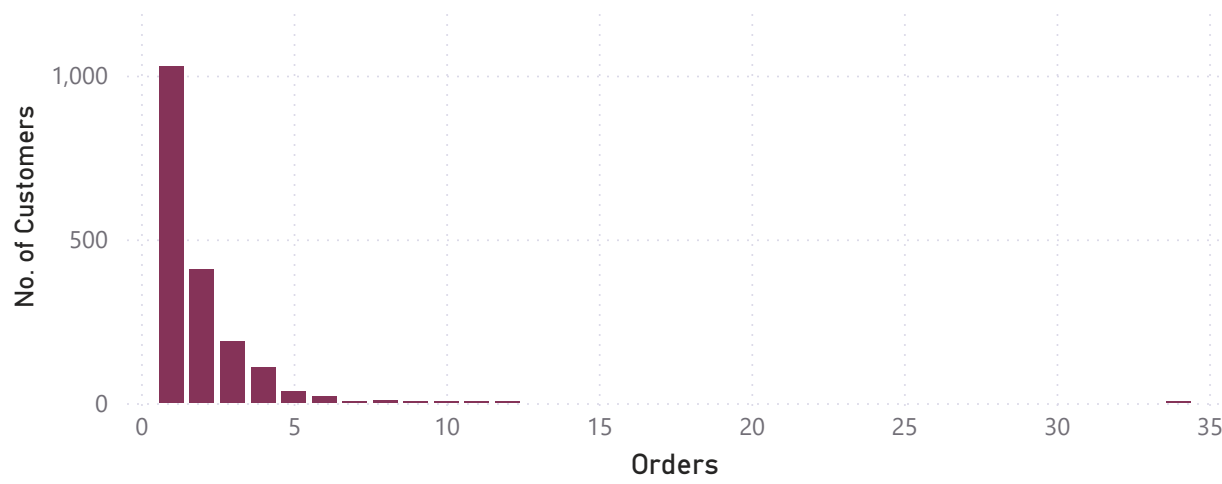
Orders

Recency Distribution (Days)

No. of Customers

200

150

100

50

0

Average: 172

0   100   200   300   400

No. of Orders per Month

No. of Customers

300

200

100

0

January February March April May June July August September October December
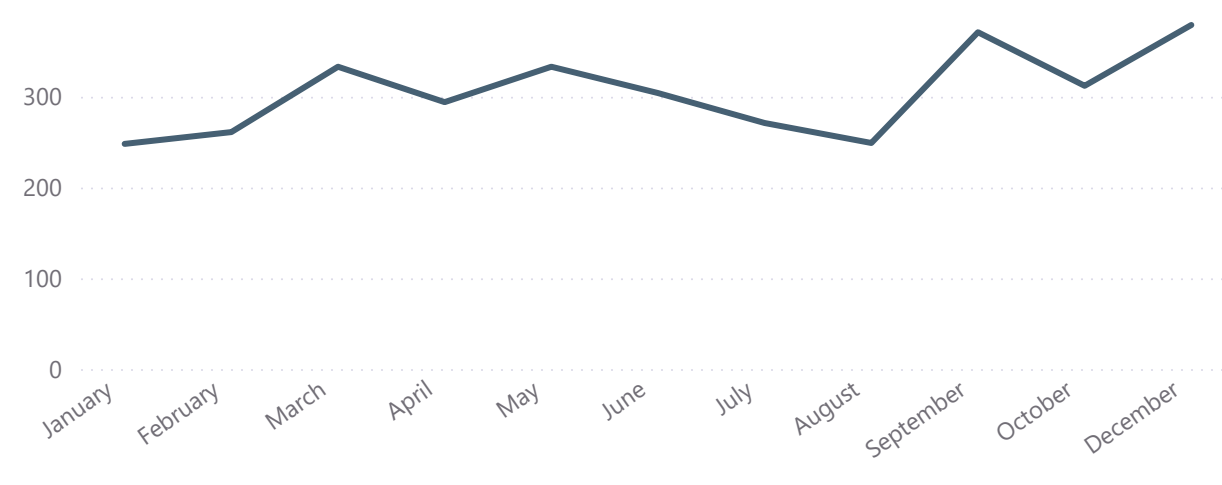
High Value Customers

Champions, Loyal Customers, and Big Spenders

1634
Customers

82.0%
% of Total Revenue

☐ Select all
☐ Big Spenders
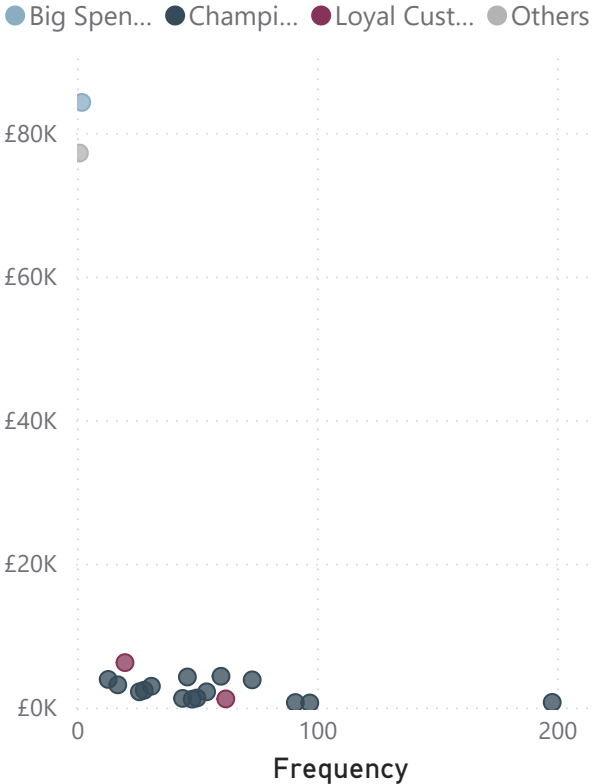☐ Champions
☐ Loyal Customers

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

● Big Spen... ● Champi... ● Loyal Cust... ● Others

Frequency

Top 5 Countries by No. of Customers

United Kingd...
Germany
France
Belgium
Spain

Champion and Loyal Customer's Total Revenue by Month

● Big Spenders ● Champions ● Loyal Customers

January February March April May June July August September October November December
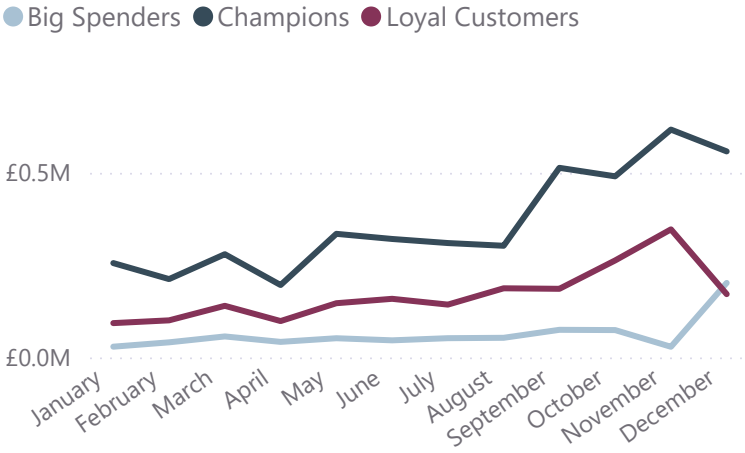
Product Performance
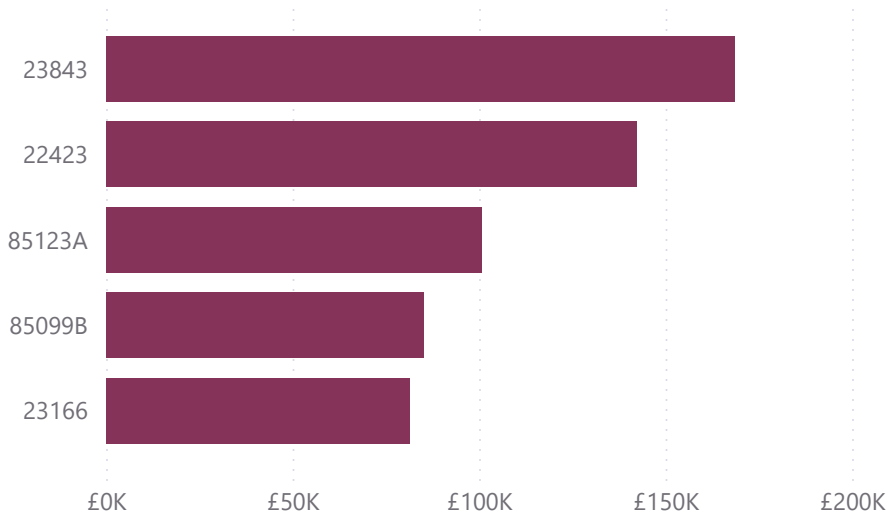## Best Performers

3660
No. of Products

5M
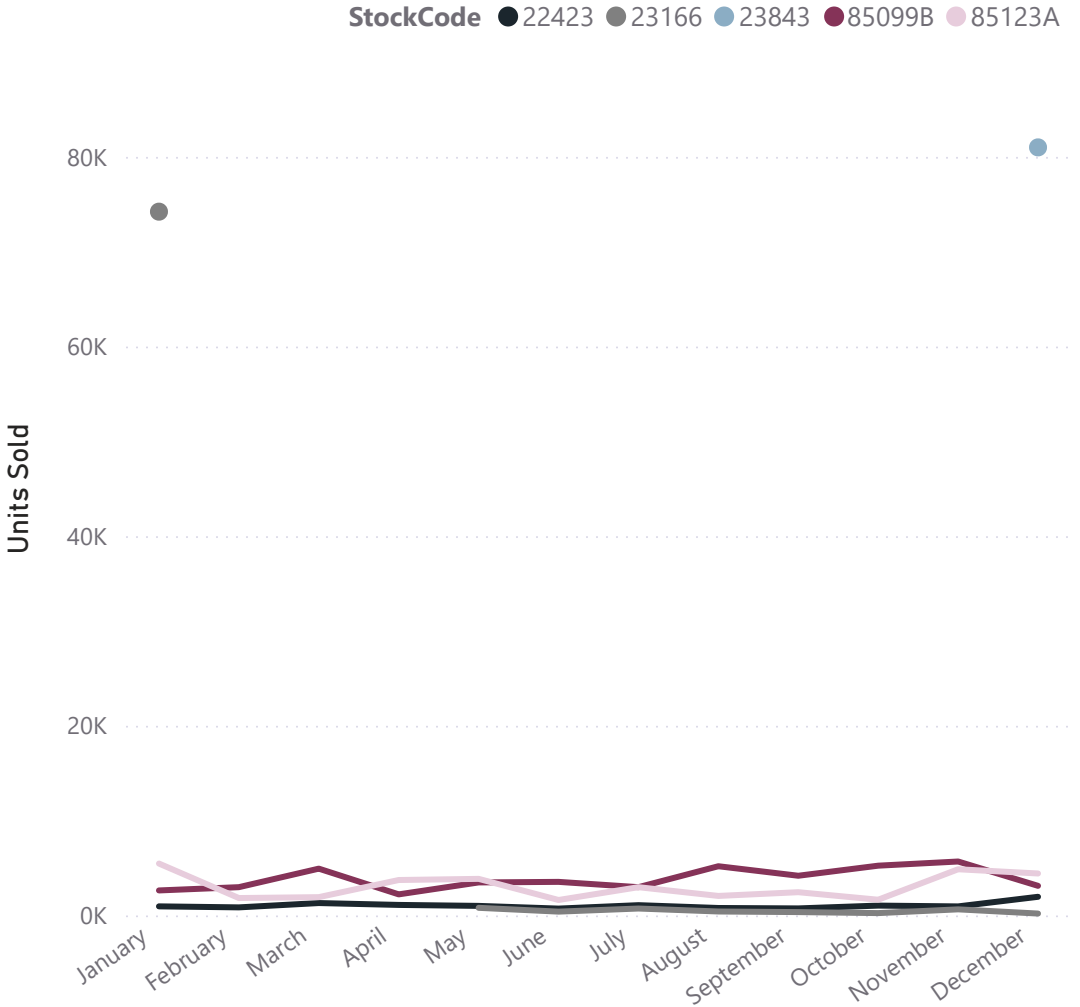Total No. of Products Sold

£8.74M
Total_Revenue

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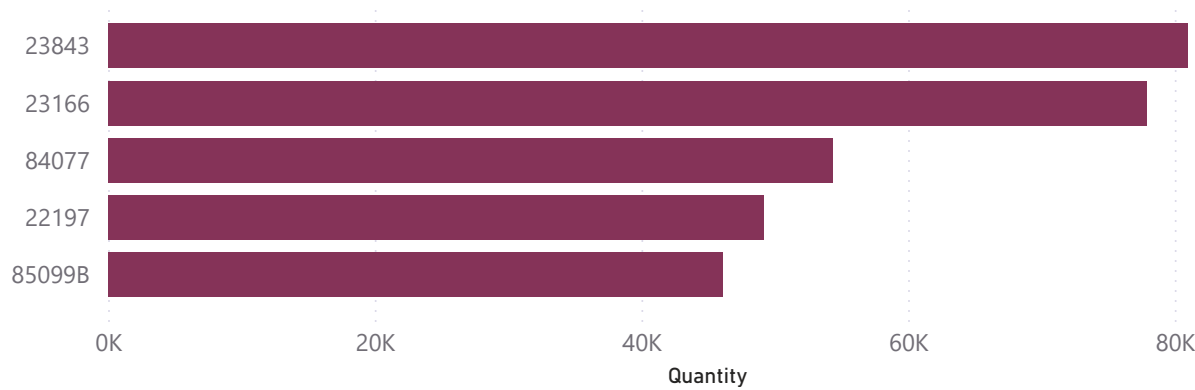- ☐ New Customers
- ☐ Others

Top 5 Products by Revenue

StockCode	
23843	
22423	
85123A	
85099B	
23166	

Axis: £0K £50K £100K £150K £200K

Top 5 Products by Revenue

StockCode ● 22423 ● 23166 ● 23843 ● 85099B ● 85123A

Units Sold: 80K 60K 40K 20K 0K

January February March April May June July August September October November December

Top 5 Most Popular Products

StockCode	
23843	
23166	
84077	
22197	
85099B	

Quantity: 0K 20K 40K 60K 80K

Appendix

Segment Name	Recency Score	Frequency Score	Monetary Score	Business Meaning
Champions	4	4	4	Recent, frequent, high spend
Loyal Customers	3-4	3-4	1-4	Frequent buyers
At Risk of Churning	1-2	2-4	2-4	Haven't purchased in a while but once loyal customers
Big Spenders	2-4	2-4	4	High spend though may not be frequent
Needs Attention	1-2	1-2	1-2	Generally low across the board
New Customers	4	1-2	1-4	Recent first-time buyers
Lost	1	1	1	Inactive, low spend
Others				