Overview

4335
Total No. of Customers

£8.28M
Revenue

17.27K
Orders

£479.68
Average Order Value

- ☑ Select all
- ☑ 2010
  - ☑ December
- ◪ 2011
  - ☑ January
  - ☑ February
  - ☑ March
  - ☐ April
  - ☑ May
  - ☑ June
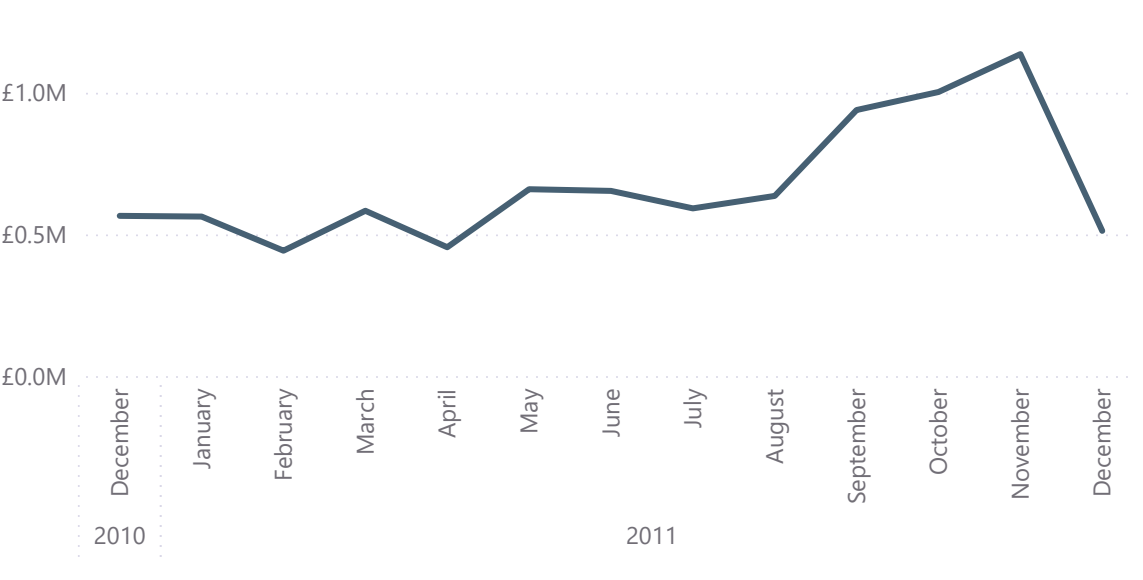 - ☑ July
  - ☑ August
  - ☑ September
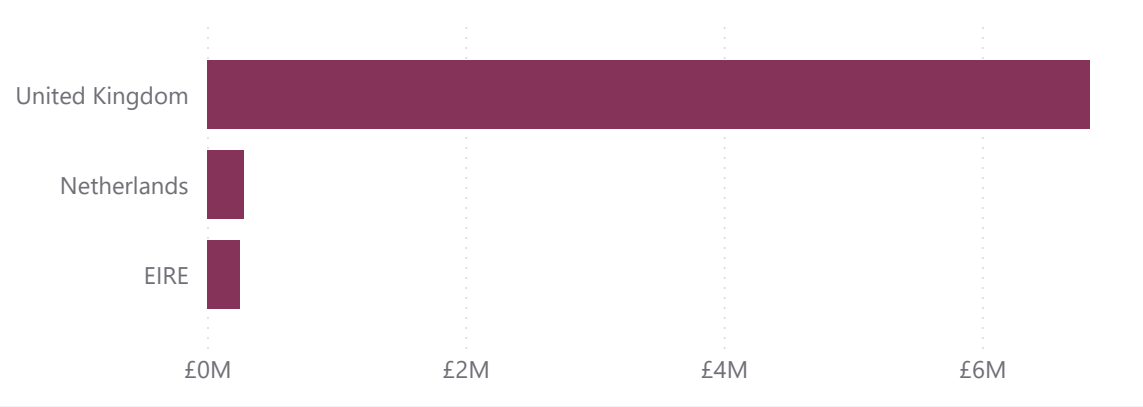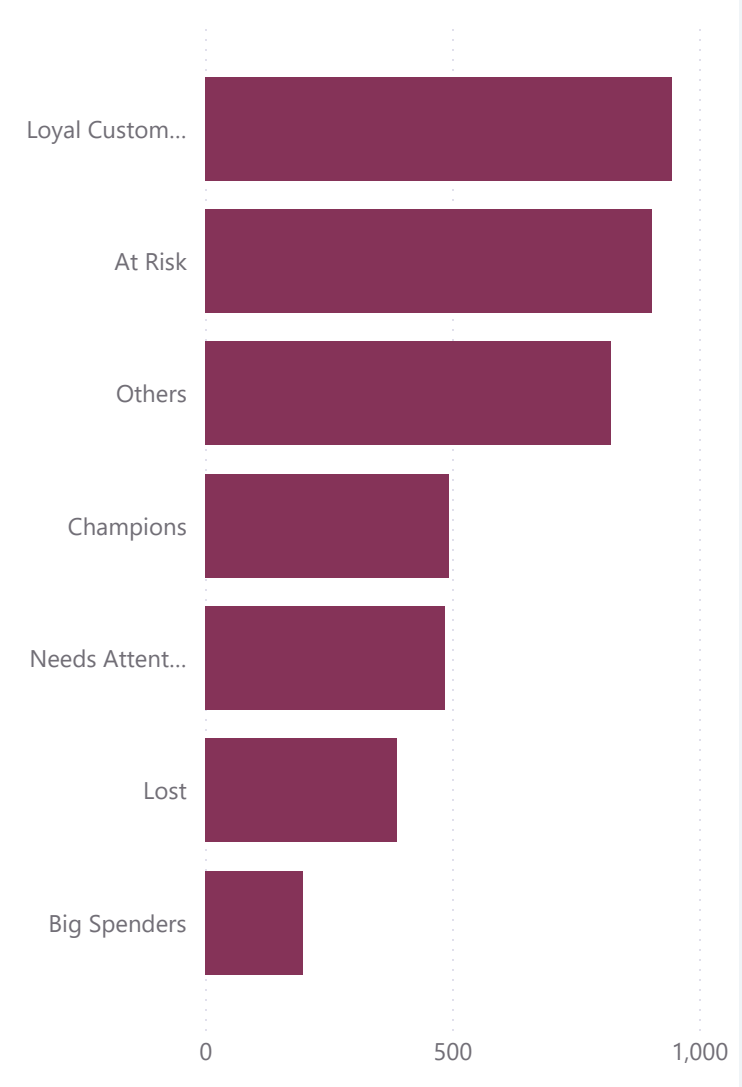 - ☑ October
  - ☑ November
  - ☑ December

Revenue by Month

Revenue by Country

No. of Customers by Segment

Customer Segmentation
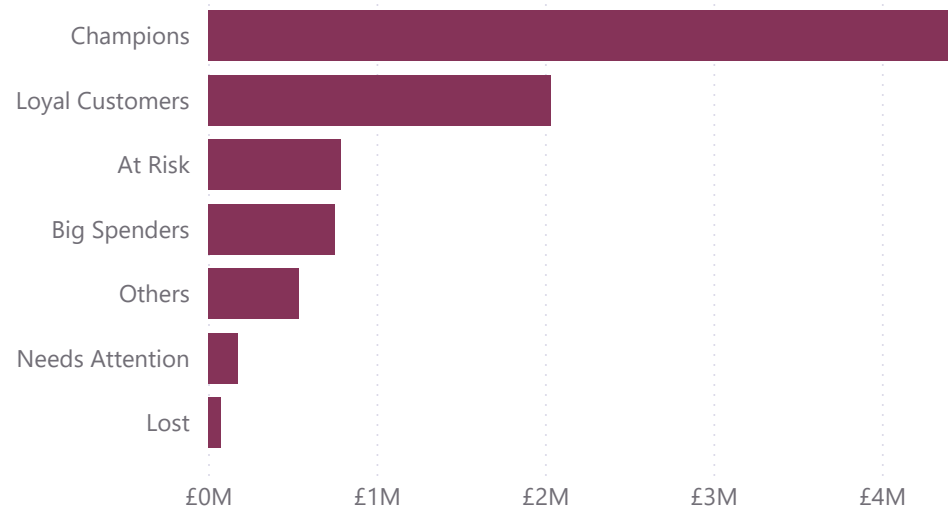
Overview

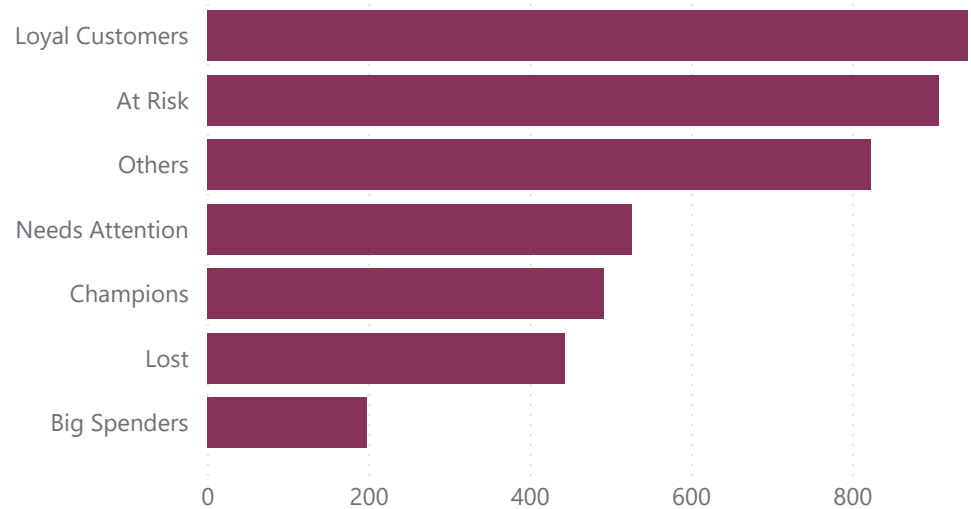| 4335	£8.74M	18.41K	£474.69
Customers	Revenue	Orders	Average Order Value

Segment Filters
- ☑ Select all
- ☑ At Risk
- ☑ Big Spenders
- ☑ Champions
- ☑ Lost
- ☑ Loyal Customers
- ☑ Needs Attention
- ☑ Others

Revenue by Segment

Segment	Revenue
Champions	~£4M
Loyal Customers	~£2M
At Risk	
Big Spenders	
Others	
Needs Attention	
Lost	

No. of Customers by Segment

Segment	Customers
Loyal Customers	~900
At Risk	~900
Others	~800
Needs Attention	~500
Champions	~500
Lost	~450
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	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

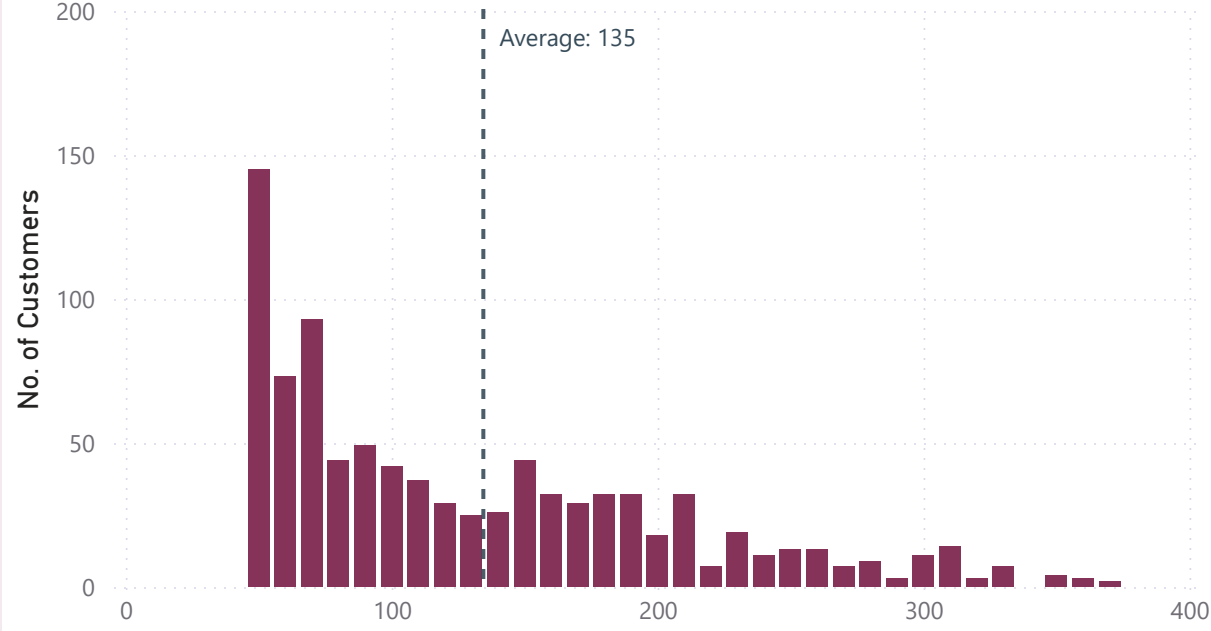- ☑ Select all
- ☑ At Risk
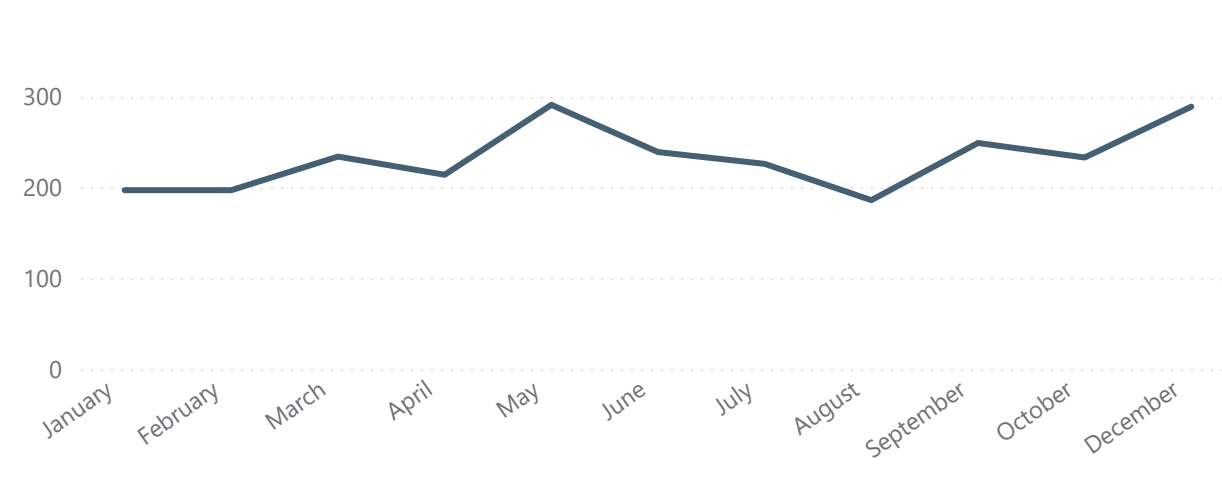- ☐ Lost
- ☐ Needs Attention

Revenue by Segment

7.03%
16.85%
76.12%

- ● At Risk
- ● Needs Attention
- ● Lost
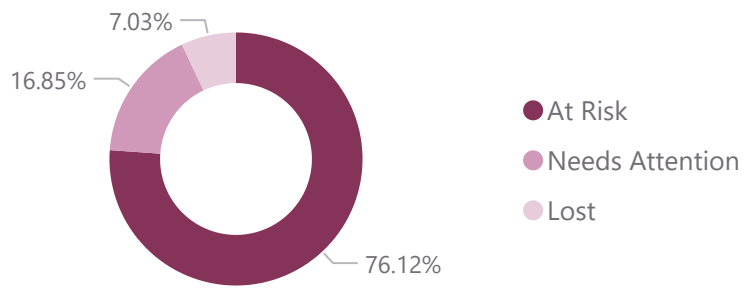
Frequency Distribution

Recency Distribution (Days)

Average: 135

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
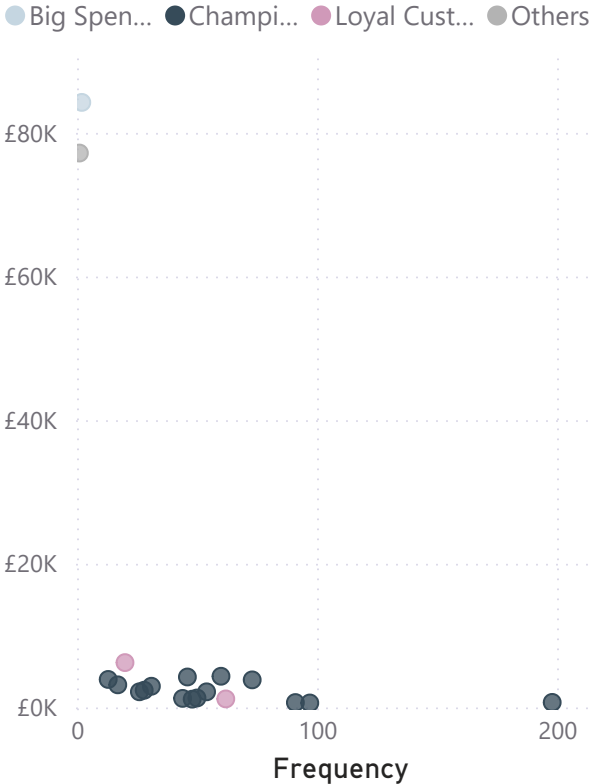☐ Champions
☐ Loyal Customers

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

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

£80K
£60K
£40K
£20K
£0K
0 ... 100 ... 200
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

£0.5M
£0.0M

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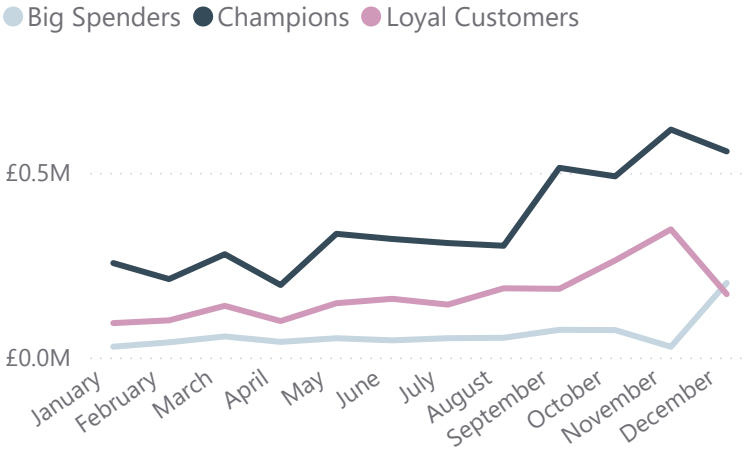
Product Performance
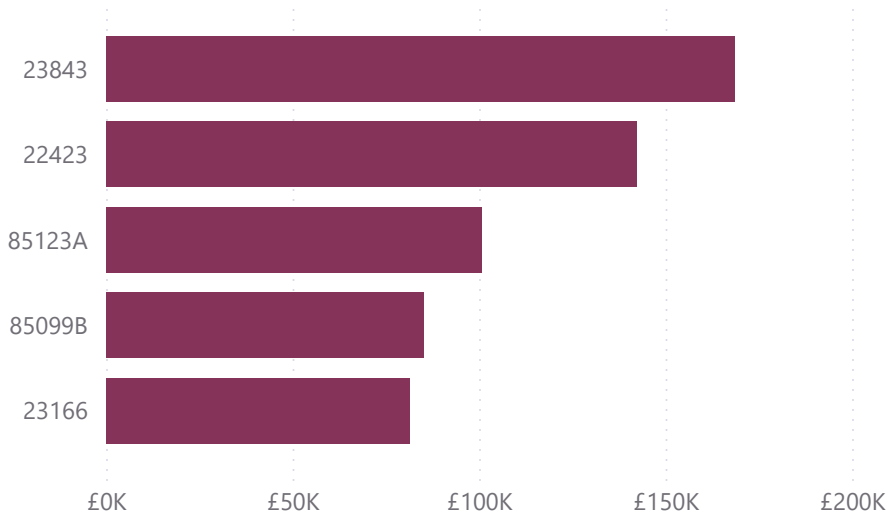Best Performers

3660
No. of Products

5M
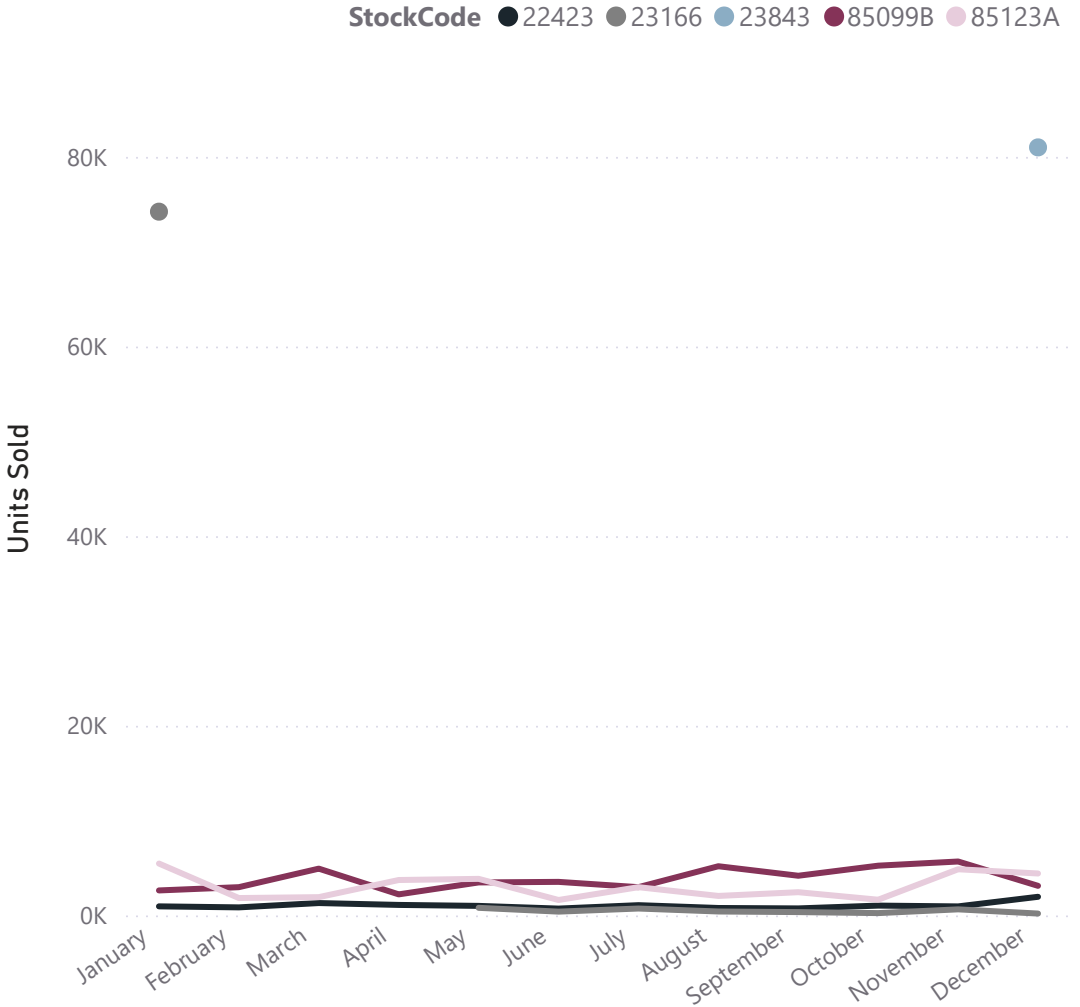Total No. of Products Sold

£8.74M
Total_Revenue

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

Top 5 Products by Revenue

StockCode	
23843	
22423	
85123A	
85099B	
23166	

£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

23843	
23166	
84077	
22197	
85099B	

0K   20K   40K   60K   80K

Quantity