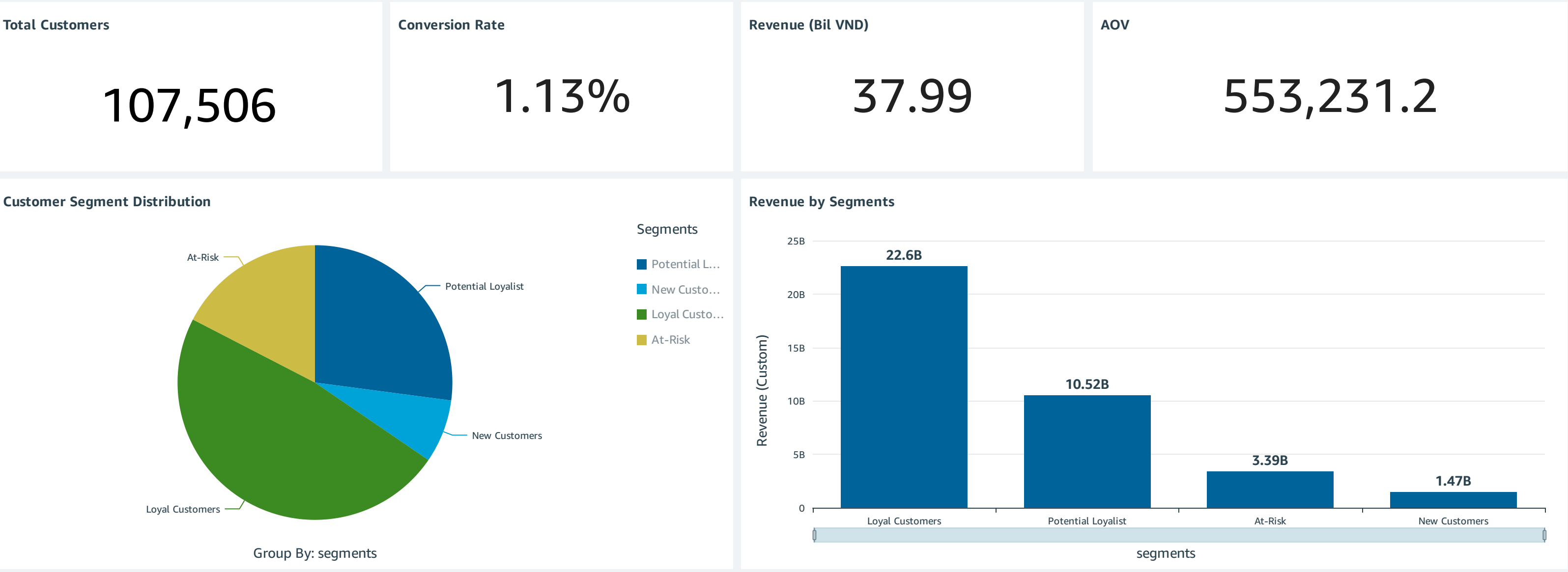


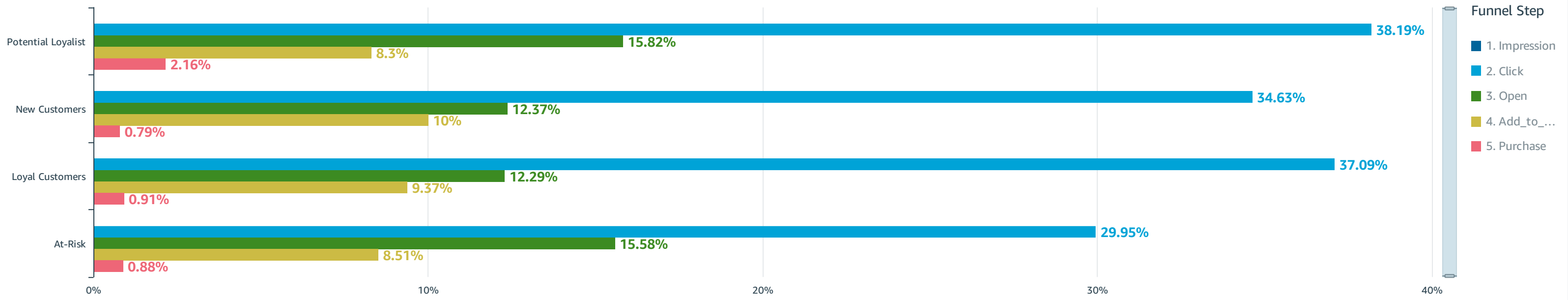
Overview & Executive Summary | Customer Segmentation Performance Dashboard



Segment Performance Analysis

- Mô tả nhóm:
- **At-Risk:** These customers have high recency, low frequency, and low monetary
 - **Potential Loyalist:** This group shopped quite often (though not as frequent as the loyal customers) and spent reasonable amount of money (though not as high as the loyal customers)
 - **New Customers:** They started shopping very recently and as a result, they didn't make purchases often nor spend much money
 - **Loyal Customers:** These customers purchased very often and spent the highest amount of money.

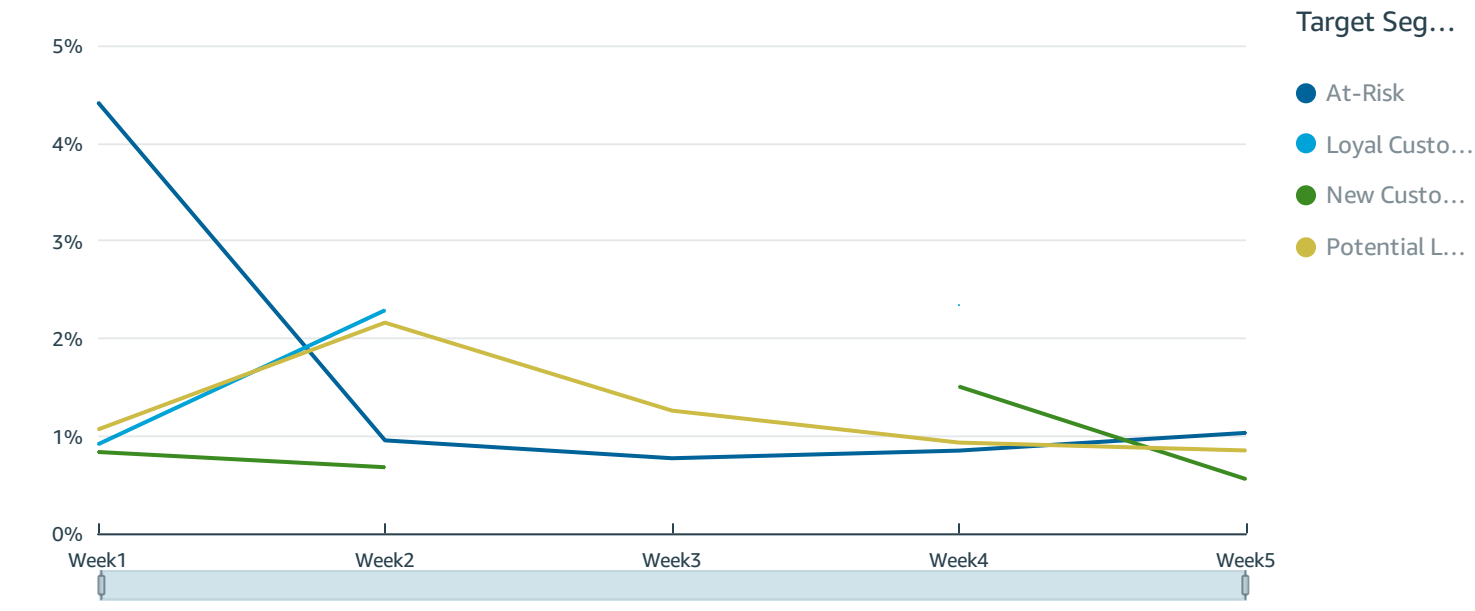
Conversion Funnel by Segment



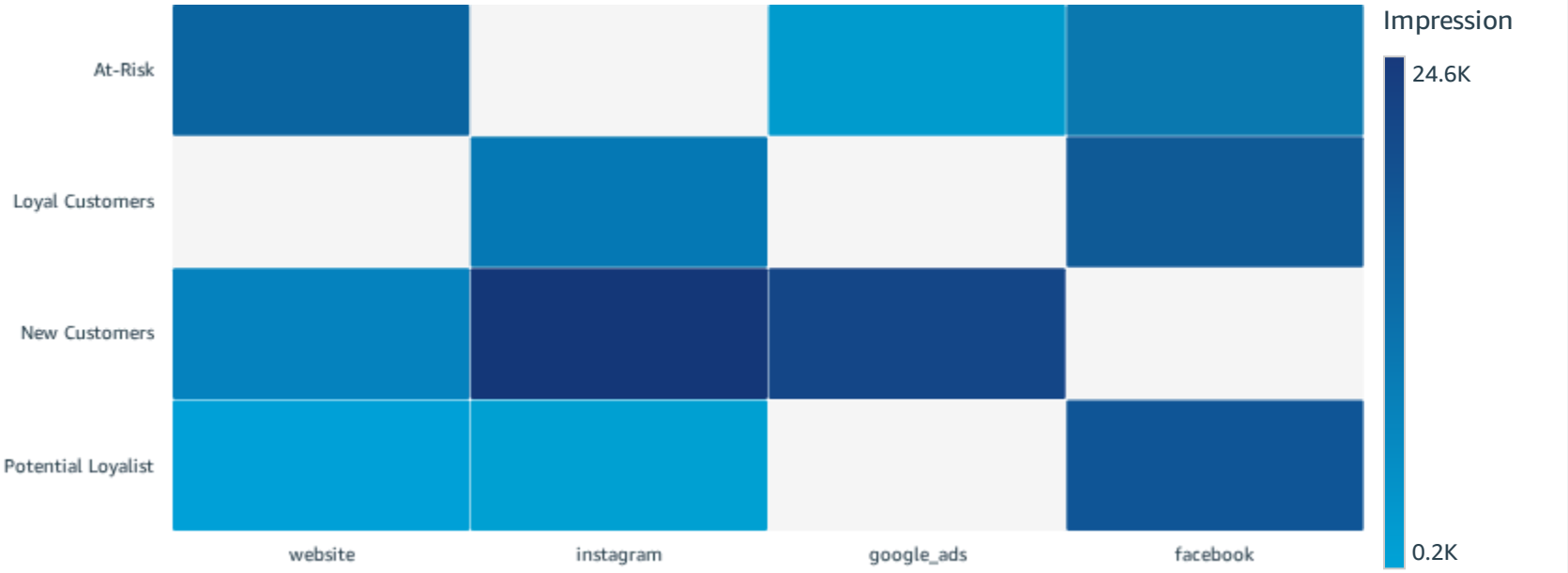
Segment Performance Comparison

Segment Name	SLKH	Response Rate	Click-to-rate (CTR)	Conersion rate		Revenue per Customer		AOV
At-Risk	12,361	46%	30%	<div></div>	1.0%	<div></div>	3,061,597.28	6,086,266.32
Loyal Customers	16,260	49%	37%	<div></div>	1.0%	<div></div>	7,214,389.36	2,883,131.49
New Customers	5,305	47%	35%	<div></div>	1.0%	<div></div>	2,965,790.39	5,886,089.79
Potential Loyalist	12,788	54%	38%	<div></div>	2.0%	<div></div>	4,983,515.87	3,339,054.86

Campaign performance trend



Engagement heatmap by channel



Next Best Offer Performance



Customer Feedback & Sentiment Analysis

