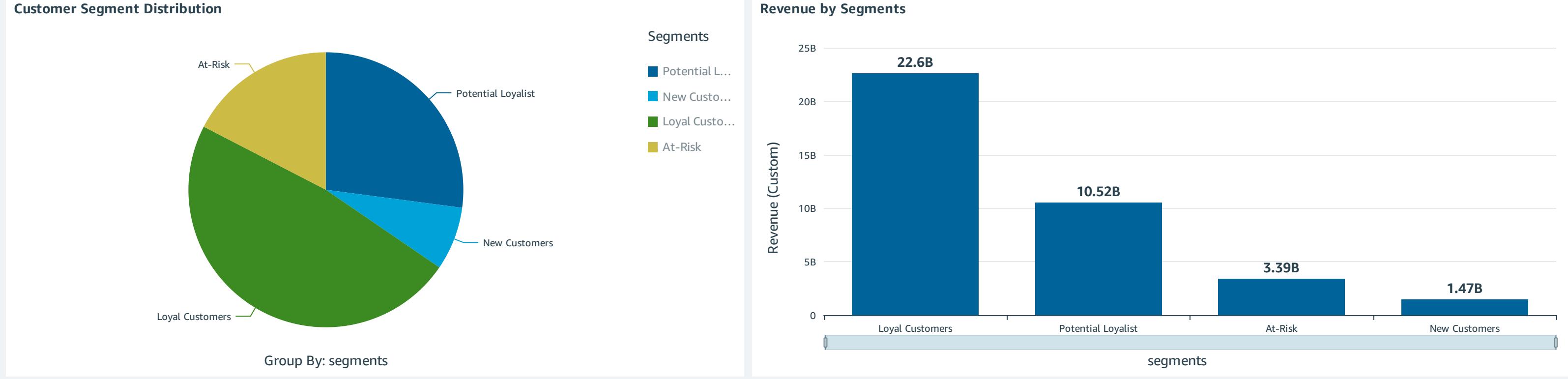


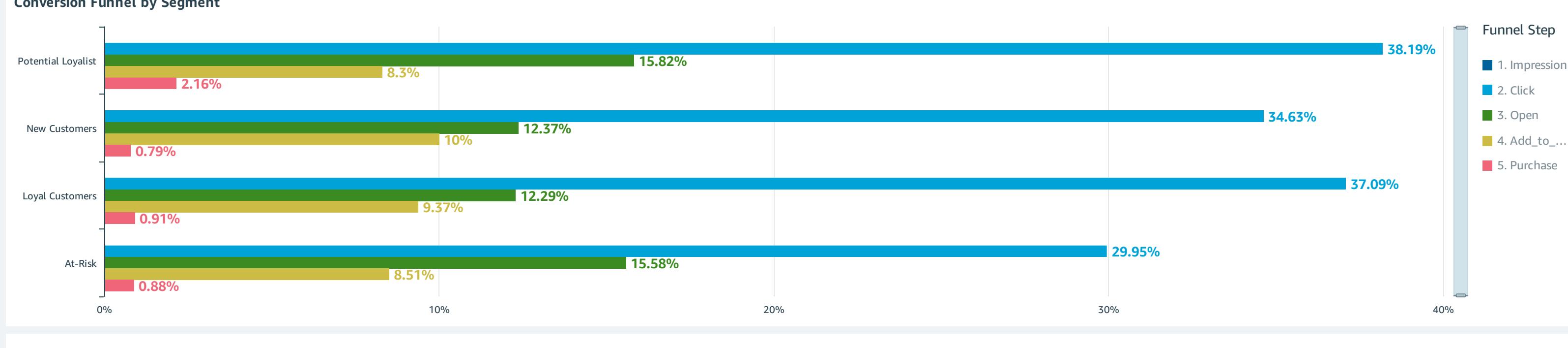
## Overview &amp; Executive Summary | Customer Segmentation Performance Dashboard



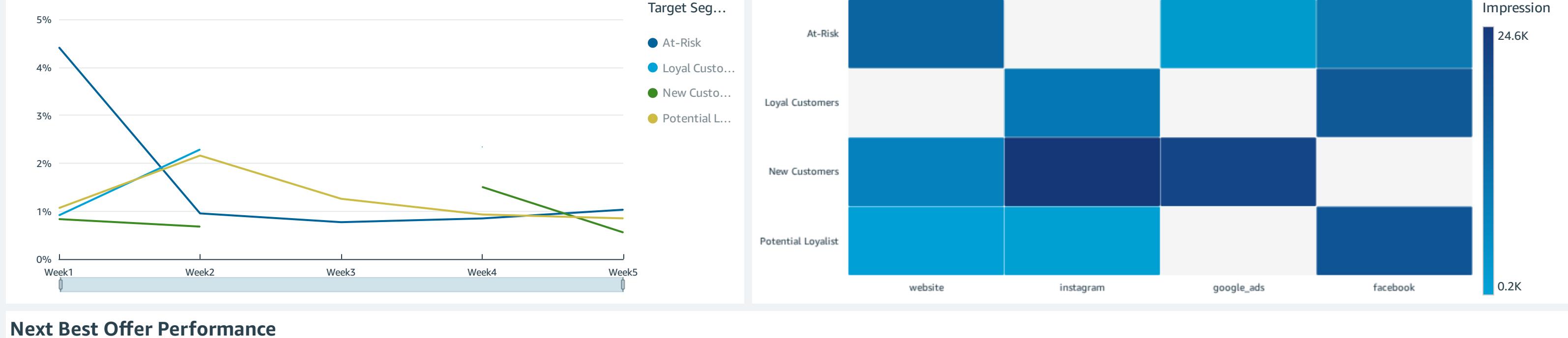
## Segment Performance Analysis

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.



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



## Next Best Offer Performance

