

Total Customer

96,096

RFM Customers

93,358

% Purchased Customer

97.15%

Average of Recency

236.9

Average of Frequency

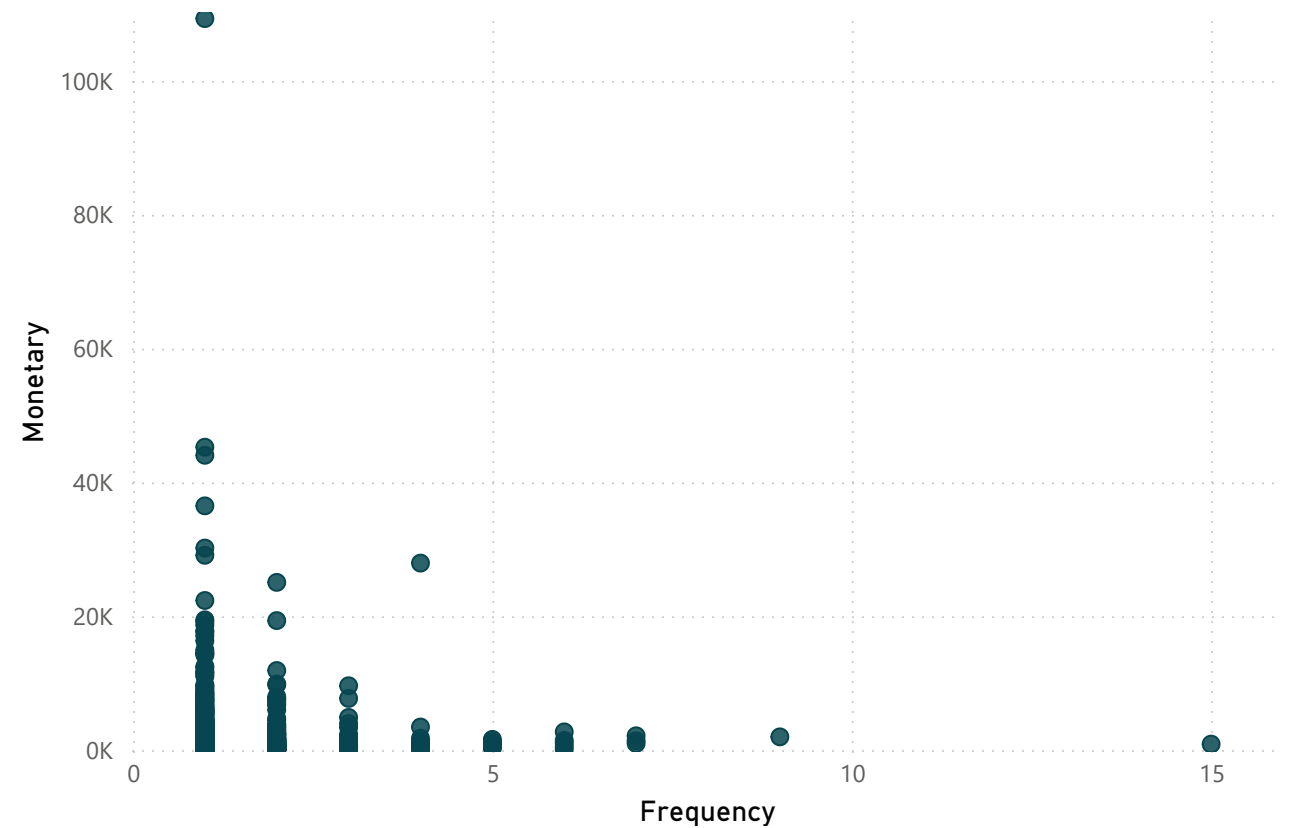
1.03

Average of Monetary

212

On average, customers make another purchase after 237 days which is about 8 months and a customer makes purchase as the brand for 1.03 times through out their time, this is pretty low.

Inverse trend — customers who purchase more frequently often spend less per order.



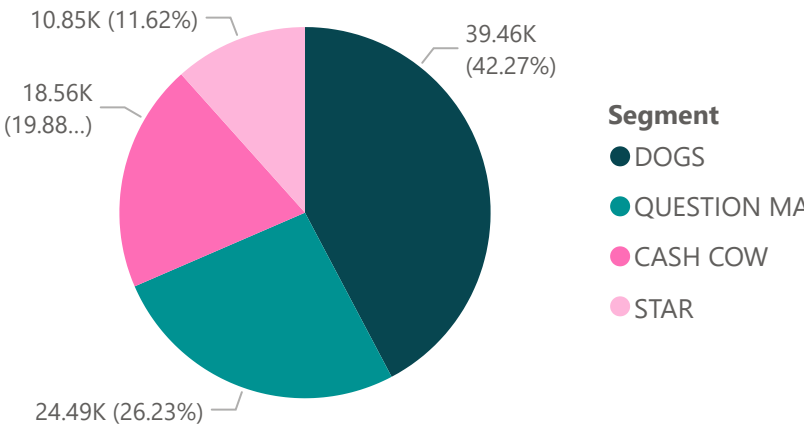
This business has a impressive amount of **Question Mark** customers generate 24.5% of total GMV.

The proportion of **PETs** is significant when compared to other segmentations, it contributes 39.5% of total GMV while Star and Cash cows those who are potential stars accounted for roughly 12% and 19% respectively.

STARs, despite being only 11.6% of total customers, contribute 22.2% of GMV.

CASH COW segment contributes the lowest share of GMV

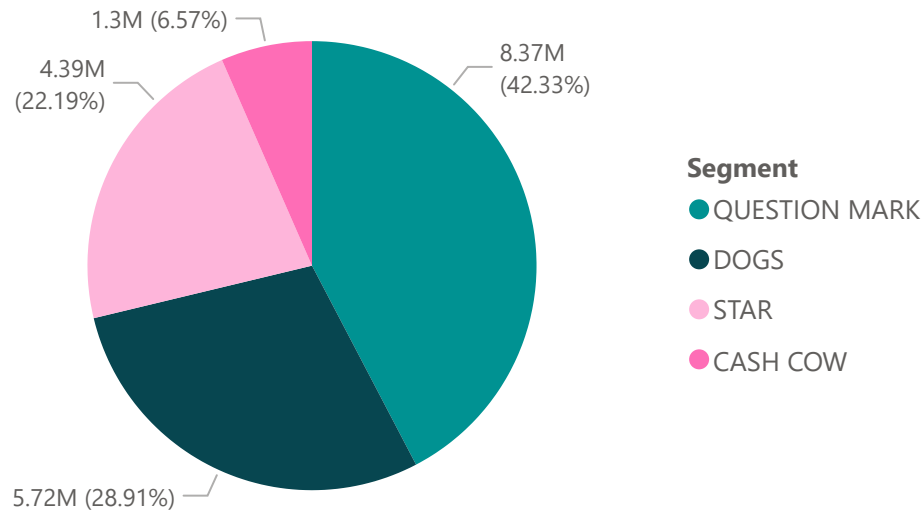
Total Users by Segment



GMV by Segments

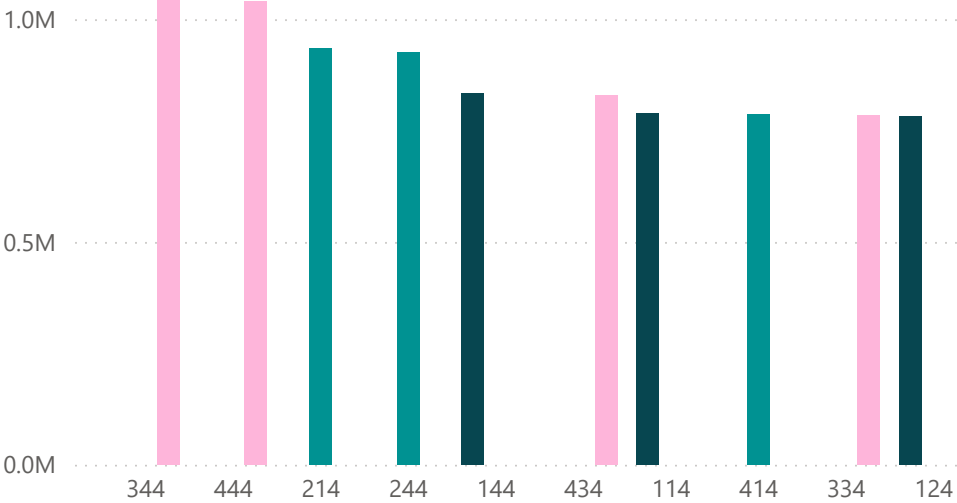
10M

GMV by Segments



Top 10 Segments by GMV

Segment ● DOGS ● QUESTION MARK ● STAR



Dig deeper into RFM scores, 42.27 % of top 10 GMV is generated by 'STARS', howing **Stars are the most valuable**.

The **QUESTION MARK** segments show potential. These customers may not be consistent or highly valuable yet, but with the right marketing strategies, they can be converted into loyal, high-spending customers.

PET also appear in the top 10. These customers tend to buy infrequently or spend less, yet still contribute significantly to GMV, indicates that the business is currently relying partly on low-engagement customers

Cities in the top 10 have at least 938 customers, São Paulo and Rio de Janeiro leading in customer count and value.

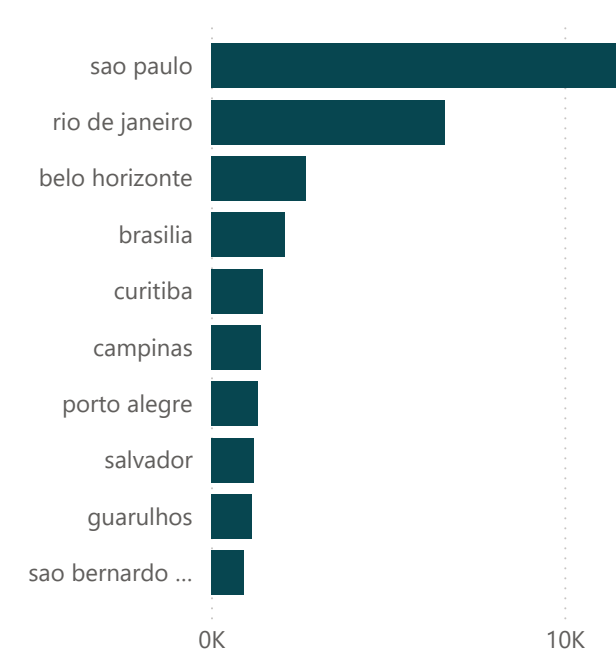
Any state in the top 10 having the most customers has east least 2,020 customers

Top **STARs** are concentrated in metropolitan areas like São Paulo, indicating higher customer value in urban regions

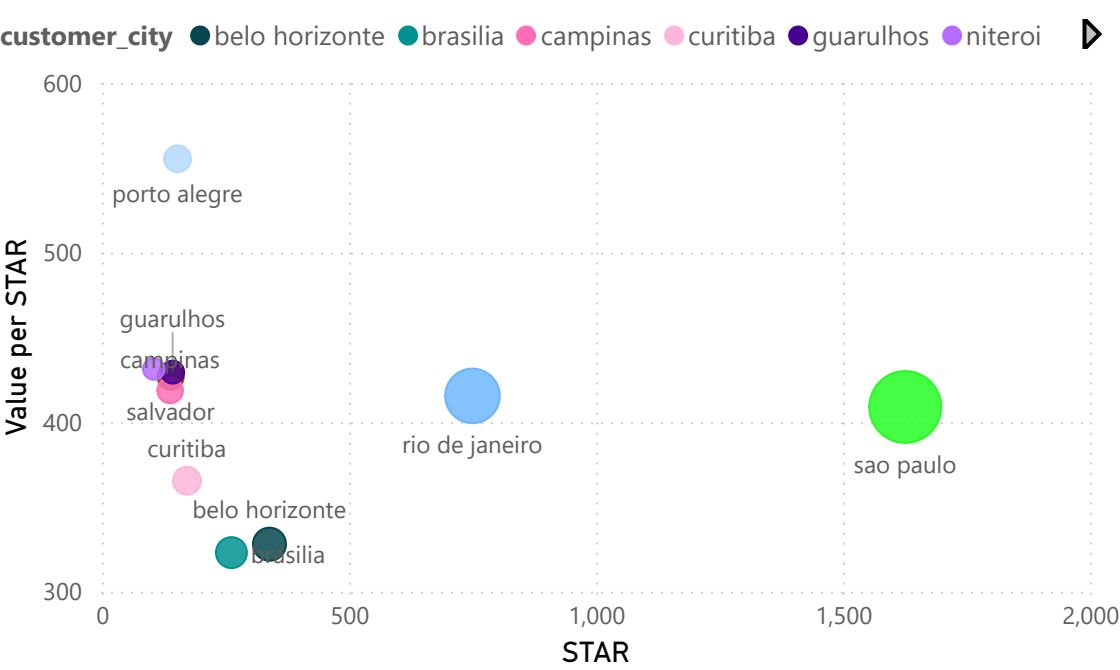
Top 3 cities accounts for 27% of total **STARs** making it a key segment for retention campaigns

Porto Alegre, Niteroi, Guarulhos has low **STARs** but contributes among the highest GMV per STAR in top ten STAR Customers, suggesting potential for VIP programs or premium campaigns.

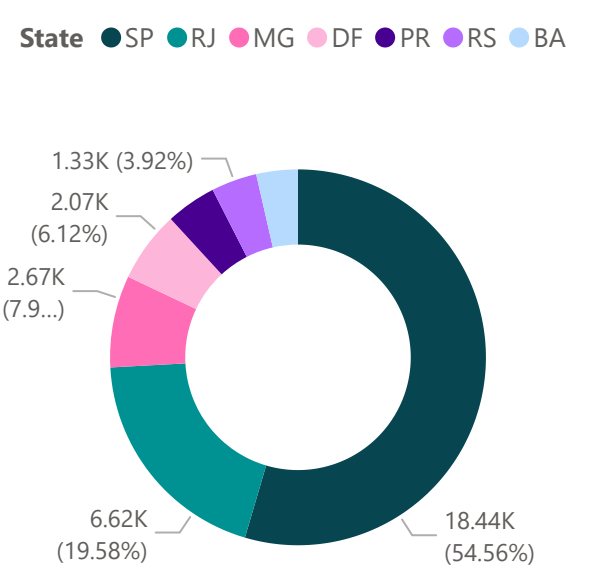
Top ten cities having the most customers



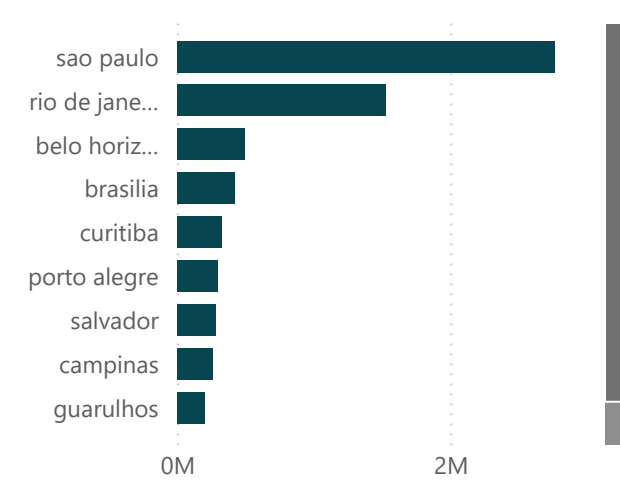
STAR, Value per STAR and Monetary_ by customer_city



Total Users by State



Top ten cities having the most monetary



customer_city	Value	Value per STAR	STAR	QUESTION MARK	CASH COW	DOGS
sao paulo	2,761,930	409	1,626	3,402	3,297	6,203
rio de janeiro	1,525,072	415	750	1,745	1,201	2,665
belo horizonte	490,250	328	339	684	565	1,018
brasilgia	419,729	323	262	555	386	810
curitiba	325,629	365	172	388	298	578
porto alegre	295,816	555	153	347	213	579
guarulhos	201,323	429	143	236	259	473
salvador	279,533	427	139	331	200	484
campinas	262,544	419	138	327	290	608
niteroi	173,054	431	105	231	150	302
sao bernardo do campo	147,467	344	90	189	194	408
osasco	117,629	357	87	159	163	288
goiania	195,006	428	84	198	125	234
santos	150,594	411	84	171	157	268
Total	19,776,160	405	10,845	24,489	18,563	39,461