**KEY FINDINGS:**  
  
**Total Revenue:** $6.81 million

**Customer Base:** 1,000 unique customers

**Revenue Concentration:** Top 20% customers drive 36% of revenue

**Customer Segments:** 7 segments identified with distinct behaviors.

**STRATEGIC RECOMMENDATIONS**

1. **Customer Retention:** Target 127 "At Risk" customers with personalized win-back campaigns

2. **Revenue Diversification:** Focus marketing on 450 "Potential Loyalists" to reduce revenue concentration

3. **Loyalty Programs:** Develop onboarding sequence for 89 "New Customers" to increase repeat purchase rate

4. **Product Focus:** Prioritize inventory and marketing for top 10 products that generate 60% of revenue

**NEXT STEPS**

- Launch email retention campaign for At Risk segment (Week 1-2)

- Design loyalty program for New Customer conversion (Week 3-4)

- Set up monthly dashboard monitoring for segment movement and key metrics