Customer Retention & Revenue Analysis
Online Retail
(December 2010 - November 2011)
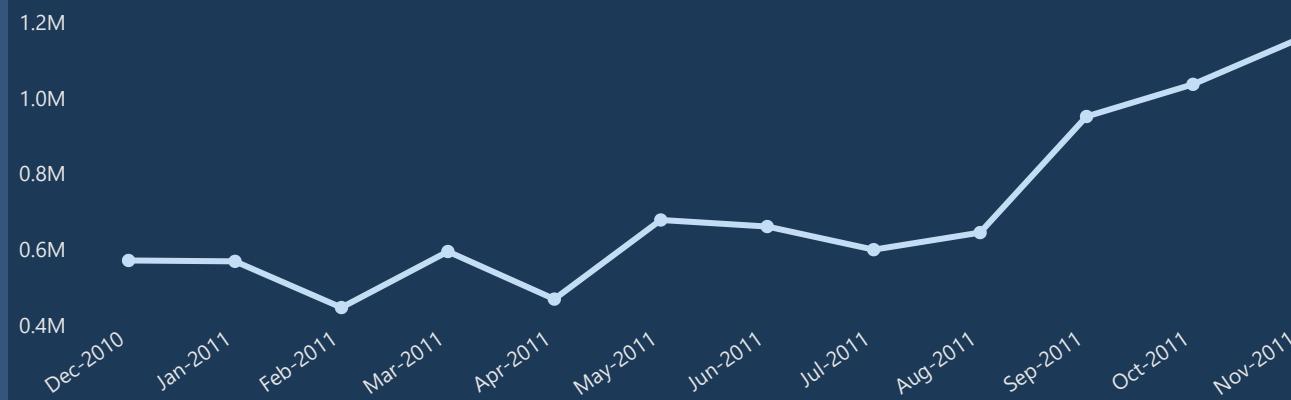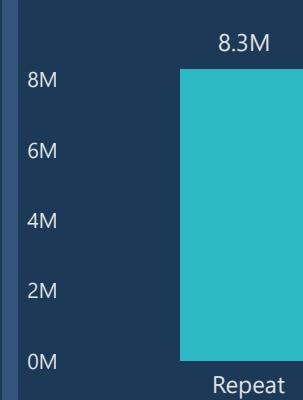
| $ Total Revenue	# Customers	$ ARPC	$ AOV	% Revenue Repeat Customers
8.89M	4.338K	2.05K	479.56	93.09%
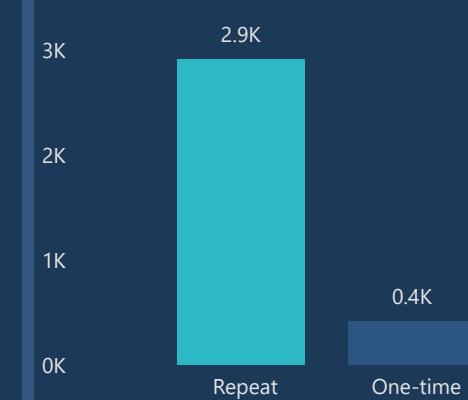
Revenue Trend
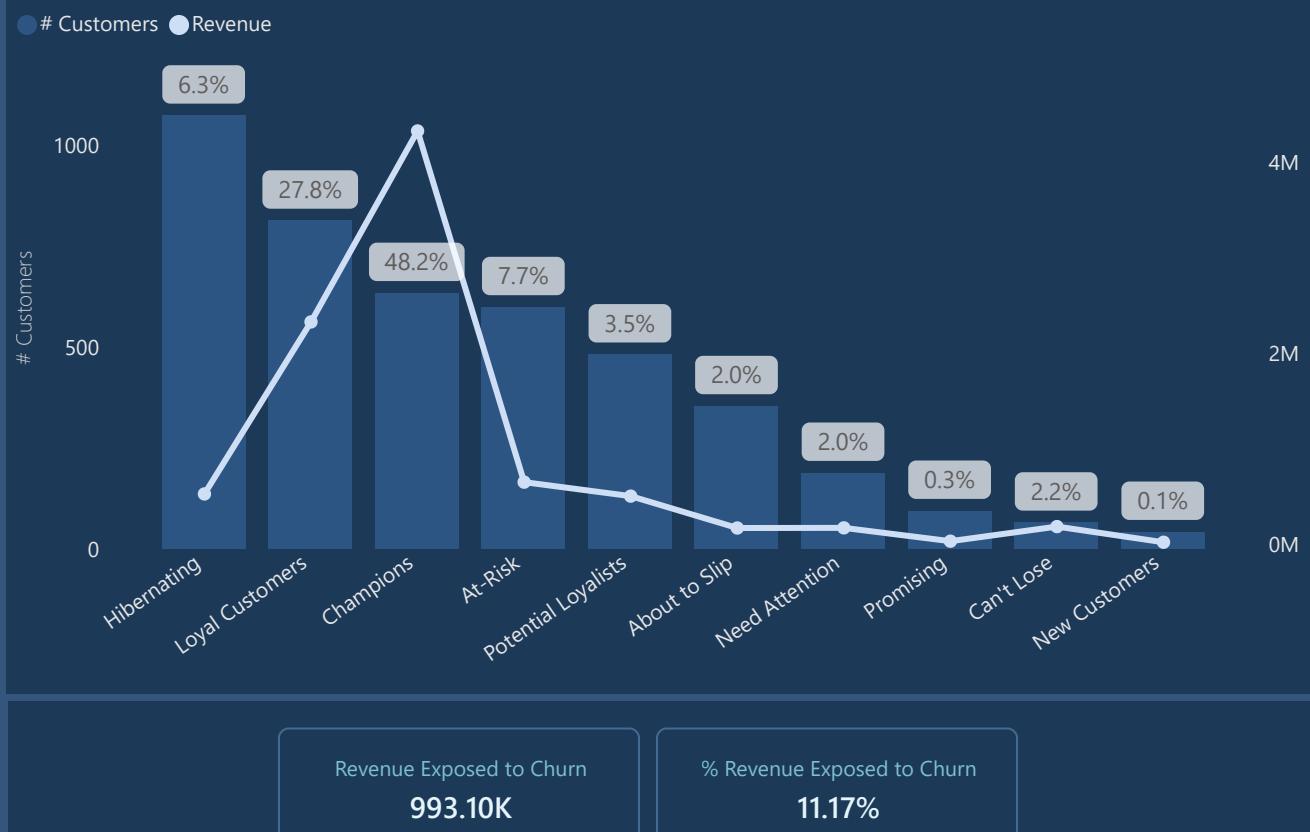
Revenue by Customer Type

- Repeat: 8.3M
- One-time: 0.6M

ARPC by Customer Type

- Repeat: 2.9K
- One-time: 0.4K

RFM Segmentation (+ % of Total Revenue)

- # Customers
- Revenue

Segment	%
Hibernating	6.3%
Loyal Customers	27.8%
Champions	48.2%
At-Risk	7.7%
Potential Loyalists	3.5%
About to Slip	2.0%
Need Attention	2.0%
Promising	0.3%
Can't Lose	2.2%
New Customers	0.1%

Revenue Exposed to Churn	% Revenue Exposed to Churn
993.10K	11.17%

Cohorts Retention Analysis

Month-1 Retention	Month-3 Retention	Month-6 Retention
20.62%	23.24%	24.37%

Cohort Month	0	1	2	3	4	5	6	7	8	9	10	11	12
2010-12-01	100%	37%	32%	38%	36%	40%	36%	35%	35%	40%	37%	50%	27%
2011-01-01	100%	22%	27%	23%	32%	29%	25%	24%	30%	33%	36%	12%	
2011-02-01	100%	19%	19%	28%	27%	25%	25%	28%	25%	31%	7%		
2011-03-01	100%	15%	25%	20%	22%	17%	27%	23%	28%	9%			
2011-04-01	100%	21%	20%	21%	20%	23%	22%	26%	7%				
2011-05-01	100%	19%	17%	17%	21%	23%	26%	10%					
2011-06-01	100%	17%	16%	26%	23%	33%	10%						
2011-07-01	100%	18%	21%	22%	27%	11%							
2011-08-01	100%	21%	25%	24%	12%								
2011-09-01	100%	23%	30%	11%									
2011-10-01	100%	24%	11%										
2011-11-01	100%	11%											

Average Retention Curve

- 0: 100%
- 1: 11%
- 2: 23%
- 4: 25%
- 6: 24%
- 8: 28%
- 10: 27%
- 11: 31%
- 12: 27%

Key Insights

- 93% of revenue is generated by repeat customers, making retention the primary revenue lever
- Only ~20% of customers return after Month 1, highlighting early churn as the largest optimization opportunity
- Later cohorts are smaller but retain at comparable rates, indicating stable acquisition quality
- High-value RFM segments represent a minority of customers but drive the majority of revenue