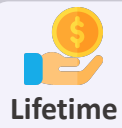


Cluster 0

Star customer



Avg total spend: 2,806.82 **(highest)**
Avg purchase consistency: 0.84
Avg ticket size: 15.53



Avg total visits: 213.10 **(highest)**
Avg recency (days): 4.12 **(shortest)**
Avg MTBP (days): 4.98 **(shortest)**



Avg total SKUs: 387.36 **(highest)**
CV total SKUS: 0.37



Total customer:
260 (4.3%)



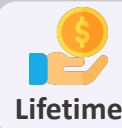
Avg weekly basket: 2.18
Avg active weekly spend: 29.43

Recommended actions:

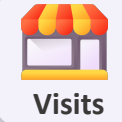
- Most valuable customer group
- Marketing team should focus in maintaining this group of customer by trying to upsell and cross-sell in order to increase the ticket size
- Monitor for potential churn and create retention plan for customer with high churn probability

Cluster 1

One-timer



Avg total spend: 11.38
Avg purchase consistency: 0.02
Avg ticket size: 5.79



Avg total visits: 1.75 **(lowest)**
Avg recency (days): 612.70
Avg MTBP (days): 67.14



Avg total SKUs: 6.08 **(lowest)**
CV total SKUS: 1.49



Total customer:
1,448 (23.7%)



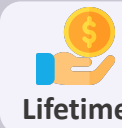
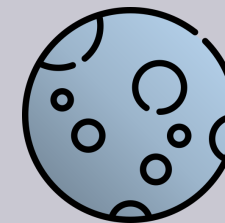
Avg weekly basket: 1.06
Avg active weekly spend: 6.16

Recommended actions:

- Product recommendation for bundling with commonly purchased SKUs for one-timer customer → make sure that these bundle promotions are clearly visible within store
- Avoid spending high marketing expense on personalized marketing due to low customer lifetime value

Cluster 2

Once in a blue moon



Avg total spend: 59.41
Avg purchase consistency: 0.07
Avg ticket size: 7.63



Avg total visits: 7.60
Avg recency (days): 91.28
Avg MTBP (days): 193.66 **(longest)**



Avg total SKUs: 22.35
CV total SKUS: 1.06



Total customer:
1,620 (26.6%)



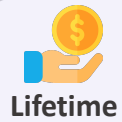
Avg weekly basket: 1.06
Avg active weekly spend: 8.17

Recommended actions:

- Since this group of customer has only recently churned (~3 months) but they only generate low ticket size, marketing team should create promotions to target this group of customer back by utilizing mass communication method (eg email) for effective cost utilization
- The promotions should increase the visit to shorten the MTBP period

Cluster 3

Variety lover



Avg total spend: 679.14 **(2nd highest)**
Avg purchase consistency: 0.39
Avg ticket size: 13.40



Avg total visits: 56.49 **(2nd highest)**
Avg recency (days): 18.40
Avg MTBP (days): 19.80



Avg total SKUs: 153.80 **(2nd highest)**
CV total SKUS: 1.72



Total customer:
817 (13.4%)



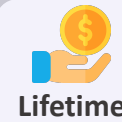
Avg weekly basket: 1.35
Avg active weekly spend: 17.03

Recommended actions:

- Create discount coupons for a variety of SKUs in order to increase ticket size and store visit frequency (increase purchase consistency)
- Potential customer for advertising new products since they love to purchase a large variety of SKUs

Cluster 4

Lost heavy \$\$



Avg total spend: 207.70
Avg purchase consistency: 0.06
Avg ticket size: 45.63 **(highest)**



Avg total visits: 4.86
Avg recency (days): 266.43 **(longest)**
Avg MTBP (days): 116.70



Avg total SKUs: 52.11
CV total SKUS: 0.95



Total customer:
375 (6.1%)



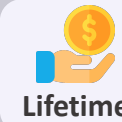
Avg weekly basket: 1.09
Avg active weekly spend: 48.04

Recommended actions:

- Marketing team should focus on getting this group of customer back since they have the highest average ticket size → do not use mass communication
- Marketing team should also focus on determining driving factors causing this group of customer to churn in order to prevent future churn occurrence for similar customers

Cluster 5

RIP (churned)



Avg total spend: 16.20
Avg purchase consistency: 0.06
Avg ticket size: 5.58



Avg total visits: 2.50 **(2nd lowest)**
Avg recency (days): 209.90
Avg MTBP (days): 73.26



Avg total SKUs: 7.35 **(2nd lowest)**
CV total SKUS: 1.63



Total customer:
1,580 (25.9%)



Avg weekly basket: 1.08
Avg active weekly spend: 6.09

Recommended actions:

- Ignore