Customer Retention Analysis
Based on the Cohort Analysis model

Customer Country: All
Yearly Income: All
Age Group: All
Occupation: All
Store Name: All

New Customer Count

Customers coming back in %

Year: 2009
Month: December

D0 = total number of new customers

D1 to D31 = new customers coming back after 1 - 31 days

New Customers Count by [Day] [Month]

Day of first purchased	D0	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11	D12	D13	D14	D15	D16	D17	D18	D19	D20	D21	D22	D23	D24	D25	D26	D27	D28	D29	D30
01/12/2009	587	9	73	112		1	7	53	8	8	54	22		13		97	76	69	91		13	49	14	66	65	102	32		11	9	75
02/12/2009	792	81	32	35	33	27		19	25	30	38	1	26	6	5	69	73	121	26	26	30	220	18	5	141	54	57	60	30	3	
03/12/2009	576	89	71		13	3	16	25	16						60	176	59	142	166	33	13	74		40			16	25	25		
04/12/2009	410	95	8	43	24	38	8	52	8			8		2	8		3	45		6	8	2	39	97	42	14			37		
05/12/2009	373	6	114	92					5		5			123	95		71	80	76					52							
06/12/2009	851		289	75	8	6	21			5	6		13	165	101		19	87	182		22	6	36	86		3					
07/12/2009	536	8	197	209	32		2	5	22	7		4	65	287	32		69	246	51	32		75	13								
08/12/2009	655		161	191	103	6		5	5				67	125					186		6	241	30								
09/12/2009	414	32	70	165	106	16		32	22					80	140		37		48		161	27	2								
10/12/2009	640		50	174	4		16	22		13	32	8	37	25	122	29	35	35		7	44	197	19								
11/12/2009	706	39	151	180		9	10	2	13	21		33	3	35	255	74	43	37	9	165	222										
12/12/2009	670	5	110	264	5	17	14			34	21			102	193	63	1	17		103											
13/12/2009	631	86	74	157			6		1	3	2	6	10	80	174	52	91														
14/12/2009	720	105	94	136			8		32		4	7	19	6	34	94	26	64													
15/12/2009	337	17	217	1	4	4	1		4	4	13			16	157	5															
16/12/2009	754	228	118	26	53	6	3			9	18		17	34	138	188															
17/12/2009	154				7	51			18		2		5	18																	
18/12/2009	395		61	104	40	14	14		4			1		6																	
19/12/2009	607	10	7		13	4	5	5	4	14	29	10	1																		
20/12/2009	776		15	49	216	38					55	40																			
21/12/2009	501		16	23	67	64	7				25																				
22/12/2009	100				2																										
23/12/2009	128	53		11	10																										

Customer Country ▾ All

Yearly Income ▾ All

Age Group ▾ All

Occupation ▾ All

Store Name ▾ All

Customers coming back in % by [Day] [Month]

New Customer Count

Customers coming back in %

Year ▾ **2009**

Month ▾ **December**

**D1 to D31** = percentage of customers coming back after 1 -31 days

Day of first purchased	D0	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11	D12	D13	D14	D15	D16	D17	D18	D19	D20	D21	D22	D23	D24	D25	D26	D27	D28	D29
01/12/2009	100%	2%	12%	19%		0%	1%	9%	1%	1%	9%	4%		2%		17%	13%	12%	16%		2%	8%	2%	11%	11%	17%	5%		2%	2%
02/12/2009	100%	10%	4%	4%	4%	3%		2%	3%	4%	5%	0%	3%	1%	1%	9%	9%	15%	3%	3%	4%	28%	2%	1%	18%	7%	7%	8%	4%	0%
03/12/2009	100%	15%	12%		2%	1%	3%	4%	3%					10%	31%	10%	25%	29%	6%	2%	13%			7%			3%	4%	4%	
04/12/2009	100%	23%	2%	10%	6%	9%	2%	13%	2%		2%		0%	2%			1%	11%	1%	2%	0%	10%	24%	10%	3%		9%			
05/12/2009	100%	2%	31%	25%				1%		1%				33%	25%		19%	21%	20%				14%							
06/12/2009	100%		34%	9%	1%	1%	2%		1%	1%		2%	19%	12%		2%	10%	21%		3%	1%	4%	10%			0%				
07/12/2009	100%	1%	37%	39%	6%		0%	1%	4%	1%			1%	12%	54%	6%		13%	46%	10%	6%		14%	2%						
08/12/2009	100%		25%	29%	16%	1%		1%	1%				10%	19%			28%			1%	37%	5%								
09/12/2009	100%	8%	17%	40%	26%	4%		8%	5%					19%	34%		9%		12%		39%	7%	0%							
10/12/2009	100%		8%	27%	1%		3%	3%		2%	5%	1%	6%	4%	19%	5%	5%	5%	1%	7%	31%	3%								
11/12/2009	100%	6%	21%	25%		1%	1%	0%	2%	3%		5%	0%	5%	36%	10%	6%	5%	1%	23%	31%									
12/12/2009	100%	1%	16%	39%	1%	3%	2%			5%	3%		15%	29%	9%	0%	3%		15%											
13/12/2009	100%	14%	12%	25%			1%				0%	0%	0%	1%	2%	13%	28%	8%	14%											
14/12/2009	100%	15%	13%	19%		1%			4%		1%	1%	3%	1%	5%	13%	4%	9%												
15/12/2009	100%	5%	64%	0%	1%	1%	0%		1%	1%	4%				5%	47%	1%													
16/12/2009	100%	30%	16%	3%	7%	1%	0%			1%	2%			2%	5%	18%	25%													
17/12/2009	100%					5%	33%		12%			1%			3%	12%														
18/12/2009	100%		15%	26%	10%	4%	4%		1%			0%		2%																
19/12/2009	100%	2%	1%		2%	1%	1%	1%	1%	2%	5%	2%	0%																	
20/12/2009	100%		2%	6%	28%	5%				7%	5%																			
21/12/2009	100%		3%	5%	13%	13%	1%			5%																				
22/12/2009	100%			2%																										

Customer Segmentation Analysis
Based on the RFM Analysis

Average RFM
3,18
1   4

Average Recency
2,89
1   4

Average Frequency
3,29
1   4

Average Monetary
3,37
1   4
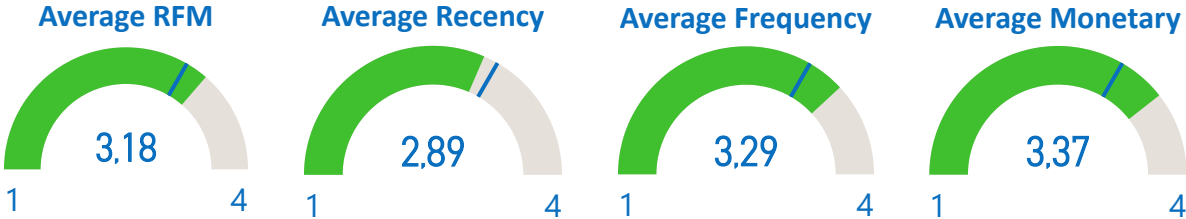
Customer Segmentation by RFM model

● Loyalists ● Frequent ● Regular ● Attention Needed

33%	8%	19%	40%

0%   20%   40%   60%   80%   100%
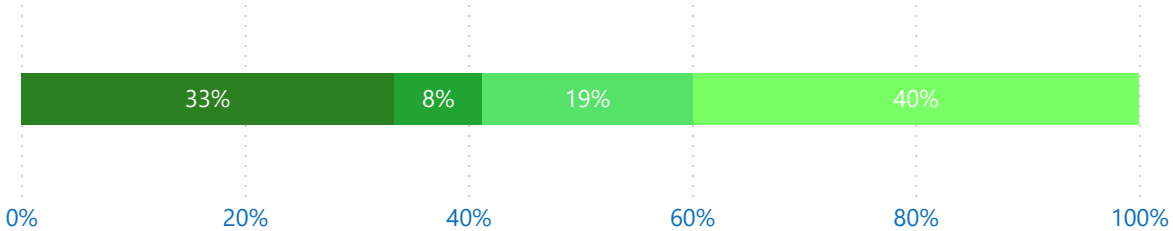
Customer Segmentation by Detailed Groups

● Loyalists ● Frequent ● Regular ● Attention Needed

Most valuable	Valuable	Frequent	Regular	Low spending loyal	New high spending	New low spending	Churn high spending
608	1.178	418	825	185	175	476	1.479
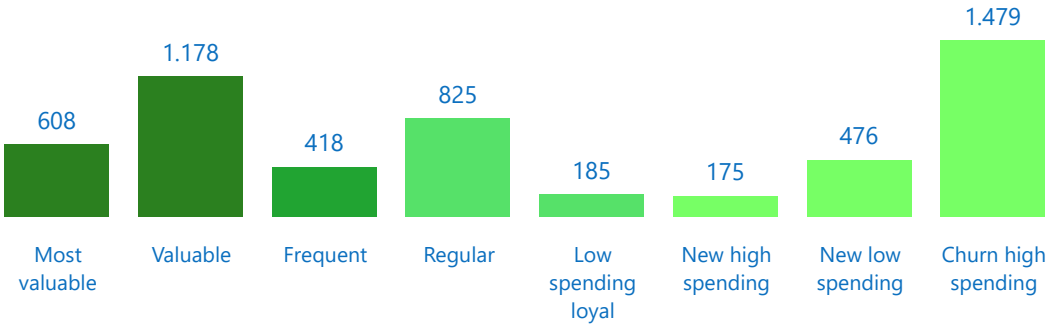
Tree Analysis | Demographic

Yearly Income ✕   Age Group ✕
$20 - $50k

$20 - $50k
1.894

26 - 35
712   +

Total Customers
5.344

Over $100k
1.191

Over 50
652   +

$50 - $75k
777

18 - 25
333   +
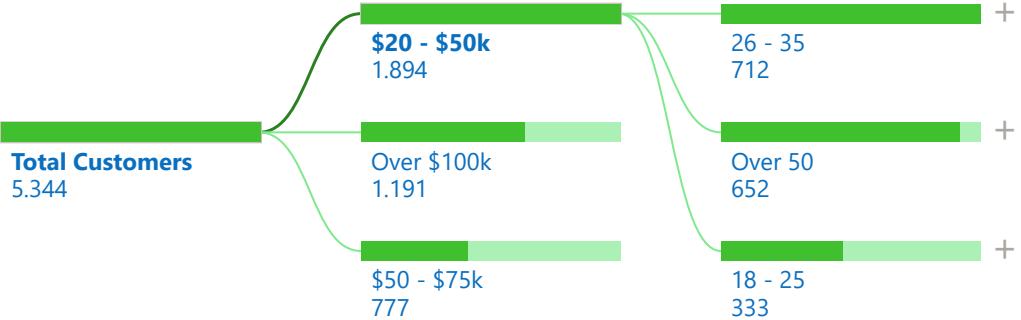
Customer Information

Full name of Customers	Last purchased	Day from Last Purchased	Total Orders	Total Spend	R-F-M	Segment
Devin Martin	23/12/2009	8	128	$85.364	3-4-4	Loyalists
Katelyn Sanchez	28/12/2009	3	127	$84.067	4-4-4	Loyalists
Jennifer Wilson	26/12/2009	5	124	$83.471	3-4-4	Loyalists
Gabrielle Washing...	26/12/2009	5	129	$83.331	3-4-4	Loyalists
Abigail Howard	28/12/2009	3	128	$83.247	4-4-4	Loyalists
Patrick Sanders	27/12/2009	4	122	$82.920	3-4-4	Loyalists
Bob Fernandez	23/12/2009	8	128	$82.768	3-4-4	Loyalists
Brandon Rodriguez	23/12/2009	8	129	$82.257	3-4-4	Loyalists
Jeremy Anderson	28/12/2009	3	127	$82.241	4-4-4	Loyalists