

Skincare & Beauty E-Commerce

Customer Segmentation and Retention Analysis

Overview

Segmentation Analysis

Retention Analysis

Customer Overview

Year

2020

2021

2022

2023

segment

Consumer

Market

All



Total Customers

3,91K



Last Year 3,11K ▲ 25.93%



Returning Customers

1,53K



Last Year 885,00 ▲ 73.22%



Total Sales

\$709,38K



Last Year 584,08K ▲ 21.45%



Avg Order Value

\$156

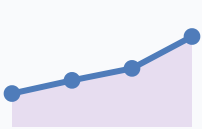


Last Year 167,84 ▼ -6.86%



Avg Purchase Frequency

1,16

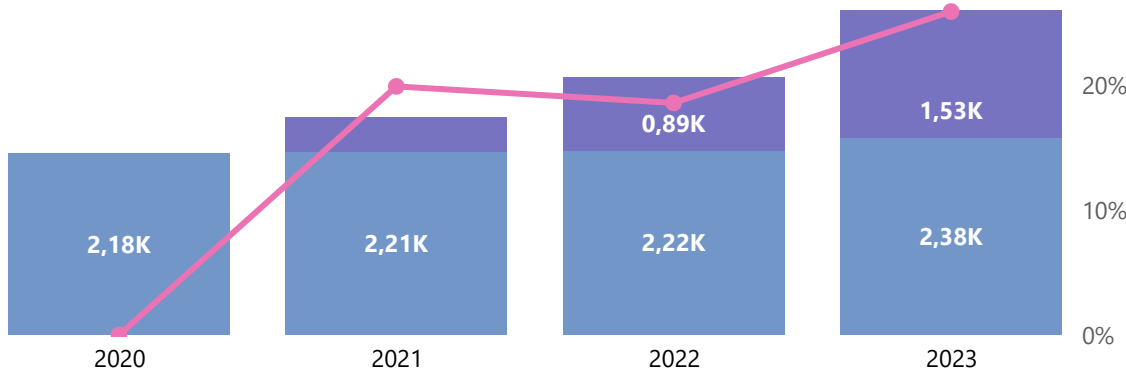


Last Year 1,12 ▲ 3.55%

Total and Returning Customers

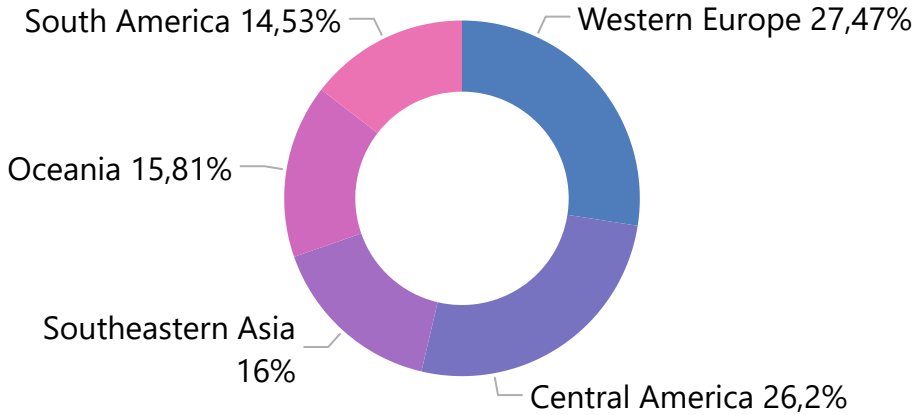
by Year

New Customers Returning Customers % Growth Total Customers



Top 5 Total Customers by Region

Year 2023 has the most customers



Total Customers

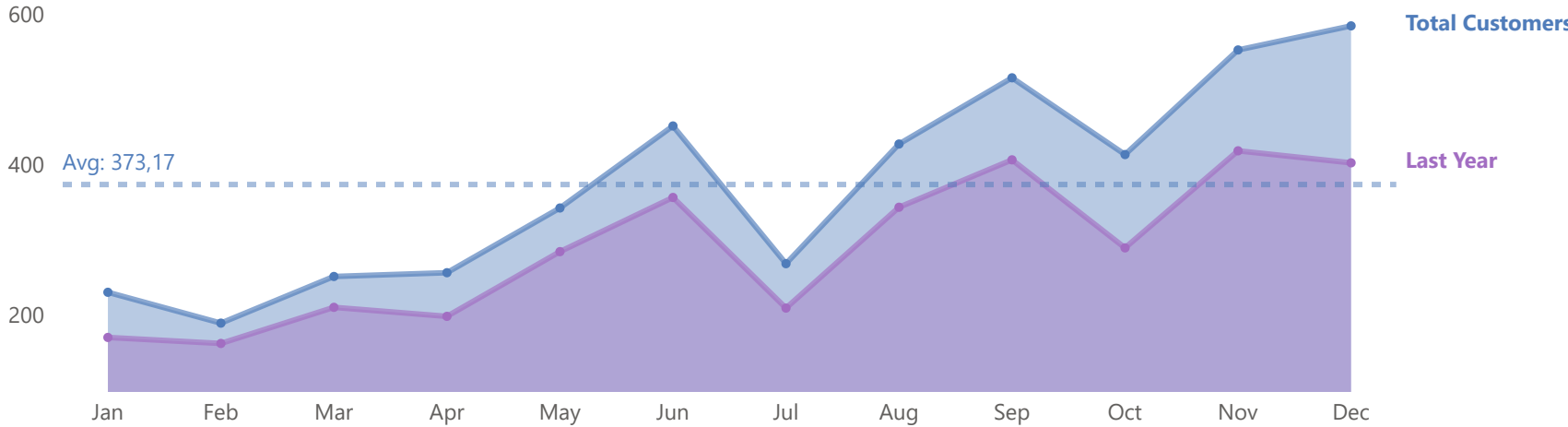
by Region, Country and City

Total Customers LY Customers



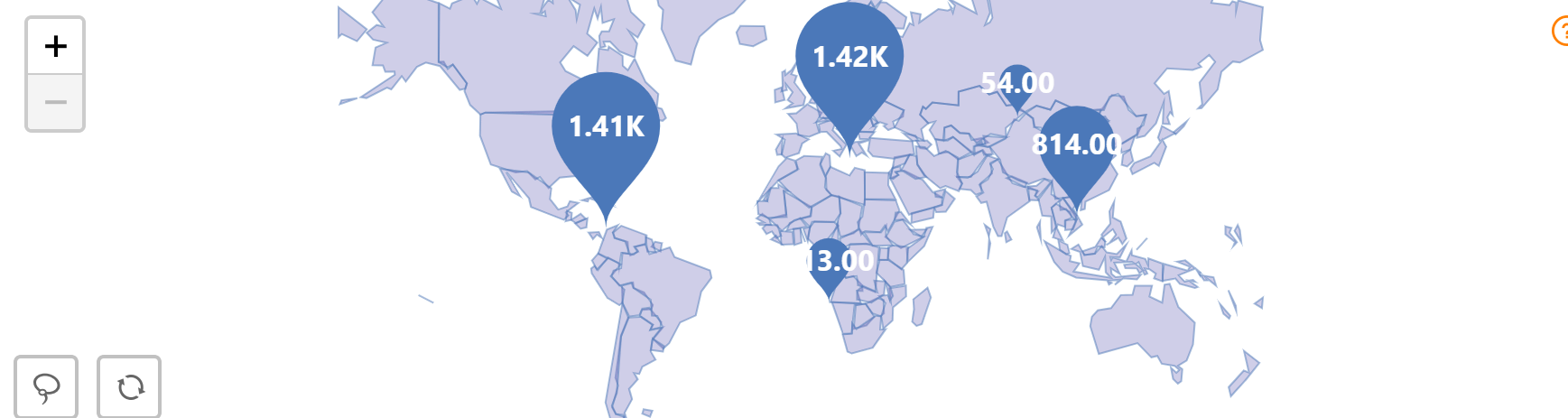
Total Customers

by Month



Total Customers

by Country



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Customer Segmentation and Retention Analysis

Overview

Segmentation Analysis

Retention Analysis

Segmentation Analysis (Based on the RFM Analysis)

segment

Consumer

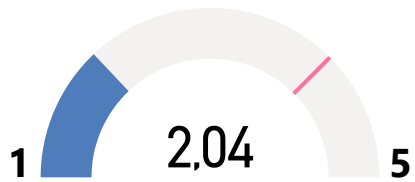
RFM_segment

All

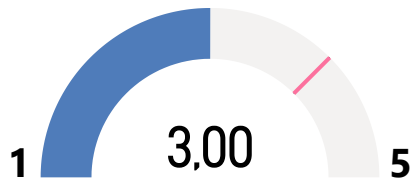
Market

All

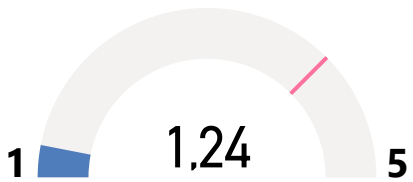
Average RFM



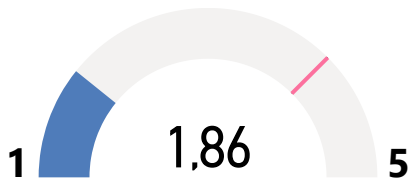
Average Recency Score



Average Frequency Score

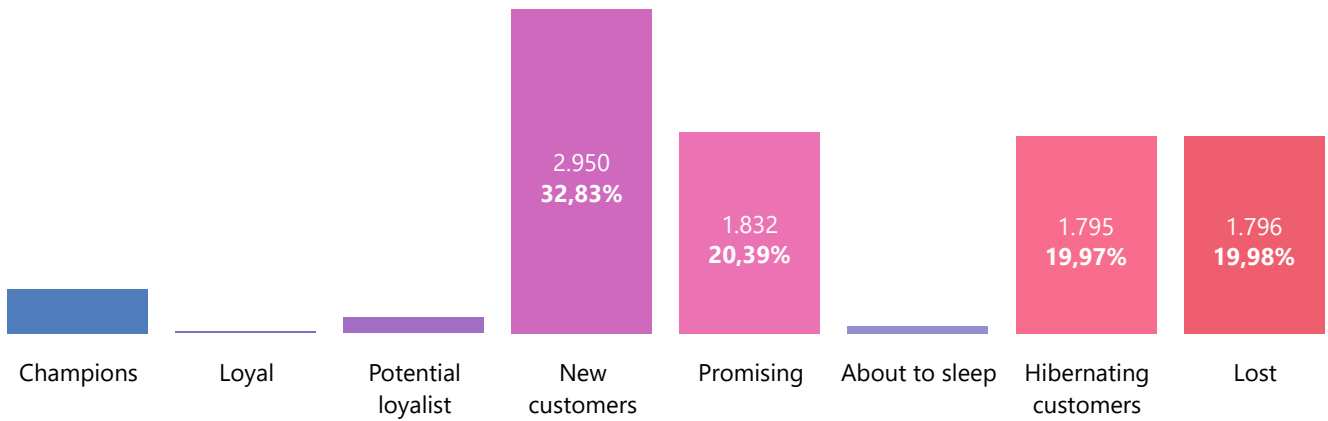


Average Monetary Score



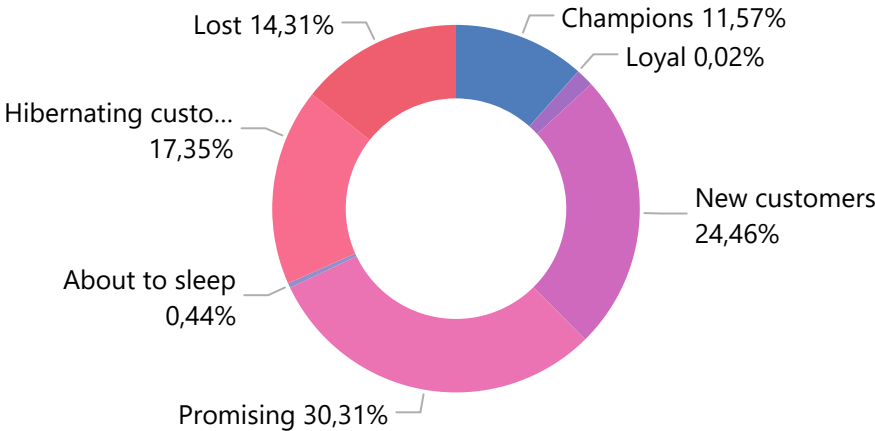
Total Customer

by RFM segment



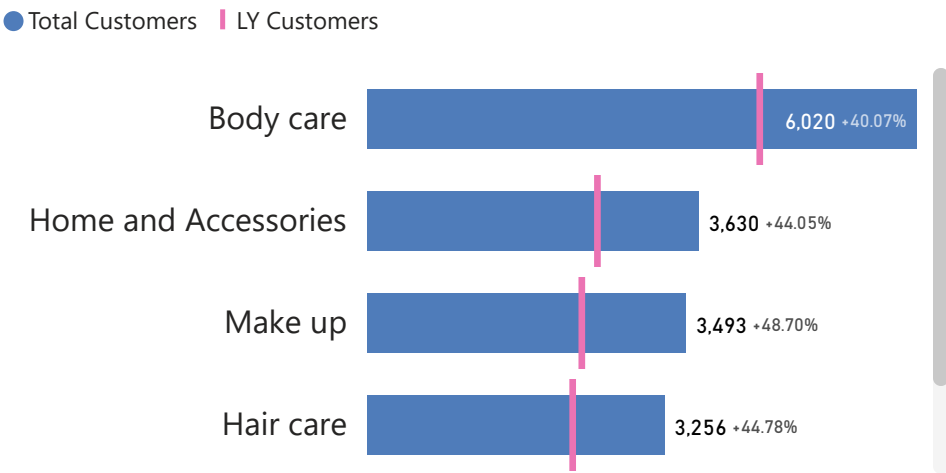
Total Sales

by RFM segment



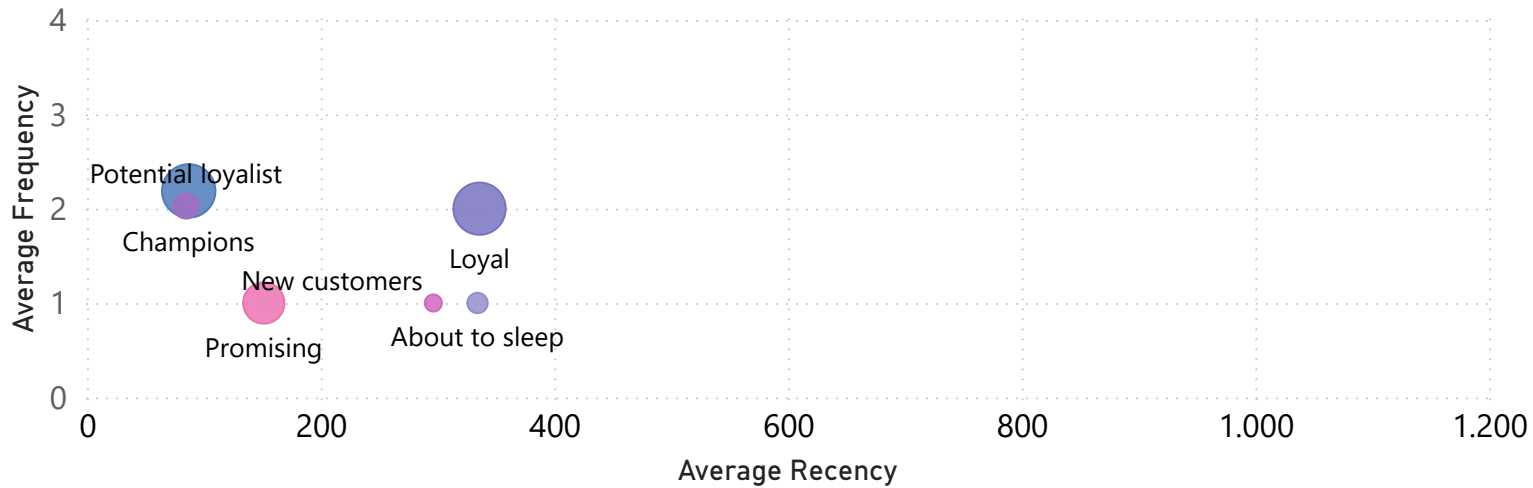
Total Customers

by Category, Subcategory and Product



RFM Segment Sizes

Note: Bubble sizes indicate monetary value (avg price per customer)



Customer Information

Customer ID	Segment	Last Purchased	Day from last purchased	Total Orders	Total Spend	R-F-M	RFM Segment
NS-1850545	Consumer	30/10/2023	62	2	\$2.068	5-5-5	Champions
NF-838595	Consumer	30/12/2023	1	2	\$2.007	5-5-5	Champions
JF-1556582	Consumer	27/12/2023	4	2	\$1.957	5-5-5	Champions
BD-1150082	Consumer	19/08/2023	134	1	\$1.638	4-1-5	Promising
PB-191501404	Consumer	25/09/2023	97	1	\$1.570	5-1-5	Promising
TS-215051404	Consumer	20/12/2023	11	3	\$1.539	5-5-5	Champions
SC-2038027	Consumer	29/10/2023	63	4	\$1.437	5-5-5	Champions

Retention Analysis (Based on the Cohort Analysis model)

Year

2020202120222023

segment

Consumer

RFM_segment

All

Market

All

New customer count

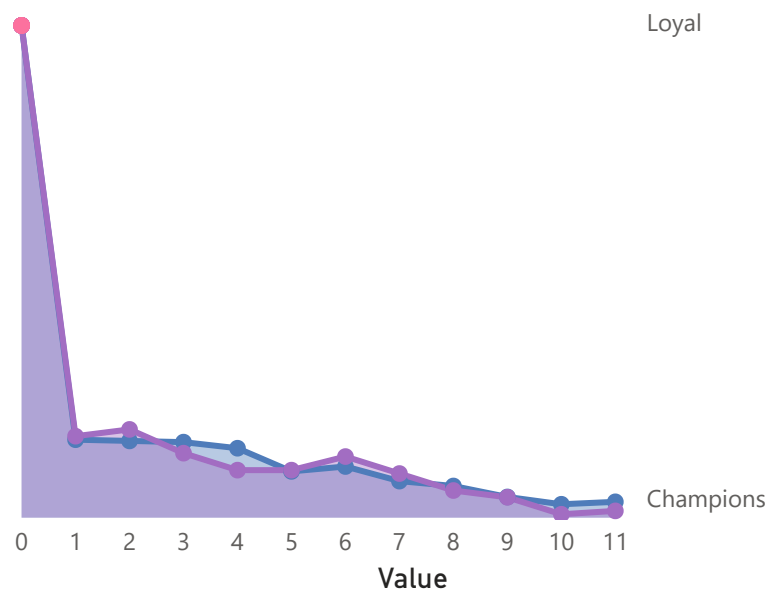
Customer coming back %

Customers coming back in % by Month

Month of First Purchased	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 1
Jan 2023	0,43%	2,61%	2,17%	2,17%	2,61%	1,74%	3,91%	3,48%	2,17%	2,17%
Feb 2023	1,06%	1,06%	3,19%	2,66%	2,66%	1,06%	2,66%	3,72%	3,19%	3,72%
Mar 2023	0,41%	2,88%	2,47%	1,65%	2,47%	4,53%	4,12%	3,29%	4,94%	
Apr 2023	2,42%	5,24%	2,82%	1,61%	3,63%	2,82%	4,84%	4,44%		
May 2023	1,57%	1,26%	2,20%	4,72%	2,20%	6,92%	2,20%			
Jun 2023	2,16%	3,61%	3,61%	1,92%	2,88%	3,37%				
Jul 2023	2,55%	2,98%	1,70%	4,68%	2,98%					
Aug 2023	5,56%	2,91%	3,44%	5,03%						
Sep 2023	2,12%	4,25%	4,25%							
Oct 2023	4,93%	1,74%								
Nov 2023	2,57%									

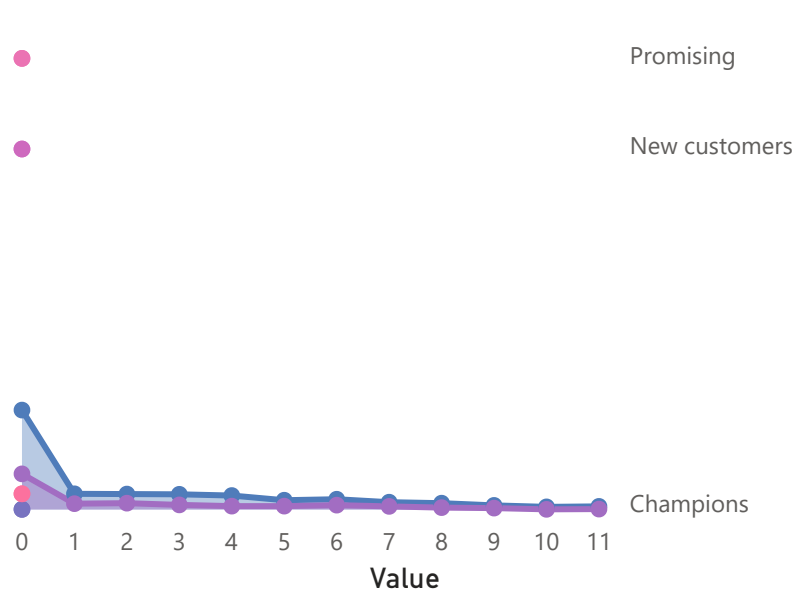
Retention rate

by Month and RFM_segment



Customers Retention

by Month and RFM_segment



LTV by Month and RFM segment

