Skincare & Beauty E-Commerce
Customer Segmentation and Retention Analysis

Customer Overview

Year
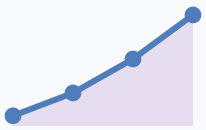| 2020 | 2021 | 2022 | **2023** |

Segment All

RFM segment All

Market All

Total Customers
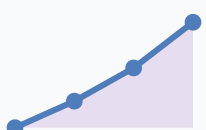**7,62K**
Last Year 6,11K ▲ 24.72%

Returning Customers
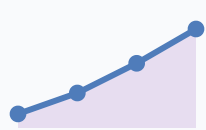**2,99K**
Last Year 1,69K ▲ 76.45%

Total Sales
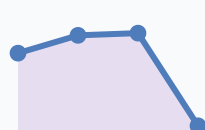**$2,19M**
Last Year 1,77M ▲ 23.82%

Avg Order Value
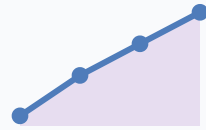**$125**
Last Year 128,33 ▼ -2.54%
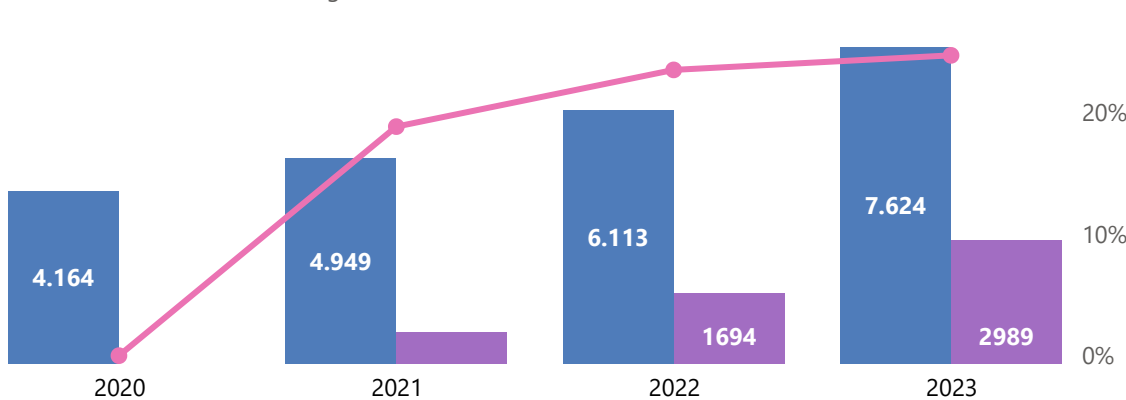
Avg Purchase Frequency
2,30
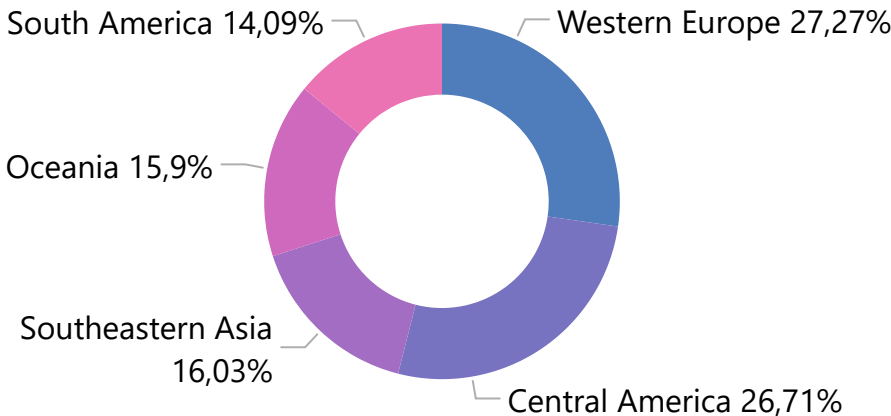Last Year 2,26 ▲ 1.87%

Total and Returning Customers
by Year

● Total Customers ● Returning Customers ● % Growth Total Customers

Year	Total Customers	Returning Customers
2020	4.164	
2021	4.949	
2022	6.113	1694
2023	7.624	2989

20%
10%
0%

Top 5 Total Customers by Region
Year 2023 has the most customers

- South America 14,09%
- Western Europe 27,27%
- Oceania 15,9%
- Central America 26,71%
- Southeastern Asia 16,03%

Total Customers
by Region, Country and City

● Total Customers ▎ LY Customers

Region	Total Customers	
Western Europe	830	+19.77%
Central America	813	+13.71%
Southeastern Asia	488	+36.69%
Oceania	484	+34.07%

Total Customers
by Month

1.000

500

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Total Customers
Last Year
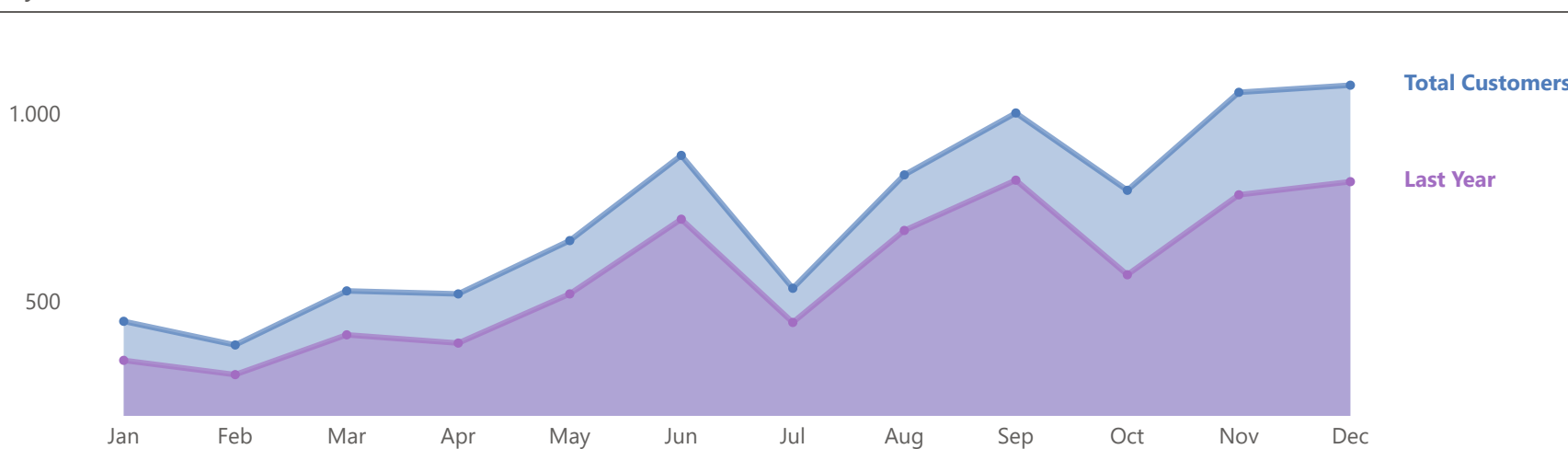
Total Customers
by Country
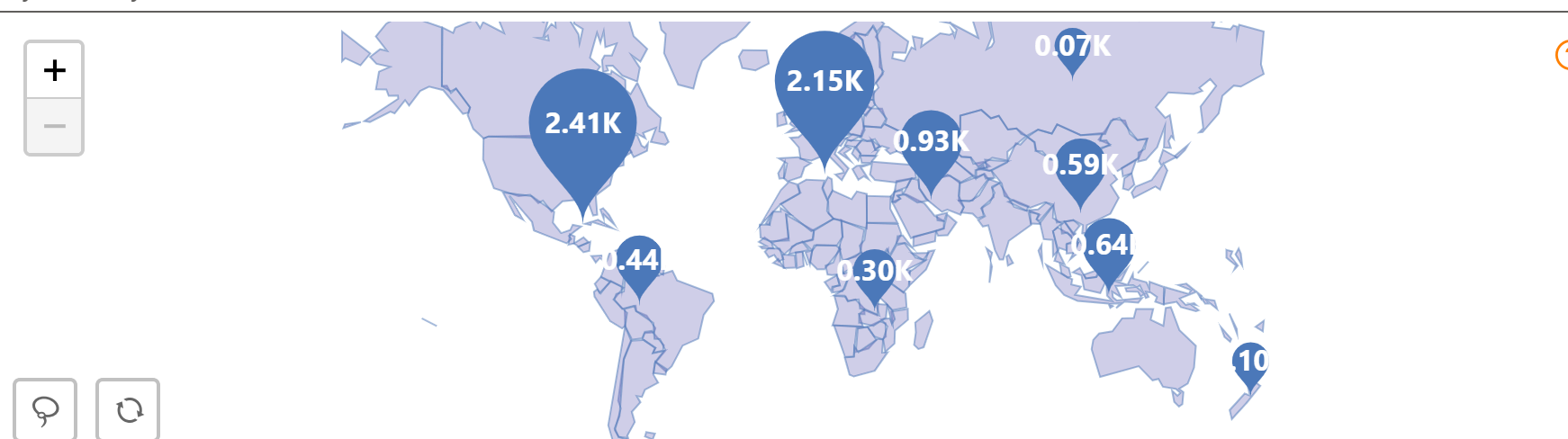
+
−

2.41K 2.15K 0.07K 0.93K 0.59K 0.44 0.30K 0.64 10

Skincare & Beauty E-Commerce
Customer Segmentation and Retention Analysis

Overview	**Segmentation Analysis**	Retention Analysis

Segmentation Analysis *(Based on the RFM Analysis)*

Year
| 2020 | 2021 | 2022 | **2023** |

Segment
All

RFM_segment
All

Market
All

Average RFM
1 — 2,68 — 5

Avg Recency Score
1 — 3,00 — 5

Avg Frequency Score
1 — 2,05 — 5

Avg Monetary Score
1 — 2,99 — 5

Total Customer by RFM segment

- Champions: 1.950 — 25,58%
- Loyal: 635 — 8,33%
- Potential loyalist: 614 — 8,05%
- New customers: 2.158 — 28,31%
- Promising: 1.909 — 25,04%
- Need attention: 250 — 3,28%
- About to sleep
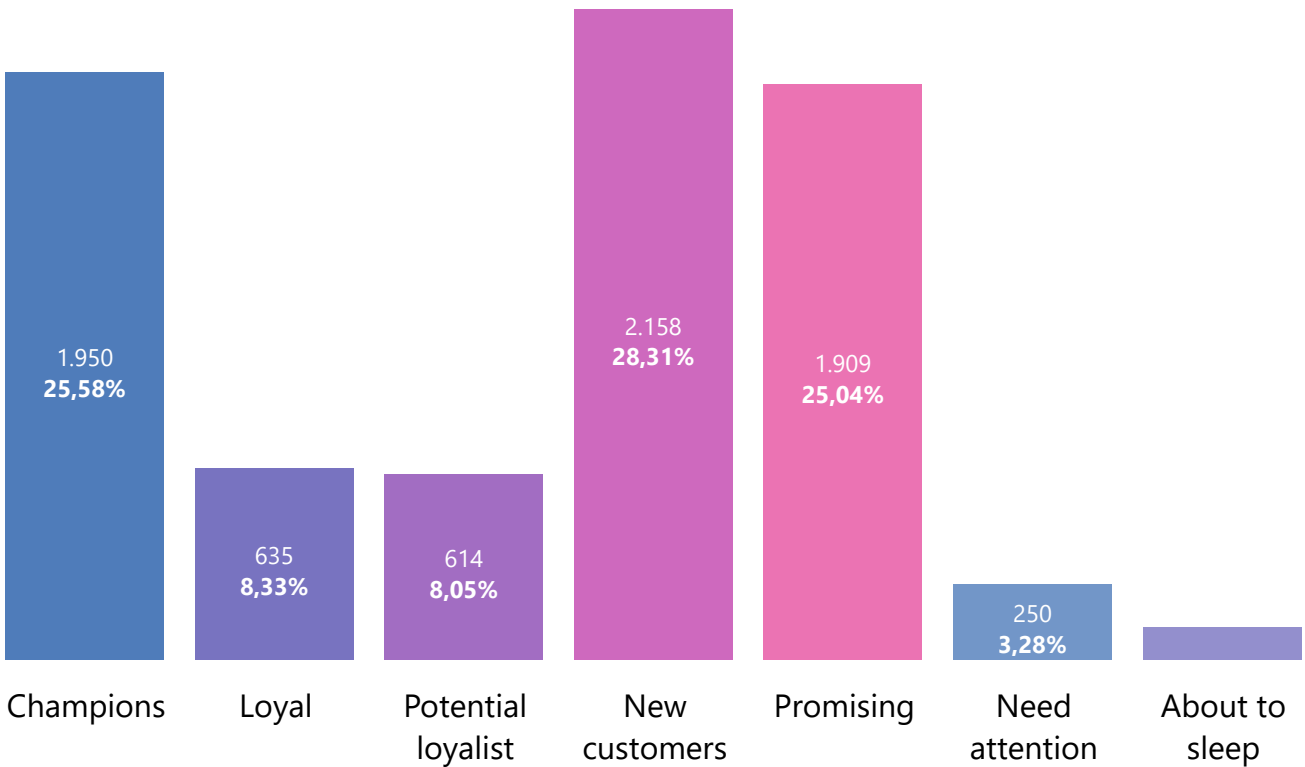
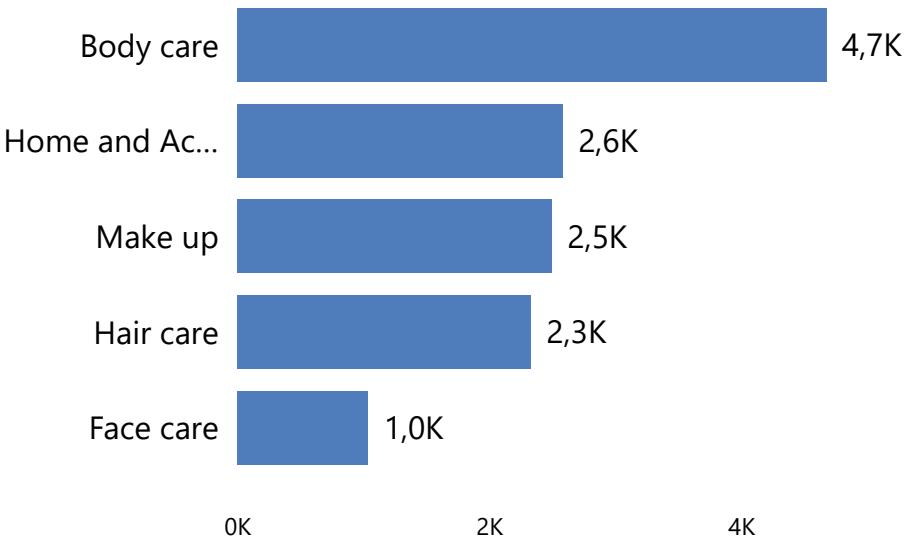### Total Billing Amount by Department
Note: Bubble sizes indicate monetary value (avg price per customer)

Average Frequency (y-axis: 0 to 4)
Average Recency (x-axis: 0 to 1.200)

- Champions
- Potential loyalist
- Need attention
- Loyal
- At risk
- New customers
- Hibernating customers
- Promising
- About to sleep
- Lost
- Cannot lose them but losing
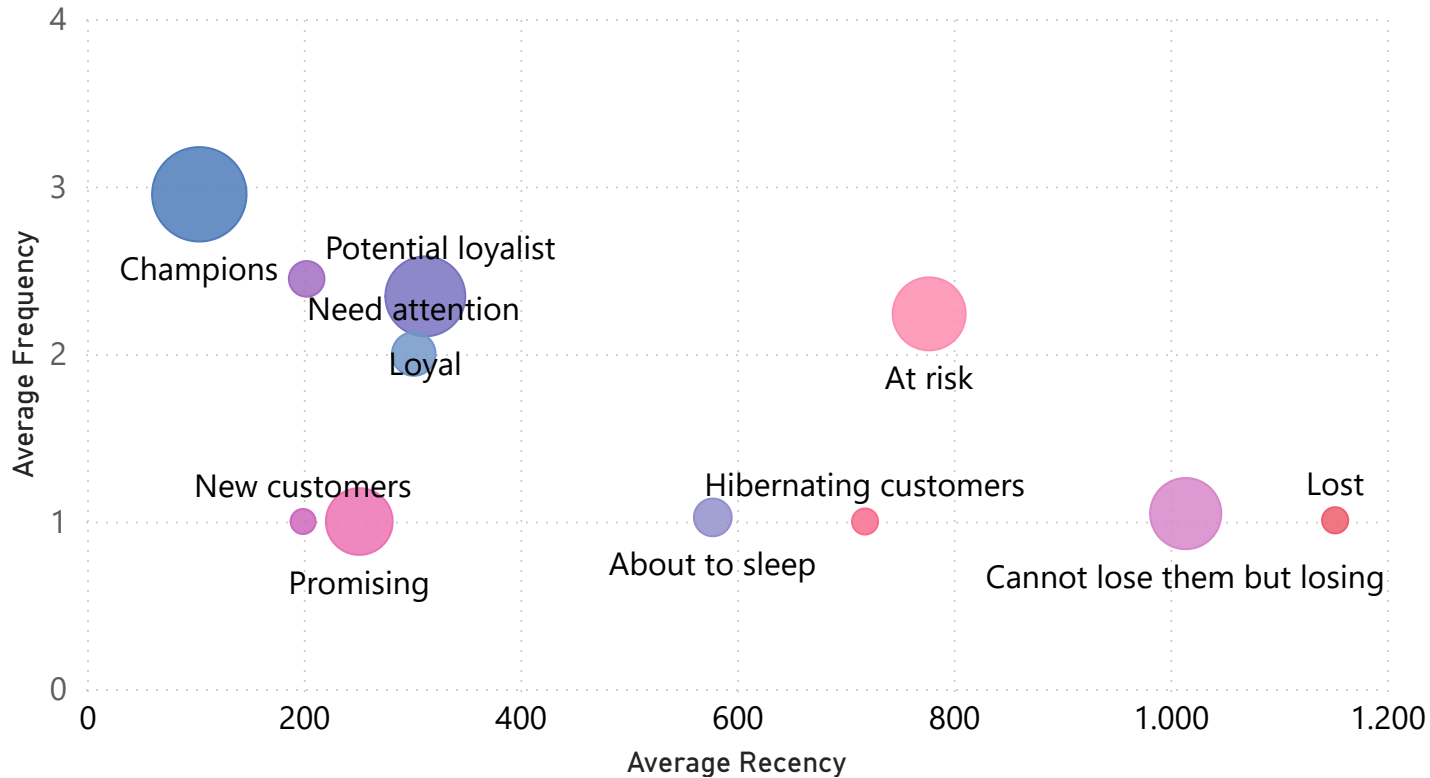
Total Customers by Category

- Body care: 4,7K
- Home and Ac...: 2,6K
- Make up: 2,5K
- Hair care: 2,3K
- Face care: 1,0K

(axis: 0K, 2K, 4K)

Customer Information

Customer ID	Segment	Last Purchased	Day from last purchased	Total Orders	Total Spend	R-F-M	RFM Segment
LS-172001402	Corporate	01/08/2023	152	2	$7.351	4-4-5	Champions
KM-162257	Corporate	14/01/2023	351	4	$6.841	3-5-5	Loyal
NH-1861059	Corporate	11/12/2023	20	3	$6.821	5-5-5	Champions
EA-140351406	Corporate	01/08/2023	152	5	$6.768	4-5-5	Champions
SP-20620102	Corporate	15/01/2023	350	2	$6.305	3-4-5	Loyal
CS-121757	Corporate	04/02/2023	330	9	$6.222	3-5-5	Loyal
RR-9525134	Corporate	03/10/2023	89	2	$5.948	5-4-5	Champions
AR-1082564	Corporate	09/06/2023	205	2	$5.938	4-4-5	Champions

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Overview	Segmentation Analysis	Retention Analysis

Retention Analysis *(Based on the Cohort Analysis model)*

Year: 2020 | 2021 | 2022 | **2023**

Segment: All
RFM_segment: All
Market: All

New customer count	Customer coming back %

New customer count by Month

Month of First Purchased ▲	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month
Jan 2023	447	3	10	7	9	16	7	15	12	11
Feb 2023	381	4	7	14	11	5	10	13	13	11
Mar 2023	514	2	16	15	9	18	21	20	19	25
Apr 2023	504	12	23	12	17	19	13	21	21	
May 2023	611	19	11	13	26	18	34	16		
Jun 2023	805	12	21	28	17	24	32			
Jul 2023	479	11	13	8	19	14				
Aug 2023	732	33	22	23	31					
Sep 2023	837	23	34	28						
Oct 2023	651	24	17							
Nov 2023	831	24								

Retention rate
by Month and RFM_segment

Champions
Potential loyalist

Value
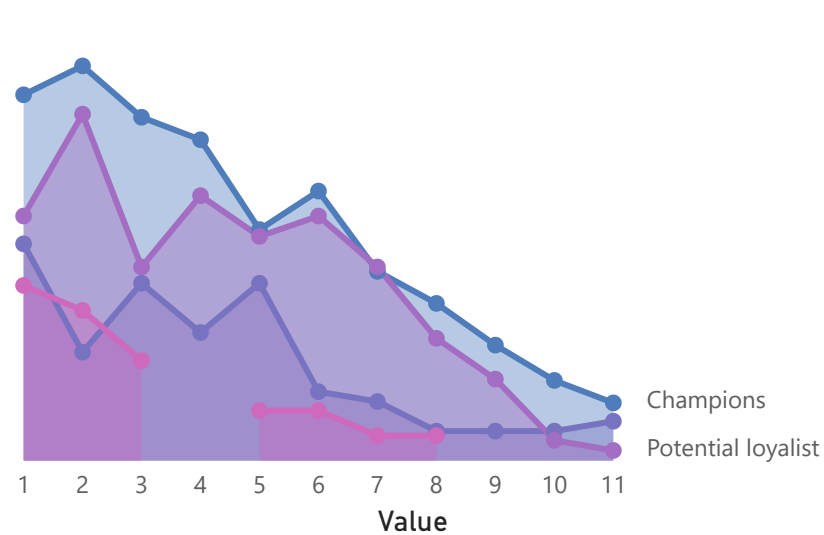
New Customers
by Month and RFM_segment

Champions
Loyal

Value

LTV by Month and RFM segment

Champions
Loyal
Need attention
Potential loyalist

Month 0 | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12