

# Skincare & Beauty E-Commerce

Customer Segmentation and Retention Analysis

Overview

Segmentation Analysis

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

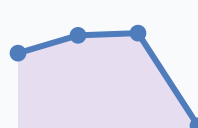
1,77M

▲ 23.82%



Avg Order Value

\$125



Last Year

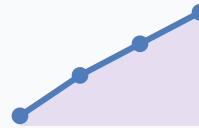
128,33

▼ -2.54%



Avg Purchase Frequency

2,30



Last Year

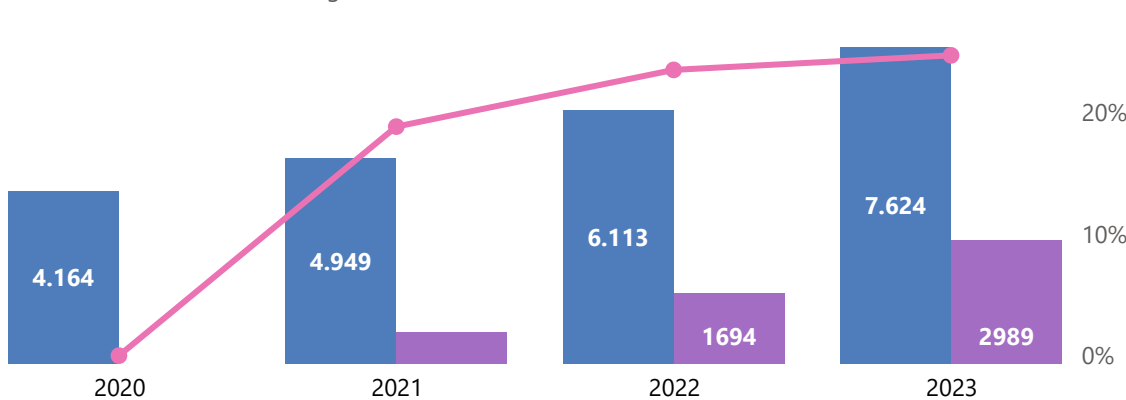
2,26

▲ 1.87%

## Total and Returning Customers

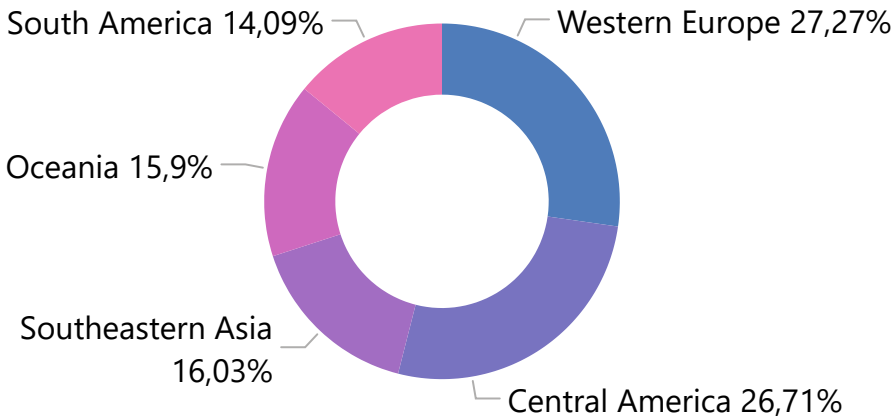
by Year

Total Customers Returning Customers % Growth Total Customers



## Top 5 Total Customers by Region

Year 2023 has the most customers



## Total Customers

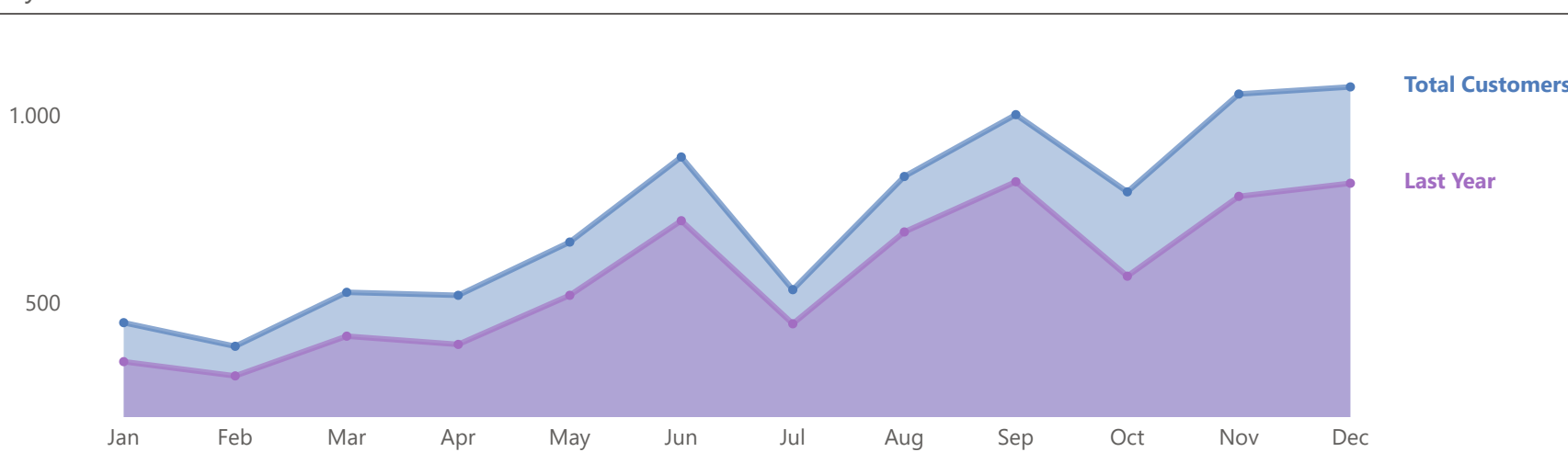
by Region, Country and City

Total Customers LY Customers



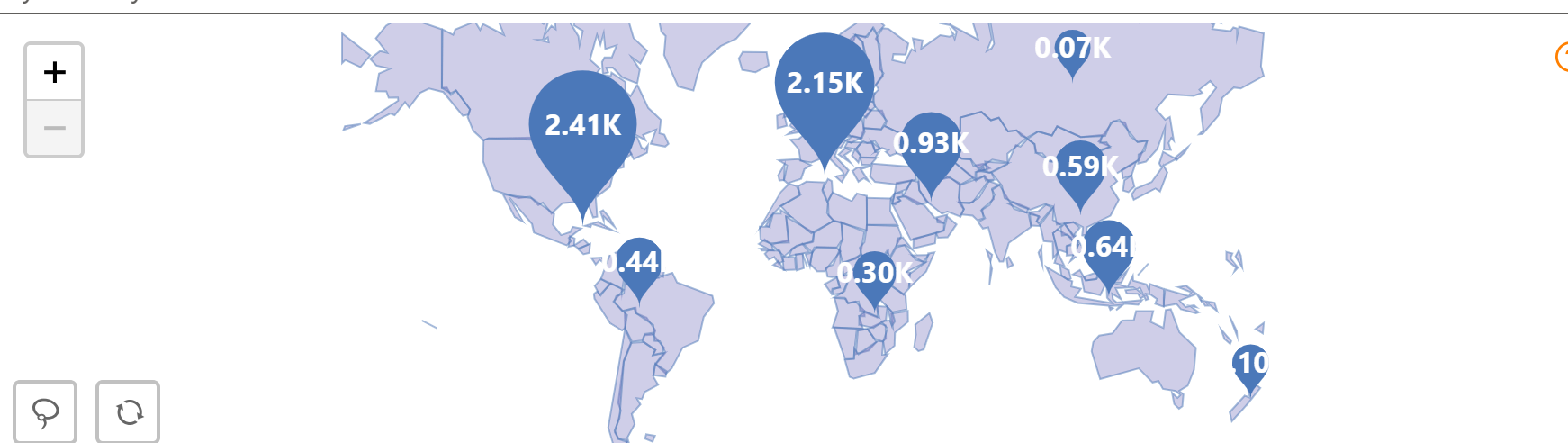
## Total Customers

by Month



## Total Customers

by Country



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Customer Segmentation and Retention Analysis

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Segmentation Analysis

Retention Analysis

## Segmentation Analysis (Based on the RFM Analysis)

Segment

All

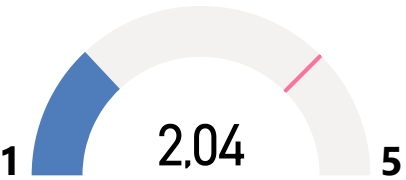
RFM\_segment

All

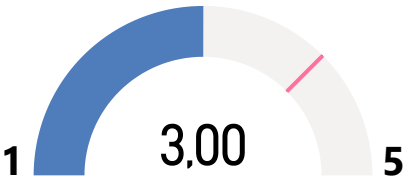
Market

All

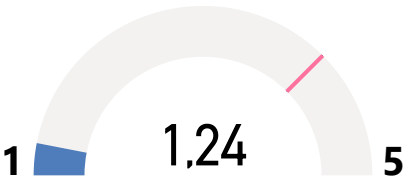
### Average RFM



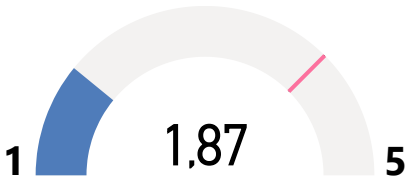
### Average Recency Score



### Average Frequency Score

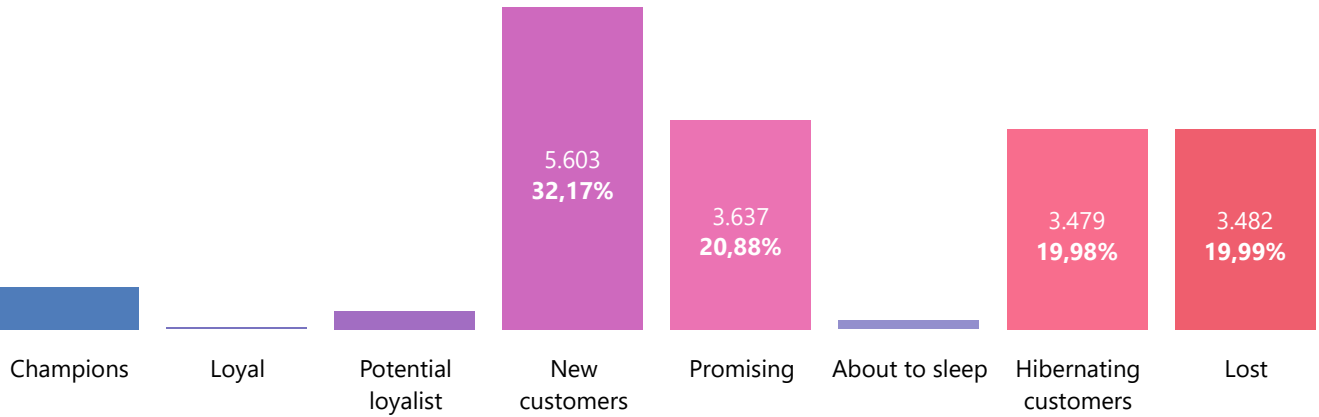


### Average Monetary Score



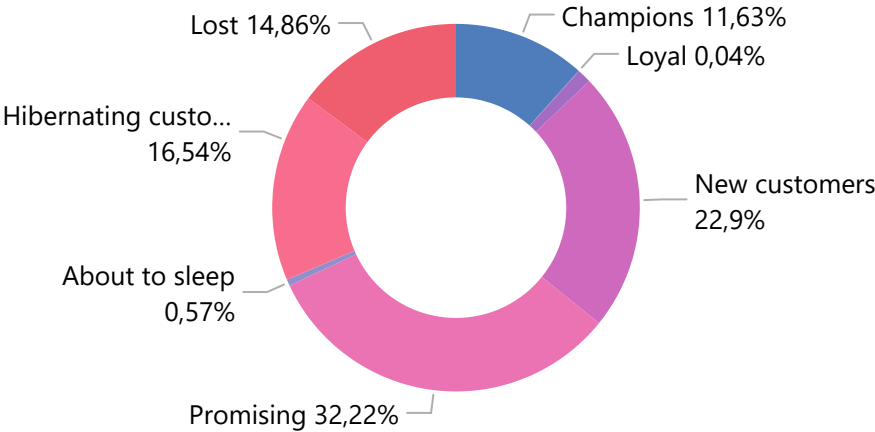
### Total Customer

by RFM segment



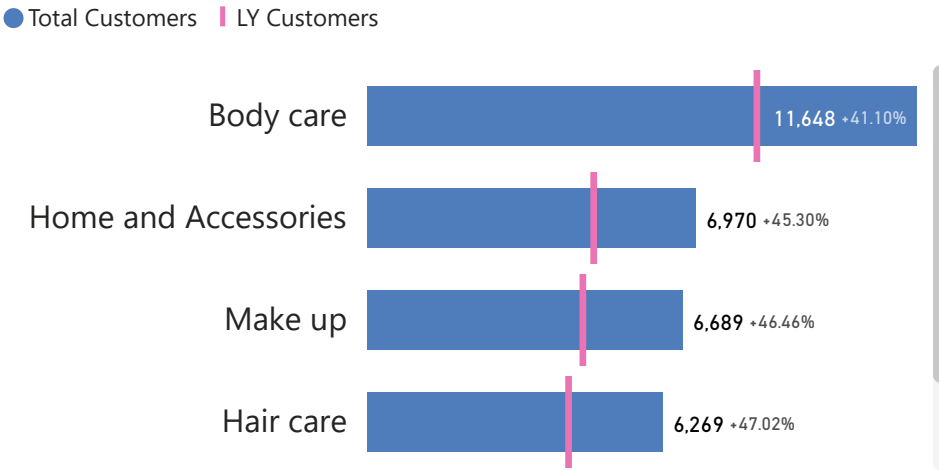
### Total Sales

by RFM segment



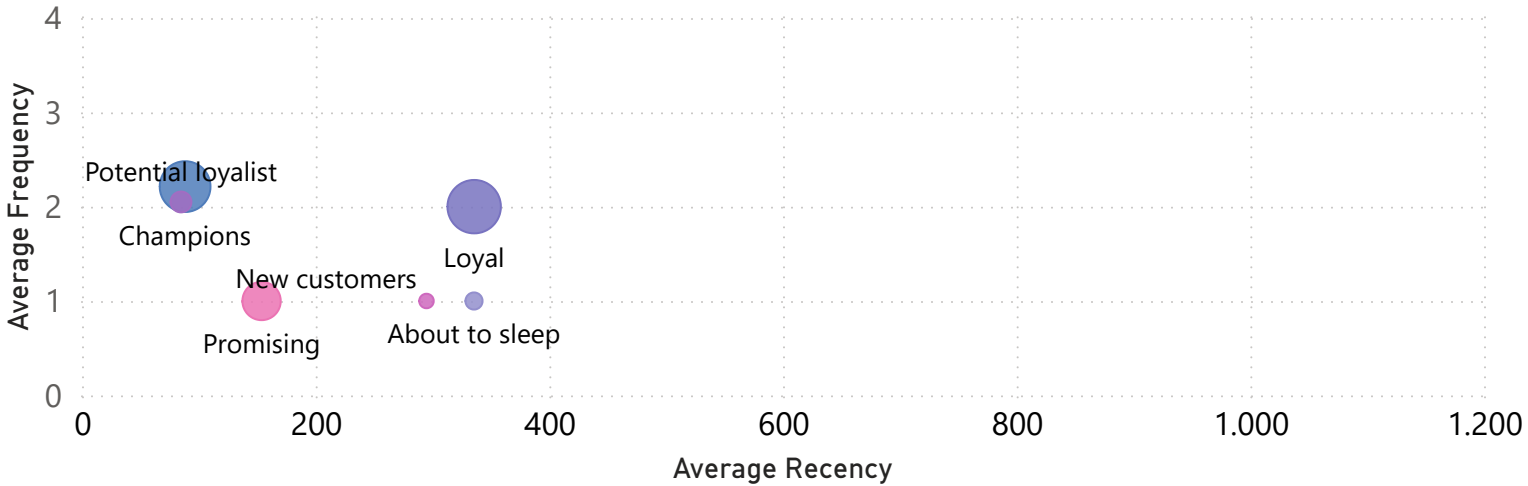
### Total Customers

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
LS-172001402	Corporate	01/08/2023	152	2	\$7.351	4-5-5	Champions
RR-9525134	Corporate	03/10/2023	89	1	\$5.900	5-1-5	Promising
YS-2188031	Corporate	28/08/2023	125	1	\$5.622	4-1-5	Promising
FH-1436539	Corporate	18/03/2023	288	1	\$5.189	4-1-5	Promising
DJ-1351018	Corporate	08/10/2023	84	4	\$4.754	5-5-5	Champions
DR-128801404	Corporate	28/08/2023	125	1	\$4.746	4-1-5	Promising
HK-1489018	Corporate	18/11/2023	43	1	\$4.630	5-1-5	Promising

Retention Analysis (Based on the Cohort Analysis model)

Year

2020

2021

2022

2023

Segment

All

RFM\_segment

All

Market

All

New customer count

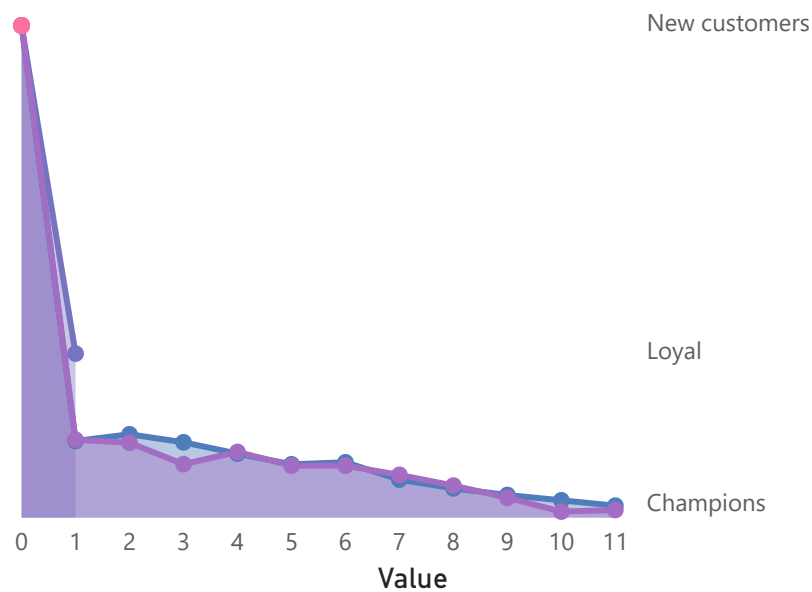
Customer coming back %

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								

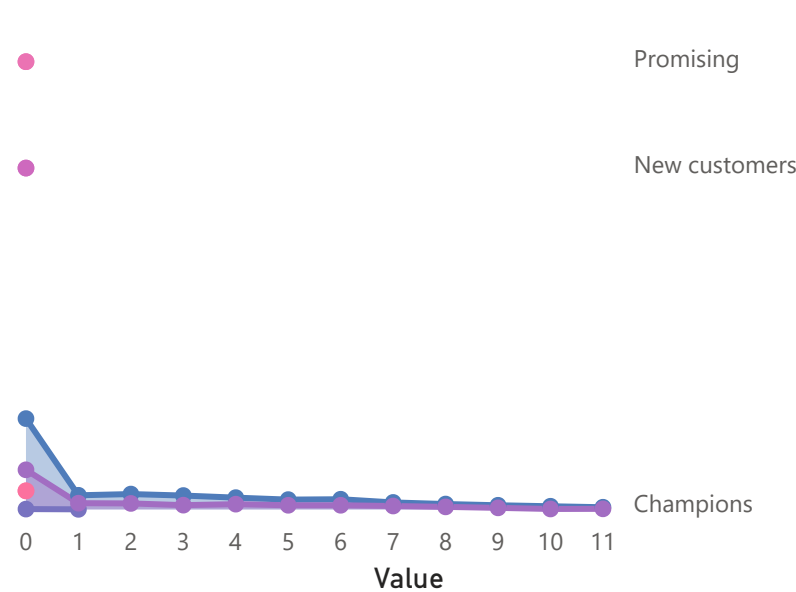
Retention rate

by Month and RFM\_segment



Customers Retention

by Month and RFM\_segment



LTV by Month and RFM segment

1.000

