

# Skincare & Beauty E-Commerce

Customer Segmentation and Retention Analysis

Overview

Segmentation Analysis

Retention Analysis

## Customer Overview

### Total Customers

3,91K

Last Year 3,11K

▲ 25.93%

### Returning Customers

1,53K

Last Year 885,00

▲ 73.22%

Year

2020

2021

2022

2023

segment

Consumer

Market

All

### Total Sales

\$709,38K

Last Year 584,08K

▲ 21.45%

segment

Consumer

### Avg Order Value

\$156

Last Year 167,84

▼ -6.86%

Market

All

### Avg Purchase Frequency

1,16

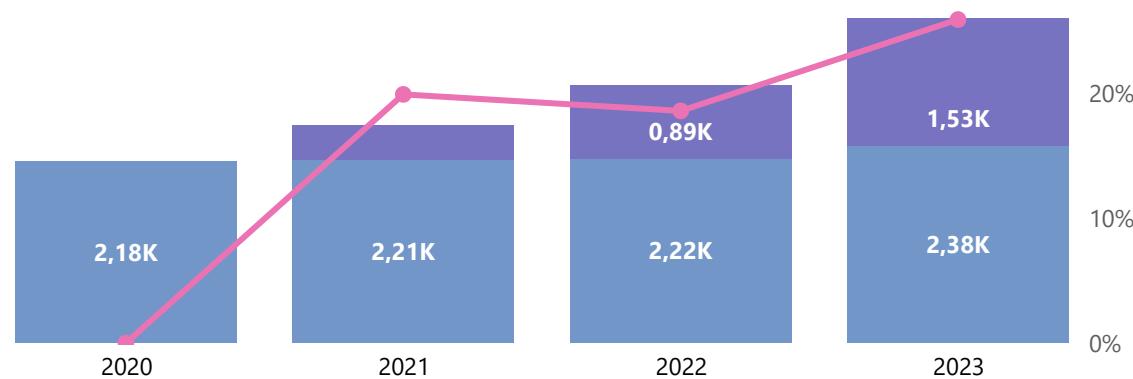
Last Year 1,12

▲ 3.55%

## Total and Returning Customers

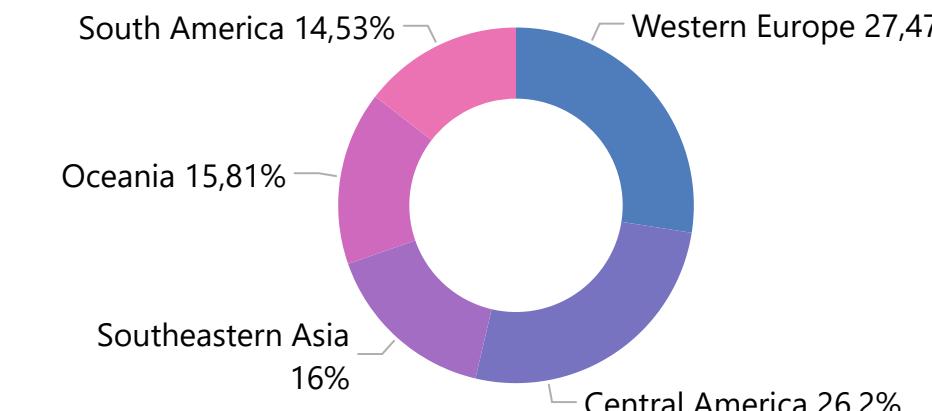
by Year

● New Customers ● Returning Customers ● % Growth Total Customers



## Top 5 Total Customers by Region

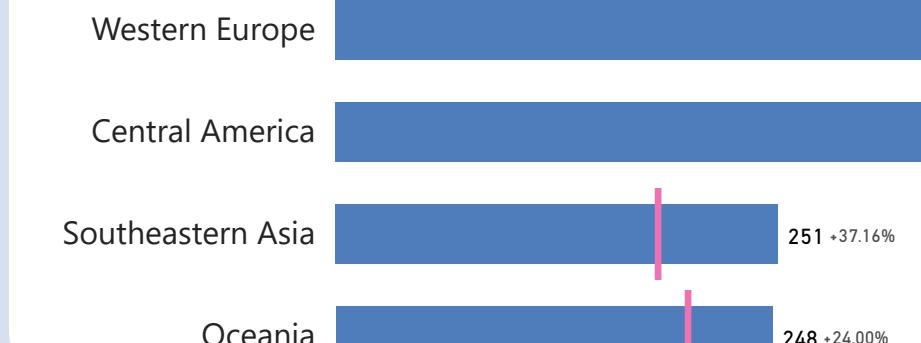
Year 2023 has the most customers



## Total Customers

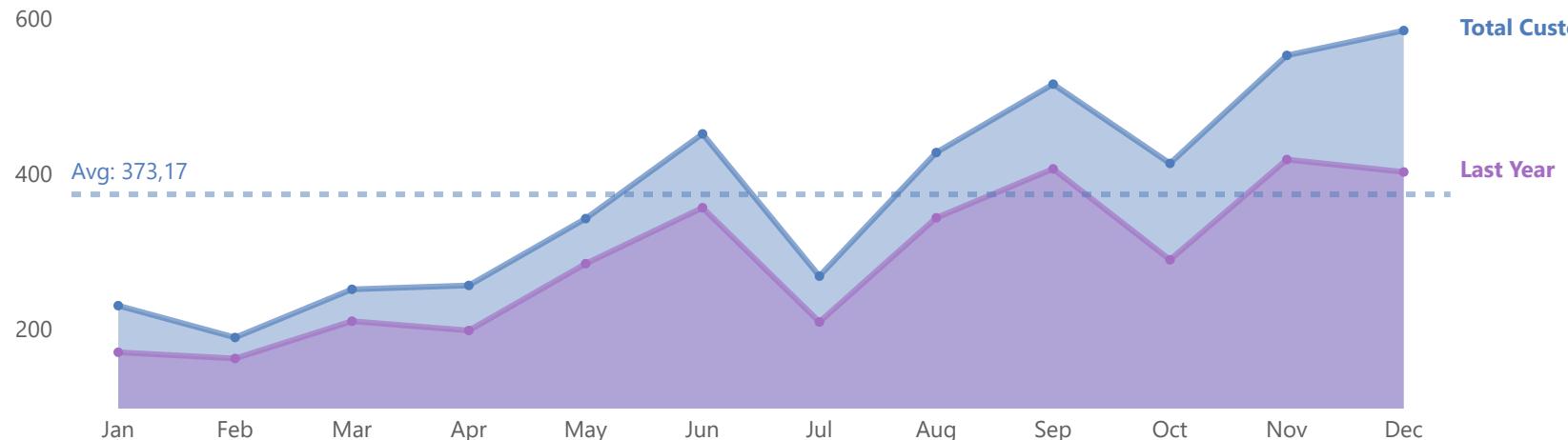
by Region, Country and City

● Total Customers ● LY Customers



## Total Customers

by Month



## Total Customers

by Country

+

-

?

?



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## Segmentation Analysis (Based on the RFM Analysis)

segment

Consumer

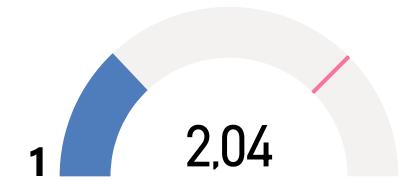
RFM\_segment

All

Market

All

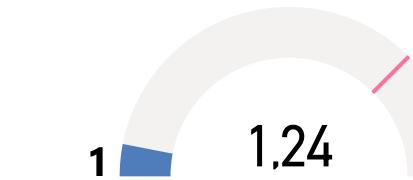
### Average RFM



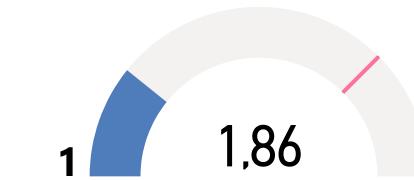
### Average Recency Score



### Average Frequency Score

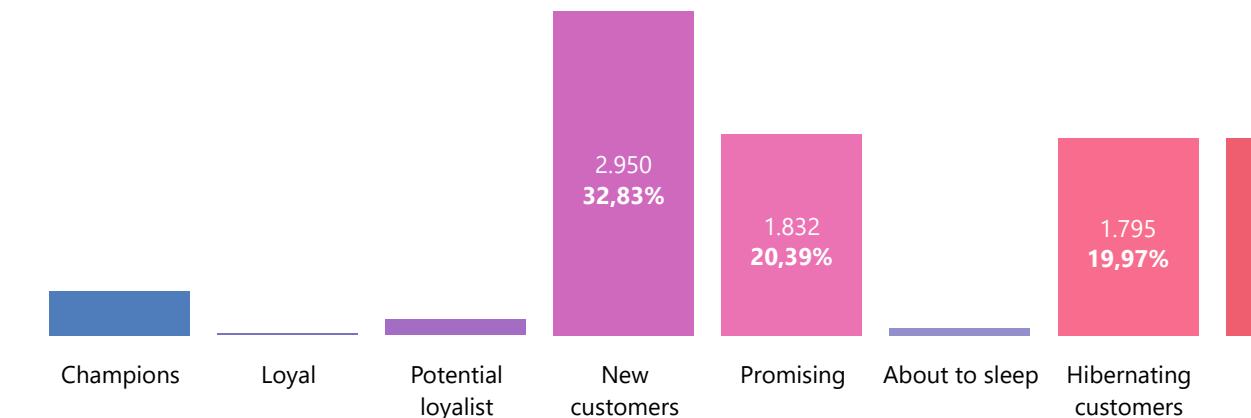


### Average Monetary Score



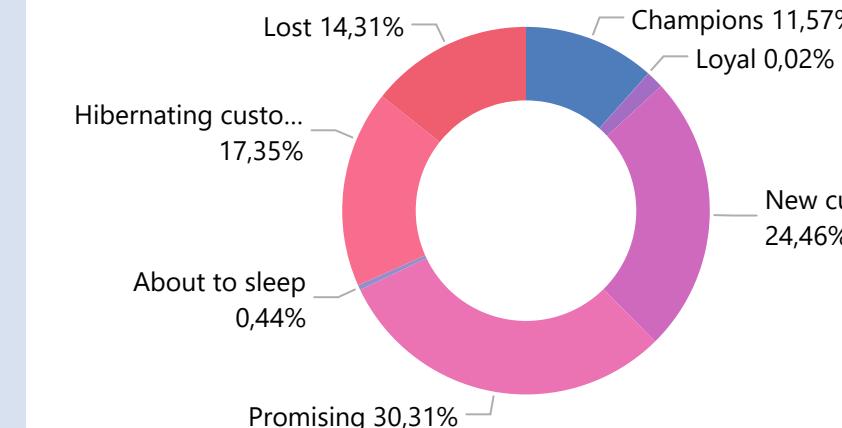
### Total Customer

by RFM segment



### Total Sales

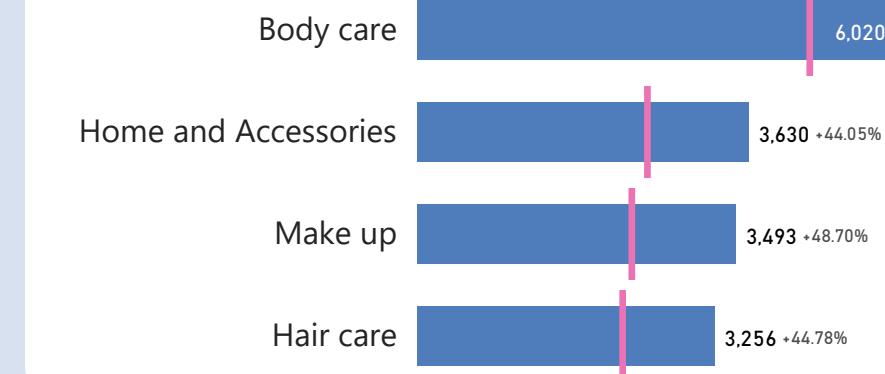
by RFM segment



### Total Customers

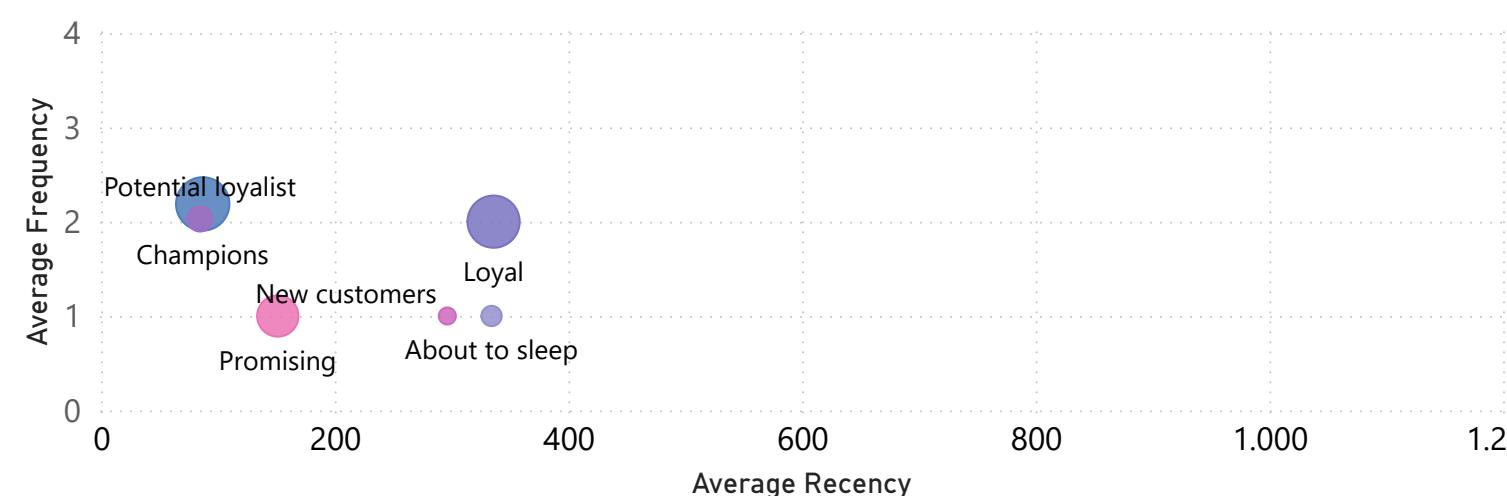
by Category, Subcategory and Product

● Total Customers | ■ LY Customers



### 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

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

Year

2020

2021

2022

2023

segment

Consumer

RFM\_segment

All

Market

All

New customer count

Customer coming back %

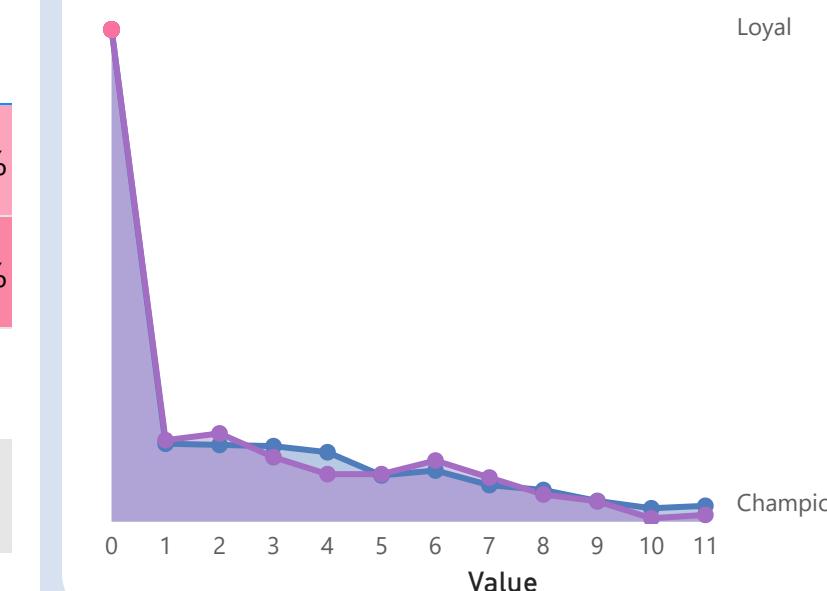
### Customers coming back in % by Month

Month of First Purchase Month 1 Month 2 Month 3 Month 4 Month 5 Month 6 Month 7 Month 8 Month 9 Month 10 Month 11 Month 12

	Month of First Purchase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
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%												

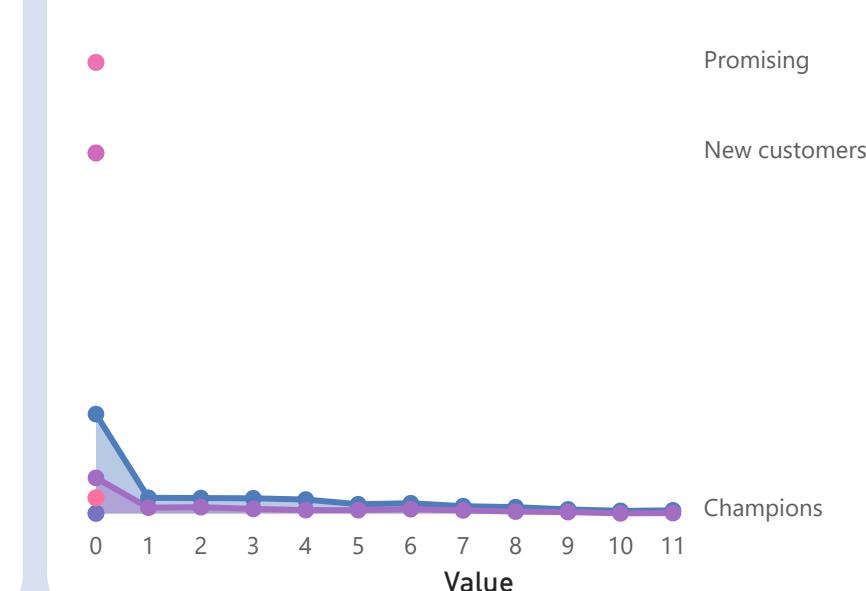
### Retention rate

by Month and RFM\_segment



### Customers Retention

by Month and RFM\_segment



### LTV by Month and RFM segment

