

Skincare & Beauty E-Commerce

Customer Segmentation and Retention Analysis

Overview

Segmentation Analysis

Retention Analysis

Customer Overview

Total Customers

7,62K

Last Year 6,11K

▲ 24.72%

Returning Customers

2,99K

Last Year 1,69K

▲ 76.45%

Year

2020

2021

2022

2023

Segment

All

RFM segment

All

Market

All

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

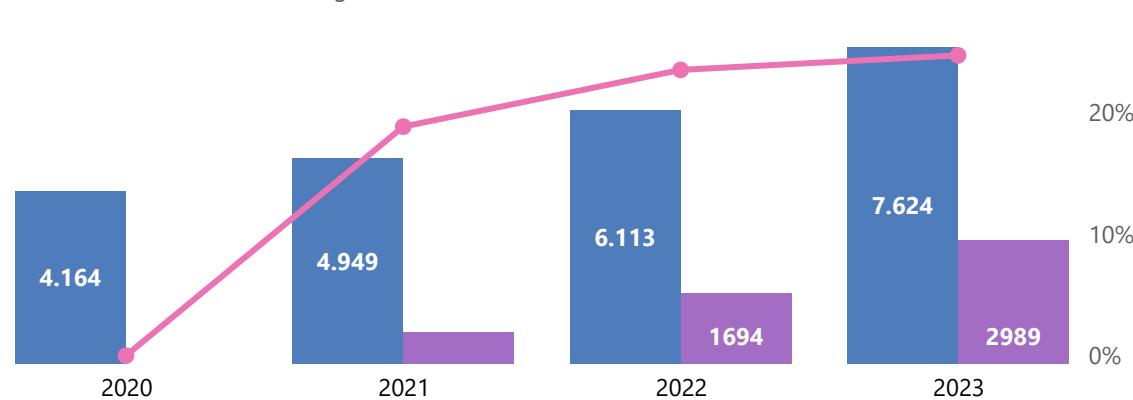
Last Year 2,26

▲ 1.87%

Total and Returning Customers

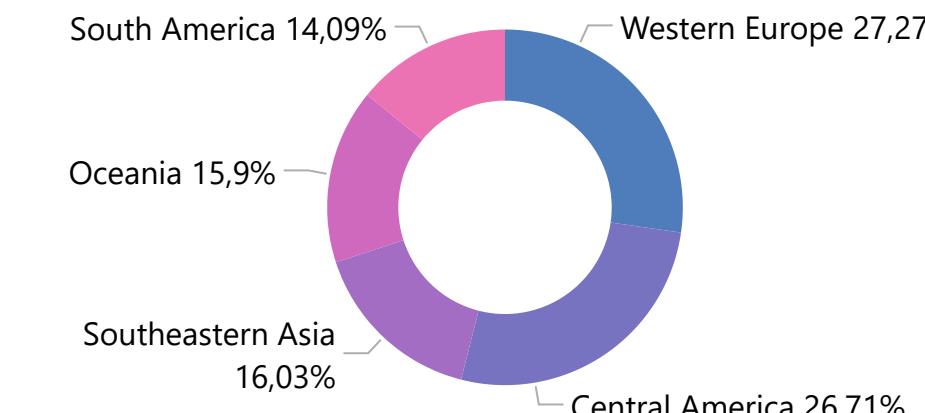
by Year

● Total Customers ● Returning Customers ● % Growth Total Customers



Top 5 Total Customers by Region

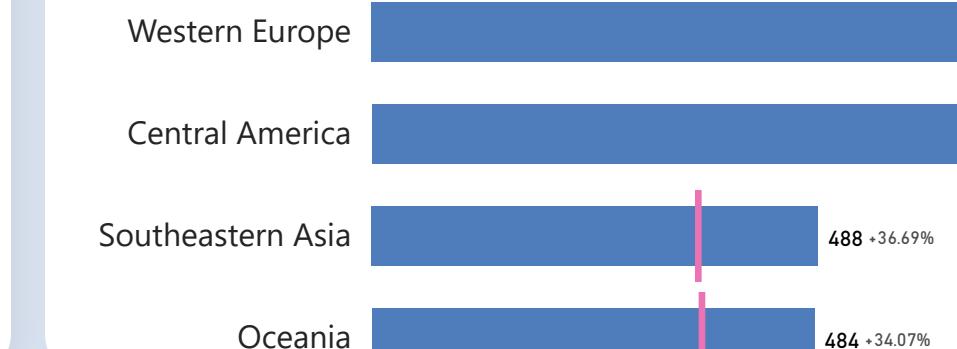
Year 2023 has the most customers



Total Customers

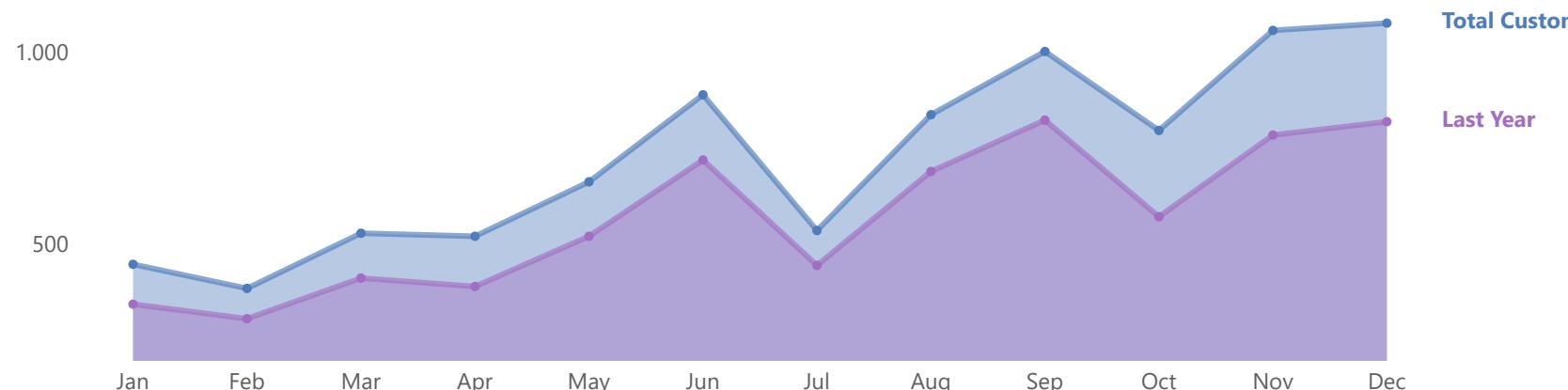
by Region, Country and City

● Total Customers ● LY Customers



Total Customers

by Month



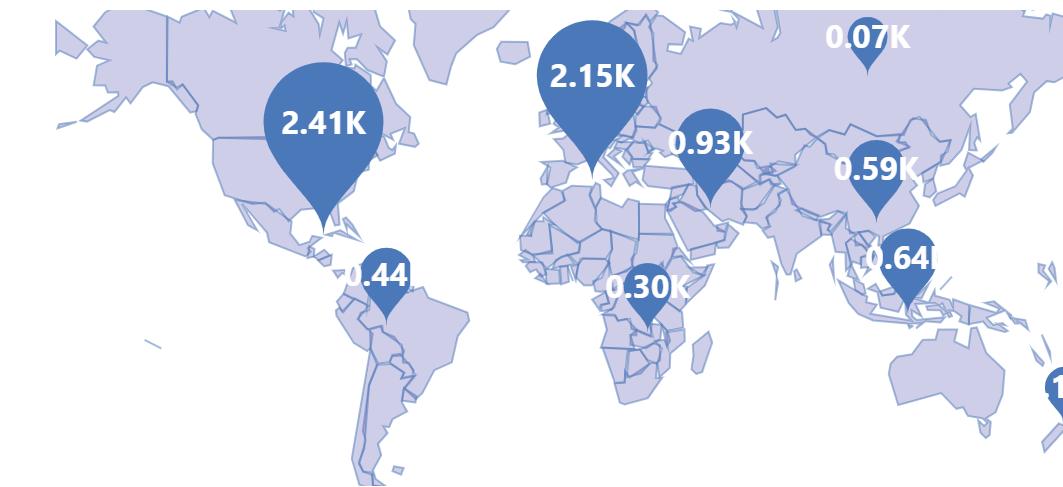
Total Customers

by Country

+

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Segmentation Analysis

Retention Analysis

Segmentation Analysis (Based on the RFM Analysis)

Year

2020

2021

2022

2023

Segment

All

RFM_segment

All

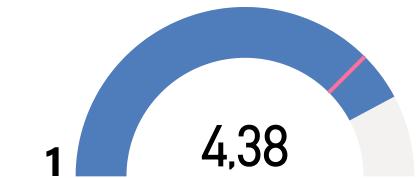
Market

All

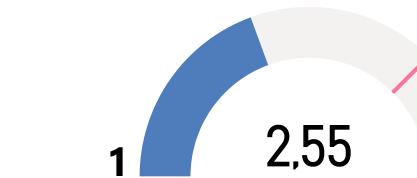
Average RFM



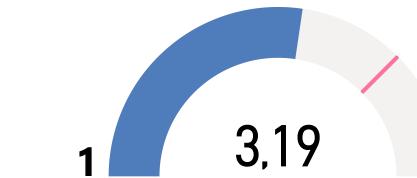
Average Recency Score



Average Frequency Score

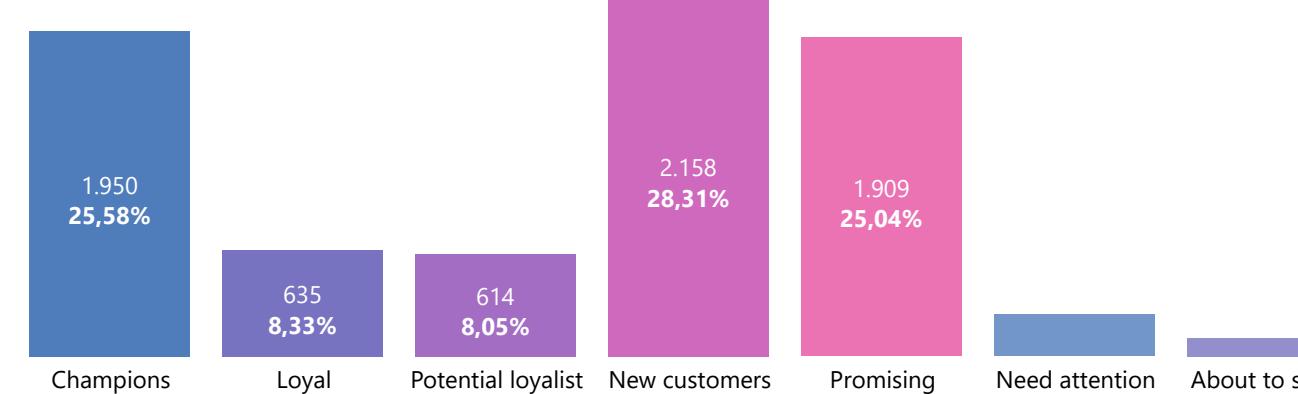


Average Monetary Score



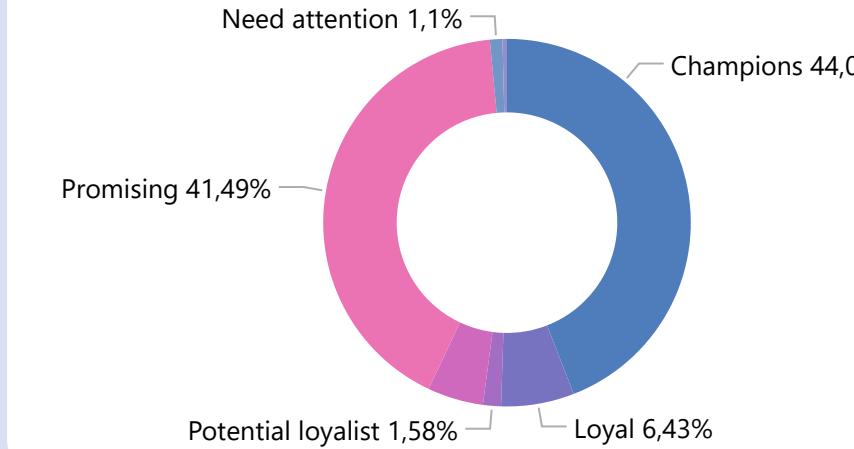
Total Customer

by RFM segment



Total Sales

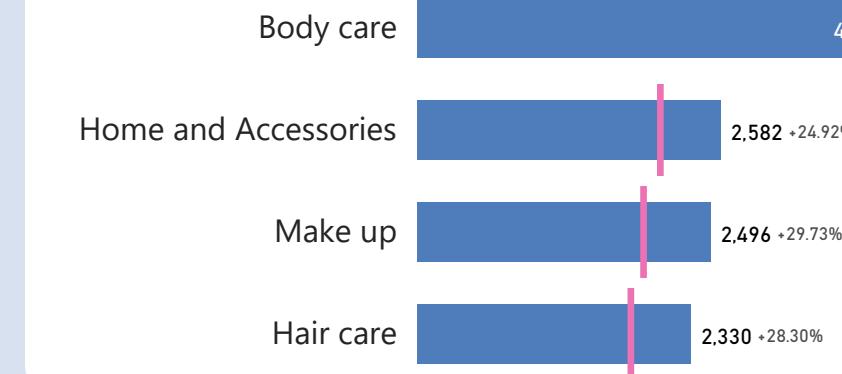
by RFM segment



Total Customers

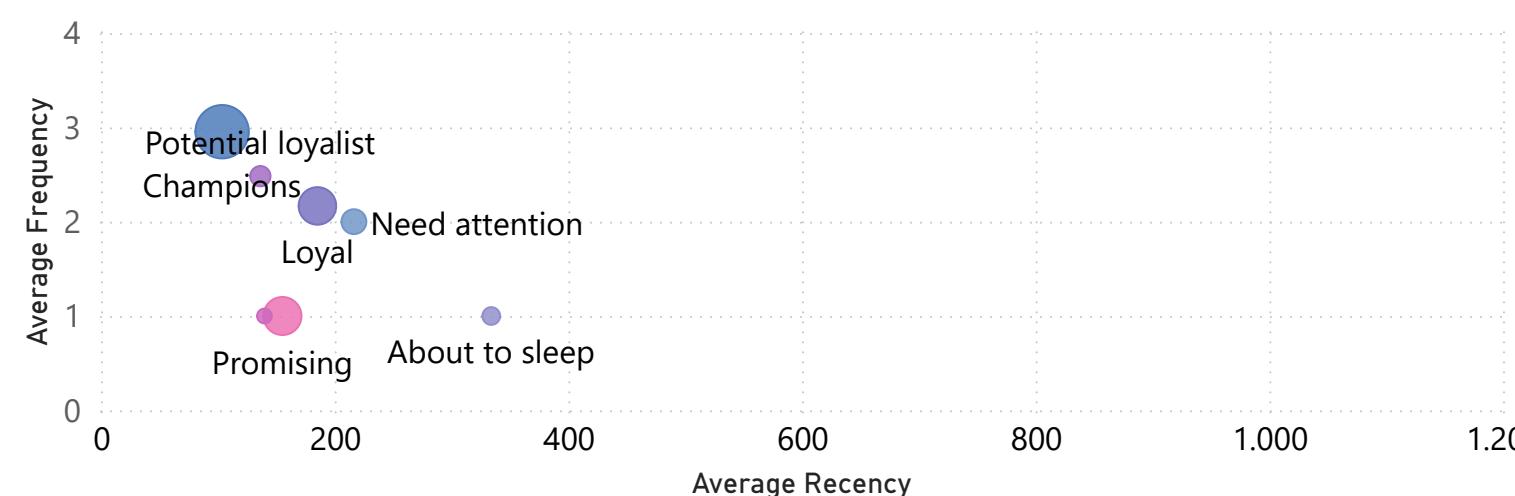
by Category, Subcategory and Product

● 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
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

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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

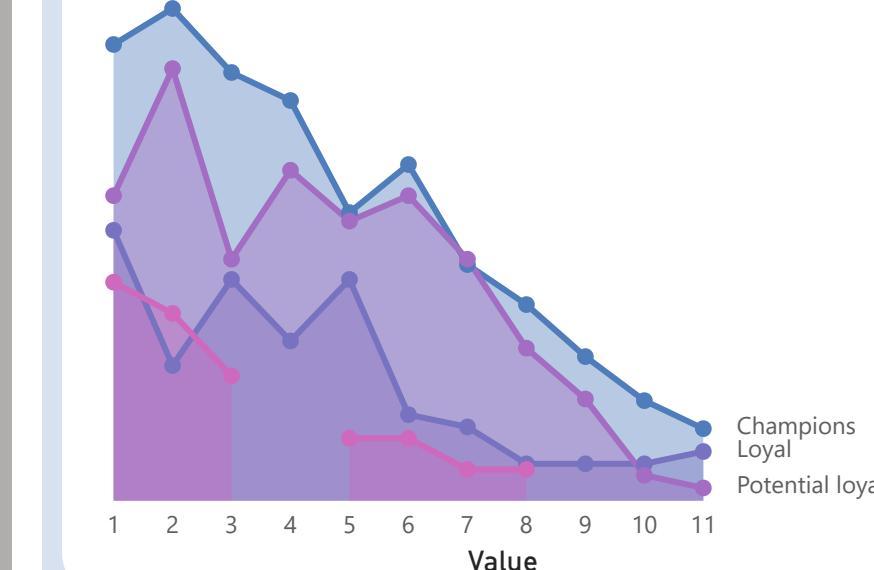
Customer coming back %

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 9
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									

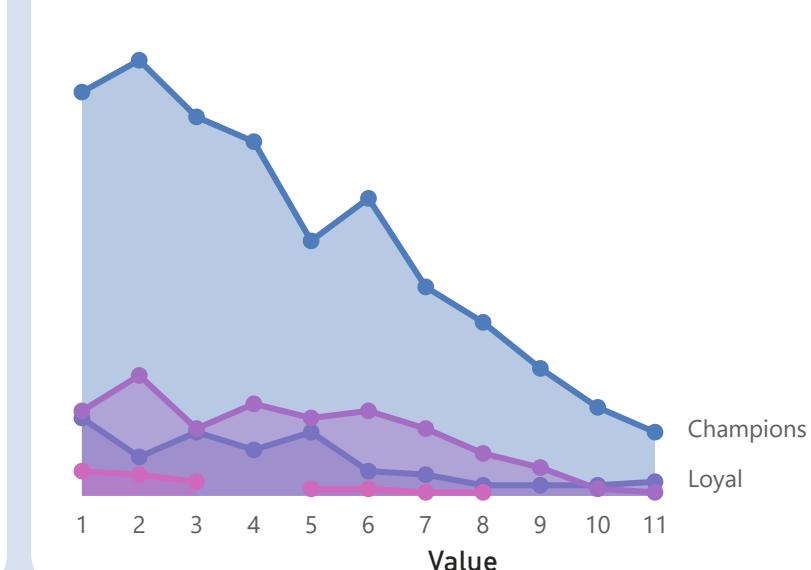
Retention rate

by Month and RFM_segment



New Customers

by Month and RFM_segment



LTV by Month and RFM segment

