



Customer Insights Dashboard: Funnel & RFM Analysis

Funnel Analysis

5

Funnel Actions

4

Behavioral Actions

3

Secondary Actions

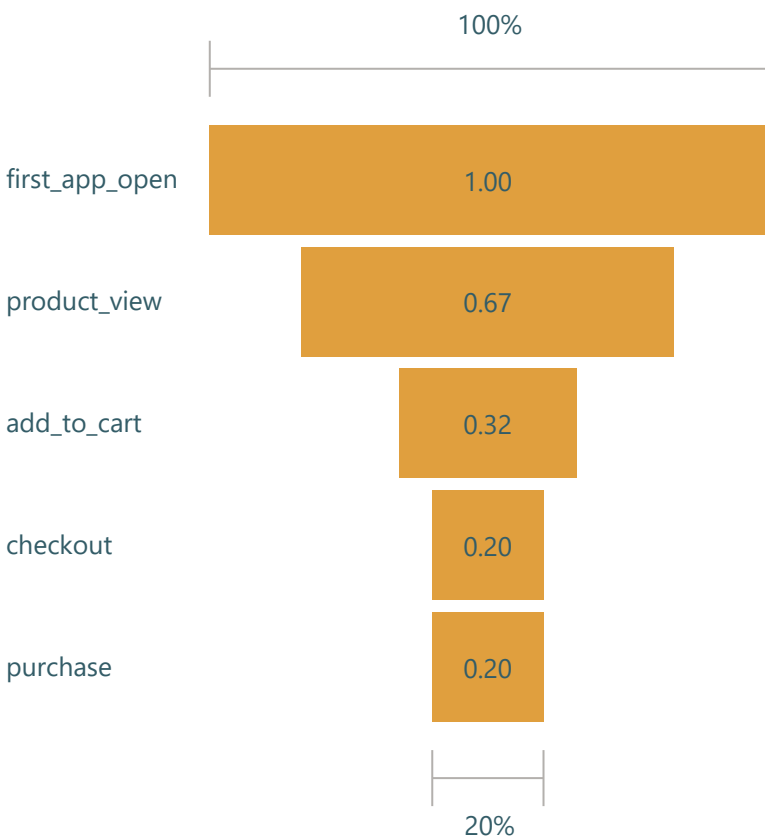
275

Sum of unique_users

Action

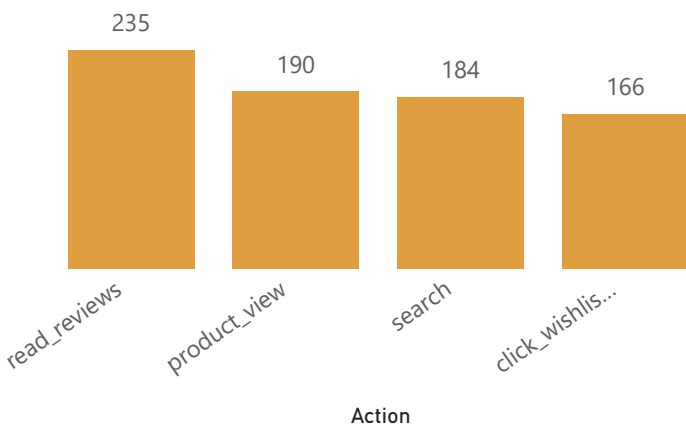
All

User Funnel Chart

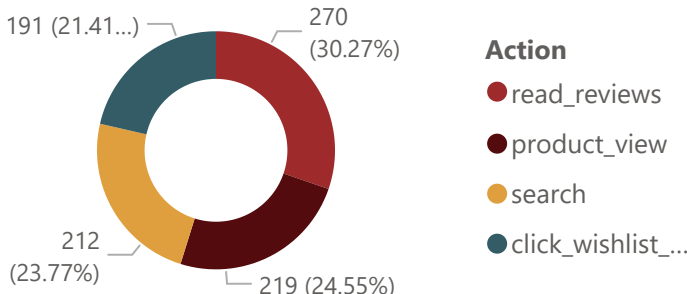


Customer Behaviour Insights

Exploratory Actions (% vs First App Open)

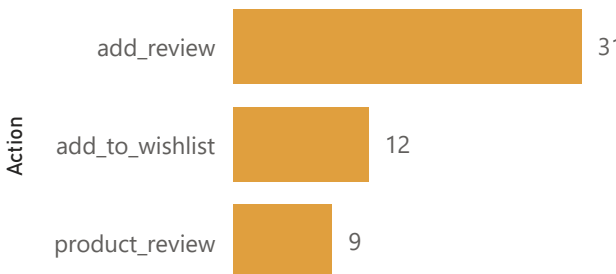


Distribution of User Exploratory Behaviour

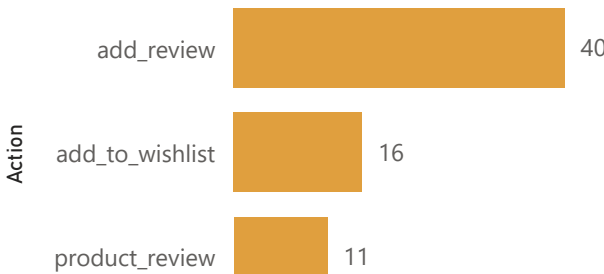


Secondary Conversion Insights

Secondary Conversions (% vs Product View)



Secondary Conversions (% vs Purchase)



RFM Analysis

167

Total Customer

7

Count of Segment

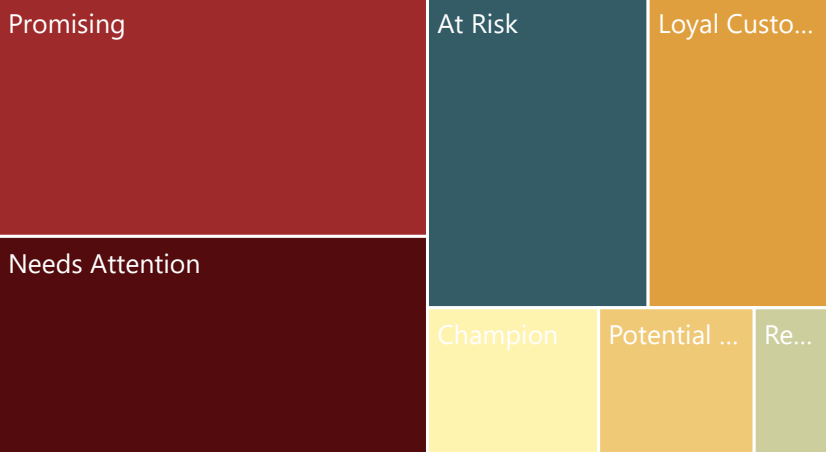
2M

Total Amount

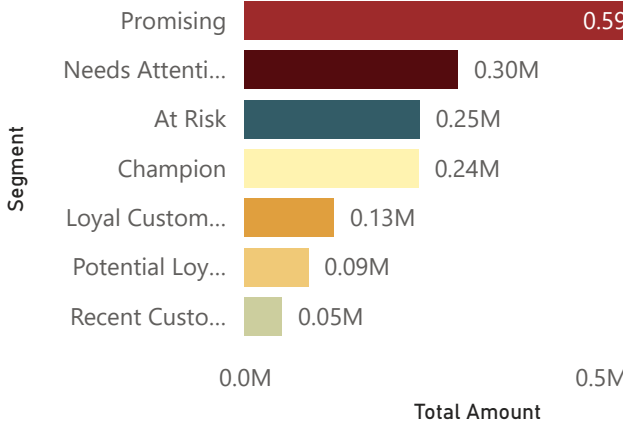
Segment

All

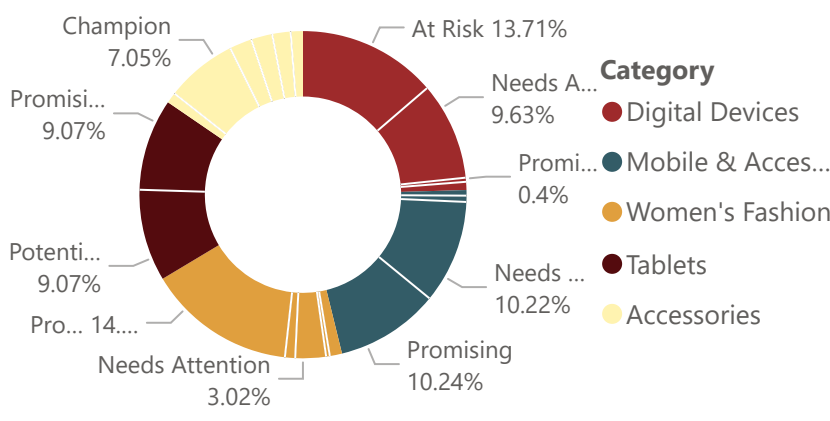
Total Customer by Segment



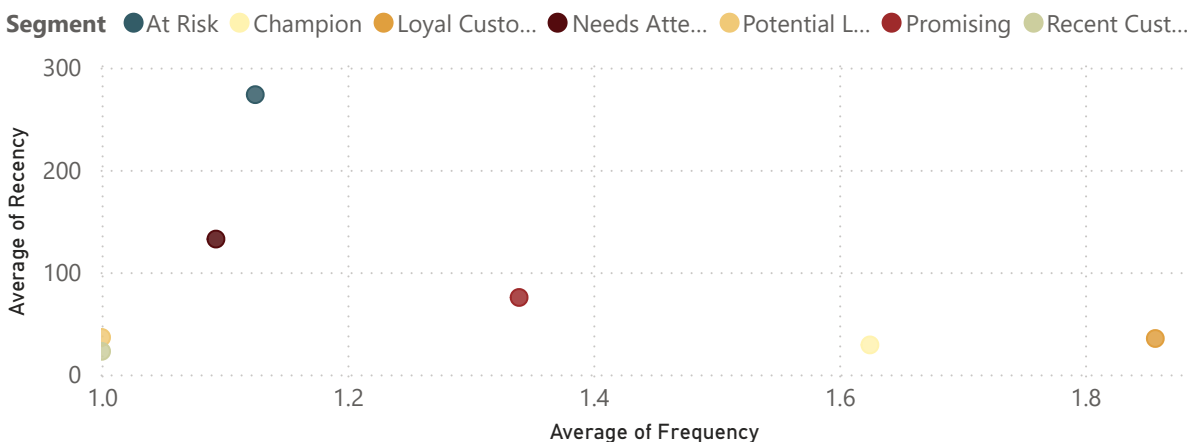
Total Amount by Segment



Total Amount by Category and Segment



Average of Frequency and Average of Recency by Segment



Detail Customer

User_id	Segment	RFM_Score	R	F	M
51565158157	Promising	355	216	9	213000
51526464449	Loyal Customer	455	110	4	120000
58481913506	Promising	355	144	4	91000
51945183373	At Risk	155	512	4	66000
56295462878	Champion	555	82	4	60900
51613167885	Needs Attention	415	52	1	45000
51626168971	Needs Attention	415	62	1	45000
51895612143	Promising	425	60	1	45000
Total			20846	273	2139280