



Prism – Marketing Insights

TEAM SASS



Agenda



- Executive Summary



- Marketing Insights



- Recommendations

Executive Summary

- Prism is a fast-fashion e-commerce retailer known for its trendy and affordable clothing
- The data analysed is from 2020 and 2021 with an emphasis on marketing insights
- We have looked for opportunities to introduce targeted marketing to Prism's best customers



Marketing Insights: RFM

Segment	Description
F1	Very high frequency (20+ transactions)
F2	High frequency (10–19 transactions)
F3	Moderate frequency (5–9 transactions)
F4	Low frequency (<5 transactions)
M1	Very high spending (\geq \$1,000)
M2	High spending (\$500–\$999)
M3	Moderate spending (\$100–\$499)
M4	Low spending (< \$100)
R1	Most recent customers (purchased within 30 days)
R2	Moderately recent customers (31–60 days)
R3	Older customers (61–90 days)
R4	Least recent customers (inactive for over 90 days)

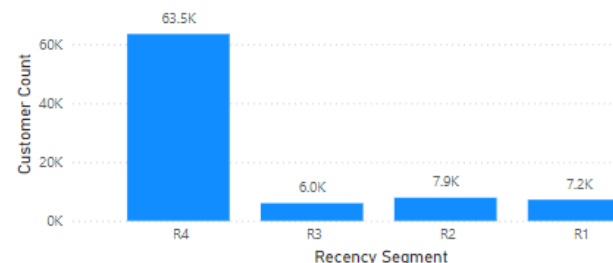
- **Frequency** – Segmented customers on number of transactions
- **Monetary** – Segmented customers based off lifetime spending with Prism
- **Recency** – Segmented customers based off last purchase date

Marketing Insights: RFM

- Customers in the **low-frequency segment (F4)** contribute disproportionately high revenue, driven by higher-value transaction (e.g. luxury items such as Gucci or Prada)

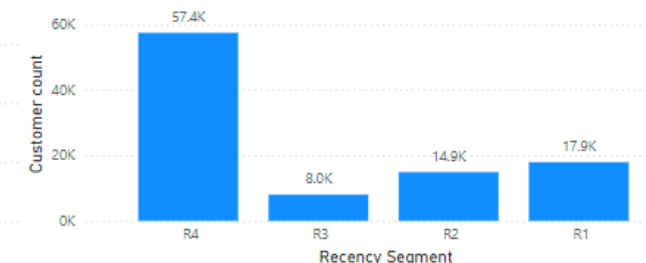
Customer Distribution Across Recency Segments in 2020

Purchase Year ● 2020

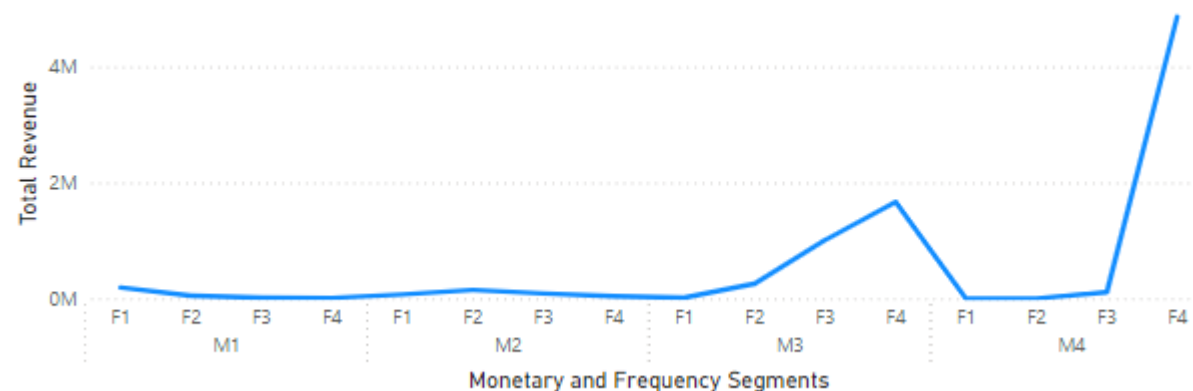


Customer Distribution Across Recency Segments in 2021

Purchase Year ● 2021

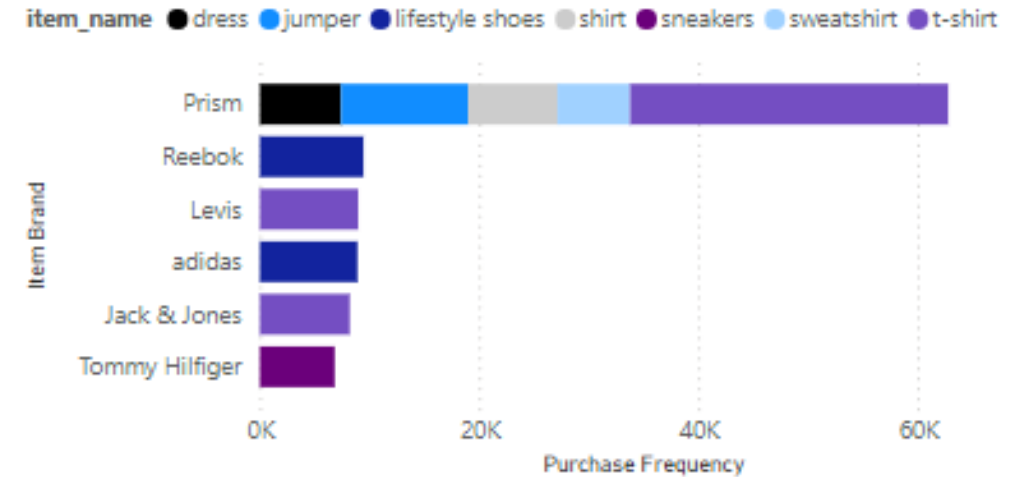


Revenue Contribution Analysis by Frequency and Monetary Segments





Analysing user distribution by geography and identifying top-performing products



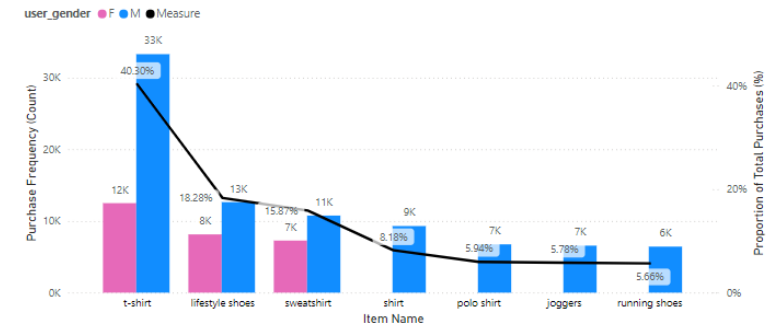
Marketing Insights: Geographics

Marketing Insights: Demographics

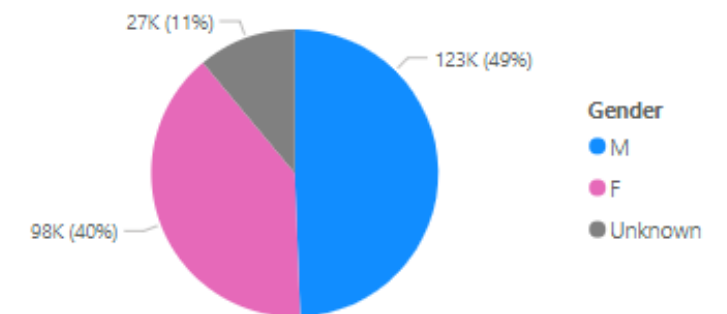
Prism's customer base is split quite evenly between the two genders at 40% to 49%

Not the normal split for a fast fashion business as the profile is normally more skewed to female customers

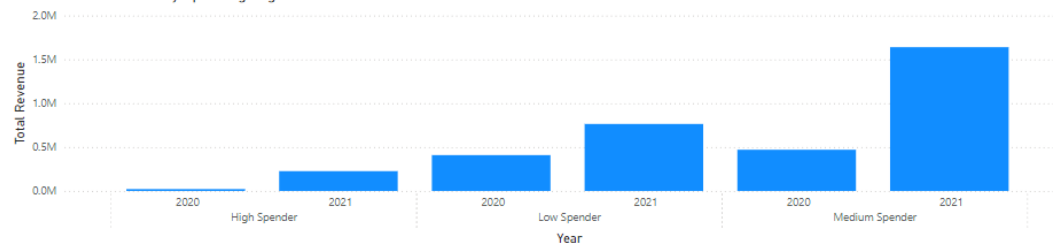
Gender-Based Analysis of Top Purchases and Proportional Trends



Transactions by Gender

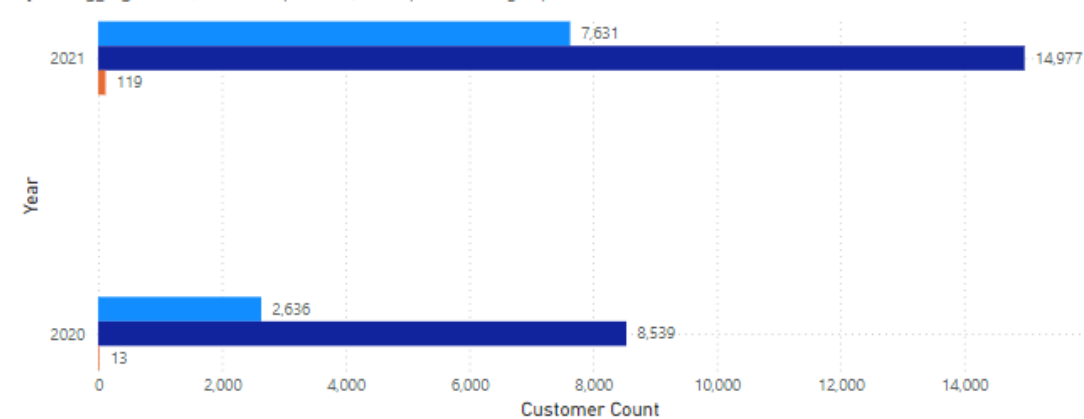


Revenue Contribution by Spending Segment and Year



Customer Count by Spending Segment and Year

spending_segment ● Medium Spender ● Low Spender ● High Spender



Marketing Insights: Behavioural

Recommendations

RFM

R1 (Active within 30 days) = Email these customers every two weeks and on their birthday and at seasonal times e.g. Christmas, Black Friday etc

R2 (Active within 1 - 60 days) = Email these customers every month and on their birthday and at seasonal times e.g. Christmas, Black Friday etc

R3 (Active 61 – 90 days) = Email these customers every quarter and on their birthday and at seasonal times e.g. Christmas, Black Friday etc.

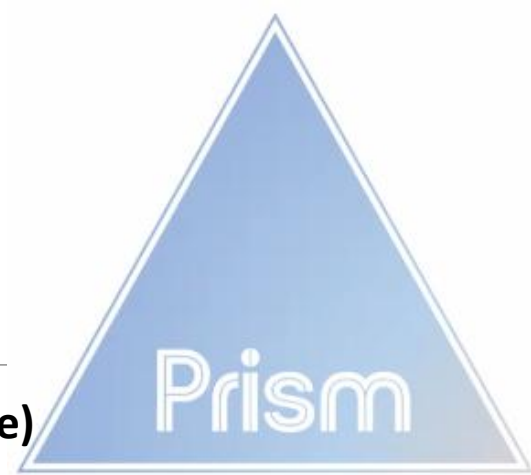
R4 (> 90 days) = Email these customers on their birthday and at seasonal times e.g. Christmas, Black Friday etc

F4 (Low Frequency, High Revenue)

Retain with loyalty programs and exclusive promotions.
Focus on M3: Target moderately priced premium products
Shift M4 to M3: Use email campaigns with value bundles and upselling offers

F1/F2 (High Frequency, Low Revenue):

Boost average order value with cross-selling and bundling.
Focus on M1/M2: Promote premium products for high spenders.
M3/M4: Incentivize larger cart sizes with discounts or bundles.



Recommendations



Demographic

- Female customers make frequent purchases in just 3 categories (T-shirts, lifestyle shoes and sweatshirts)

Target female customers with emails three times a year which alternate between their Top 3 most frequent items

+294k interactions, +10-15% boost in click through rates and additional revenue of +£500k (average transaction price of £100 +5% increase)

- Male customers make frequent purchases in 7 categories (Shirts, joggers, running shoes, polo shirts and the 3 above)

Target male customers with monthly emails which alternate between their Top 5 most frequent items

+1.5m interactions, +15-20% boost in click through rates and additional revenue of +£1m (average transaction price of £100 +10% increase)

Recommendations



Geographic

- **Prioritise Urban Centres:**

Focus on key cities like London, Birmingham, Manchester, and Leeds.
Promote high-demand items like T-shirts and sneakers.

- **Expand in Smaller Cities:**

Launch localised campaigns featuring seasonal bundles (e.g., sweatshirts and shoes).

- **Use Data Insights:**

Use geographic and product data together to tailor campaigns to each region's preferences.
Regularly monitor trends to adjust strategies, ensuring sustained competitiveness and profitability

Recommendations



Behaviour

Have seen that medium spenders is the segment Prism should target primarily as YOY growth is 189%

Therefore, we should target this segment with monthly emails which alternate between 'we miss you' and 'promotional (10% off)' emails

Avg. turnover of a medium spender's basket is £75, expected YOY increase for 2022 is 45%, potential additional turnover of circa £250k



Thank You !

By Aaron, Shravya, and
Sonia