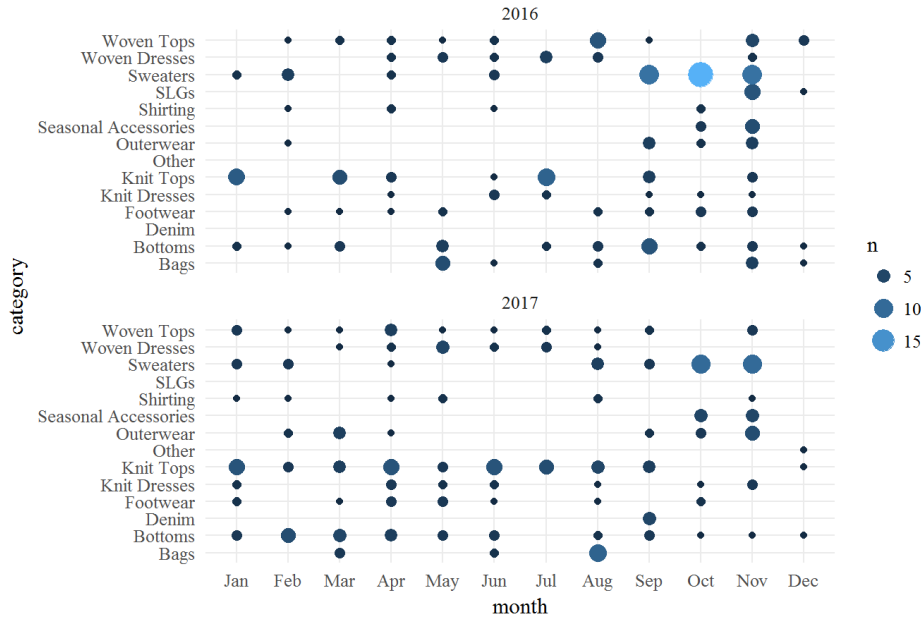


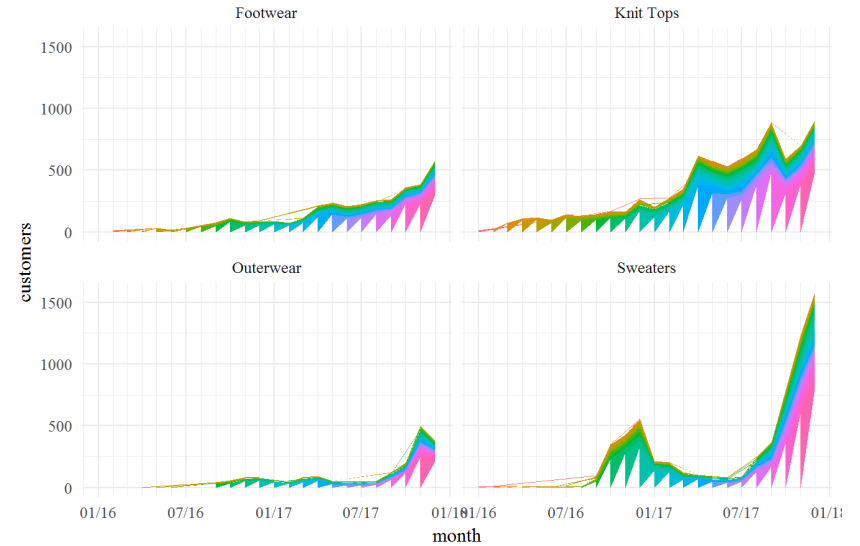
Executive Summary

Performance of product launches

Product launches by year



Number of customers by cohort - key categories



Successes

- # of new customers has climbed significantly in 2017
- *Sweaters* and *footwear* are steady season sellers
- *Denim* launch brought in many new customers
- *Knit tops* are particularly sensitive to product launches



Failures

- *SLGs* and *shirting* have been underwhelming

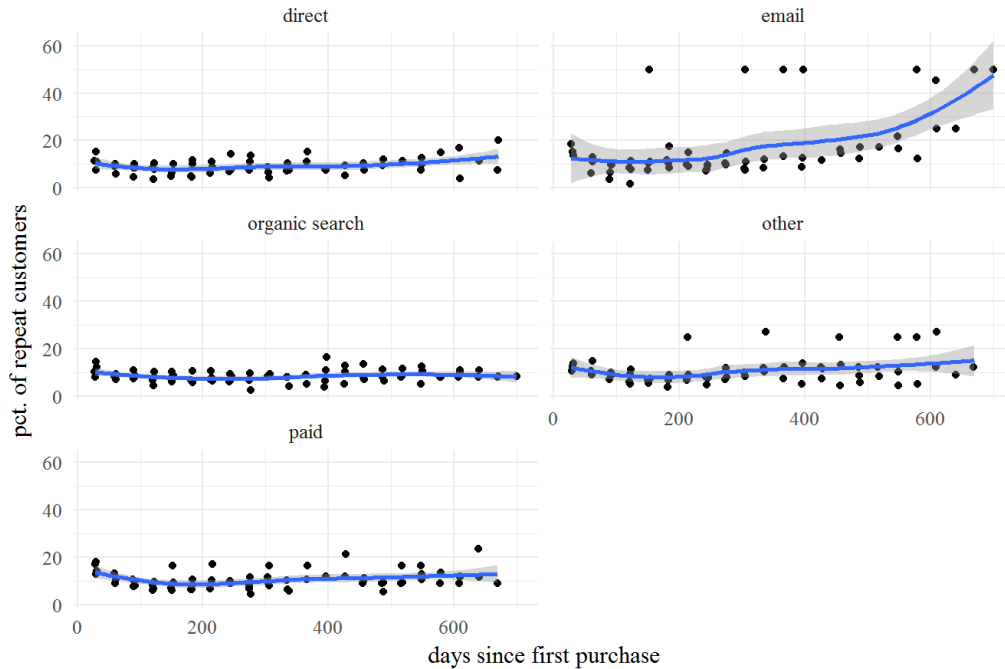


Wisdom

- Make the Sept/Oct *sweater* launch an annual feature
- *Footwear* has a large band of returning customers, primed for a loyalty program
- Future product lines: swim wear, jackets for season effects

Value of customer acquisition channels

Repeat customers channel



Value across channels

channel	LTV	avg_order	items_per_order	orders_per_customer
email	290.93	146.42	1.9	2.0
paid	280.41	145.06	1.8	1.9
organic search	272.68	142.47	1.9	1.9
direct	258.62	138.25	1.8	1.9
other	227.45	124.38	1.7	1.8



Successes

- *Email* channel customers acquisitions are most valuable, both in terms of repeat shoppers and life time value



Failures

- *Paid* channel has a low conversion rate but a high life time value (less than *email*)
- *Other* channel customers are least valuable



Wisdom

- Continue *email* campaigns
- Need marketing spend per channel to determine LTV / CAC ratio, and more data points across conversion funnel
- Gauge impact on *direct* channel purchases as brand grows

User lists for customer segments

Features below were extracted for all product categories...

- gender
- location
- platform
- discovery channel
- cohort age
- days since last purchase
- category of first purchase
- number of purchases by category
- percentage of purchases in each category
- average order size by category
- life time customer value by category

And used to filter product lovers into one of these customer categories:

1. **Stars** - are customers that are both *high enders* and *cash cows*
2. **High enders** - customers that are driving the bottom line i.e. the top 10 customers that have spent the most on the product
3. **Cash cows** - customers that are in the top 25% in revenue, purchase more than median number of items, and spend more than 30% of their total Everlane spending in this category
4. **New lovers** - new customers (last 6 months) that have spent 50% of their total spending in the category
5. **Recent lovers** - recent customers that bought a product from the category in the last 30 days

User Category	Gender	Revenue	Avg. Order	# Items
Stars	female	\$20,573	\$223.62	124
High enders	female	8,262	172.12	51
Cash cows	female	203,597	206.70	1253
Cash cows	male	3,795	180.71	23
New lovers	female	118,040	154.30	814
New lovers	male	2,082	173.50	12
Recent lovers	female	13,182	144.86	99
Recent lovers	male	145	145	1