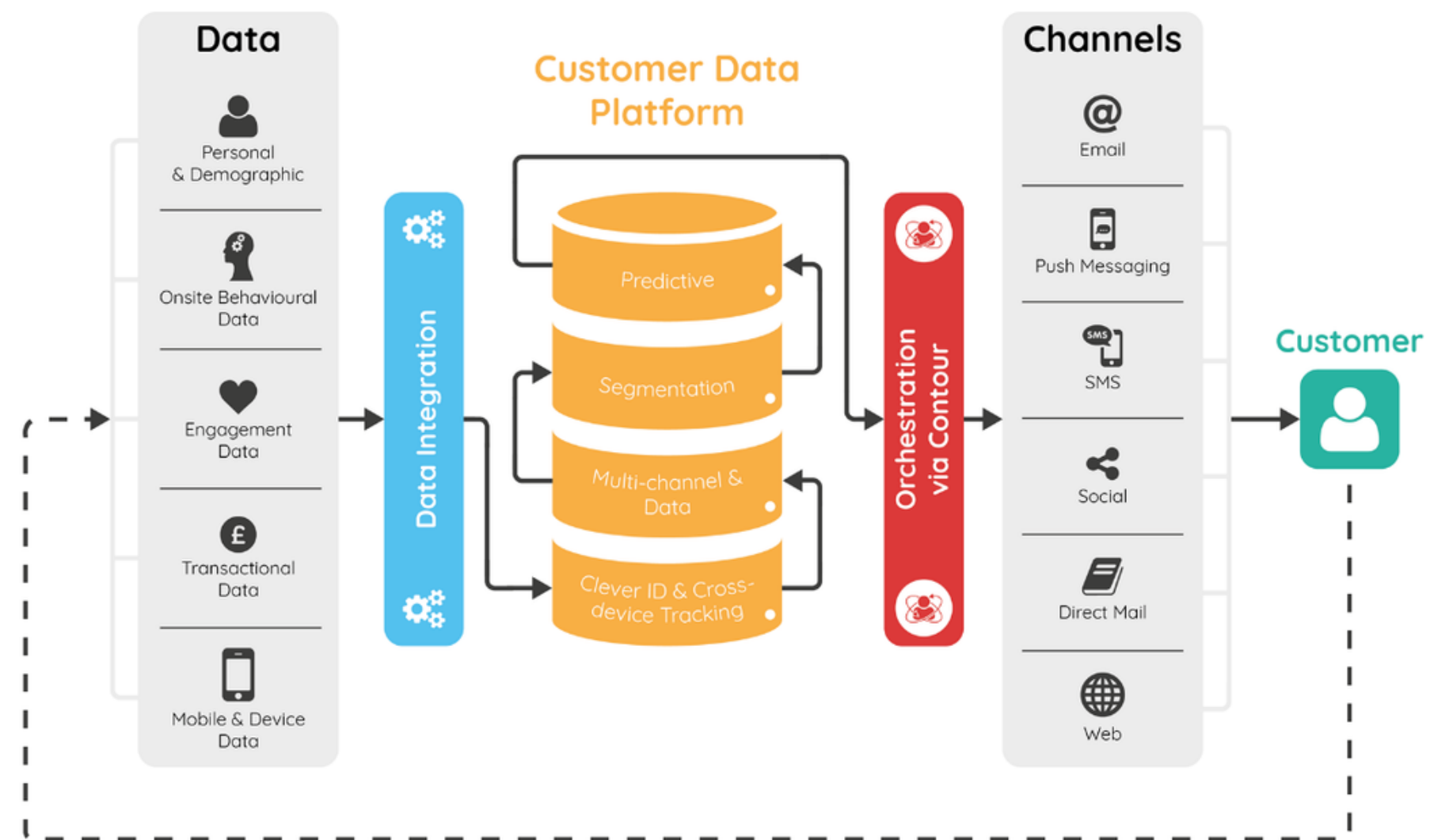


Customer Data Platform

E-commerce



CUSTOMER SINGLE VIEW



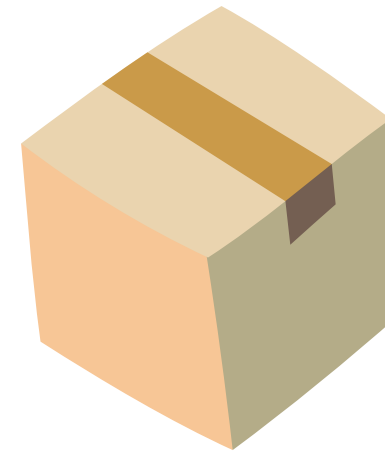
CUSTOMER

- Customer ID
- First Name
- Last Name
- Email
- Address
- Date of birth
- Phone number
- Gender



TRANSACTION

- First order date
- Last order date
- Total spend
- Total order
- Avg. spend
- Avg. discounts
- Time between orders
- Segment
- Churn risk



PRODUCT

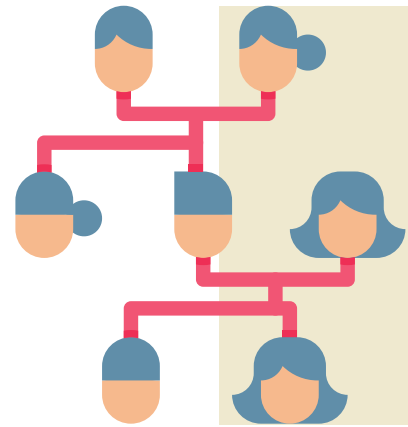
- Product purchased
- Categories purchased
- First product purchased
- Next best product recommendations
- Last product purchased
- Product Color
- Product Size
- Product SKU



ENGAGEMENT

- Number of email opened
- Number of email clicked
- Click rate
- Categories viewed
- Product viewed
- Product remove from cart
- Product add to cart
- Last visit date
- Device used
- Coupon collected

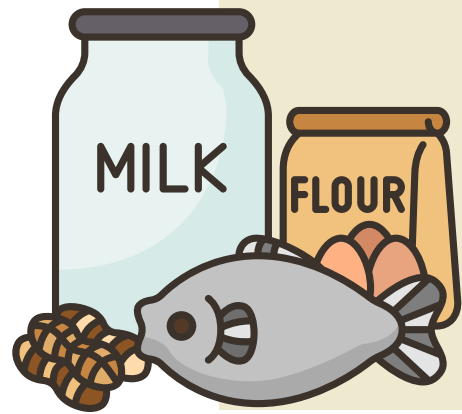
USE CASE



Customer Segmentation



Churn Predictions



**Product
Recommendations**



Campaign Execution



Personalization



**Customer Loyalty
Program**