

Average Order Value (AOV) \$137 **₹ -4.2**%

Type

Group

Individual

Business

LOYALS

**ASLEEP** 

LOST

# of Orders 7.1K

# of Customers 6K **₹ -4.4%** 

Revenue \$980.17K

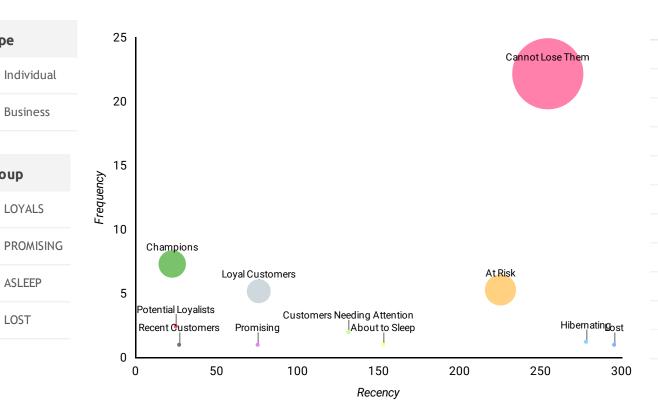
Segment

Cost \$477.86K

Group

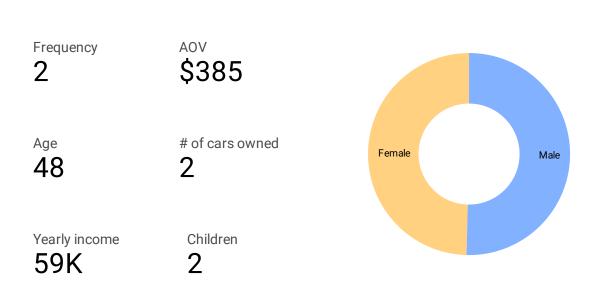
Profit \$502.31K

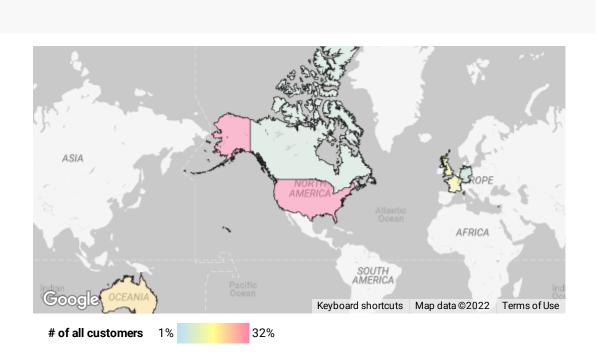
## Customer RFM segments - 2009

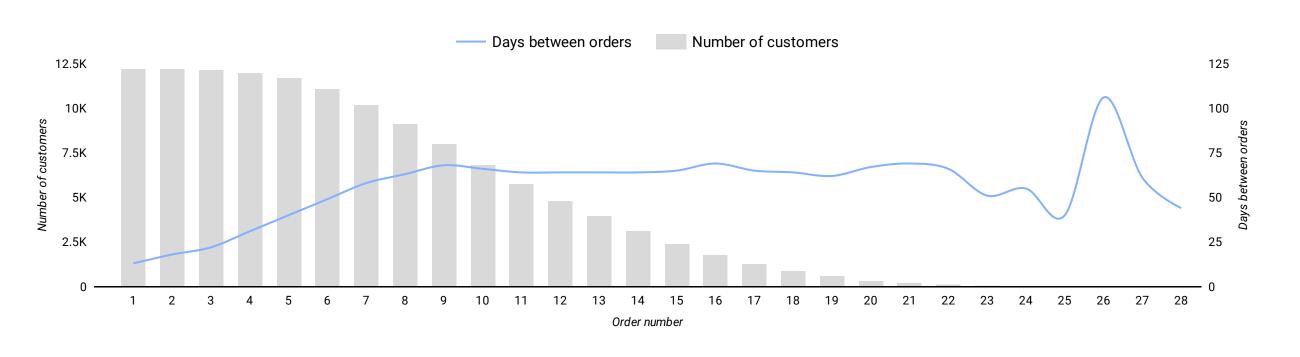


| Segment             | # of Customers | Recency | Frequency | Monetary |
|---------------------|----------------|---------|-----------|----------|
| Customers Needi     | 2,575          |         | 1         | I        |
| Loyal Customers     | 1,898          |         |           |          |
| Potential Loyalists | 1,733          | 1       | 1         | 1        |
| At Risk             | 1,562          |         |           |          |
| Champions           | 1,134          | 1       |           |          |
| Hibernating         | 1,094          |         | 1         | 1        |
| Lost                | 845            |         | 1         | 1        |
| About to Sleep      | 667            |         | 1         | 1        |
| Promising           | 430            |         | 1         | 1        |
| Recent Customers    | 316            | 1       | 1         | 1        |
| Cannot Lose Them    | 177            |         |           |          |

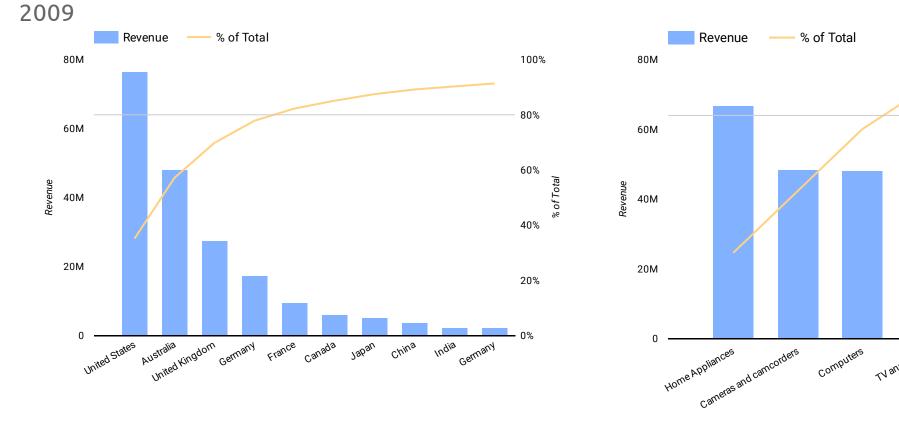
## Individual customer characteristics and interpurchase intervals

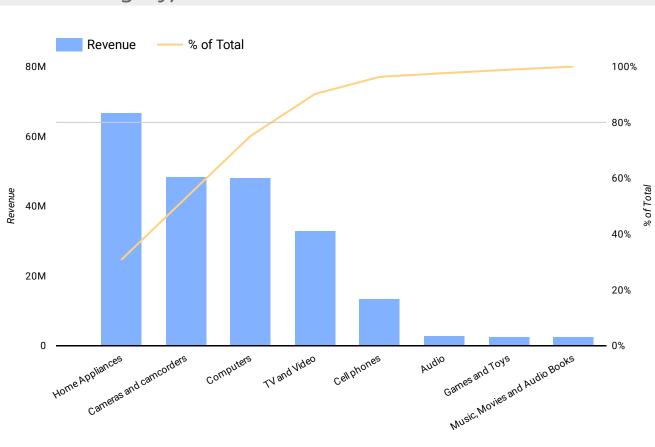




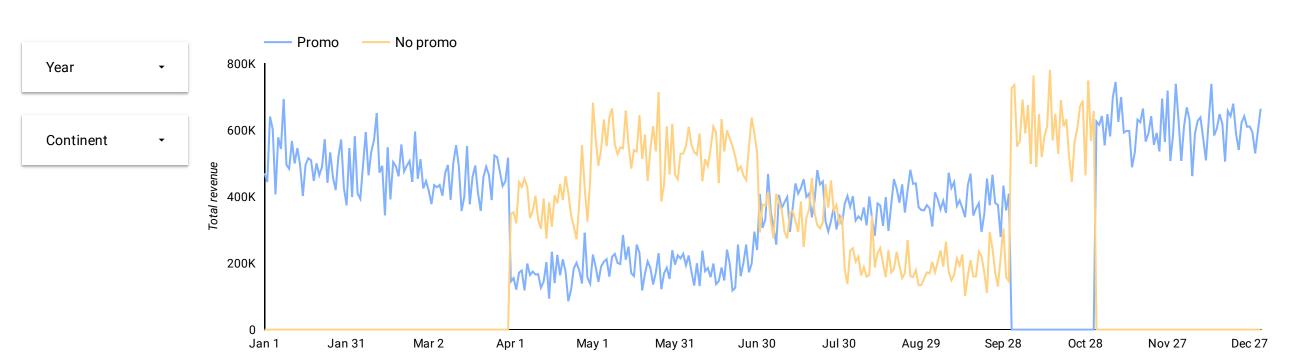


## Pareto charts (Customer location and purchased product subcategory) –





## Sales during promotion periods



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