

Insight 1: Based on RFM and customer segmentation

From the RFM, around 61 customers have had last purchase around 3 months ago, this includes customers segmented in the High and VIP classes.

for example here, a VIP customer (ID: C0018) spent 4781.85 and made 5 purchases but hasn't bought anything in 146 days.

Insight 2: Based on Customer segmentation by Monetary Value

Customers belonging to the Low and Medium classes accounting for around 50% of monetary value having high very high average recency value in the range 70 to 120 days.

For low spenders: Offer discounts on frequently bought items or creating bundles to encourage them to buy more often.

Insight 3: Based on Sign ups by region on the period of 1 year

The chart shows that South America had the highest number of sign-ups over the 1-year period, significantly more than other regions. North America had the second-highest, followed by Europe, while Asia had the lowest. This again suggests South America is a region with high user engagement and growth potential, and the company should consider investing more resources to capitalize on this opportunity.

Insight 4: Based on Sign ups over time

The plot shows a fluctuating pattern of signups over time, with peaks and troughs. There are periods of very high signup numbers, such as early 2023 and late 2024, as well as periods of relatively low signups, like mid-2023 and early 2024. This suggests the company should look into the factors driving these fluctuations, such as marketing, product updates, or seasonal trends, to better understand and predict user signups.

Insight 5: Based on the heatmap of Average time to first purchase by region and month

The heatmap shows clear seasonal trends in average time to first purchase across regions. South America has the shortest time, while North America and Asia have the longest. The data highlights potential opportunities, such as Europe in (April – June) – (July – Sept), where the time to first purchase is relatively shorter, suggesting a focus on marketing and sales efforts could drive faster conversions in those regions and time periods.