



Executive Overview



Customer Segment Intelligence



Risk & Loss Analysis



Customer 360



Business Actions

1000

Total Customers

₹ 1,773.6

Average Order Value

2.80%

Loyalty Rate

₹2.19M

Total Revenue

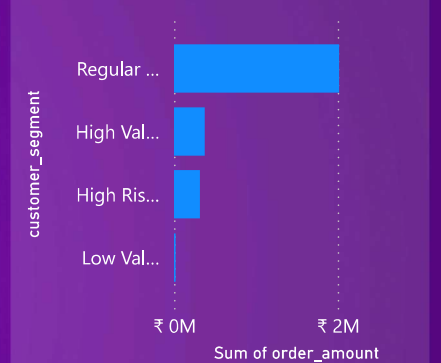
2.60

Average delivery days

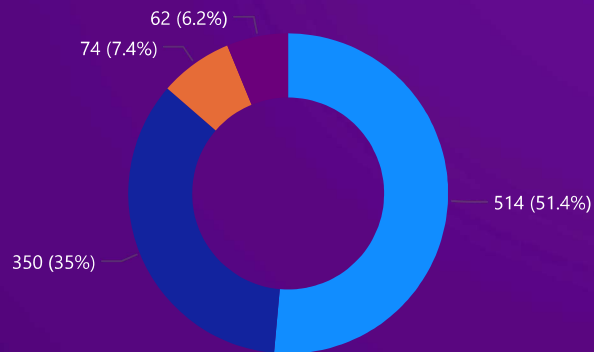
Which segment are worth retaining



Revenue Generation by Customer Segment



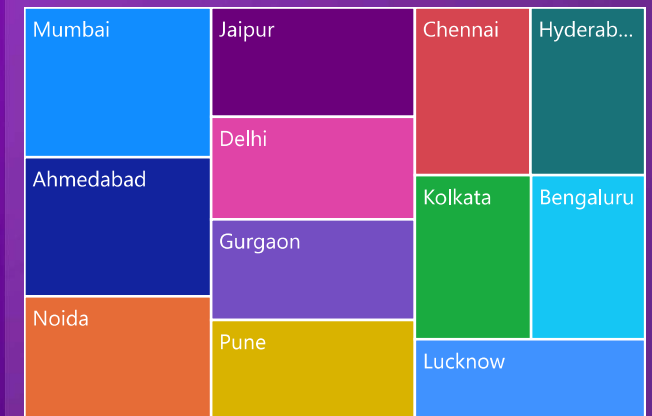
Where is our customer base concentrated?



Customer Segment

- Regular Reliable Customers
- Low Value / One-time Customers
- High Risk / Cancellation Prone
- High Value but Return Heavy

Revenue Generation by city





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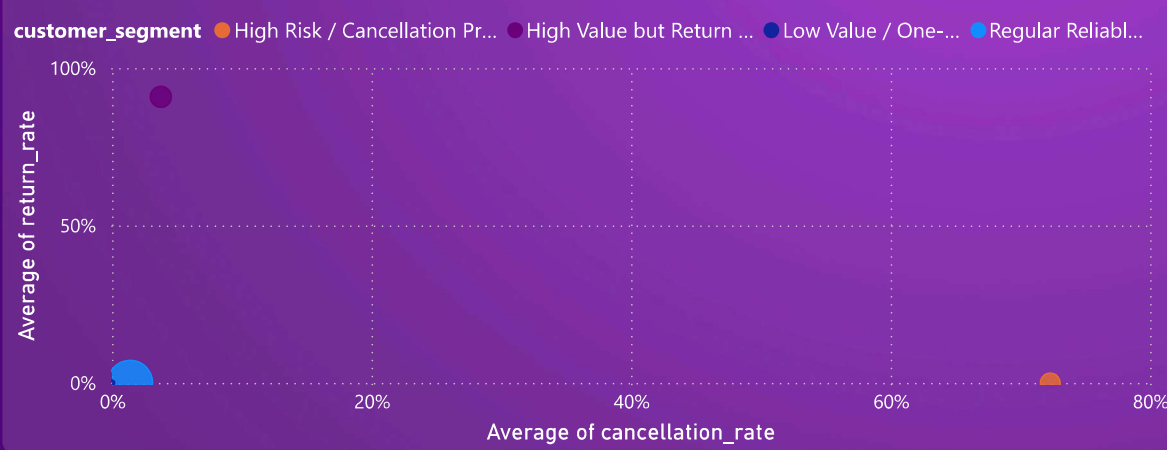
How exactly do segments differ behaviourally?

Customer Segment	Cancel Rate	Loyalty	Delivery Quality	Payment Success	Total Orders	Return Rate	AOV
Low Value / One-time Customers	0.00%	0	0.00	0.00	0	0.00%	₹ 0.0
Low Value / One-time Customers	0.00%	0	0.00	0.00	1	0.00%	₹ 4,497.0
Regular Reliable Customers	0.00%	0	0.00	0.00	1	0.00%	₹ 2,998.0
Regular Reliable Customers	0.00%	0	0.00	0.00	1	0.00%	₹ 4,998.0
Regular Reliable Customers	0.00%	0	0.00	0.00	1	0.00%	₹ 7,497.0
High Value but Return Heavy	0.00%	0	0.50	0.50	2	100.00%	₹ 949.0
High Value but Return Heavy	0.00%	0	0.50	0.50	2	100.00%	₹ 1,098.5
High Value but Return Heavy	0.00%	0	0.50	0.50	2	100.00%	₹ 1,148.5
High Value but Return Heavy	0.00%	0	0.50	0.50	2	100.00%	₹ 1,499.0
High Value but Return Heavy	0.00%	0	0.50	0.50	2	100.00%	₹ 1,707.0

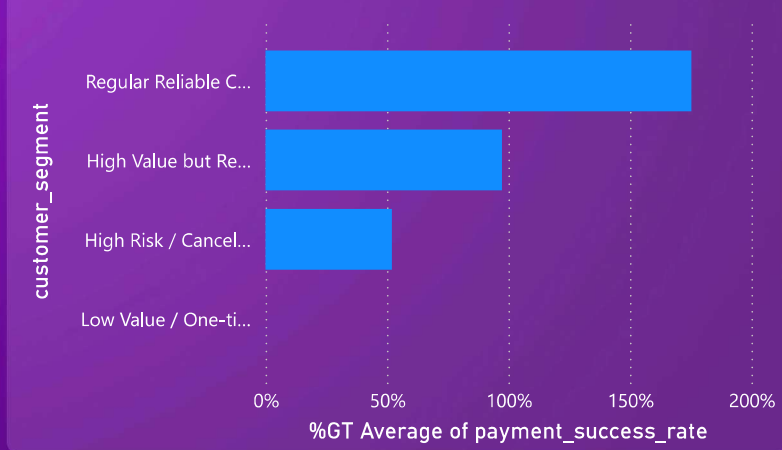
Who buys repeatedly vs On time?



Which Segments are operationally dangerous?



Which segment cause payment failures?





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Business Actions

6.30%

Cancellation rate

5.67%

Return rate

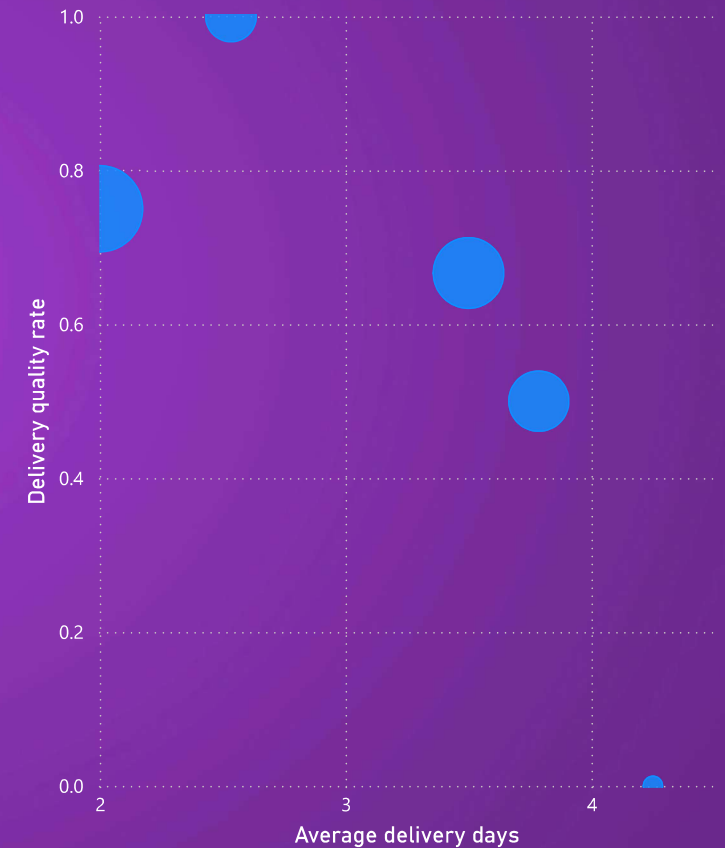
₹ 260.09K

Revenue Lost due to Returns

High Risk Customers Table

Customer ID	Customer Risk Score	customer segment	Cancellation rate	Payment Success rate	Return rate	Order Amoun
CUST1086	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 2,395.00
CUST1202	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 10,493.00
CUST1218	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 7,595.00
CUST1402	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 6,694.00
CUST1702	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 8,493.00
CUST1875	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 10,794.00
CUST1974	68.33	High Value but Return Heavy	33.33%	0.33	100.00%	₹ 13,492.00
CUST1014	60.00	High Risk / Cancellation	100.00%	0.00	0.00%	₹ 1,499.00

Delivery Quality Impact





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Business Actions

Risk Band

All

City

All

Customer Segment

All

Loyal Customer

(Blank)

0

Customer ID	City	Device Type	Customer Segment	Total Orders	AOV	Return rate	Cancellation rate	Payment Success rate	Delivery Quality
CUST1001	Gurgaon	Android	Low Value / One-time Customers	0	₹ 0.0	0.00%	0.00%	0.00	
CUST1002	Kolkata	Android	Regular Reliable Customers	1	₹ 1,998.0	0.00%	0.00%	0.00	
CUST1003	Pune	Android	Regular Reliable Customers	1	₹ 1,797.0	0.00%	0.00%	1.00	
CUST1004	Lucknow	Desktop	Low Value / One-time Customers	0	₹ 0.0	0.00%	0.00%	0.00	
CUST1005	Ahmedabad	iOS	Regular Reliable Customers	3	₹ 2,930.7	0.00%	33.33%	0.67	
CUST1006	Bengaluru	Android	Low Value / One-time Customers	0	₹ 0.0	0.00%	0.00%	0.00	
CUST1007	Hyderabad	Desktop	Regular Reliable Customers	1	₹ 1,999.0	0.00%	0.00%	1.00	
CUST1008	Pune	Android	Low Value / One-time Customers	0	₹ 0.0	0.00%	0.00%	0.00	
CUST1009	Gurgaon	Desktop	Regular Reliable Customers	1	₹ 399.0	0.00%	0.00%	0.00	
CUST1010	Gurgaon	iOS	Regular Reliable	2	₹ 2,249.0	0.00%	0.00%	1.00	

28

Retention Candidates

23

Fix Candidates

84

High Risk Customers



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Retention Candidates

23

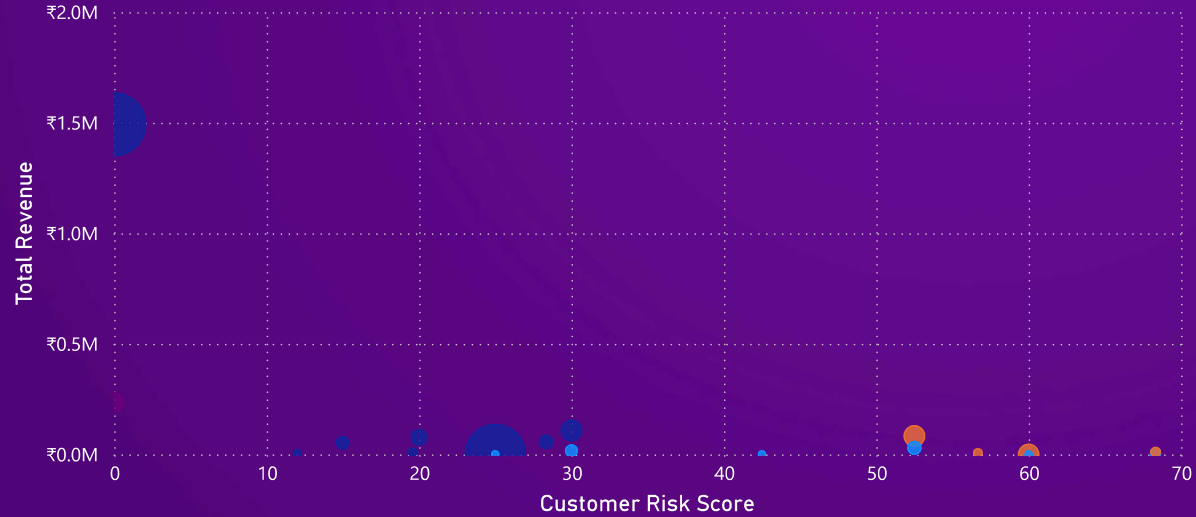
Fix Candidates

84

High Risk Customers

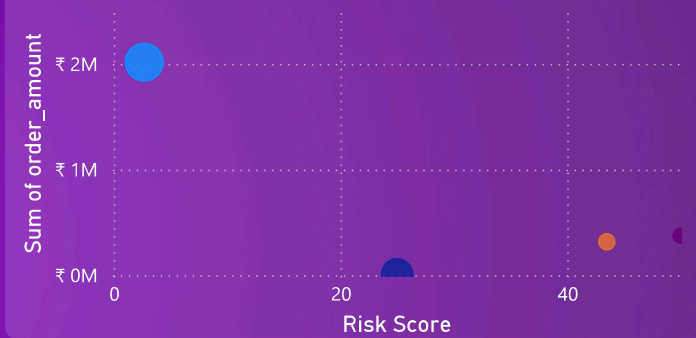
Where does our revenue sit?

Customer Action ● Fix ● Monitor ● Restrict ● Retain



Risk Score vs Revenue

customer_seg... ● (Blank) ● High Ris... ● High Val... ● Low Val... ▶



Action Distribution

