






CUSTOMER

Segmentation & PMGB dashboard

Men's ready-to-wear clothing brand




TARGETS

Align customer value with the brand's revenue objectives:




-  Understand customer contribution to revenue
-  Have segments based on customer value that can be easily activated
-  Provide operational teams with the appropriate management tools

CHALLENGES

Have the right KPIs to monitor the value of your customer base

-  Segment your customer base using simple transactional criteria
-  Estimate the value of your customers in the short, medium and long term.
-  Measure the impact of CRM actions on the evolution of customer value.

APPROACH

-  Analyze the sales history on the right depth of history
-  Determine optimal sales/tickets thresholds to segment the database
-  Deploy dynamic management tools and train teams to read changes

INSIGHTS & VALUES



Optimization of media investments, by targeting only high value customers



Better understanding and improvement of customer value through intuitive and easily activated segments



Greater reactivity of CRM teams thanks to daily updated dashboards

Efficiency targeting

4x

with constant investment

Reactivity

6x

faster

Appropriation

2x

easier

100M

Daily update



Marketing

3

Data domains



Customers



Sales

SEGMENTATION PMGBS COMPARABLE N-1

€ 13% CA
-3.6 pts
Evolution vs N-1
BEST
▲ 41.7 ans
δ 81.91%

€ 38% CA
-0.3 pts
Evo. vs N-1
GROS
▲ 41.9 ans
δ 80.96%

€ 31% CA
+1.8 pts
Evo. vs N-1
MOYEN
▲ 42.2 ans
δ 76.93%

€ 19% CA
+2.1 pts
Evo. vs N-1
PETIT
▲ 42.9 ans
δ 72.38%

Volume (volume%)	Fréquence	Panier Moyen	CA/Actif	Marge/Actif
680102 (20%) -38% Vs N-1	6.0 -5.5% Vs N-1	74 € 7% Vs N-1	446 € 1% Vs N-1	232 € -1% Vs N-1
4061370 (118...) 23% Vs N-1	2.6 -6.4% Vs N-1	84 € 8% Vs N-1	220 € 1% Vs N-1	117 € -1% Vs N-1
7732680 (225...) -18% Vs N-1	1.7 -3.7% Vs N-1	55 € 5% Vs N-1	94 € 1% Vs N-1	49 € -1% Vs N-1
11614038 (33...) -14% Vs N-1	1.0 0.0% Vs N-1	38 € 2% Vs N-1	38 € 2% Vs N-1	20 € -0% Vs N-1

-- Total (sans les Sleepers) --



30

Number of users

Project time
3 weeks

Technologies

