Customer Segmentation Report

Date: June 2024

Prepared for: [Client Name]

Executive Summary

This report provides an analysis of customer segments to inform strategic decisions in marketing, product development, and customer engagement. Through a data-driven approach, we have identified key segments based on demographic, behavioral, and transactional patterns.

Segmentation Methodology

- Data collection from recent transactional and CRM sources
- Cluster analysis using k-means and RFM modeling
- Validation through historical performance and expert interviews

Segment Overview

Segment	Description	Size (%)	Key Attributes
Loyal Regulars	Frequent purchasers with high brand advocacy	35	High NPS, repeat transactions, responsive to loyalty programs
Value Seekers	Sensitive to promotions and discounts	28	Price-driven, seasonal purchases, high deal interest
New Explorers	Recent customers exploring product range	20	Recent signups, low CLV, seeking information and support
Dormant Users	Past customers with reduced activity	17	Low recent transactions, inactive email engagement

Strategic Recommendations

- **Loyal Regulars:** Enhance engagement with exclusive previews and loyalty tiers.
- **Value Seekers:** Personalize deal communications and create bundled offers.
- **New Explorers:** Focus on onboarding campaigns and educational content.
- **Dormant Users:** Initiate reactivation campaigns and gather feedback.

Appendix

- Data sources and definitions
- Assumptions and limitations
- Detailed statistical outputs available upon request