

Customer Retention & RFM Segmentation

Executive Summary | March 2026

“Who are our best customers, and which ones are we about to lose?”

THE BOTTOM LINE

Our customer base of **93,357 unique buyers** generated **R\$15.4M** in delivered-order revenue. The top two high-value segments—Champions and At Risk—account for just 31.6% of customers yet command **R\$9.18M (59.5%)** of total revenue. The critical insight: our At Risk cohort (14,329 customers, R\$4.49M) mirrors Champions in spending behavior but has gone dormant for over a year. This is the single largest revenue-recovery opportunity in the dataset.

SEGMENT PERFORMANCE AT A GLANCE

| Segment | Customers | % | Recency (days) | Freq. | Avg Spend | Total Revenue |
|---------------------|-----------|--------|----------------|-------|-----------|---------------|
| Champions | 15,174 | 16.25% | 90.7 | 1.08 | R\$309 | R\$4.69M |
| At Risk | 14,329 | 15.35% | 392.5 | 1.06 | R\$313 | R\$4.49M |
| Loyal Customers | 10,963 | 11.74% | 219.8 | 1.06 | R\$226 | R\$2.48M |
| Need Attention | 15,546 | 16.65% | 307.2 | 1.02 | R\$83 | R\$1.29M |
| Potential Loyalists | 8,051 | 8.62% | 89.7 | 1.03 | R\$108 | R\$871K |
| Hibernating | 15,177 | 16.26% | 395.6 | 1.00 | R\$55 | R\$841K |
| New Customers | 14,117 | 15.12% | 89.1 | 1.00 | R\$54 | R\$765K |

★ Who Are Our Best Customers?

CHAMPIONS | 15,174 customers | 16.25% of base

These customers drove R\$4.69M in revenue—the single largest segment by total spend. With an average monetary value of R\$309 and a recency of just 90.7 days, they are highly engaged and spending at the top of the distribution. This is the cohort to protect at all costs.

The supporting pipeline is healthy. **Loyal Customers** (10,963 buyers, R\$2.48M, avg spend R\$226) form a stable mid-tier with moderate recency of 220 days—prime candidates for promotion into the Champions tier with the right incentives. **Potential Loyalists** (8,051 buyers, avg recency 89.7 days) are recent purchasers with growing spend who represent the next wave of high-value customers if nurtured early.

⚠ Which Customers Are We About to Lose?

AT RISK | 14,329 customers | 15.35% of base

This is our most urgent segment. These customers have an average lifetime spend of R\$313—virtually identical to Champions—but have not purchased in an average of 392.5 days. They represent R\$4.49M in historical revenue that is actively decaying. Every week without intervention increases the probability they defect permanently to a competitor.

The math is stark: At Risk customers spend at the same level as Champions (R\$313 vs. R\$309 average) and represent nearly the same revenue (R\$4.49M vs. R\$4.69M). The only difference is time. **These are not low-value browsers—they are proven, high-spending customers who have simply gone quiet.** Meanwhile, the Hibernating segment (15,177 customers, R\$841K, avg spend R\$55) is likely a write-off—low spend, low frequency, and nearly 396 days since last activity. Retention resources should be concentrated on At Risk, not Hibernating.

STRATEGIC RECOMMENDATIONS

- 1. Launch a targeted win-back campaign for the At Risk cohort.** Deploy personalized re-engagement emails with a time-limited incentive (e.g., 15% off or free shipping on next order) to the 14,329 At Risk customers. Even a conservative 10% reactivation rate would recover approximately R\$449K in revenue at a fraction of new-customer acquisition cost. A/B test urgency framing (“We miss you” vs. discount-led) to optimize conversion.
- 2. Establish a Champions VIP retention program.** Our 15,174 Champions are responsible for R\$4.69M and represent our most defensible revenue stream. Introduce early access to new products, loyalty point multipliers, or exclusive offers to deepen their engagement. The goal is not to increase spend—they already spend at the ceiling—but to increase switching costs so competitors cannot poach them.
- 3. Build an automated “Recency Decay” early-warning trigger.** The gap between Champions (91 days recency) and At Risk (393 days) suggests customers silently churn somewhere between 3–12 months of inactivity. Implement an automated alert at the 120-day and 180-day marks for any customer with above-median lifetime spend, triggering proactive outreach before they migrate into the At Risk segment.