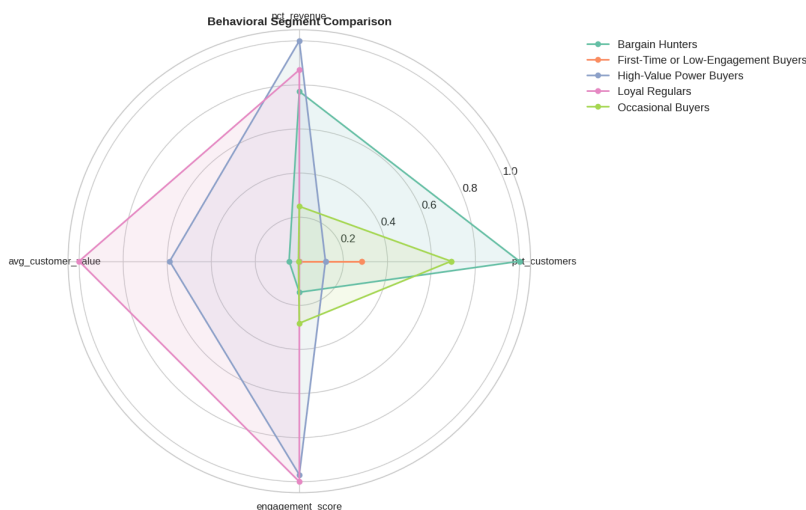


NorthStar Outfitters: Executive Summary and Recommendations

Segmentation is based on purchase behavior and engagement (RFM in combination with preferred channels). Segments are broken down below:

1. **Bargain Hunters** (Number of people: 203)
 - a. Key Characteristics: Okay frequency, lower spending
 - i. \$86 avg order value, 71 days between purchases, mostly web usage
 - b. Value/potential: Medium growth, High priority
 - c. Recommendation: Flash discounts and bundles – reach out before these + create urgency
2. **Occasional Buyers - 'The Average Person'** (Number of people: 148)
 - a. Key Characteristics: Moderate engagement, moderate frequency, moderate spending
 - i. 17 days between purchases but only 3 average orders, \$90 avg order value
 - b. Value/potential: Medium growth, Medium priority
 - c. Recommendation: Create more limited-time offers and reward repeat purchases
3. **High-Value Power Buyers** (Number of people: 47)
 - a. Key Characteristics: High spending, high frequency, engaged
 - i. 22 avg purchases with an avg value of \$126 every 16 days (on avg)
 - b. Value/potential: Low growth, High priority
 - c. Recommendation: Build out a loyalty program that rewards continued returning customers
4. **Loyal Regulars** (Number of people: 26)
 - a. Key Characteristics: High frequency, email engagement is high
 - i. 14 avg days between purchases, 22 avg email opens, 18 avg purchases
 - b. Value/potential: Medium growth, High priority
 - c. Recommendation: Email-specific discounts and engagements (an email VIP program)
5. **First-Time/Low-Engagement Buyers** (Number of people: 76)
 - a. Key Characteristics: Low frequency, low engagement
 - i. 651 days of account existence, 198 days since last purchase, almost exclusively web consumers (90%) yet barely averaging 1 website visit
 - b. Value/potential: High growth, Medium priority
 - c. Recommendation: Increase personalized recommendations and web UI



AI (ChatGPT) was utilized to help refine the Python code I analyzed segments with (especially troubleshooting errors) and create new plot visualizations.