### Analytics report for suppliers (1/3) - Overview

**SenseBox** has 3 types of customers with varying ages, make-up expertise, styles and hobbies.

### Clustering of demographic and psychographic data enables SenseBox to improve their understanding of their customer base

#### IT systems applicable to SenseBox’s business model were recommended; a CRM and ERP platform were set up.

#### 3-cluster analysis

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Demographic Description</th>
<th>Psychographic Description</th>
<th>NPS</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young, high like/medium/exp.</td>
<td>Young professionals who are redefining their identity through their look</td>
<td>Formal style</td>
<td>80%</td>
<td>4.3x</td>
</tr>
<tr>
<td>Middle, low like/low/exp.</td>
<td>Middle/lower-income individuals who are more focused on the product for its price</td>
<td>Natural style</td>
<td>0%</td>
<td>0.2x</td>
</tr>
<tr>
<td>Old, low like/low/exp.</td>
<td>Older women who are using beauty and cosmetics products as a way to express themselves</td>
<td>Urban style</td>
<td>0%</td>
<td>4.0x</td>
</tr>
</tbody>
</table>

### Evaluating the product metrics for each persona/cluster improves SenseBox’s value proposition to its suppliers

#### Sales Lift

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Sales Lift</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young, high like/medium/exp.</td>
<td>60%</td>
<td>4.3x</td>
</tr>
<tr>
<td>Middle, low like/low/exp.</td>
<td>55%</td>
<td>4.0x</td>
</tr>
<tr>
<td>Old, low like/low/exp.</td>
<td>52%</td>
<td>3.8x</td>
</tr>
</tbody>
</table>

### Financials - Customer lifetime value

**Calculating the Customer LTV will help SenseBox optimize its marketing and investment strategies**

- **General assumptions**
  - **Revenue per period:** 3.6% from the combined data provided by Sensory
  - **Cost per click:** $1.25

- **Case-specific assumptions**
  - **Customer churn:** 25% per year
  - **Cost of capital:** 10% per period

### Insights with Google Analytics

- **Website traffic has increased significantly, but metrics indicating engagement of visitors have remained.**
  - Mobile devices represent 80% of the website traffic, but only 62% of the conversions.
  - Desktop devices represent 20% of the website traffic, but only 38% of the conversions.

### Photos:

- SenseBox Office
- Cartagena
- Bogota Golf Club
- Chia