ACME COMPANY

JAN '20 - DEC '21 REPORT

HELLO@ORITA.AI | ORITA.AI

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ABOUT ORITA

Orita uses identity resolution to clean, match, and merge duplicate records across all of your data sources to make sure your metrics are accurate. While you will find key calculations and data visualizations below, the express purpose of this document is to act as a guide for understanding and taking action on your cleaned data. We provide both a master list to link all of your customer data sources together and a cleaned and validated set of each customer's information for you to load into your marketing channels and business intelligence tools. The best decisions are made on the best quality of data.

DATA HYGIENE OVERVIEW

Orita processed all of your information sources through its identity and resolution algorithms and has cleaned and validated your data.

You can find the master CSV to link your data sources **HERE** and all of your cleaned customer information **HERE**.

```
DUPLICATE ACCOUNTS FOUND
         201,886
           32.75%
```

REMOVING DUPLICATE DATA CAUSED THE FOLLOWING CHANGES IN YOUR METRICS

JAN '20 - DEC '21	PRE DE-DUPE	POST DE-DUPE	DIFFERENCE	% CHANGE
Paying Customers Count	75,067	68,143	**-6,924**	**-9.22%**
Repeat Purchase Rate	25.45%	29.1%	**3.64%**	**14.42%**
Average LTV	$343.36	$397.98	**$54.61**	**15.91%**
AOV	$158.53	$158.53	**---**	**---**
Average # Orders Per Customer	1.57	1.73	**0.16**	**10.16%**

DISTRIBUTION OF ACCOUNTS ACROSS YOUR ENTIRE SYSTEM

# OF ACCOUNTS	TOTAL # OF UNIQUE CUSTOMERS
3+	253,304
2	125,921
1	35,348

RECORD CLEANING SUMMARY

TOTAL RECORDS
RECEIVED

3,361,213

35.48%

64.52%
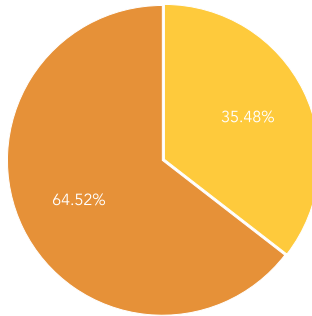
● **2,168,654**
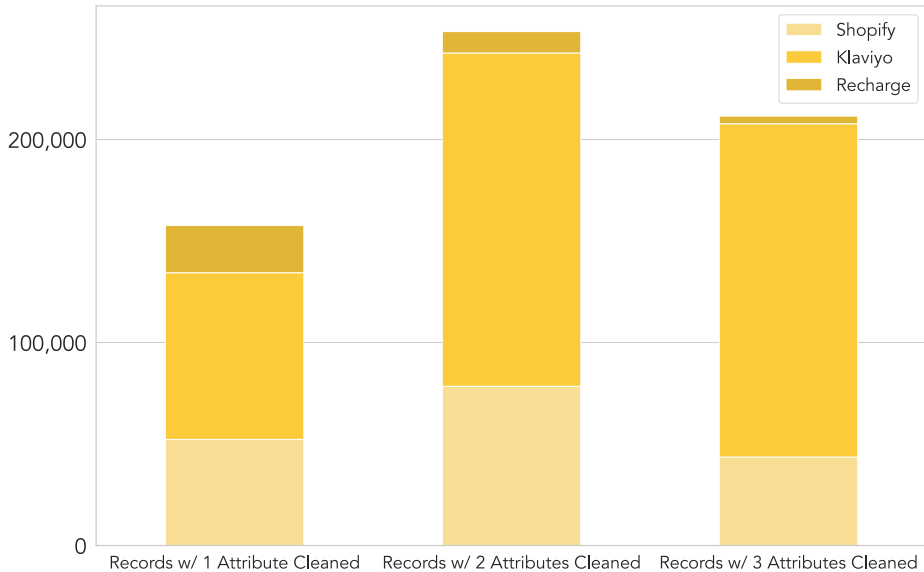Records that
required cleaning

● **1,192,559**
Records that did
not require cleaning

NUMBER OF ATTRIBUTES CLEANED FOR EACH RECORD
(EMAILS, ADDRESSES, PHONE NUMBERS, ETC)

Legend: Shopify, Klaviyo, Recharge

200,000	
100,000	
0	

Records w/ 1 Attribute Cleaned   Records w/ 2 Attributes Cleaned   Records w/ 3 Attributes Cleaned

ATTRIBUTE CLEANING SUMMARY
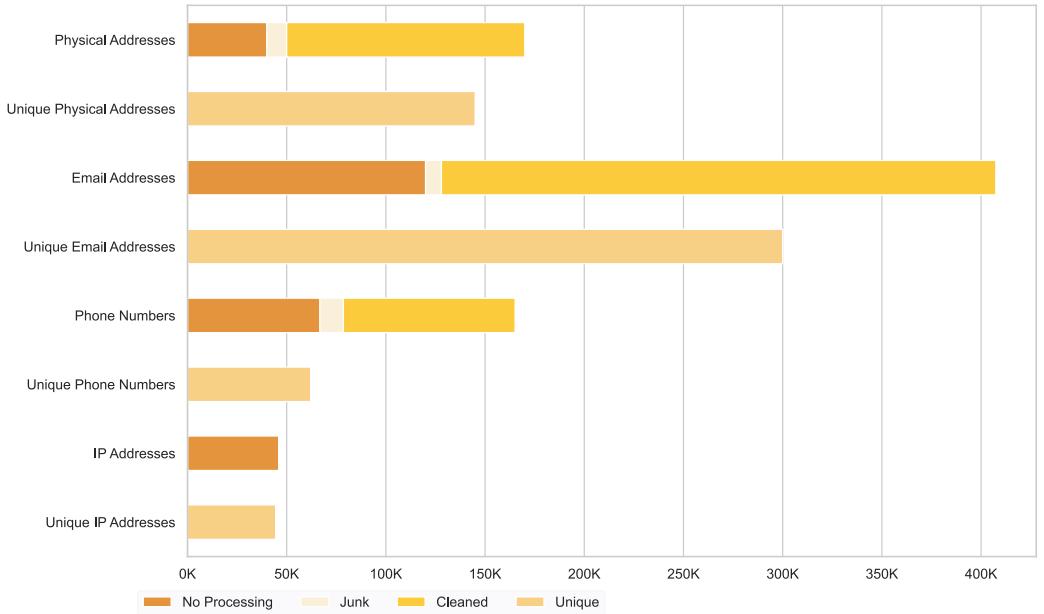
CUSTOMERS PRESENT WITHIN & ACROSS YOUR THREE DATA SOURCE CATEGORIES

COMMERCE SHOPIFY
SUBSCRIPTION RECHARGE
MARKETING KLAVIYO

COMMERCE   MARKETING

129,936

6,445   240,626

29,471

1,461   408

6,226

SUBSCRIPTION

DATA CONSISTENCY & DEDUPLICATION

Here we provide formatted datasets so that all of your internal data is consistent. First, we generated a CSV of all of your customers that are missing from your marketing platform. The rest are duplicate accounts found within each data source.
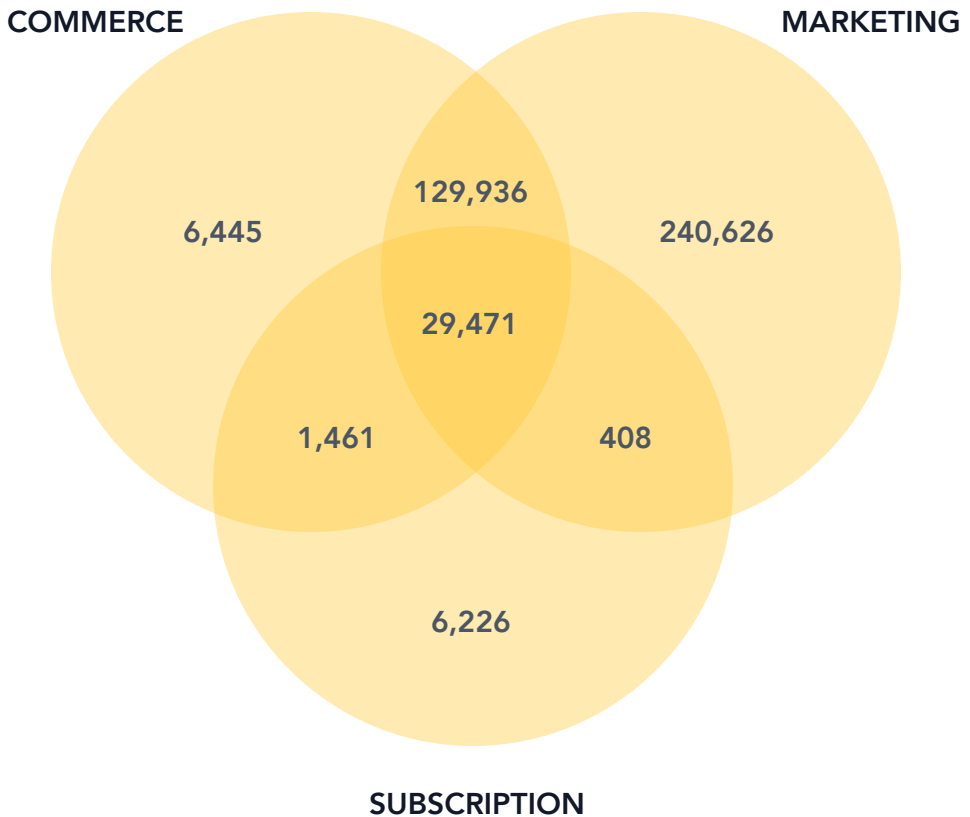
⬇ DOWNLOAD CONSISTENCY & DEDUPLICATION DATA

MISSING FROM MARKETING
14,132

Customer present in your e-commerce and subscription data sources that are missing from your marketing platform.

MARKETING DUPLICATES
18,969

Duplicate accounts in your marketing platform.

E-COMMERCE DUPLICATES
13,000

Duplicate accounts in your e-commerce platform.

SUBSCRIPTION DUPLICATES
64

Duplicate accounts in your subscription platform.

REVENUE CYCLE MANAGEMENT

CUSTOMER LOYALTY SEGMENTS

⬇ DOWNLOAD LOYAL SEGMENTS DATA

FIRST TIMERS
44,832

Customers that placed a single order between Jan '20 - Dec '21.

AOV $146.46   **LTV** $146.46   **AVG # OF ORDERS** 1

PROMISING
6,550

New and recent customers who purchased more than once. Smaller Order Values.

AOV $104.62

LTV $347.47

AVG # OF ORDERS 2.15

POTENTIAL LOYALISTS
6,633

New and recent customers who bought more than twice. Bigger Order Values.

AOV $183.87

LTV $666.76

AVG # OF ORDERS 2.66

LOYALISTS
5,583

Has been a customer for a long time. Bigger Order Values.

AOV $182.68

LTV $1,027.24

AVG # OF ORDERS 4.43

CHAMPIONS
4,545

Has been a customer for the longest, bought more than 4 times, and has the highest order values.

AOV $209.62   **LTV** $2,325.53   **AVG # OF ORDERS** 8.04
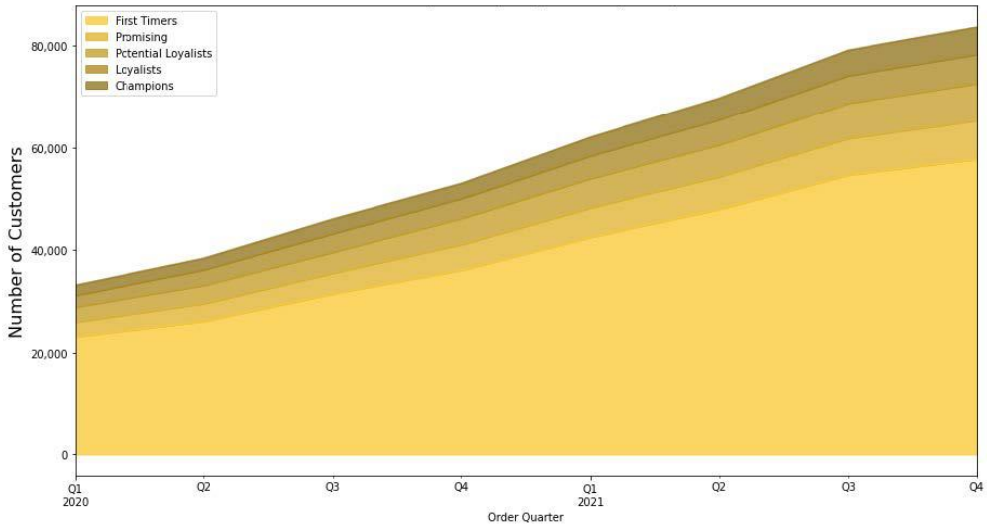

Next we will look at how the loyalty levels change over time. Over time, customers can shift which bins they are in (become better or worse customers).
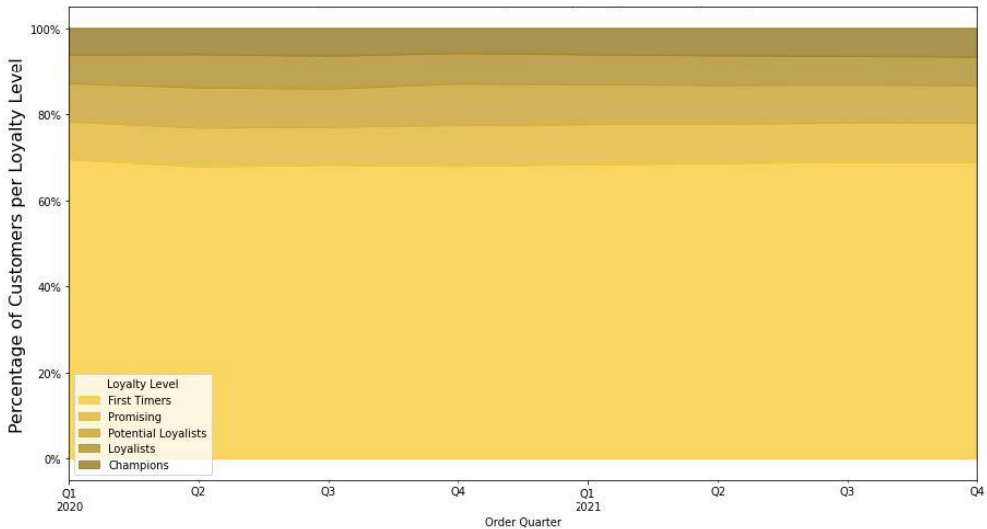
CHANGE IN LOYALTY LEVELS OVER TIME

The right-hand side shows the current breakdown of customers at the most recent moment in time.

CUSTOMERS PER LOYALTY LEVEL PER QUARTER

PERCENTAGE OF CUSTOMERS PER LOYALTY LEVEL PER QUARTER

CHURN PREDICTION

⬇ DOWNLOAD CHURN PREDICTION DATA

68,188

TOTAL NUMBER OF CUSTOMERS BETWEEN
JAN '20 - DEC '21

FIRST TIME BUYERS ABOUT TO CHURN
15,553

This segment represents first time buyers who have not purchased for the next 115 - 329 days since their first purchase. No purchase past 329 would be considered churned.

GOAL: RECOVERING FIRST TIME BUYERS

⬇ *Download data of the First Time Buyers likely to churn*

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2 TIME BUYERS ABOUT TO CHURN
2,959

This segment represents two time buyers who have not purchased for the next 230 - 434 days since their last purchase. No purchase past 434 would be considered churned.

GOAL: REDUCING CHURN

⬇ *Download data of the Two Time Buyers likely to churn*

3+ TIME BUYERS ABOUT TO CHURN
10,927

This segment represents more than three time buyers who have not purchased for the next 35 days since their last purchase. No purchase past 35 would be considered churned.

GOAL: REDUCING CHURN

⬇ *Download data of the 3+ Time Buyers likely to churn*

ADDITIONAL CUSTOMER SEGMENTS

⬇ DOWNLOAD ADDITIONAL CUSTOMER SEGMENT DATA

68,188

TOTAL NUMBER OF CUSTOMERS BETWEEN
JAN '20 - DEC '21

CUSTOMERS WHO BOUGHT WITH A PROMO CODE & NEVER AGAIN
26,153

This segment represents customers that have placed a single order using a discount code and then never again placed another order.

⬇ *Download data of Customer who bought with a promo code and never again*

CUSTOMERS LIKELY TO BUY IN THE NEXT 30 DAYS
230

This segment represents customers that are likely going to make a purchase in the next 30 days. This was calculated via a probabilistic model.

⬇ *Download data of customers likely to buy in the next 30 days*

CUSTOMER BEHAVIOR BREAKDOWN

CUSTOMER RETENTION

This is the percentage of customers from the initial cohort that have not churned (have placed an order in or after the time frame being analyzed).

Date of First Order	Cohort Size	3 months	6 months	9 months	12 months	15 months	18 months	21 months	24 months
Overall	68,193	100%	26%	24%	21%	20%	17%	15%	8%
2020Q1	11,151	100%	47%	42%	38%	33%	26%	19%	8%
2020Q2	7,252	100%	42%	37%	31%	25%	18%	8%	
2020Q3	9,096	100%	30%	24%	19%	14%	5%		
2020Q4	8,012	100%	25%	19%	13%	6%			
2021Q1	9,860	100%	18%	12%	4%				
2021Q2	8,111	100%	14%	5%					
2021Q3	9,991	100%	5%						
2021Q4	4,720	100%							

SPEND VELOCITY

This looks at the average spend of the retained customers (not churned) of the original cohort over time. This is calculated by taking the number of retained customers in each period, and taking their average total lifetime spend. The darker cells represent higher average lifetime spend and lighter cells represent lower average lifetime spend for the cohort mentioned in the first column.

Date of First Order	Cohort Size	3 months	6 months	9 months	12 months	15 months	18 months	21 months	24 months
Overall	68,193	$174.63	$330.11	$419.65	$518.03	$652.39	$810.17	$1,025.62	$1,316.85
2020Q1	11,151	$205.39	$348.20	$450.99	$544.16	$683.72	$824.01	$1,042.13	$1,316.85
2020Q2	7,252	$197.74	$334.53	$401.74	$512.37	$611.73	$788.99	$962.74	
2020Q3	9,096	$185.80	$309.85	$393.69	$465.76	$626.09	$784.17		
2020Q4	8,012	$159.15	$292.76	$373.42	$497.74	$636.22			
2021Q1	9,860	$162.54	$311.08	$431.33	$554.65				
2021Q2	8,111	$154.22	$350.38	$459.91					
2021Q3	9,991	$160.48	$396.54						
2021Q4	4,720	$161.46							

CUSTOMER BEHAVIOR BREAKDOWN

AVERAGE ORDER VELOCITY

This is the average number of orders placed by the retained customers (not churned) of the original cohort over time. This is calculated by taking the number of retained customers in each period, and taking the average total lifetime number of orders (the total number of orders per person divided by the total number of retained customers in the cohort). The darker cells represent higher average order velocity and lighter cells represent lower average order velocity for the cohort mentioned in the first column.

Date of First Order	Cohort Size	3 months	6 months	9 months	12 months	15 months	18 months	21 months	24 months
Overall	68,193	1.13	1.96	2.47	3.06	3.85	4.78	5.95	7.64
2020Q1	11,151	1.26	2.06	2.62	3.21	4.04	4.90	6.10	7.64
2020Q2	7,252	1.16	1.82	2.27	2.89	3.54	4.52	5.38	
2020Q3	9,096	1.11	1.80	2.28	2.76	3.65	4.73		
2020Q4	8,012	1.11	1.89	2.39	3.09	4.03			
2021Q1	9,860	1.10	1.92	2.62	3.50				
2021Q2	8,111	1.10	2.21	2.87					
2021Q3	9,991	1.09	2.45						
2021Q4	4,720	1.07							

AVERAGE ORDER VALUE

The average order value is the average dollar value of the order placed during that period. This is calculated by taking the number of retained customers in each period, and taking the average total lifetime number of orders (the total number of orders per person divided by the total number of retained customers in the cohort). The darker cells represent higher average order values and lighter cells represent lower average order values for the cohort mentioned in the first column.

Date of First Order	Cohort Size	3 months	6 months	9 months	12 months	15 months	18 months	21 months	24 months
Overall	68,193	$154.55	$165.11	$169.00	$165.14	$163.75	$162.81	$174.55	$162.24
2020Q1	11,151	$163.32	$168.96	$187.67	$162.84	$163.83	$156.58	$174.24	$162.24
2020Q2	7,252	$170.56	$188.83	$159.37	$172.23	$153.72	$175.75	$175.64	
2020Q3	9,096	$167.18	$151.58	$163.14	$153.95	$173.66	$158.32		
2020Q4	8,012	$143.71	$155.07	$152.04	$170.31	$163.71			
2021Q1	9,860	$148.16	$153.53	$162.02	$168.46				
2021Q2	8,111	$140.63	$165.73	$154.70					
2021Q3	9,991	$147.40	$157.35						
2021Q4	4,720	$150.94							

CUSTOMER BEHAVIOR BREAKDOWN

REPEAT PURCHASE RATE

This is the percentage of customers from the initial cohort that have not churned (have placed an order in or after the time frame being analyzed).

Date of First Order	Cohort Size	3 months	6 months	9 months	12 months	15 months	18 months	21 months	24 months
Overall	68,193	10%	19%	23%	26%	28%	29%	29%	29%
2020Q1	11,151	18%	31%	38%	43%	47%	49%	51%	52%
2020Q2	7,252	13%	25%	33%	39%	42%	45%	46%	
2020Q3	9,096	9%	19%	25%	29%	32%	34%		
2020Q4	8,012	9%	18%	23%	27%	29%			
2021Q1	9,860	8%	16%	21%	23%				
2021Q2	8,111	8%	17%	20%					
2021Q3	9,991	7%	11%						
2021Q4	4,720	6%							

EXAGGERATED PROMO ACTIVITY

Unusual promo activity is one of the leading causes of duplicate account creation. Not only is there redemption abuse, which is costing you hard sales dollars, but it messes up all of your re targeting and segmentation numbers as well. The direct and indirect costs of unusual promo activity can be quite large.

This section highlights and breaks down the number of suspected exaggerated promo actions. You can act on this information by removing these accounts from your promo list.

BETWEEN JAN '20 - DEC '21

$97,255.41	**2,677**	**$36.33**
TOTAL EXAGGERATED PROMO ACTIVITY	# OF INSTANCES OF EXAGGERATED USE	AVERAGE IMPACT PER ORDER

You can explore in more detail the exact type of activity on your system here: **exaggerated promo activity.csv**.

We have listed every customer id, discount code, and discount amount in your systems you can see which promo codes were used by the same person. You can join this into your data to see exactly who is abusing your promos.

WHAT ACTIONS WOULD YOU LIKE TO TAKE?

Get list of accounts with exaggerated promo activity

Generate a list of anyone above a certain threshold/order #

Identify accounts on the cusp of abuse and send warning emails

Alter the terms of use/service

THANK YOU

Thank you for trusting Orita.AI as your objective, 3RD party data clean up service to power better advertising, merchandising, and marketing decision-making and save significant time in completing complex customer analysis.

**If any questions or comments arrive,
please email hello@orita.ai.**

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