

# Customer Segmentation

- Customer Segmentation
- New Customers
- Service Sales
- Campaign Summary
- Campaign Revenue

Customer

All

Location

All

401

Total Customers

384

Repeat Customers

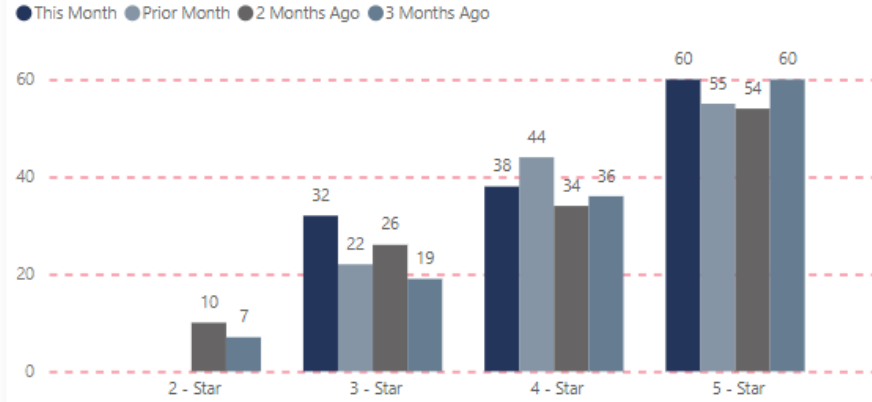
121

Prior Month Customers

52

Repeat Customers from Prior Month

### Total Customers by Rating

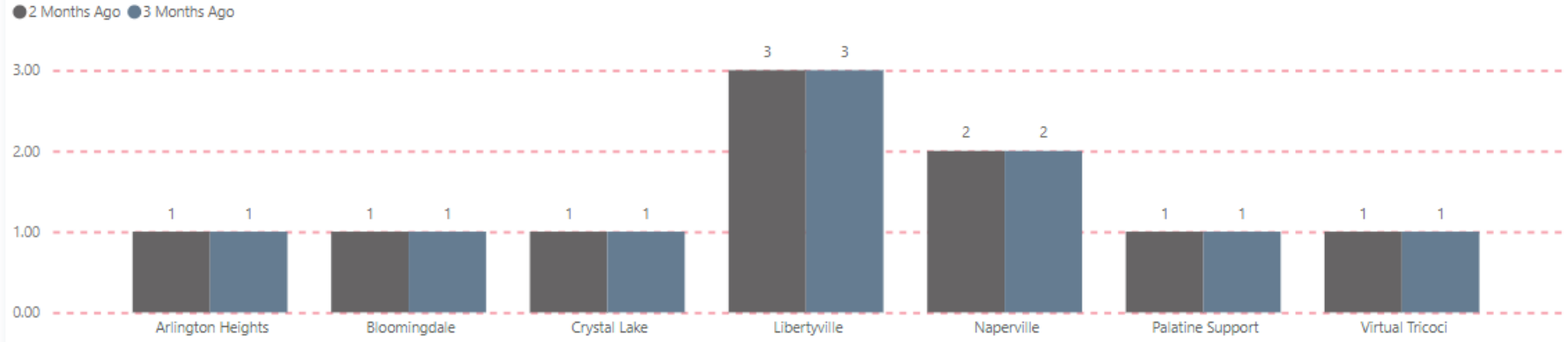


### 2 Star Customer Details

Customers	Location	Total Spend	Number Of Visits
Customer 4027	Yorktown	\$705	9
Customer 6350	Schaumburg	\$430	4
Customer 1278	Chicago	\$380	4
Customer 145	Libertyville	\$360	9
Customer 6569	Crystal Lake	\$360	4
Customer 2022	Libertyville	\$330	2
Customer 3523	Orland Park	\$320	4
Customer 6960	Palatine Support	\$320	4
Customer 3719	Geneva	\$310	1
Customer 7638	Yorktown	\$310	4
Customer 5927	Yorktown	\$286	1
Customer 9152	OakBrook	\$274	4
<b>Total</b>		<b>\$11,757</b>	<b>149</b>

- 2 Star
- 3 Star
- 4 Star
- 5 Star

### 2 Star Customers



## New Guest Following

- Customer Segmentation
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- Service Sales
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Customer

All ▼

Location

All ▼

17

New Customers This Month

0

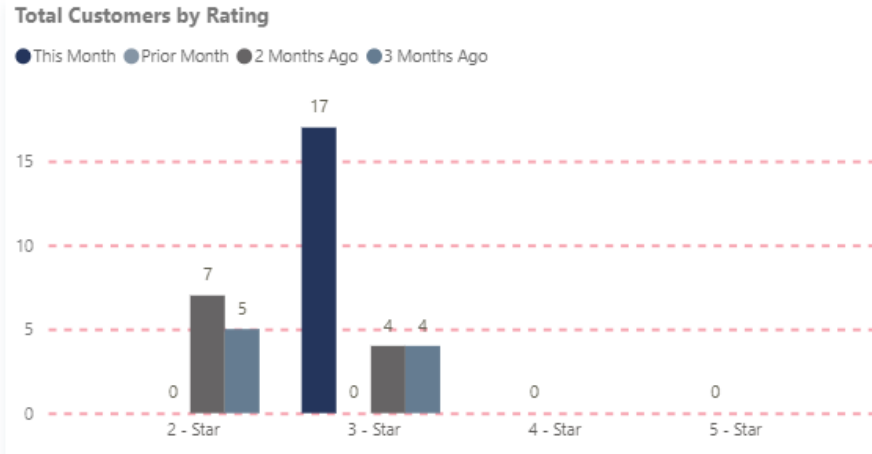
New Customers Prior Month

11

New Customers 2 Months Ago

9

New Customers 3 Months Ago

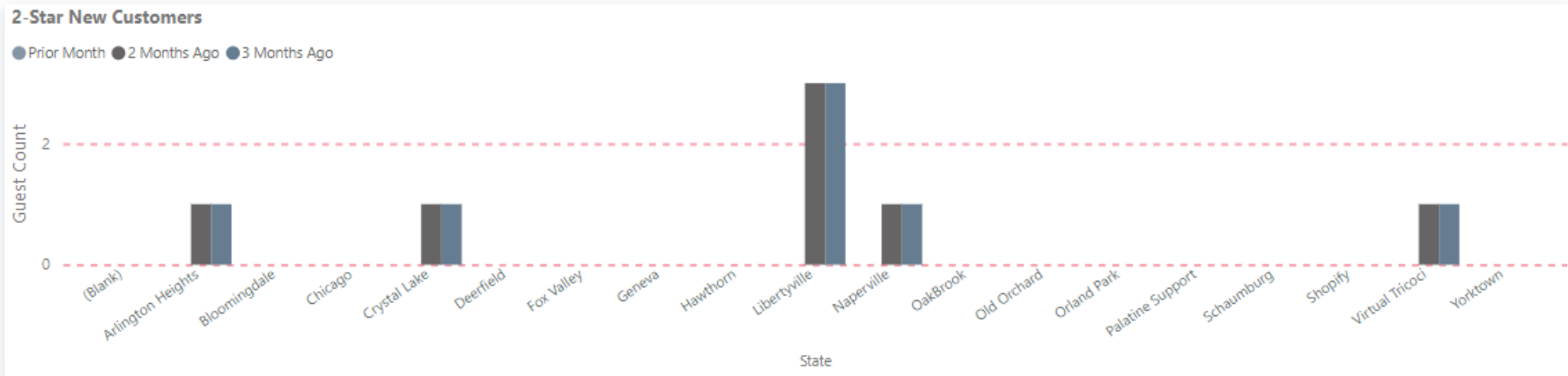


### 2 Star New Customers

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<b>Total</b>		<b>\$11,757</b>	<b>149</b>


2 Star


3 Star




## Service Sales

\$ **\$410.91K**  
Total Sales

 **\$81.61K**  
Beauty

 **\$235.52K**  
Hair

 **\$93.79K**  
Nail

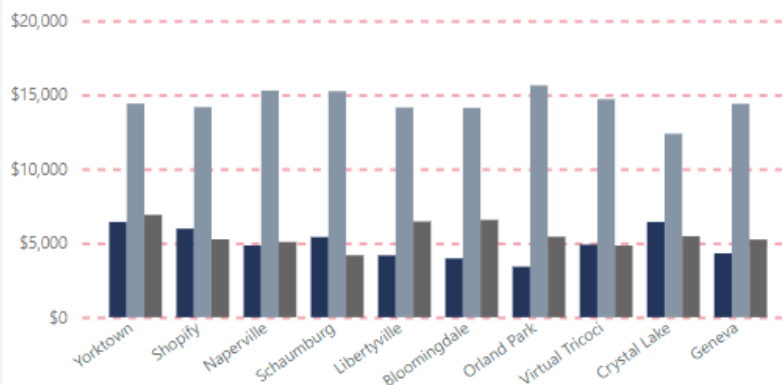
### Totals by Departments

● Facial ● Hair color ● Hair style ● Makeup ● Manicure ● Massage ● Pedicure ● Wax



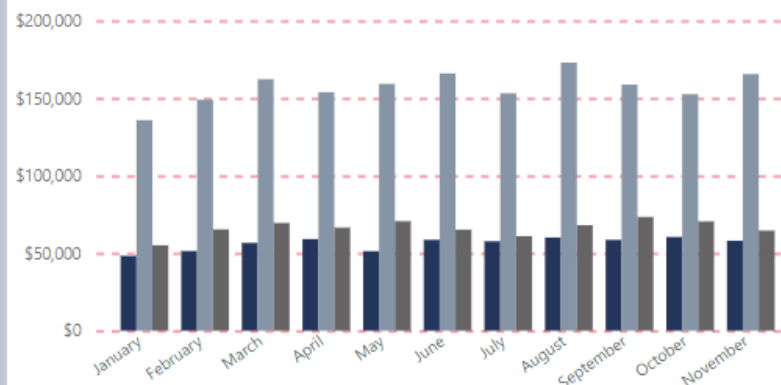
### Sales by Location

● Beauty ● Hair ● Nail



### Trending Sales

● Beauty ● Hair ● Nail



# Campaign Summary

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**Customer**

All ▼

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**Location**

All ▼



**401**  
Total Customers

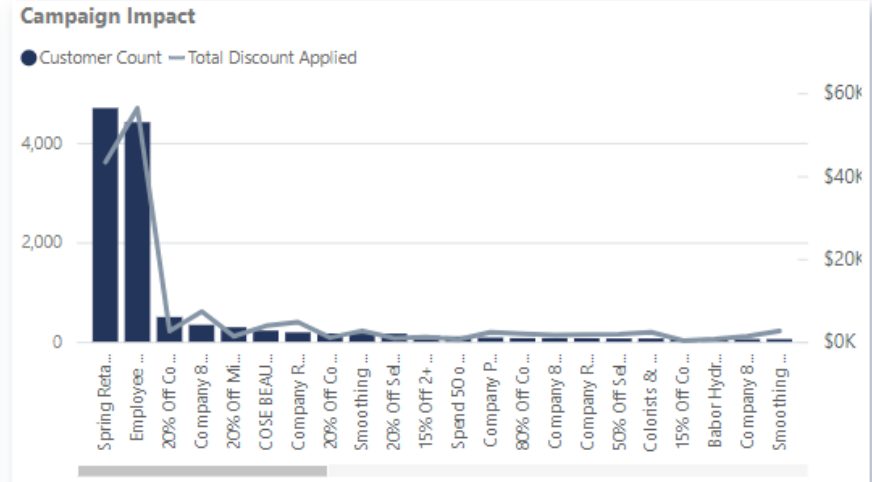
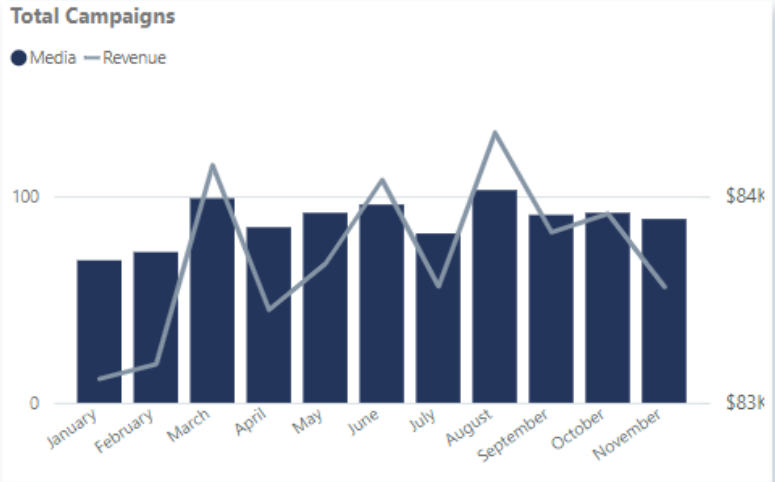


**\$319.09K**  
Revenue

**%** **\$150.2K**  
Discount Applied



**64**  
Campaign Count



### Campaign Details

Campaign Name	Campaign Type	Customer Count	Campaign Count	Total Discount Applied
10 Custom Blend Lip Gloss 5.15.22 Naperville Location	Media	5	5	\$75
15% Off 2+ Retail with a Facial 5.6.22-5.31.22	Media	117	117	\$1,129
15% Off Company Collection Retail 9.13.22-9.18.22	Media	62	62	\$280
15% Off Custom Blend Foundation Retail	Media	3	3	\$23
15% Off Skincare Retail Deerfield Mother's Day Event 2022	Media	1	1	\$6
20% Off Company Retail 10.25.22-10.30.22	Media	7	7	\$34
20% Off Company Retail Memorial Day Sale 5.24.22-5.30.22	Media	498	498	\$2,611
20% Off Company Style Retail 5.3.22-5.8.22	Media	168	168	\$975
20% Off Custom Blend Retail 8.9.22-8.18.22	Media	17	17	\$170
20% Off Mizani Retail 2.1.22-2.28.22	Media	292	292	\$1,317
20% Off Select Company Retail 6.14.22-6.19.22	Media	163	163	\$858
25% Off Antedotum & Phytomer Retail	Media	16	16	\$445
25% Off Select Body Retail	Media	14	14	\$110

## Campaign Revenue

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Customer

All

Location

All

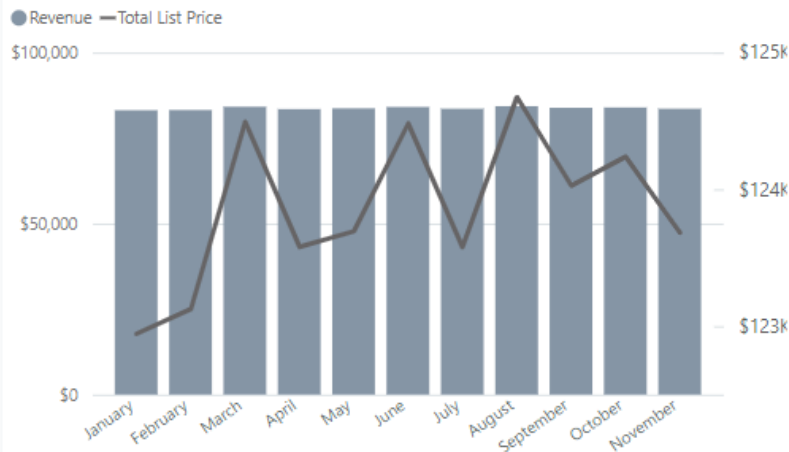
401  
Total Customers

\$319.09K  
Total Revenue

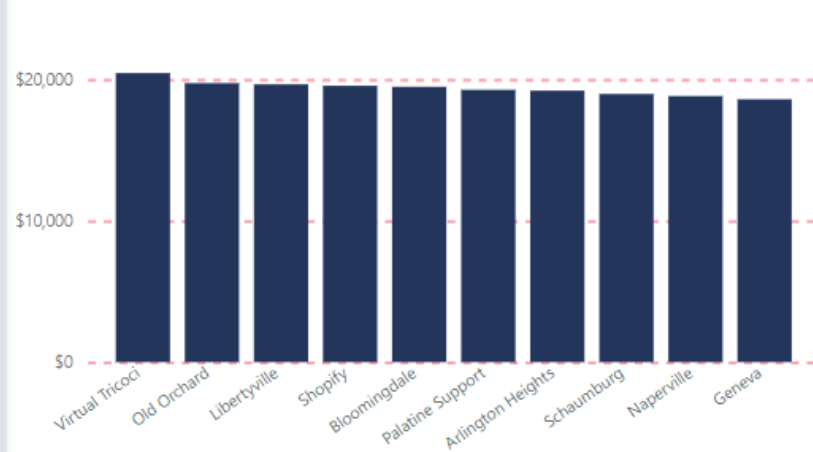
% \$150.2K  
Discount Applied

64  
Campaign Count

### Total Revenue by MOM



### Top 10 Locations by Revenue



### Campaign Details

Campaign Name	Total Sale Price	Total List Price	Total Discount	Revenue
Spring Retail Sale 3.22.22-3.30.22	\$176,374	\$205,379	\$43,293	\$160,472
Employee Retail Discount	\$109,867	\$156,932	\$56,305	\$100,294
20% Off Company Retail Memorial Day Sale 5.24.22-5.30.22	\$11,605	\$13,359	\$2,611	\$10,446
15% Off 2+ Retail with a Facial 5.6.22-5.31.22	\$6,980	\$7,568	\$1,129	\$6,303
20% Off Mizani Retail 2.1.22-2.28.22	\$5,507	\$6,332	\$1,317	\$4,900
20% Off Company Style Retail 5.3.22-5.8.22	\$4,400	\$5,045	\$975	\$3,905
20% Off Select Company Retail 6.14.22-6.19.22	\$3,728	\$4,296	\$858	\$3,401
Holiday Retail 35% Off	\$3,669	\$5,221	\$1,846	\$3,270
Smoothing Serum Bundle 2-70 2.1.22-2.28.22 - Retail	\$3,263	\$5,600	\$2,653	\$2,890
Spend 50 on Company Retail Get 10 Off 7.19.22-7.25.22	\$2,514	\$2,838	\$524	\$2,278
50% Off Select Retail 5.9.22-5.23.22	\$1,998	\$3,678	\$1,836	\$1,798
Company 80% Off Shampoos & Conditioners Product of the Month January 22 - Employee	\$2,001	\$9,140	\$7,309	\$1,798
COSE BEAUTY SALE 70% OFF - Employee 4.5.22-4.10.22	\$1,788	\$5,473	\$3,847	\$1,639
15% Off Company Collection Retail 9.13.22-9.18.22	\$1,684	\$1,825	\$280	\$1,526