

## Superdry: Data-Driven Customer Segmentation Reveals Key Insights for Superdry's Global Strategy

### The Opportunity

Superdry, a global fashion retailer, faced the challenge of answering the critical question:

“Who is our international customer?”

Diverse EPOS and payment systems across territories complicated data unification.

Key opportunities included gaining insights into customer demographics, spending habits, loyalty, and behavior across regions, identifying cross-shopping patterns, and understanding customer interactions with competitors.

“The project really has resonated brilliantly well throughout the organisation; there’s “pull” pressure for me to cascade it to pretty much everyone – Designers even asking how it should inform their work...”

- CEO, Superdry

### The Solution

#### Unifying Global Customer Data to Drive Insights and Competitive Advantage for Superdry

Superdry engaged Beyond to unify and analyse customer data from different territories to deliver a comprehensive view of their global customer landscape. The solution included:

- 1. Data integration and collation:** Beyond gathered sales data from all sales territories and combined it with financial data from their partners to create a unified dataset for analysis.
- 2. Customer segmentation with “Spendographics”:** Using Beyond’s proprietary customer segmentation model, Spendographics, detailed insights were developed into customer spending habits, loyalty, and cross-shopping behaviours across different markets.
- 3. Competitor and cross-shopping analysis:** A detailed analysis of the competition helped understand customer loyalty patterns and how Superdry’s customers were interacting with competitors.

### The Results

The customer segmentation and data analysis provided valuable business insights for Superdry, re-establishing key understandings of their international customer base:

**Major purchasing insights:** Female shoppers were identified as the primary buyers of male products, shifting the perspective on customer demographics.

**Online customer behaviour:** 10% of online customers accounted for over 40% of sales, while nearly 60% of online customers were lapsing. The majority of the remaining customers made just one visit and purchased one product.

**Multi-channel customer value:** Multi-channel customers spent 2.5 times more than in-store customers, but Superdry’s competitors had double the number of multi-channel shoppers, revealing a significant growth opportunity.