



# CUSTOMER RETENTION ANALYSIS

Churn Rate

50.00

Total Transactions

1000

Repeat Rate

85.37

Total Customers

294

Avg CLV

769.20

Retention Rate

50.00

Avg Amount Spent

516.26

Avg Membership (years)

5.02



Churn Rate by Month



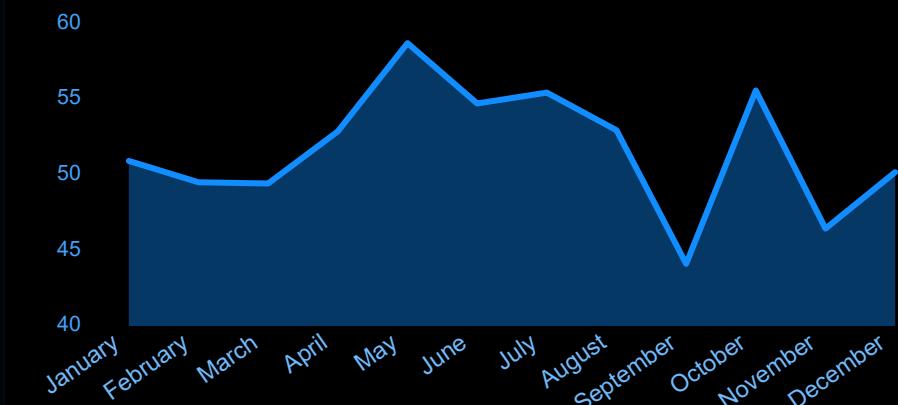
Channel



Region



Retention rate by Month

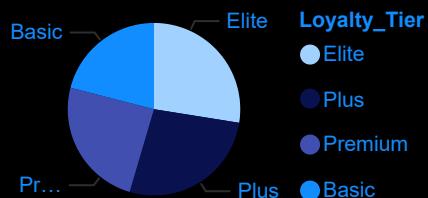




## Churn Rate by Channel



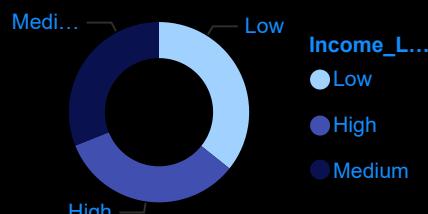
## Churn Rate by Loyalty Tier



## Loyalty Tier



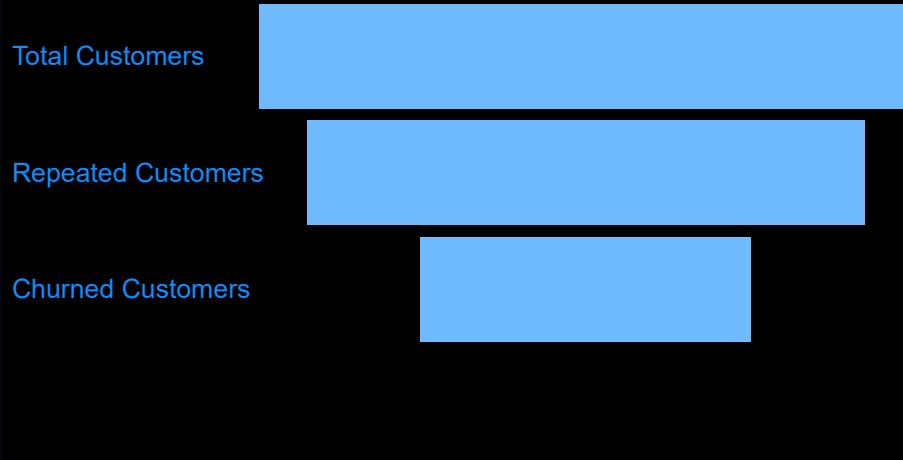
## Churn Rate by Income



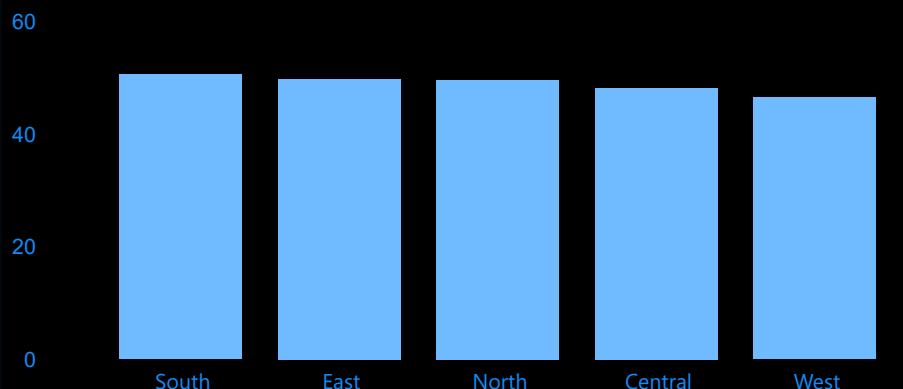
## Churn Rate by Month and Loyal\_Customers



## Churned & Repeated Customers



## Churn Rate by Region



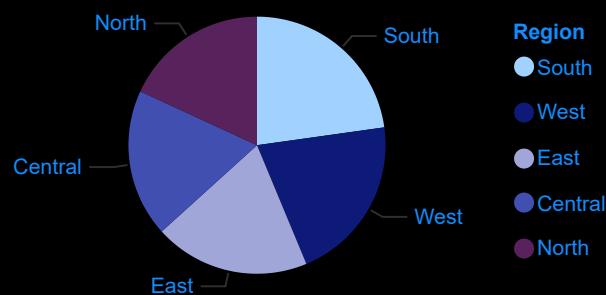
# REPEAT PURCHASE ANALYSIS



Avg Purchase Frequency

**3.40**

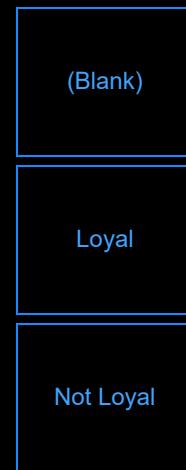
Purchase Frequency by Region



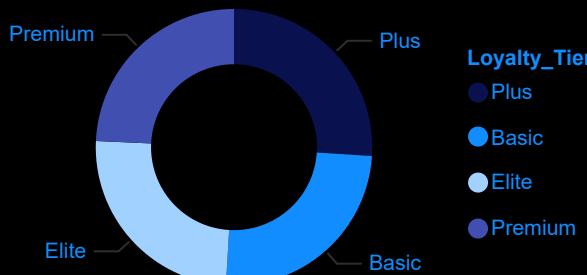
Total Repeat Customers

**251**

Loyal Customers



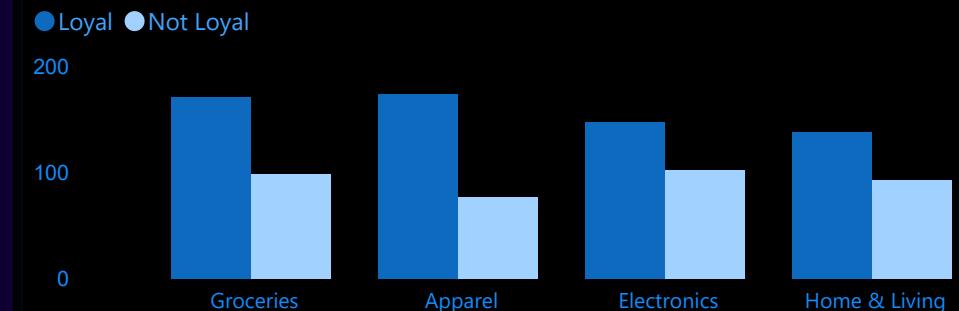
Purchase Frequency by Loyalty Tier



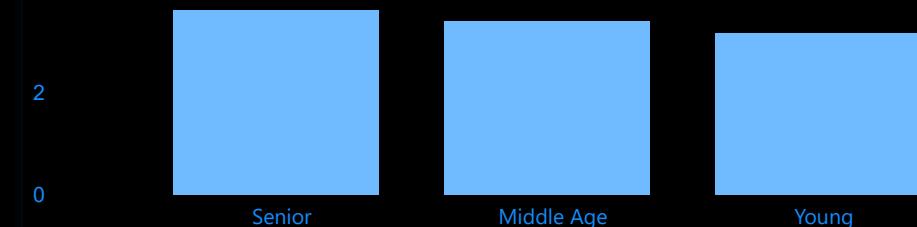
Loyalty Tier



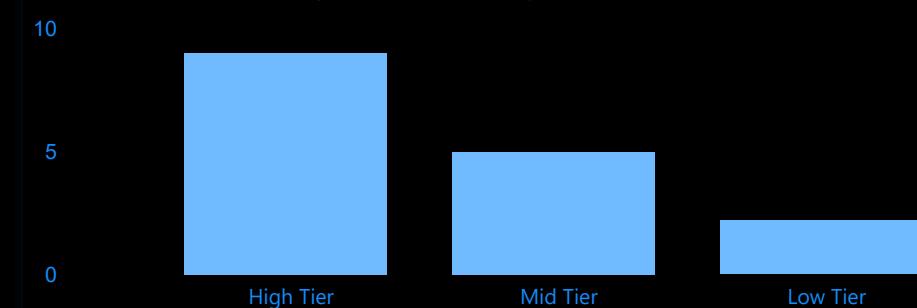
Top Category by Loyal Customers



Avg Purchase Frequency by Age Group



Segmentation by Purchase Freq.





Promotion (%)  
49.00

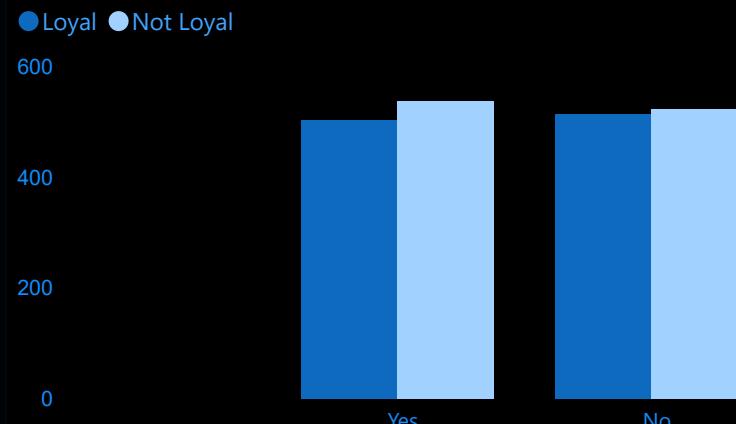
Total Points Earned  
758K

Total Poins Redeemed  
624K

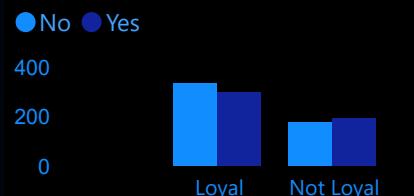
Loyal Customers  
(Blank) Loyal Not Loyal

Loyalty Tier  
(Blank) Basic Elite Plus Premium

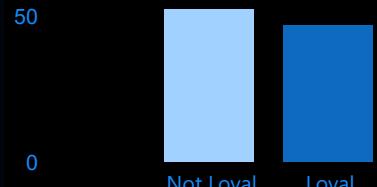
Avg Amount by Promotion (Loyal & Not Loyal)



Promotion Applied by Loyal Customers

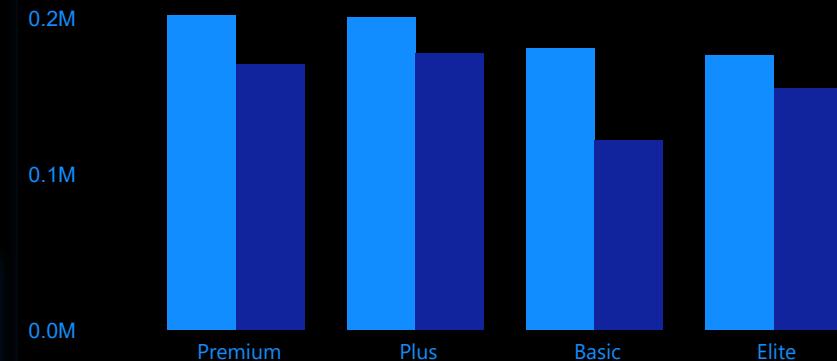


Promotion (%) by Loyal Customers



Points Earned & Redeemed by Loyalty Tier

● Points\_earned\_sum ● Points\_redeemed\_sum



Churn Rate by Loyalty\_Tier

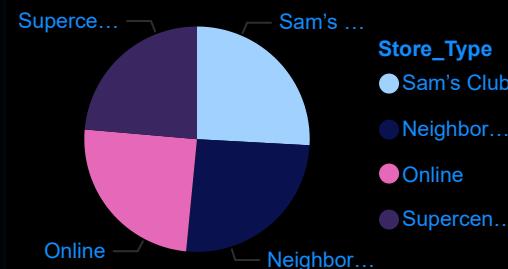




### Membership duration by Channel



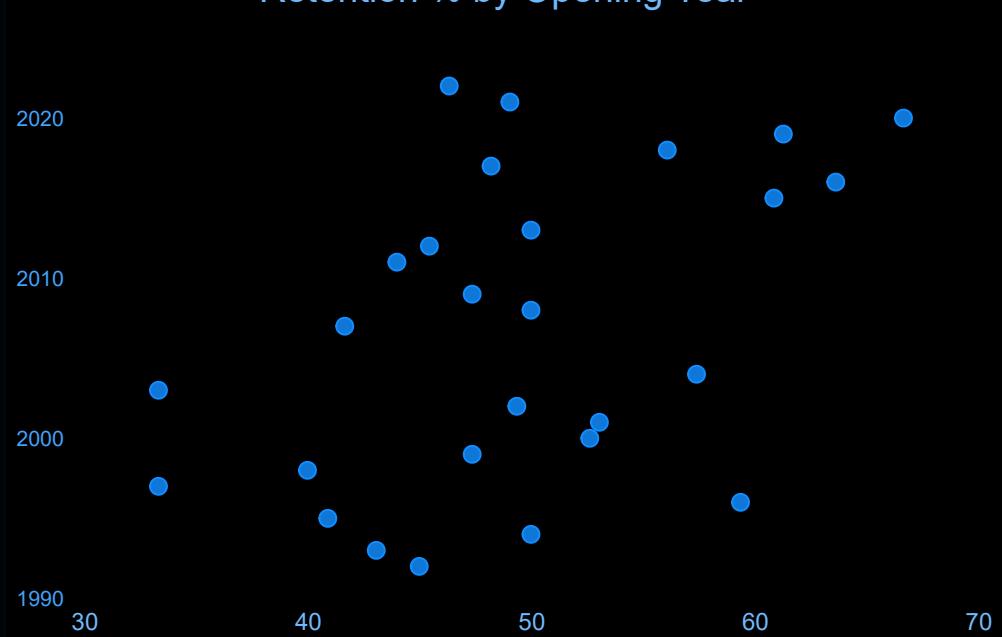
### Amount by Store Type



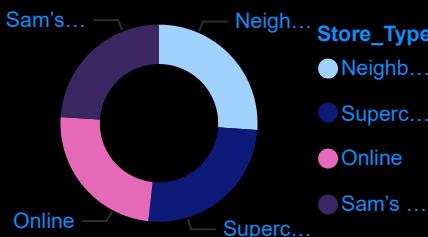
### Amount by Preferred Channel



### Retention % by Opening Year



### Churn Rate by Store Type



### Store Type

Neighborhood Market	Online	Sam's Club	Supercenter
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### Channel

(Blank)	Online	Store
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### Store Type

Store Type	Purchase Frequency
Supercenter	1.44
Sam's Club	1.50
Online	1.53
Neighborhood Market	1.27
<b>Total</b>	<b>3.40</b>

### Channel Retention %

Channel	Retention %
Online	46.05
Store	54.23
<b>Total</b>	<b>50.00</b>

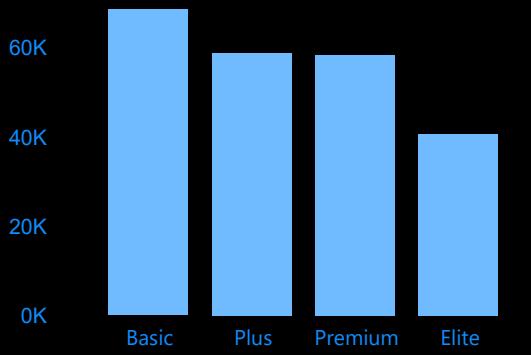
### Channel Churn Rate

Channel	Churn Rate
Online	53.95
Store	45.77
<b>Total</b>	<b>50.00</b>

# CUSTOMER LIFETIME VALUE (CLV) ANALYSIS



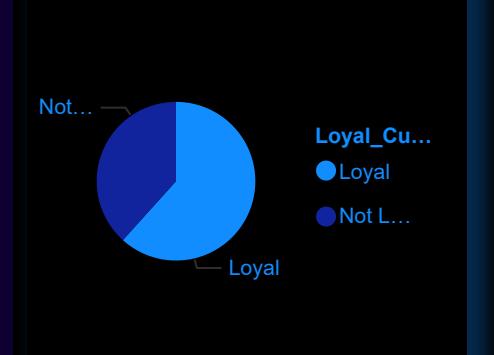
CLV vs Loyalty Tier



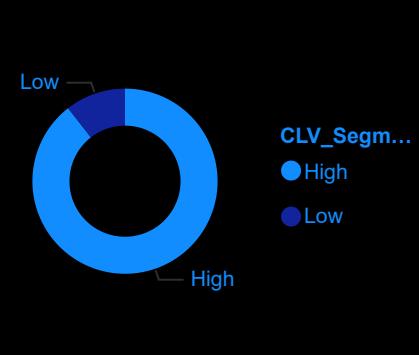
Loyalty Tier



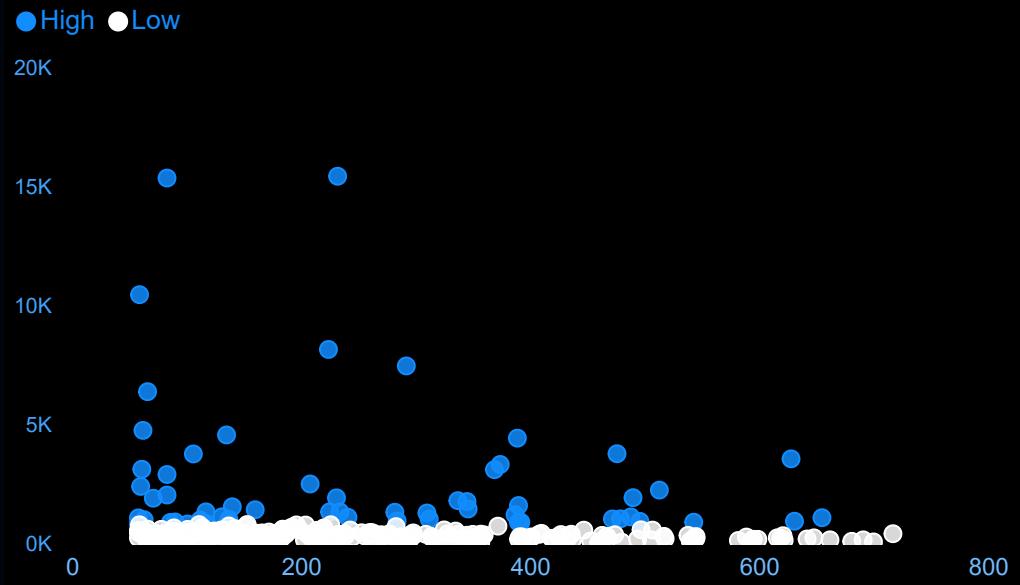
CLV vs Loyal Customers



CLV vs CLV segment



CLV vs Recent Purchase



Loyal  
Customers



CLV vs Region

