

UK RETAIL EUROPE Data Analytics Portfolio

End-to-End Analytics: Decision - Driven
Business Action

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" UK Retail - Executive Overview "

Period : Dec 2010 - Nov 2011

Total Revenue

£9.77M

Total Orders

23.8K

Avg Order Value

£411

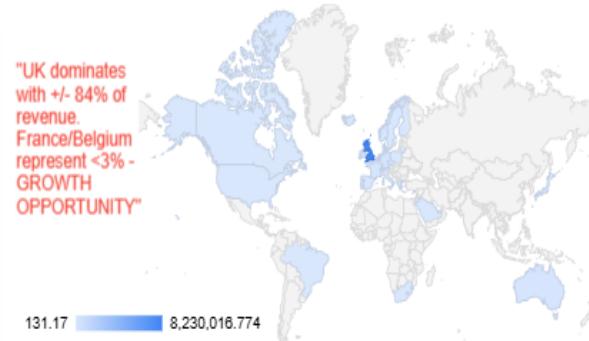
Identified Customers

4.4K

Monthly Revenue (£)

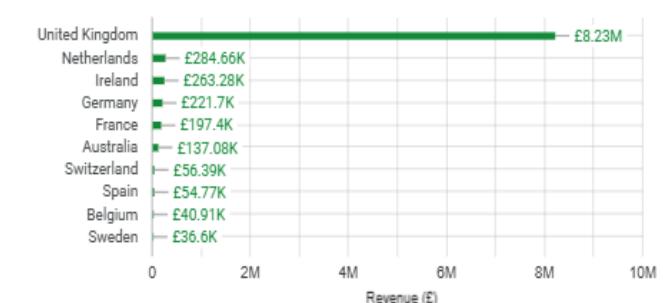


Revenue by Country



"France revenue: ~£200K (vs UK ~£8.2M)
→ strong growth headroom."

Revenue by Country



The Business Problem

- High customer inactivity rate impacting revenue stability
- UK generates 84% of revenue, Francophone markets under-exploited
 - No automated alerts → reactive operations

Data was available, but decisions were not data-driven.

Solution Overview – End to End Analytics Stack

From raw transactional data to automated business actions

Data Foundation

- BigQuery centralized data warehouse
- 540K retail transactions cleaned & modeled
- SQL transformations for analytics-ready datasets

Business Intelligence

- 3 Looker Studio dashboards
- Executive overview, market expansion & retention
- Self-service analytics for stakeholders

Automation & Action

- Make.com workflows triggered by data conditions
- Automated alerts & operational exports
- From insights to immediate action

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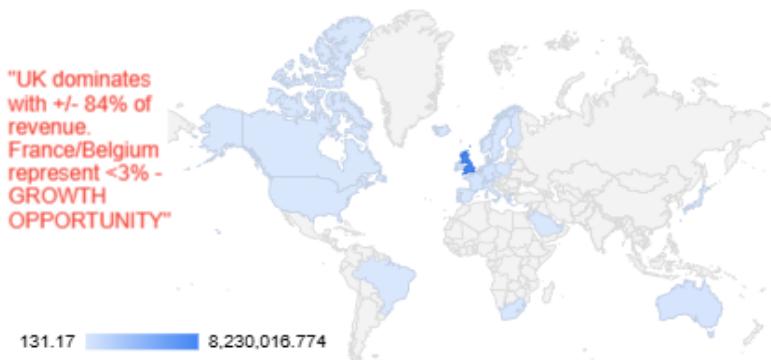
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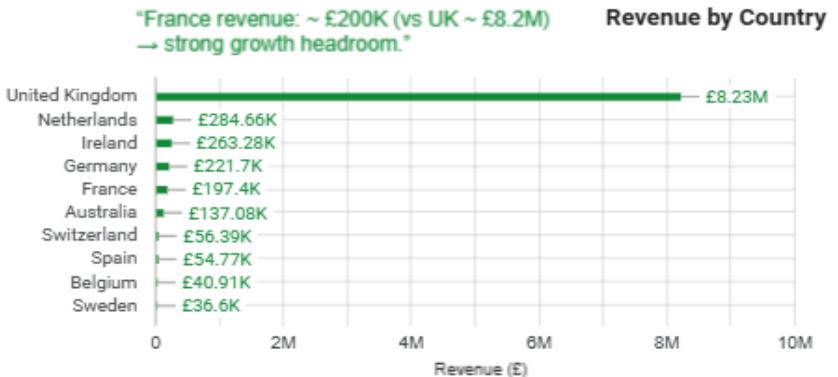
Monthly Revenue (£)



Revenue by Country



"France revenue: ~ £200K (vs UK ~ £8.2M)
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Key Insight:

- UK generates 84% of £9.77M revenue
→ Concentration risk & expansion opportunity
- Q4 Peak: £1.46M (Nov 2011)
→ Clear seasonality for inventory planning

" UK Retail - Francophone Expansion "

Period : Dec 2010 - Nov 2011

Total Francophone Revenue

£306.66K

Francophone Share of Total

3.14%

Francophone AOV

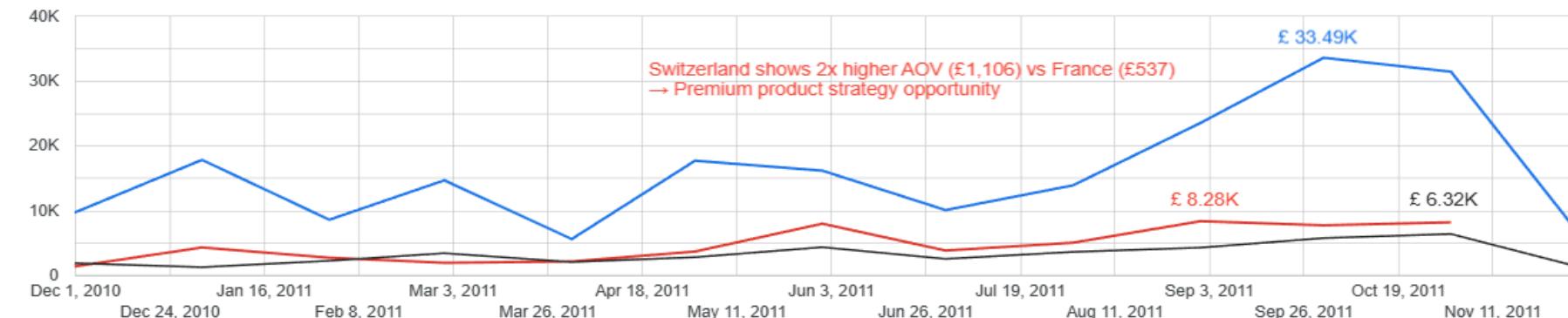
£570.01

Identified Customers (IDs)

133

Monthly Revenue (£)

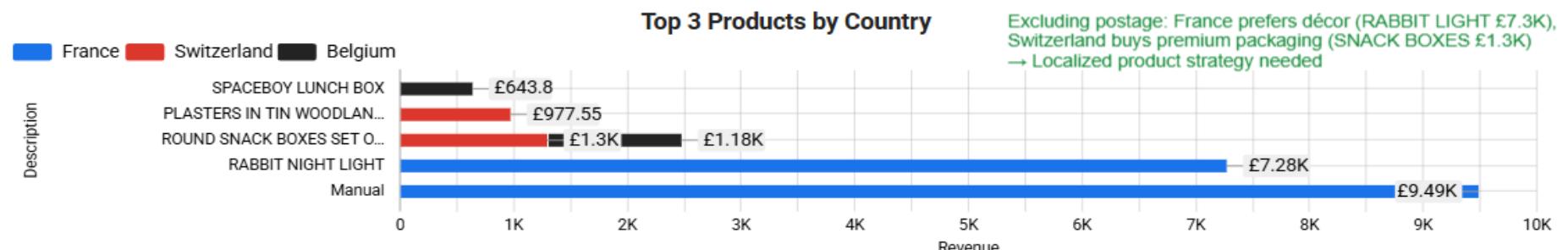
France — Switzerland — Belgium



Key Insights:

- Switzerland AOV
£1,106 → 2× France →
premium positioning
- Belgium
revenue/customer
£1,647 → scalable
lifecycle model

Top 3 Products by Country



Country

Revenue

Orders

Customers

AOV

RevenuePerCustomer

1.	France	£209,024.05	389	87	£537.34	£2,402.58
2.	Switzerland	£56,443.95	51	21	£1,106.74	£2,687.81
3.	Belgium	£41,196.34	98	25	£420.37	£1,647.85

Belgium: Highest revenue/customer (£1,647) → Model for
France customer lifecycle optimization

" UK Retail - Retention Analysis "

Period : Dec 2010 - Nov 2011

Retention (>2 orders)

65.58%

Avg Customer Lifetime (months)

4.4

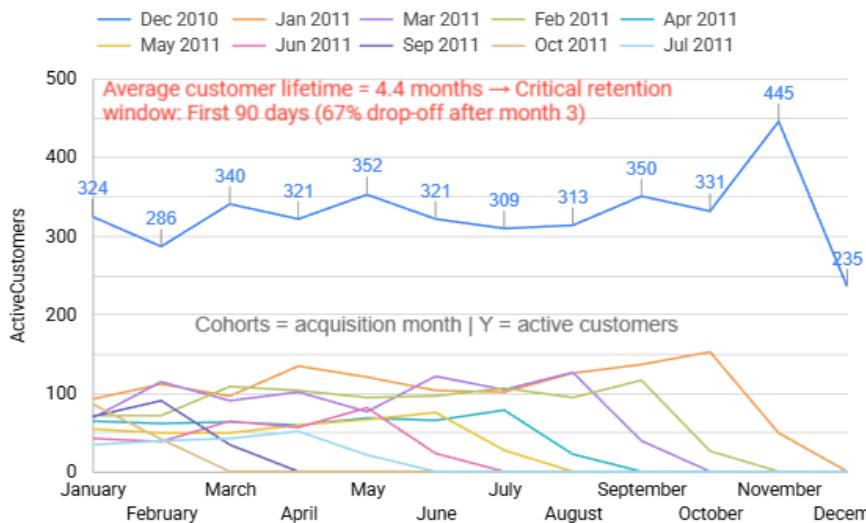
Churn Rate (monthly avg)

63.04%

Repeat Orders Share

91.94%

Customer Retention by Cohort



Recovery Potential

Top Champion product: REGENCY CAKESTAND (£104K revenue)
→ Hypothesis: Test as welcome offer to improve repeat rate

Segment

Champions £5.78M

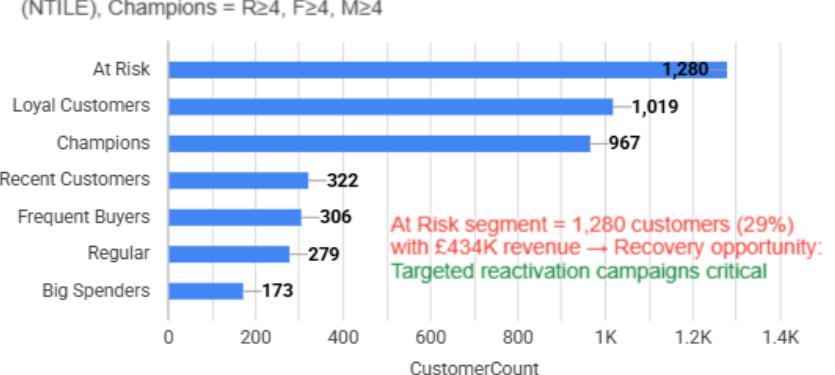
Loyal Customers £1.36M

At Risk £434.79K

Total Revenue (£)

RFM Model: R = days since last purchase | F = order count | M = total spend Scores 1-5 (NTILE), Champions = R≥4, F≥4, M≥4

RFM Customer Segments



Top Products - Champion Customer

Top Champion product: REGENCY CAKESTAND (£104K revenue) → Test: Offer as "welcome bundle" to boost 2nd purchase rate

Description



Key Insights:

- 1,280 “At Risk” customers → £434K recoverable revenue
- Champions (967 customers) generate £5.78M (59% of total revenue)
- Retention > acquisition: targeted campaigns outperform volume growth

From Insights to Automated Business Actions

Operational workflows triggered directly by data conditions

Scenario 1: Daily Revenue Monitoring

- Daily automated revenue check (France)
- Anomaly detection vs 7-day average ($\pm 15\%$)
- Slack alert only when action is required

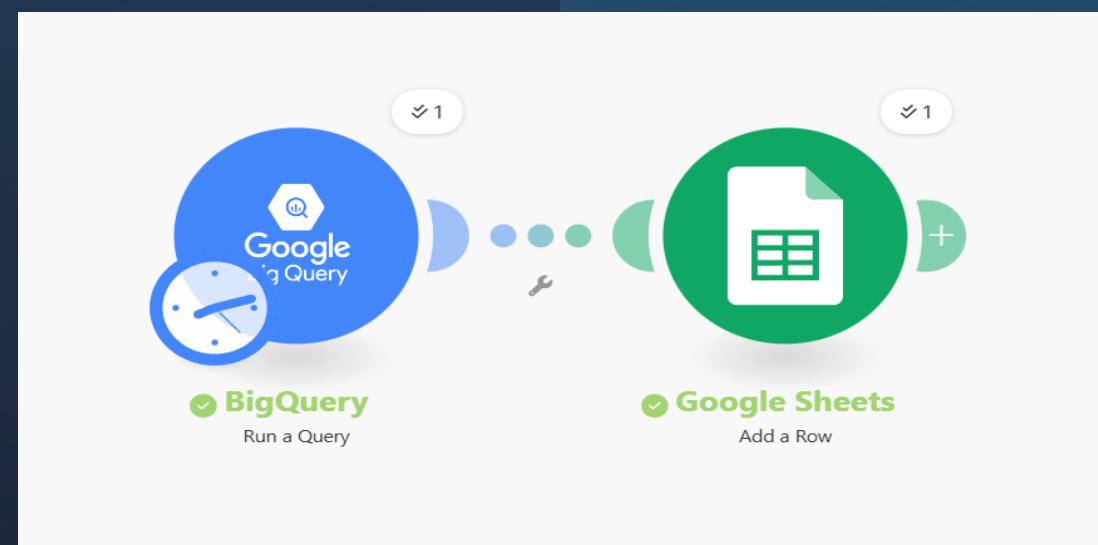
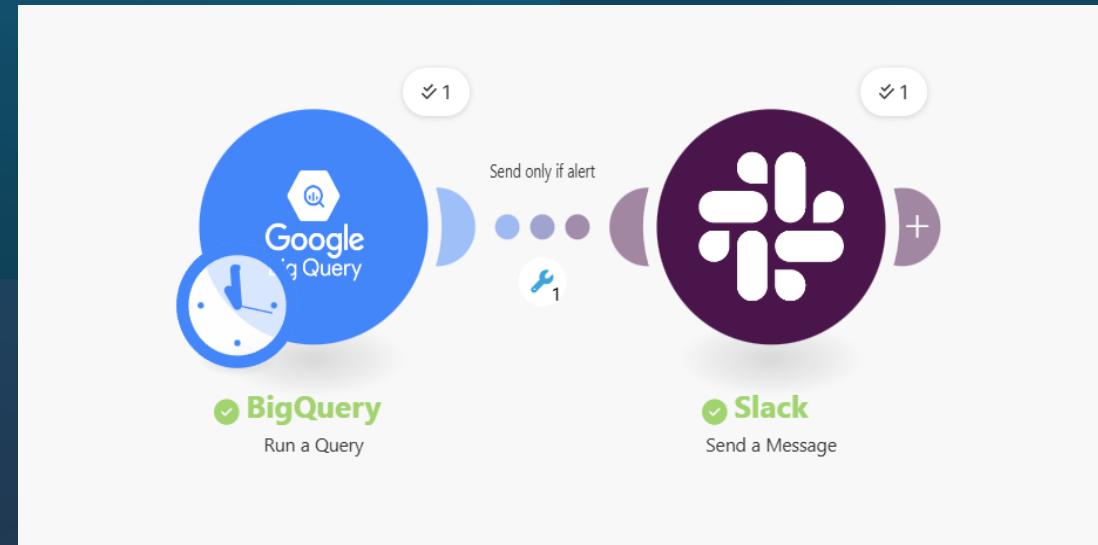
Scenario 2: Weekly Retention Action

- Automated export of “At Risk” customers (RFM logic)
- Prioritized by customer value (top 50 by spend)
- Ready-to-use CRM list for targeted reactivation campaigns

Business Value

- Zero manual monitoring
- Faster reaction to revenue drops
- Retention actions aligned with customer value

Analytics is not a report. It is an operational system.



Business Impact & Closing

BUSINESS IMPACT

Measured & Actionable Outcomes

- £434K recoverable revenue identified
(1,280 “At Risk” customers)
- £307K francophone growth opportunity
(High AOV, low penetration)
- 100% automated monitoring
(No manual checks, no reporting delays)
- Data → Insight → Action
(Operational pipeline)

TECHNOLOGY STACK

- BigQuery — Data warehouse & SQL analytics
- Looker Studio — Business dashboards (Exec / Growth / Retention)
- Make.com — Operational automation
- Slack & Google Sheets — Action delivery
- SQL | Git | Data modeling
(Built on free / low-cost tools — scalable by design)

“Data analytics is valuable only when it changes decisions.”

François Tilkin — Data Analyst | Analytics & Automation