

# 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

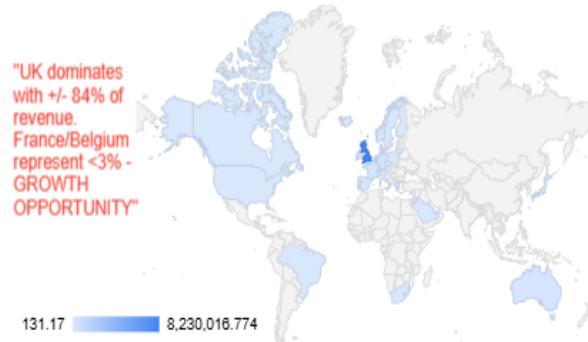
Identified Customers

4.4K

Monthly Revenue (£)

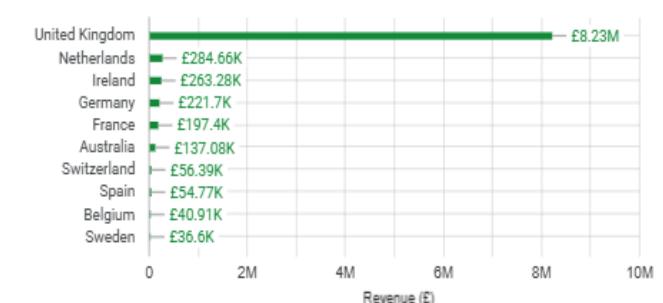


Revenue by Country



"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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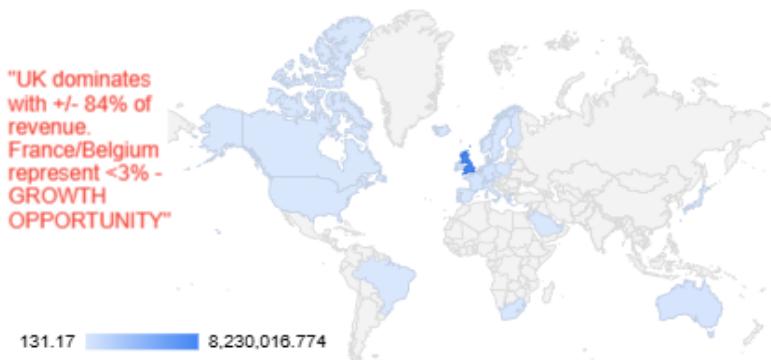
### Identified Customers

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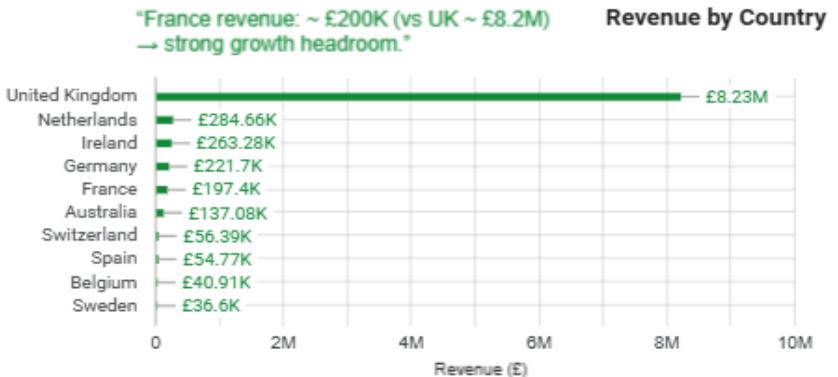
#### Monthly Revenue (£)



#### 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

### Key Insights:

- \* Switzerland AOV £1,106 → 2x France → premium positioning

- \* Switzerland revenue/customer £2,688 → Premium + loyalty combined

- \* France: 87 customers (largest base) → Volume growth opportunity

- \* Belgium revenue/customer £1,647 → Strong mid-tier model

Total Francophone Revenue

£306.66K

Francophone Share of Total

3.14%

Francophone AOV

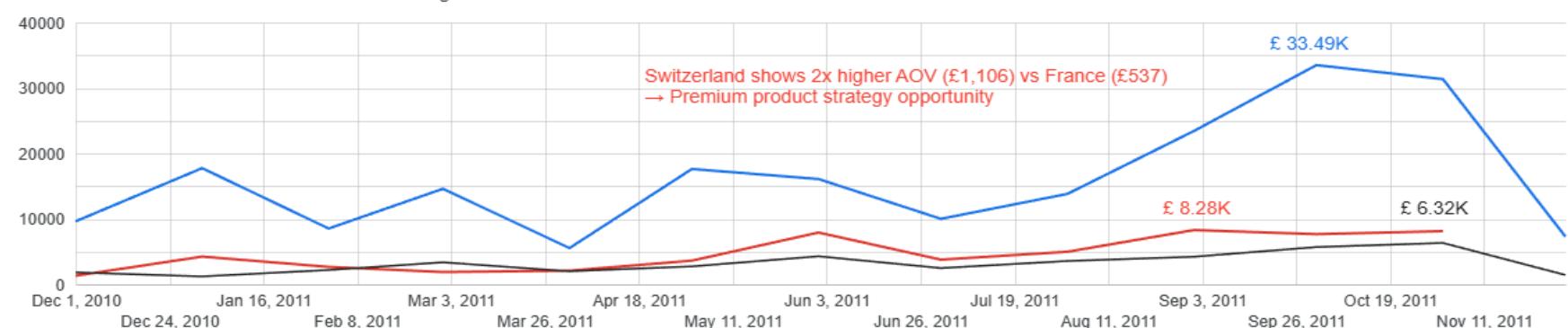
£570.01

Identified Customers (IDs)

133

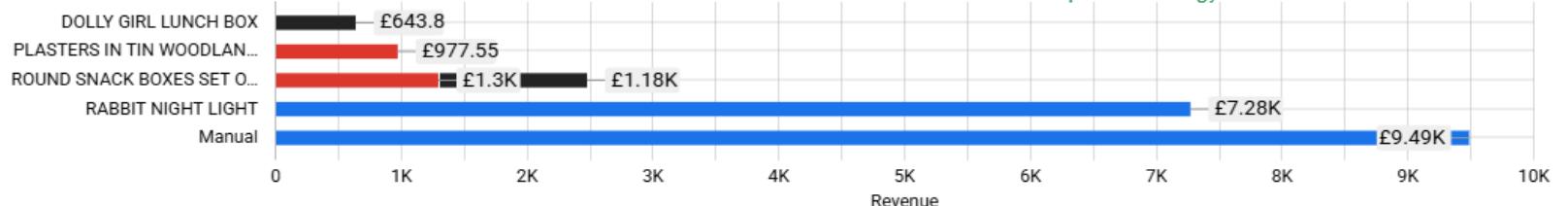
Monthly Revenue (£)

France — Switzerland — Belgium



### Top 3 Products by Country

France ■ Switzerland ■ Belgium



### Country

### Revenue

### Orders

### Customers

### AOV

### RevenuePerCustomer

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

Switzerland: Highest revenue/customer (£2,688) & highest AOV → Premium market strategy

## " UK Retail - Retention Analysis "

Period : Dec 2010 - Nov 2011

Retention (>2 orders)

65.58%

Avg Customer Lifetime (months)

4.4

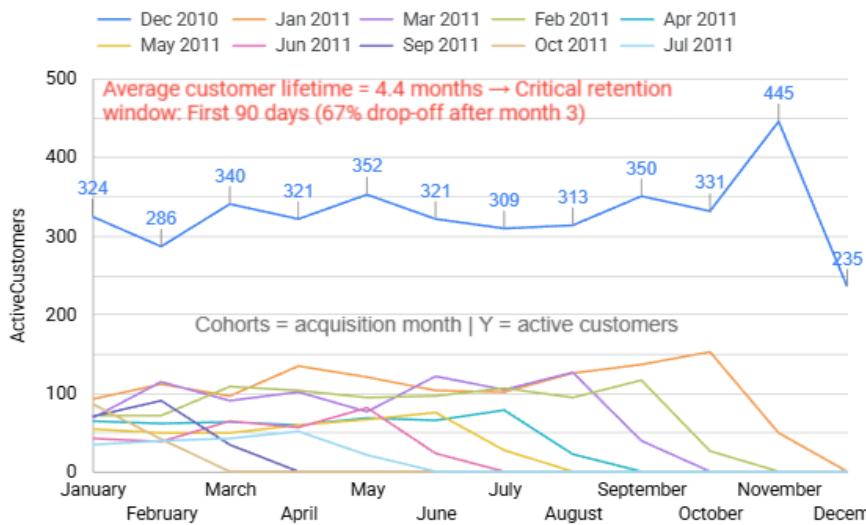
Churn Rate (monthly avg)

63.04%

Repeat Orders Share

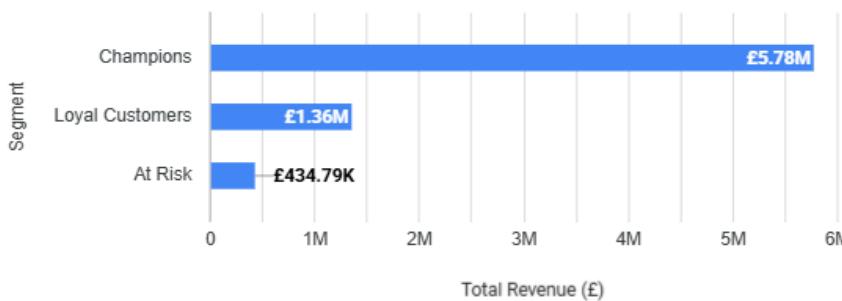
91.94%

### Customer Retention by Cohort



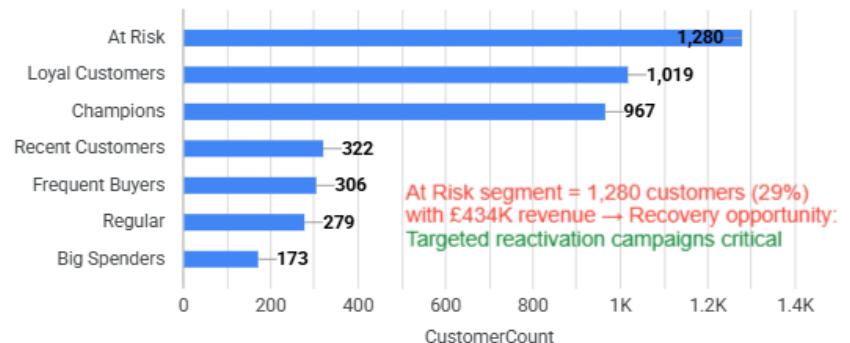
### Recovery Potential

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



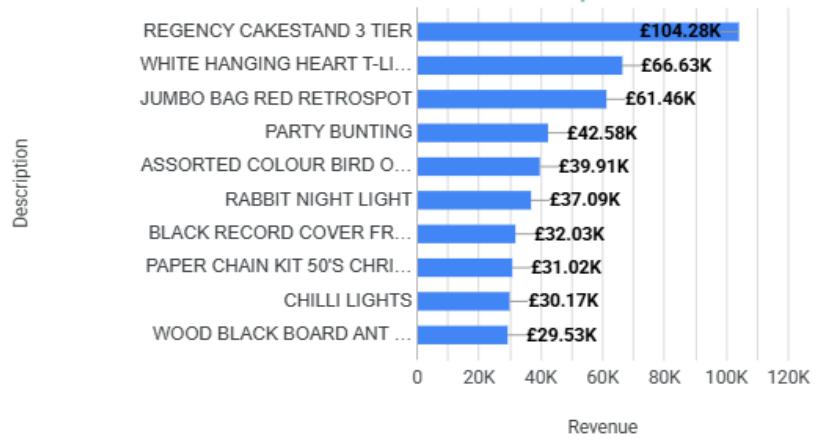
RFM Model: R = days since last purchase | F = order count | M = total spend Scores 1-5 (NTILE), Champions = R≥4, F≥4, M≥4

### RFM Customer Segments



### Top Products - Champion Customer

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



## 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

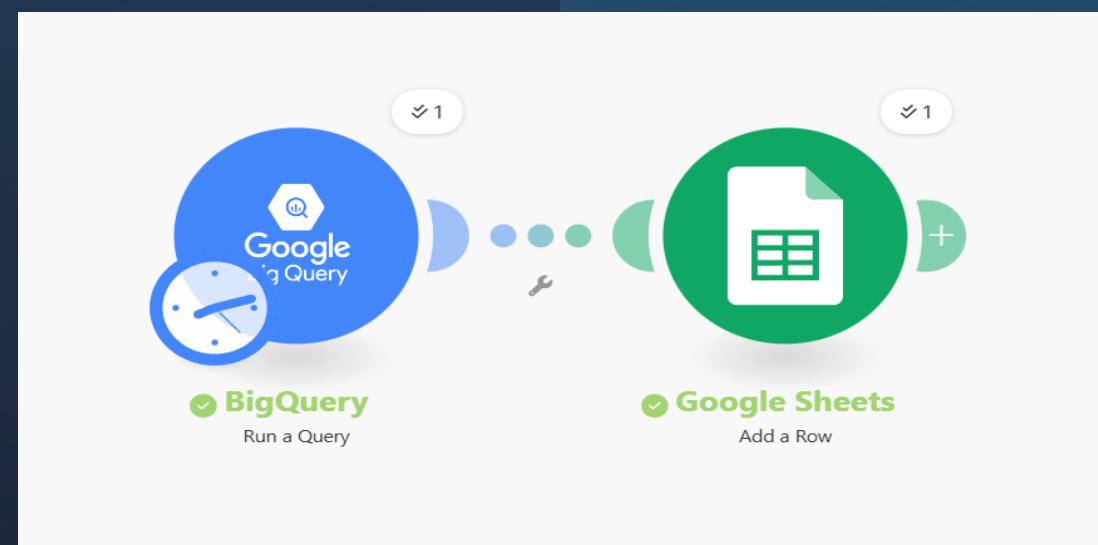
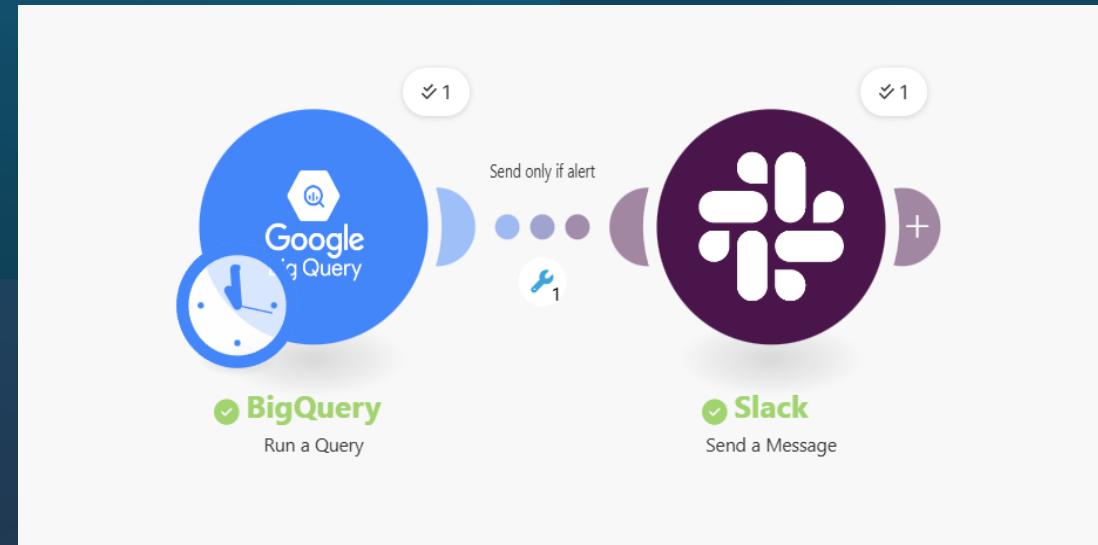
## Scenario 2: Weekly Retention Action

- 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