## **Customer Loyalty Feature Insights Dashboard**

Count of user\_id by Year, Month and Day **Total Sessions Total Users** Conversion Rate (%) **Avg Satisfaction** Conversion Rate (%) by Avg Satisfaction by loyalty\_tier Sum of conversion\_flag by Sum of conversion\_flag by feature\_used feature used ab\_test\_group 100% Avg Satisfaction Wishlist Weekl. Weekly Offers 3K Store L.. 0K 5K Silver Platinum Gold Push Notific... 3K 20 loyalty\_tier Count of session\_id by feature\_used feature\_used Scan & Pay 1K Weekly Offers Scan & Pay Digital Coupons Flyer Viewer Loyalty Tier Info Wishlist Points Tracker Purchase History **Push Notifications** Store Locator 0K Push Notifications Wishlist Scan & Pay Weekly Offers Store Locator 0.2%