

Case Questions & Answers

This section presents a set of **business-focused questions**, inspired by the **Circle K job description**, and answered using the **simulated loyalty dataset** and **Power BI dashboard** built for this case.

Each question highlights how data can support **customer insights, campaign optimization, and loyalty strategy**.

Answers are supported by **KPIs, visuals**, and key **behavioral observations** from the simulation.

Case Questions & Answers

What is the total transactional footprint of the loyalty program in the first half of 2025?

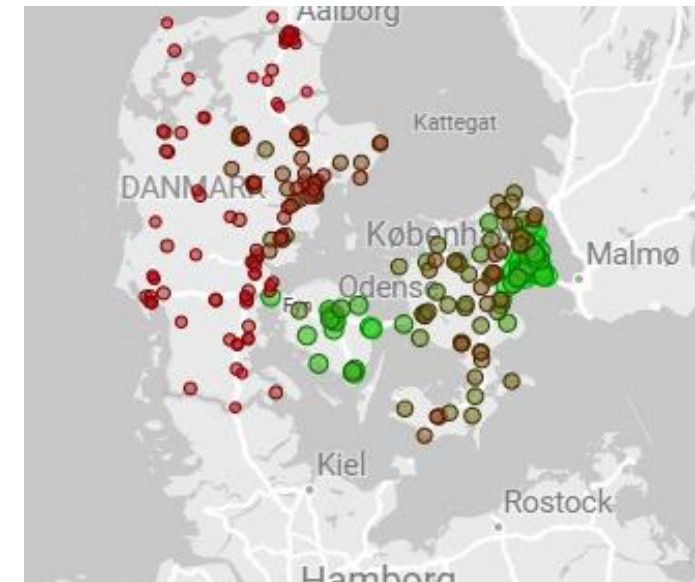
In the first six months of 2025, active loyalty customers made approximately **474,000 transactions**, generating a total revenue of **DKK 76 million**.

We observe a **steady increase in transactional activity month over month**, which may be attributed to a consistent inflow of new loyalty sign-ups and low churn among existing members.

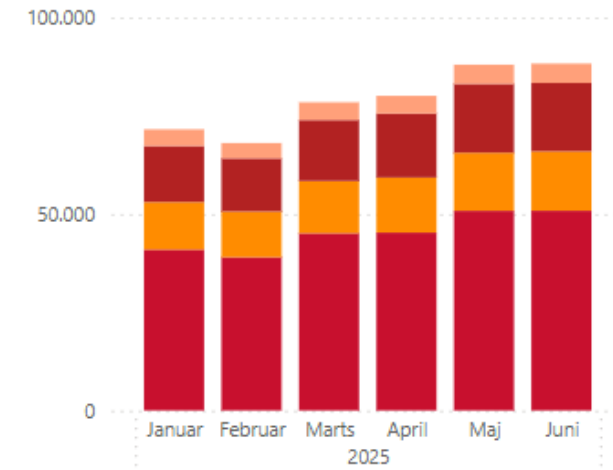
Where are the most active stations geographically located in Denmark?

The highest station activity and revenue are concentrated in **Copenhagen, Fyn, and Sjælland**.

These regions also show a higher concentration of new loyalty sign-ups, indicating stronger overall program engagement in eastern Denmark.



TRANSACTIONS MADE BY LOY. CUST.



Case Questions & Answers

Which customer segments sign up most frequently?

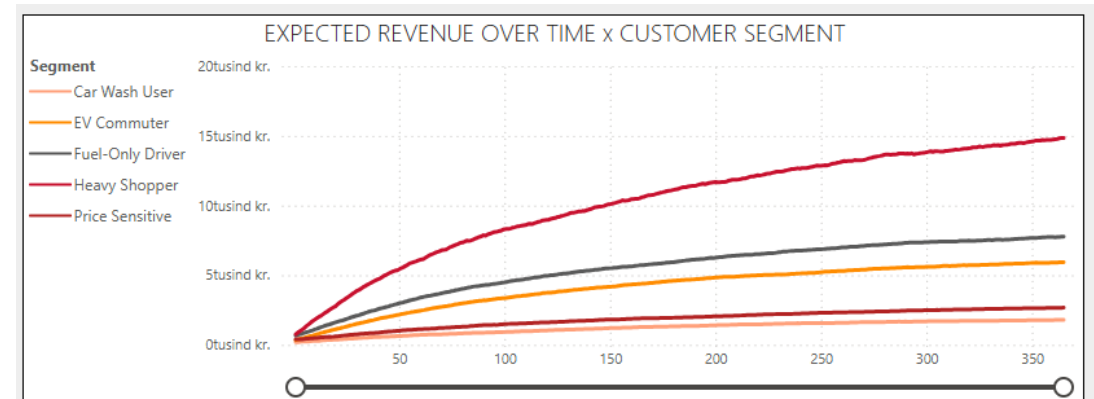
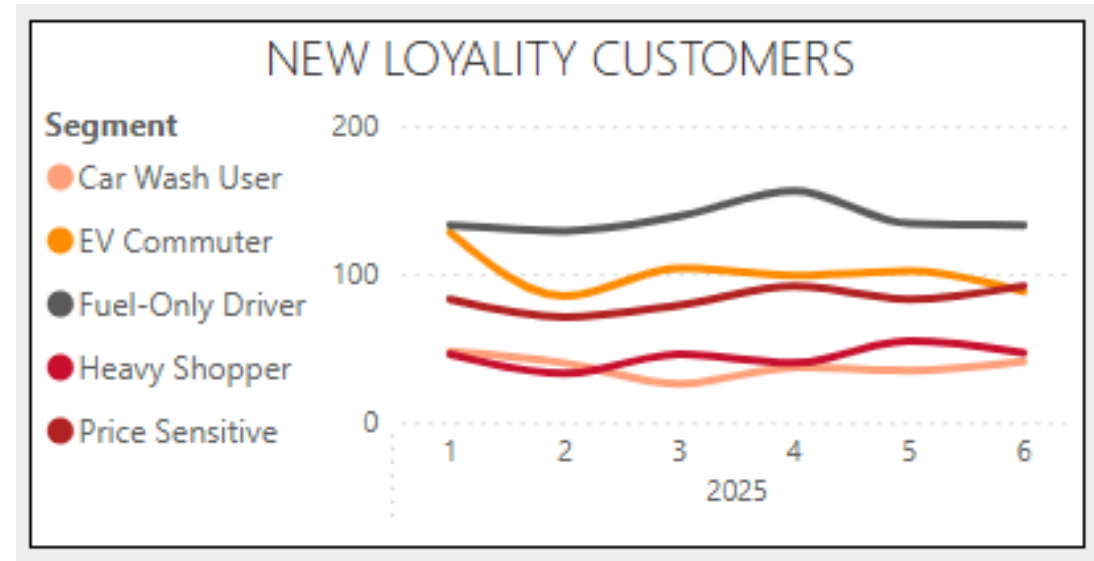
The **Fuel-Only Driver** segment accounts for the highest number of new sign-ups during the period. This may be due to their ability to **quickly benefit from simple, high-frequency campaigns** such as per-liter fuel discounts, without needing to engage in more complex reward structures.

Their behavior suggests high transactional intent tied to utility rather than engagement across product categories.

Which segment delivers the highest long-term value?

The **Heavy Shopper** segment generates the highest long-term customer value, despite being one of the smaller groups by sign-ups. Their frequent and varied purchasing behavior — spanning both fuel and in-store items — contributes significantly to revenue over time.

The **EV Commuter** segment shows untapped potential: currently, only around 20% of their charging visits include in-store purchases. With targeted offers or nudging, this segment could drive higher cross-sell value going forward.



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Which campaigns are triggered most often?

The two **energy drink campaigns** — *Red Bull* and *Faxe Kondi Booster* — are the most frequently triggered across the customer base.

However, overall campaign usage is fairly balanced, with only minor differences in trigger frequency between most product categories.

Which segments engage most actively with campaigns?

The **Heavy Shopper** segment accounts for the largest share of campaign engagements, driving approximately **44%** of all triggered campaigns.

This is followed by the **EV Commuter** segment, contributing around **28%**.

These two segments together represent the majority of campaign activity, indicating high engagement from customers with frequent or routine purchasing behavior.

