

Situation:

- A leading fashion brand has a loyalty program that has been in existence from 2016
- The loyalty program is open to any customers and customers who register can earn points based on below mentioned rules
- The brand would like to understand their loyalty customer behavior and therefore create new offers, schemes, etc. to improve their customer engagement based on this data

Loyalty program rules:

- Each customer gets 2 points for every 1 currency spend. Currency provided in the data can be assumed to be UAE Dirhams (AED)
- When a customer earns 500 points, they can redeem their points for a 5 AED cashback
- If a customer does not make any purchase within 6 months of registration (or) they have not made a purchase 1 year prior to December 2019, they are considered as “Inactive”, else they are considered “Active”

Complications:

- Due to Covid-19, program was halted in 2020 and resumed in 2022. No data is available for 2020 and 2021
- The program re-started in 2022

Key Questions:

- How many customers were active at the end of 2019?
- Do the loyalty customers spend more than other customers?
- How much do loyalty customers spend more per transaction than other customers?
- What is the growth in loyalty customers and their spend over the years?
- What is the % of loyalty program customers out of the total in terms of transactions and spend? How has this changed over the years?
- How is the customer behavior different across countries?

Candidates are free to use any tools at your disposal in order to complete the analysis.

Output:

- Based on answers to above questions, please create a presentation (in any presentation software) to showcase the answers
- The presentation should have 2 slides that contains your insights on the customer behavior, based on answers to these questions
- The presentation should also have 1 slide that contains your recommendation on what should the fashion brand do to engage their customers in 2022