Loyalty Program Data Analysis

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Customers Behavior

Based on the analytical study :

- The company has :
    1701 active customers at the end of 2019 , based on <u>customers dataset.</u>
    16,411 active customers at the end of 2019 , based on <u>transaction dataset.</u>

- Total Spend :
    - Registered Customers : **48,069,689** AED.
    - Unidentified Customers : **171,299,851** AED.

- Spend per Transaction :
    - Registered Customers : **19.15** AED/transaction.
    - Unidentified Customers : **14.75** AED/transaction.

    We can clarify that registered customers spent **4.4** AED per transaction more than unidentified customers

- Growth Rate :
    - `New Customers Registrations` decreased by **-15.38%**.
    - `Spend by Registered Customers ` increased by **20.46%**.

Customers Behavior

- Percentage of Registered customers out of total in terms of :
  - Total Spend : **21.91%**   - Number of Transactions : **17.77%**
  - These percentages have changed over the years as follows:

2016	30.22%
2017	23.67%
2018	20.80%
2019	18.49%

2016	28.53%
2017	19.57%
2018	16.70%
2019	14.28%

- Customers behavior across countries :

  - Most new customers registrations :
    KSA   83,142   37.5%

  - Most registered customers made purchases:
    Kuwait   556,663   35.3%

  - Most number of transactions made by registered customers :
    Kuwait   932,824   37.1%

  - Most Total spend by registered customers :
    Kuwait   18,851,258   39.2%

  - Most Total spend by unidentified customers :
    UAE   56,645,067   33%

  - Most umber of transactions by unidentified customers :
    UAE   3,727,237   32.1%

Recommendations

- The UAE has the highest unidentified total spend ,so attention should be paid to the process of marketing the program, as it is possible in Shops before the payment or on the website before checkout as a pop-up message ,informing people about the loyalty program ,points etc.

- Kuwait has the highest total spending of registered customers, so it is good to make seasonal offers in order to increase the sales more and more, for example, when 1000 is spent, you get 12 instead of 5 out of every 500.

- Saudi Arabia has the highest number of new registrants, so a small survey can be done each season start after every new registration. What things a person is interested in, such as summer T-shirts, Swimwear ,suits, etc., and things that are interested appears as suggestions during the search.

- Oman needs to reconsider the advertising company about its ways of advertising the brand not only the loyalty program , as the numbers for all parts of the study showed, that there are HUGE significant differences between Oman and the countries close to it in terms of population and per capita income,like Kuwait. (Mathematical explanation of this point is included in Part 6 of the report)

Thank you