

TASK 1:

C3-TESCO • Last saved: Today at 7:13 PM

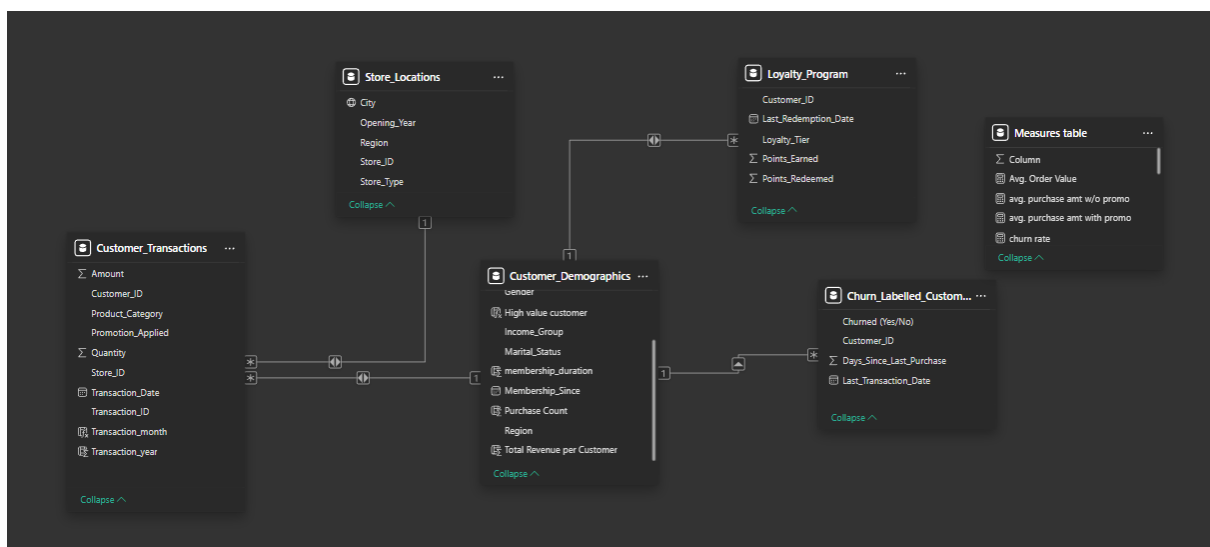
File Home Help **Table tools** **Column tools**

Name: membership_durat... Format: Whole number Summarization: Sum Data type: Whole number Data category: Uncategorized

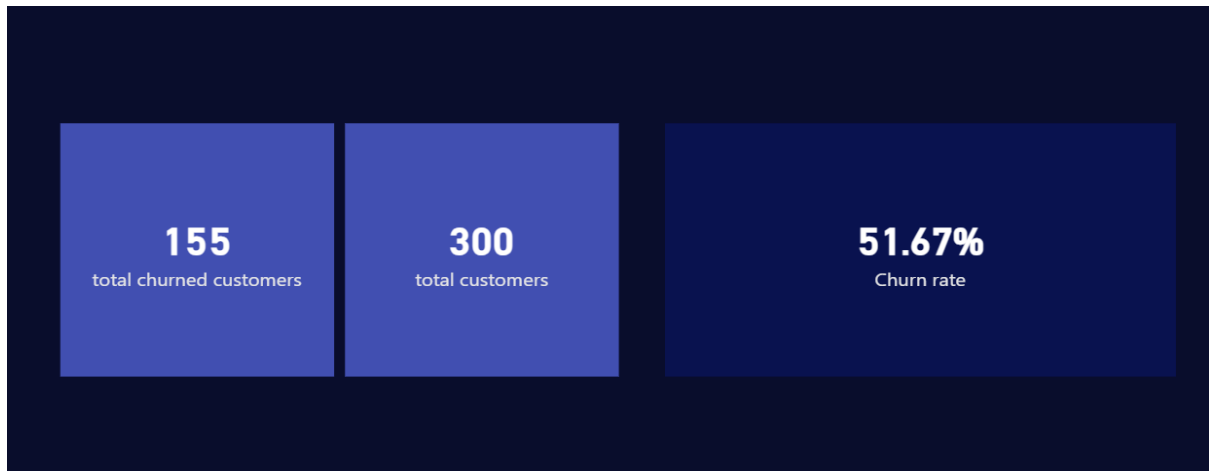
Structure: 1 membership_duration = YEAR(TODAY()) - YEAR(Customer_Demographics[Membership_Since])

| Customer_ID | Gender | Age | Membership_Since | Marital_Status | Region | Income_Group | membership_duration |
|-------------|--------|-----|-------------------|----------------|------------|--------------|---------------------|
| C1296 | Female | 33 | 14 January 2023 | Married | Manchester | High | 3 |
| C1253 | Male | 45 | 03 December 2023 | Married | Manchester | Low | 3 |
| C1245 | Female | 33 | 19 February 2022 | Married | Manchester | Medium | 4 |
| C1218 | Female | 42 | 18 July 2023 | Married | Manchester | Medium | 3 |
| C1201 | Female | 37 | 22 August 2022 | Married | Manchester | Medium | 4 |
| C1176 | Male | 39 | 14 March 2023 | Married | Manchester | High | 3 |
| C1135 | Male | 65 | 30 May 2021 | Married | Manchester | Medium | 5 |
| C1124 | Male | 25 | 09 February 2023 | Married | Manchester | Low | 3 |
| C1087 | Male | 52 | 06 August 2023 | Married | Manchester | Medium | 3 |
| C1053 | Female | 59 | 19 November 2023 | Married | Manchester | Low | 3 |
| C1048 | Female | 42 | 02 January 2022 | Married | Manchester | High | 4 |
| C1040 | Male | 50 | 22 June 2024 | Married | Manchester | Medium | 2 |
| C1035 | Male | 37 | 19 November 2020 | Married | Manchester | Medium | 6 |
| C1011 | Male | 28 | 07 July 2021 | Married | Manchester | Low | 5 |
| C1008 | Male | 23 | 14 June 2022 | Married | Manchester | Medium | 4 |
| C1278 | Male | 20 | 10 February 2021 | Divorced | Manchester | Low | 5 |
| C1243 | Male | 57 | 14 December 2022 | Divorced | Manchester | Low | 4 |
| C1222 | Female | 69 | 26 December 2021 | Divorced | Manchester | Low | 5 |
| C1205 | Male | 33 | 06 April 2022 | Divorced | Manchester | Medium | 4 |
| C1203 | Male | 25 | 23 September 2022 | Divorced | Manchester | High | 4 |
| C1199 | Male | 53 | 28 May 2023 | Divorced | Manchester | Medium | 3 |
| C1166 | Female | 42 | 14 September 2023 | Divorced | Manchester | High | 3 |
| C1145 | Male | 63 | 07 July 2020 | Divorced | Manchester | Low | 6 |
| C1139 | Male | 66 | 12 January 2024 | Divorced | Manchester | Medium | 2 |
| C1127 | Male | 51 | 21 September 2022 | Divorced | Manchester | Medium | 4 |
| C1106 | Female | 65 | 29 October 2022 | Divorced | Manchester | High | 4 |

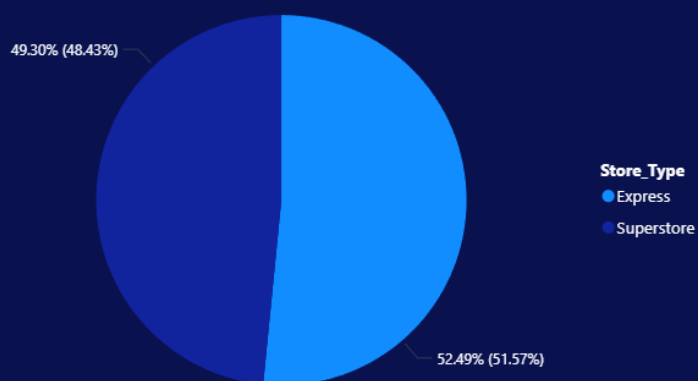
| Transaction_ID | Customer_ID | Transaction_Date | Store_ID | Product_Category | Amount | Quantity | Promotion_Applied | Transaction_month | Transaction_year |
|----------------|-------------|------------------|----------|------------------|--------|----------|-------------------|-------------------|------------------|
| T20008 | C1199 | 07 June 2025 | S107 | Clothing | 432.5 | 7 | No | Jun | 2025 |
| T20018 | C1015 | 02 June 2025 | S101 | Clothing | 406.08 | 6 | Yes | Jun | 2025 |
| T20019 | C1198 | 20 October 2024 | S104 | Clothing | 209.84 | 7 | No | Oct | 2024 |
| T20034 | C1158 | 24 May 2025 | S110 | Clothing | 477 | 6 | Yes | May | 2025 |
| T20036 | C1107 | 22 May 2025 | S110 | Clothing | 294.33 | 3 | Yes | May | 2025 |
| T20041 | C1170 | 10 October 2024 | S105 | Clothing | 51.98 | 7 | No | Oct | 2024 |
| T20054 | C1246 | 04 May 2025 | S110 | Clothing | 190.84 | 4 | No | May | 2025 |



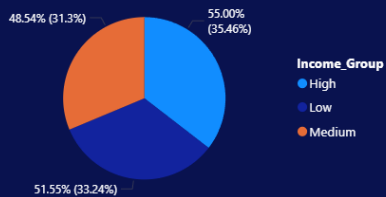
TASK 2:



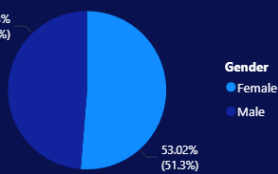
Churn rate by Store_Type



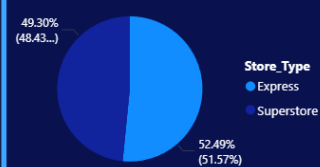
Churn rate by Income_Group



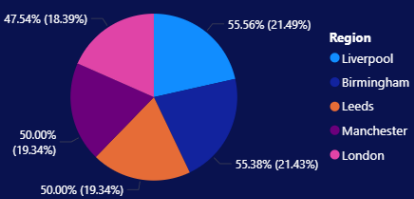
Churn rate by Gender



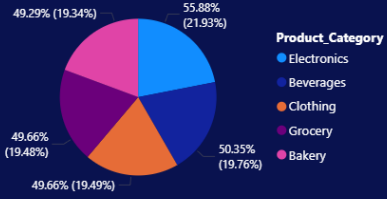
Churn rate by Store_Type

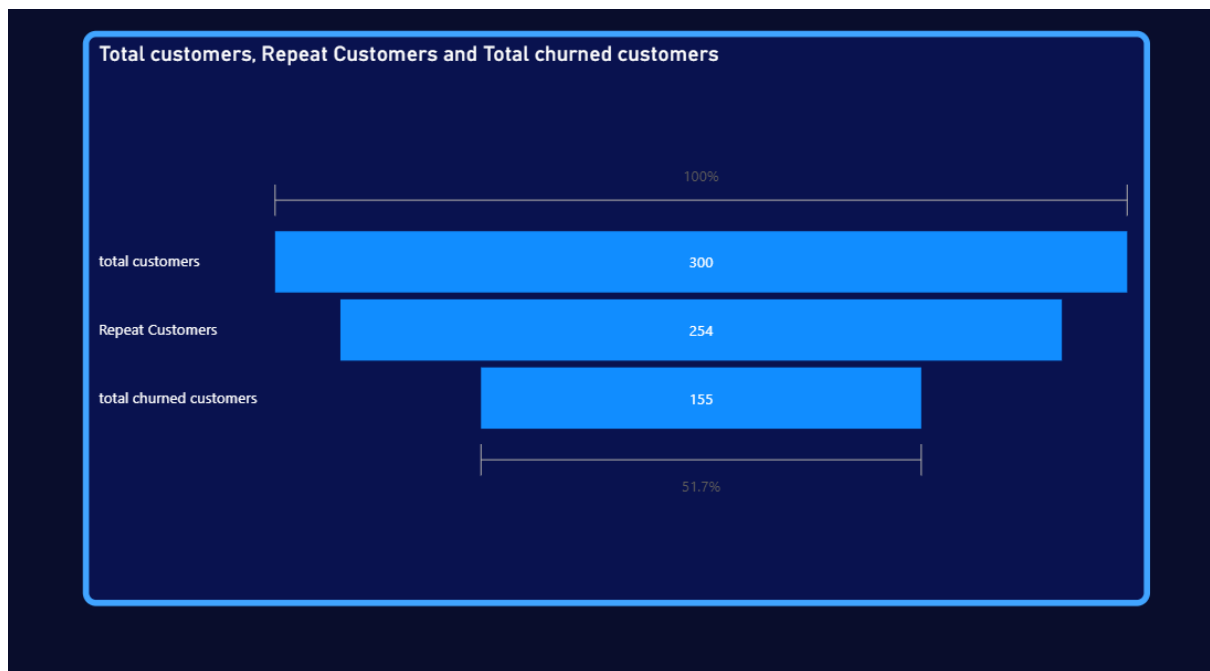


Churn rate by Region

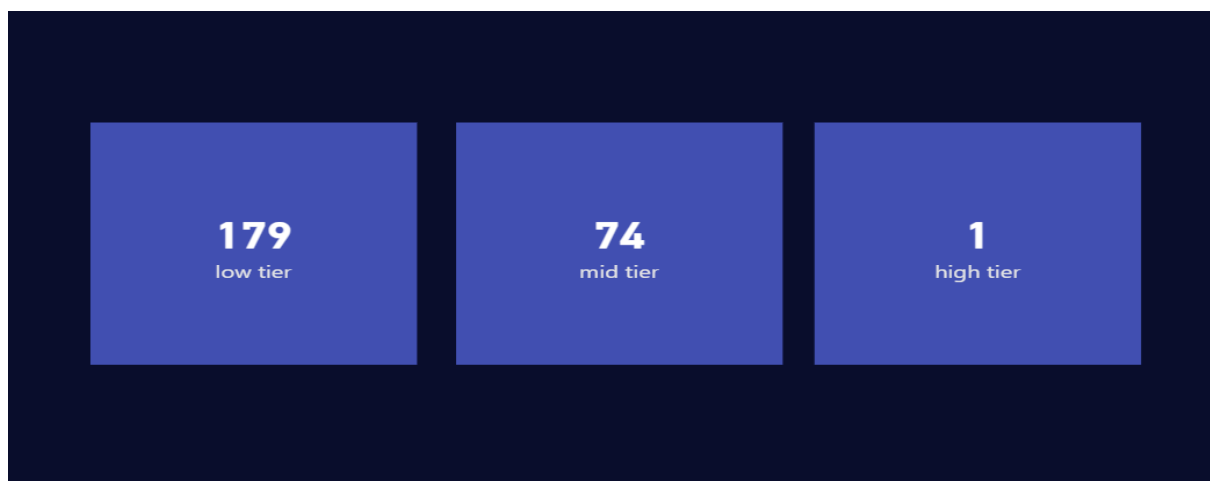


Churn rate by Product_Category

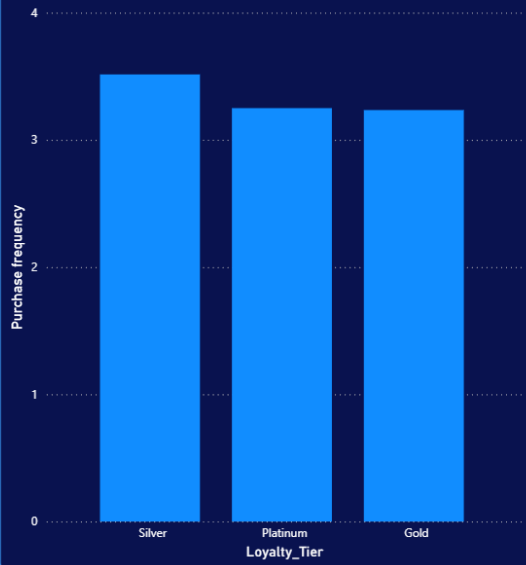




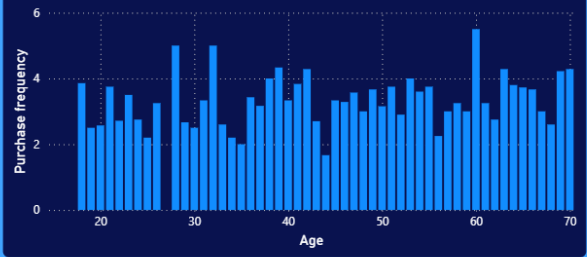
TASK 3:



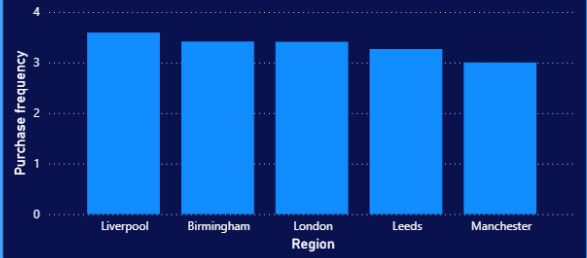
Purchase frequency by Loyalty_Tier



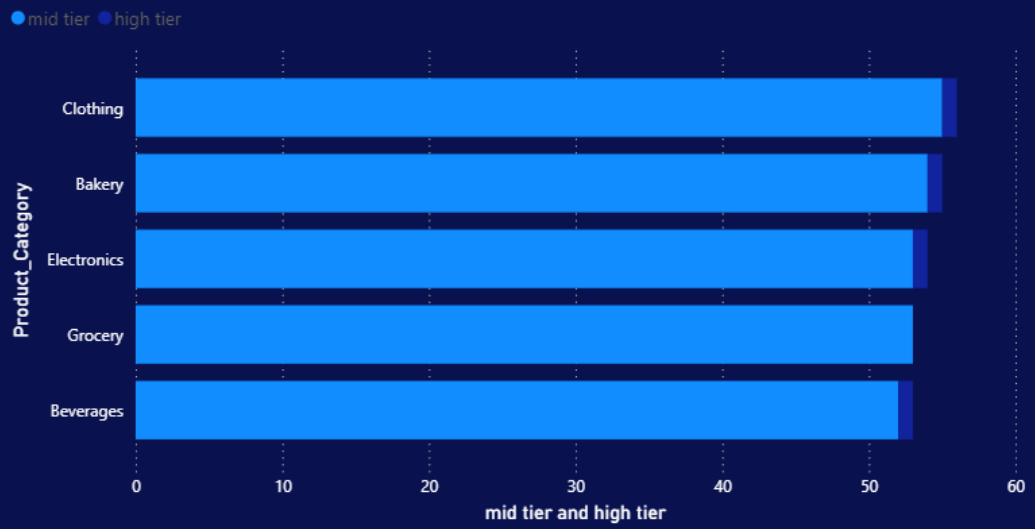
Purchase frequency by Age



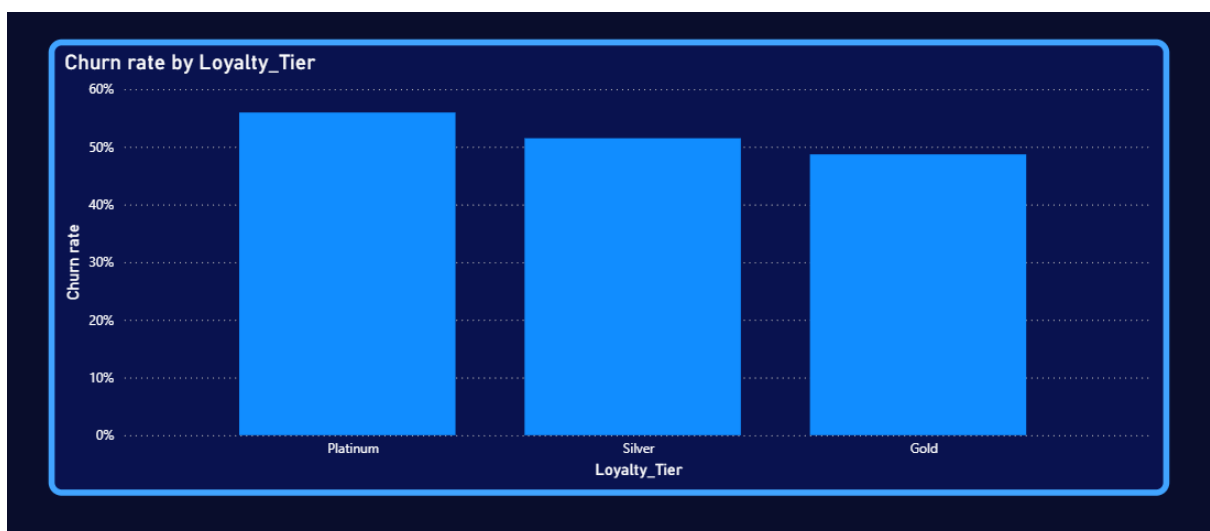
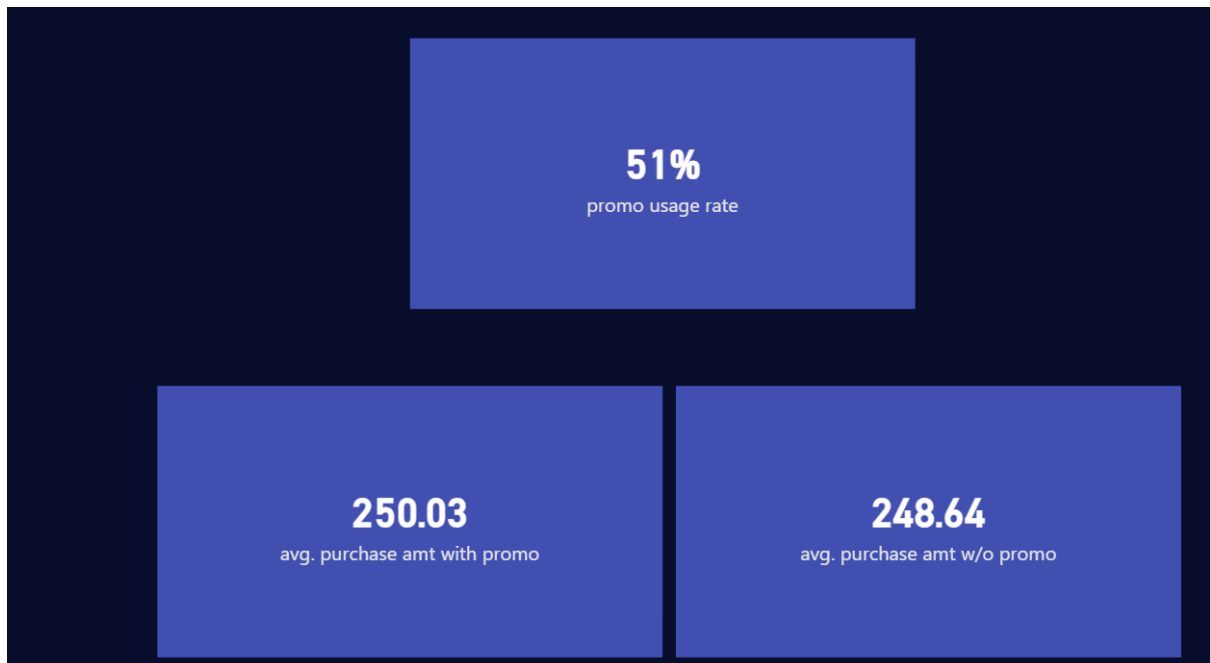
Purchase frequency by Region



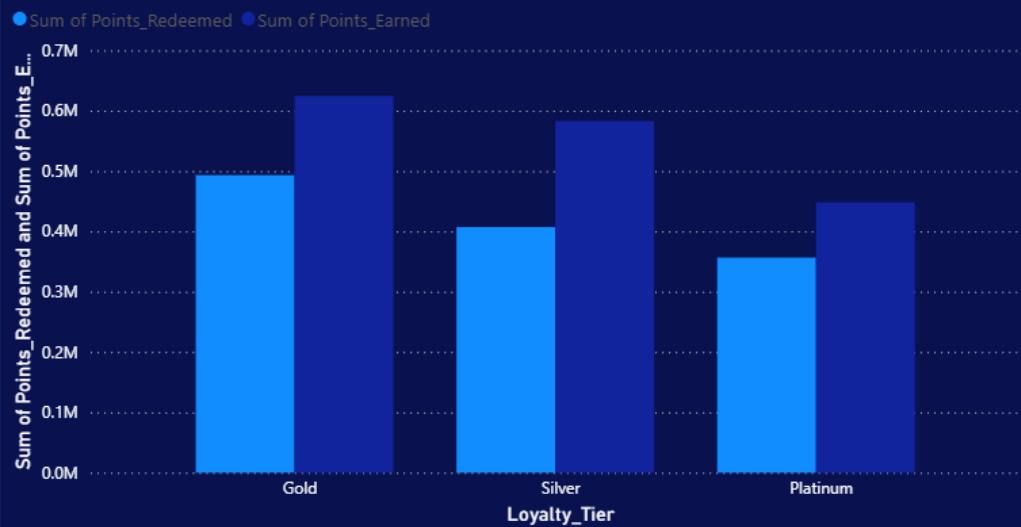
Mid tier and High tier by Product_Category



TASK 4:



Total Points_Redeemed and Total Points_Earned by Loyalty_Tier



To increase redemption,

Send personalized app notifications or offers with the products they are interested in, to make them spend their loyalty points.

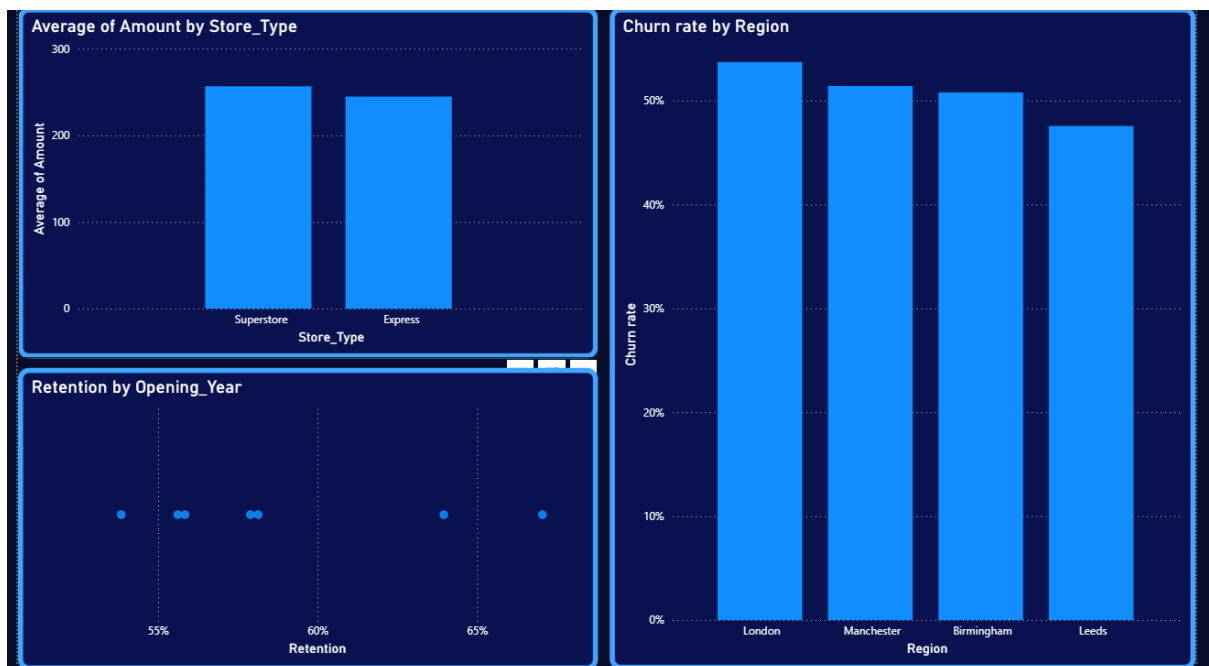
To increase retention,

Provide easy and simple checkouts. consistent pricing and inventory.

Use AI for in-demand products forecasting in every store.

Provide 10% less delivery charges for loyal customer.

TASK 5:



Campaigns:

Birmingham, Leeds, Liverpool : Billboards, Brochures, Magazines.

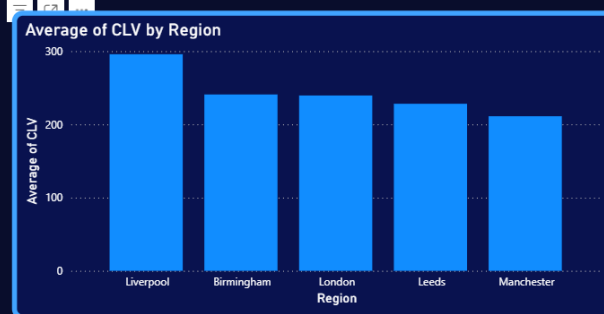
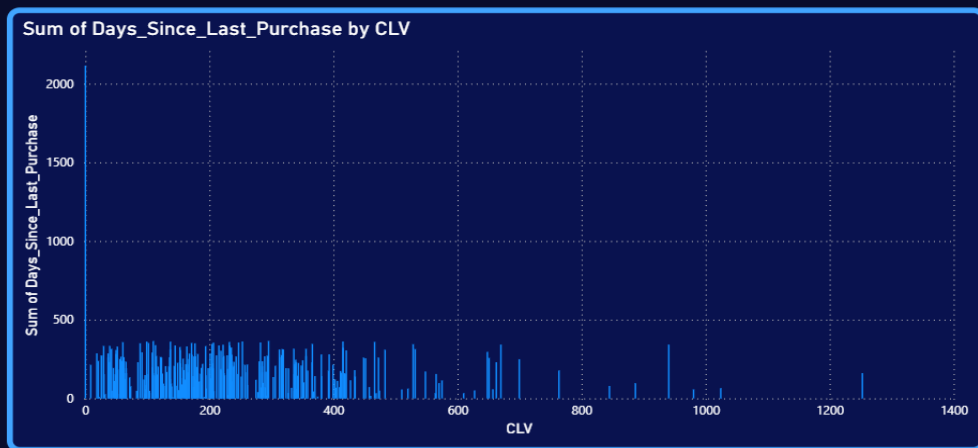
Note: In these regions, customers are aged above 30.

London, Manchester: Billboards, Social media, Magazines.

Note: In these 2 regions, customers are mixed age, primarily below 35.

TASK 6:

| Customer_ID | Average of CLV | |
|--------------|----------------|---------------|
| C1287 | ● | 1252.83 |
| C1038 | ● | 1024.49 |
| C1078 | ● | 980.65 |
| C1263 | ● | 940.70 |
| C1265 | ▲ | 886.88 |
| C1225 | ▲ | 844.97 |
| C1148 | ▲ | 763.60 |
| C1163 | ▲ | 699.59 |
| C1132 | ▲ | 669.98 |
| C1231 | ▲ | 662.60 |
| C1011 | ▲ | 657.07 |
| C1187 | ▲ | 650.87 |
| C1009 | ▲ | 648.14 |
| C1036 | ▲ | 627.52 |
| C1152 | ▲ | 609.93 |
| C1116 | ▲ | 575.04 |
| C1292 | ▲ | 570.31 |
| | ▲ | |
| Total | | 242.01 |



DRIVE LINK:

<https://drive.google.com/file/d/1w33dgxY-qf76rliSxXVSgdLoobpqG6Og/view?usp=sharing>