

FINAL DASHBOARD REPORT:





TOP 3 recommendations:

1. Identify products from different product categories which are causing Customers to churn. Example: In Liverpool Churn rate is high with customers who have buy Bakery & Clothing products.
2. Reach out to customers in risk category, give them free loyalty points or provide discounts.
3. Remind loyal & high value customers about their loyalty points and push them to use those points quickly.

To retain more customers TESCO should,

Give easy and simple checkouts to loyal and high value customers & encourage them to go higher in loyalty tier.

Also modify the product catalog based on price in some low income regions. for example, In Birmingham, People who have churned out are majorly Low income people.

Tesco should focus on:

- Creating urge in the customer to spend their loyalty points.
- Manage consistent inventory and consistent pricing.
- Why customers choosing the competitor, is it because of the offers, loyalty reward, easier checkout, product catalog.

DRIVE LINK:

<https://drive.google.com/file/d/1w33dgxY-qf76rliSxXVSqdLoobpqG6Og/view?usp=sharing>