

TASK 1:

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

File Home Help Table tools Column tools

membership_duration

Structure Formatting Properties Sort by column Data groups

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	1	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	1	No	Oct	2024
T20054	C1246	04 May 2025	S110	Clothing	190.84	4	No	May	2025

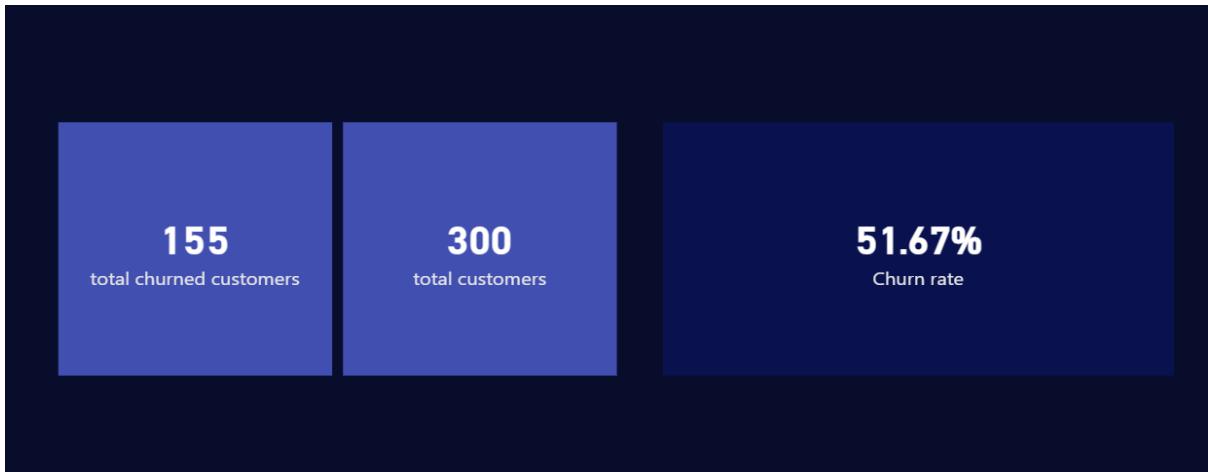

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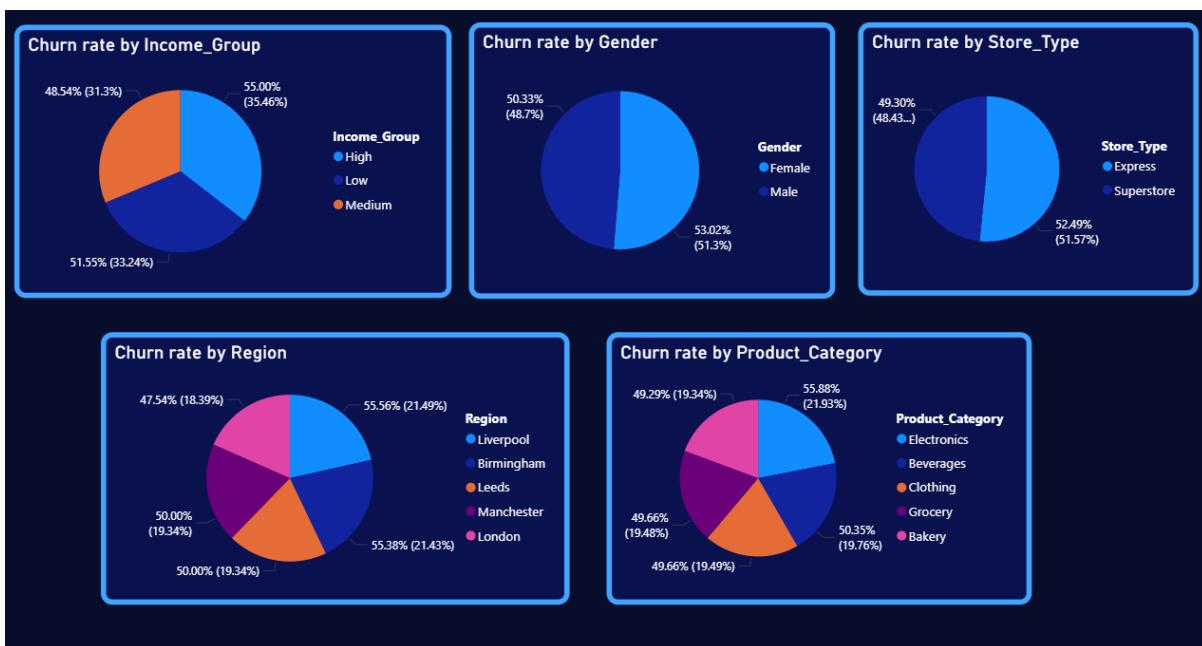
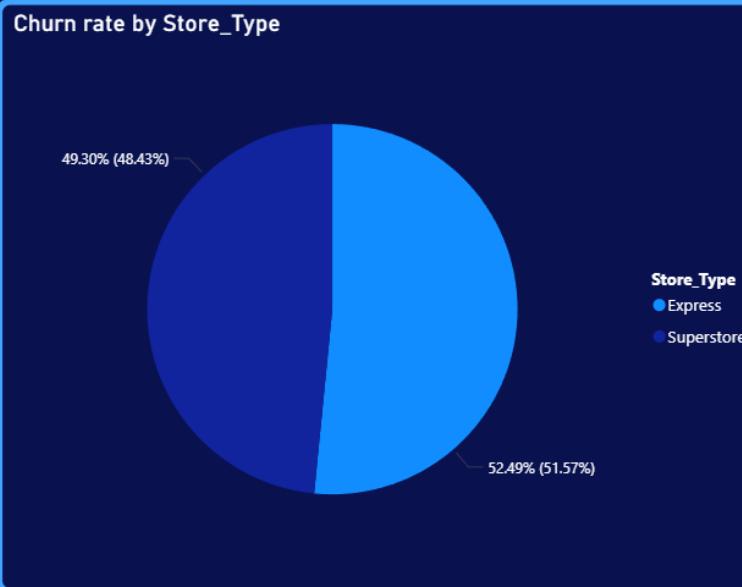
    graph TD
        SL[Store_Locations] --- CDT[Customer_Demographics]
        SL --- CT[Customer_Transactions]
        LP[Loyalty_Program] --- CDT
        LP --- M[Measures_table]
        CT --- CDT
        CDT --- CLC[Churn_Labelled_Customers]
    
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The diagram illustrates the data model structure. It shows six tables connected via relationships:

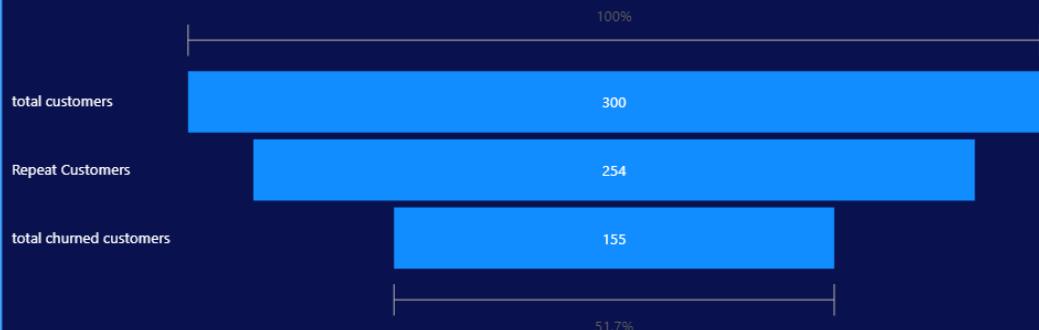
- Store_Locations** is connected to **Customer_Demographics** and **Customer_Transactions**.
- Loyalty_Program** is connected to **Customer_Demographics** and **Measures_table**.
- Customer_Transactions** is connected to **Customer_Demographics**.
- Customer_Demographics** is connected to **Churn_Labelled_Customers**.

TASK 2:



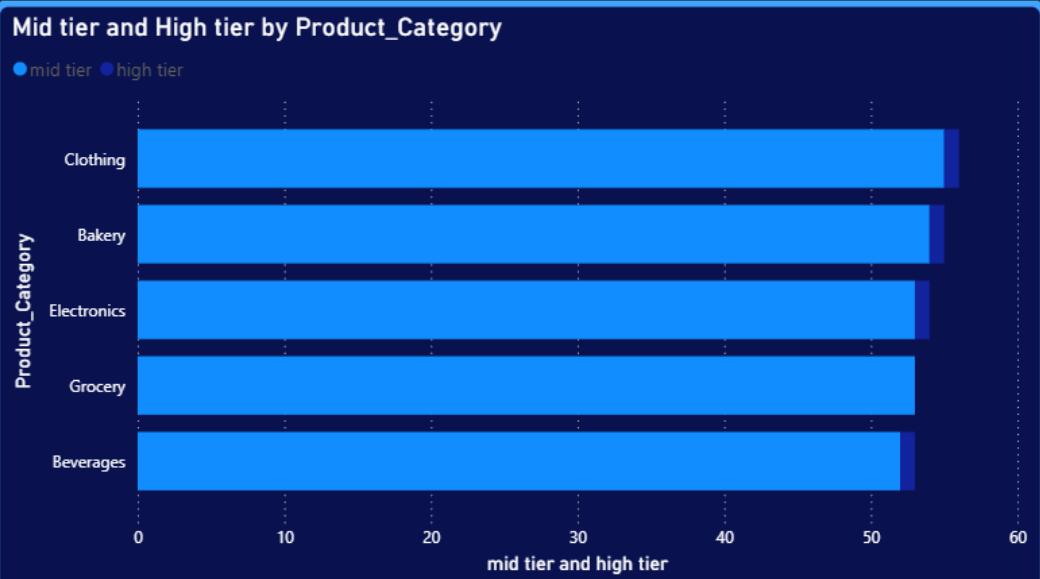
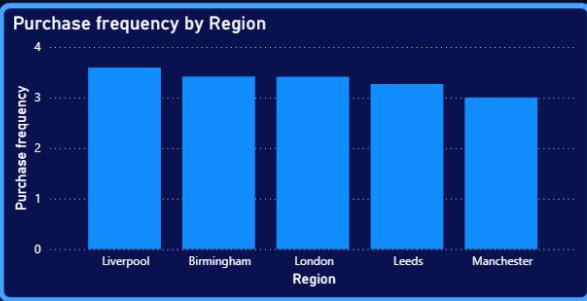
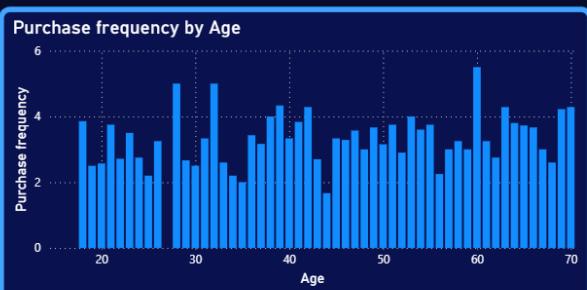
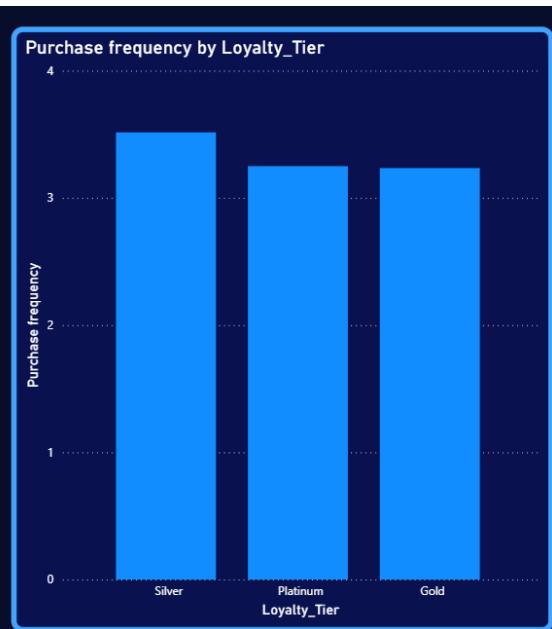


Total customers, Repeat Customers and Total churned customers

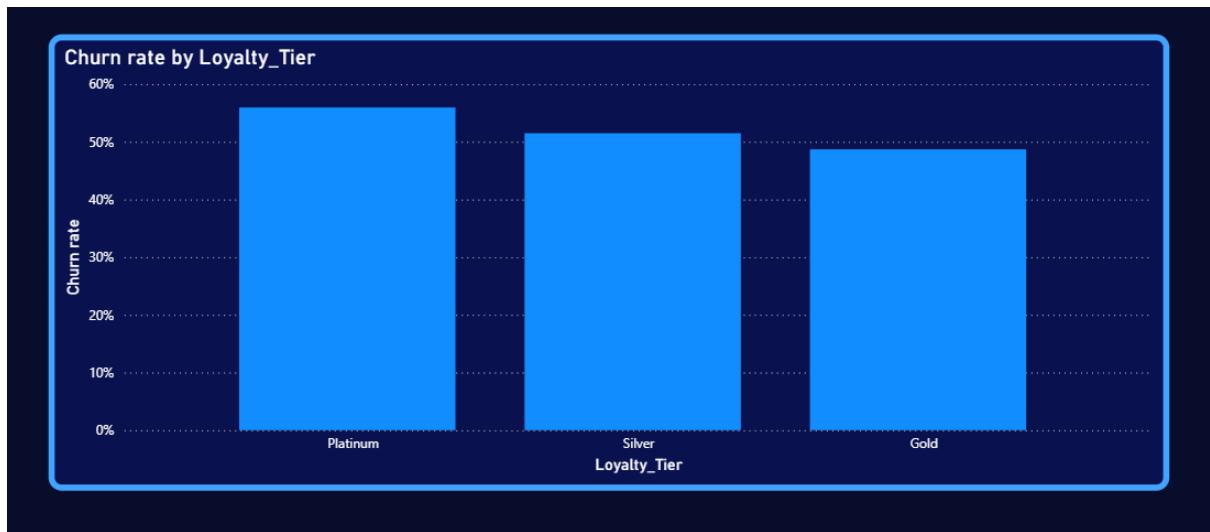
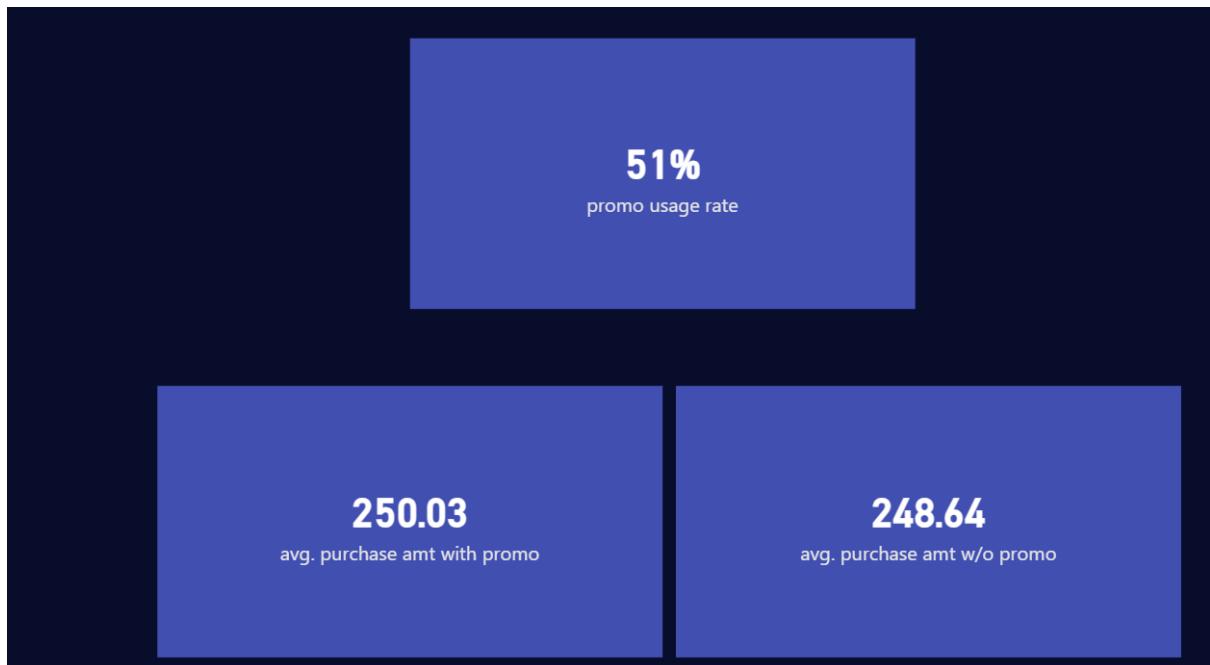


TASK 3:



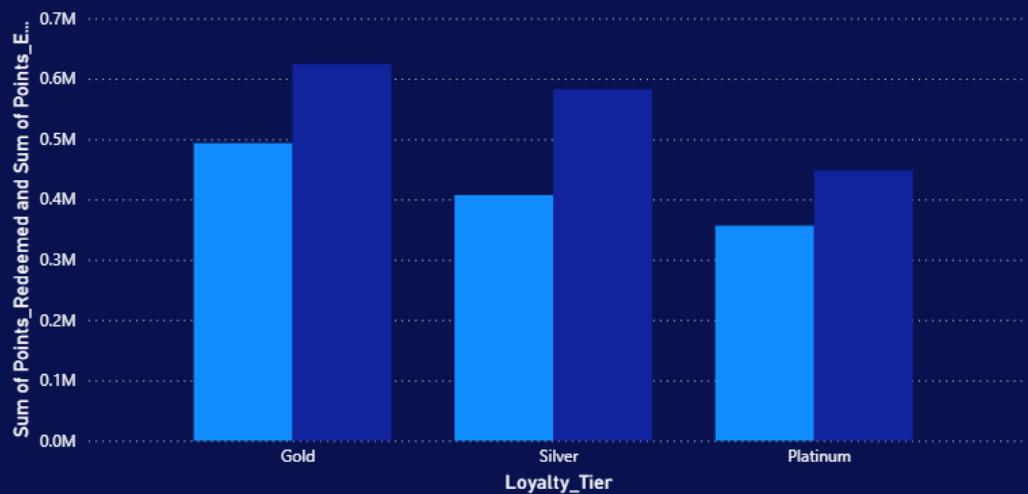


TASK 4:



Total Points_Redeemed and Total Points_Earned by Loyalty_Tier

● Sum of Points_Redeemed ● Sum of Points_Earned



To increase redemption,

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

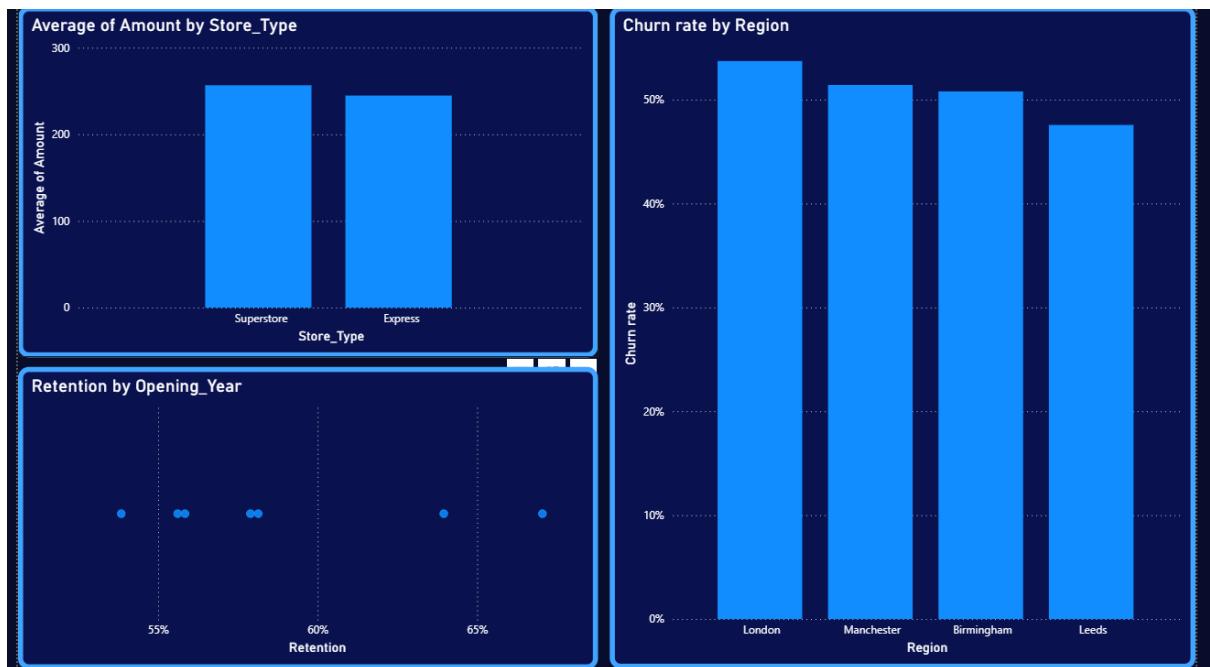
To increase retention,

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.

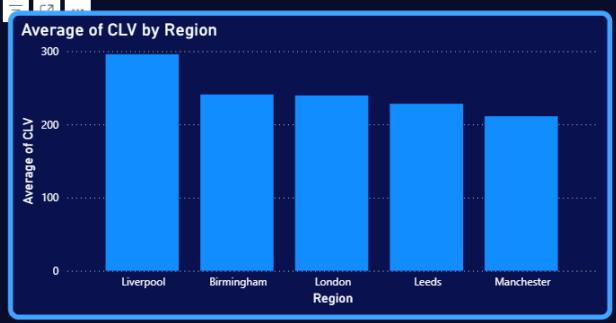
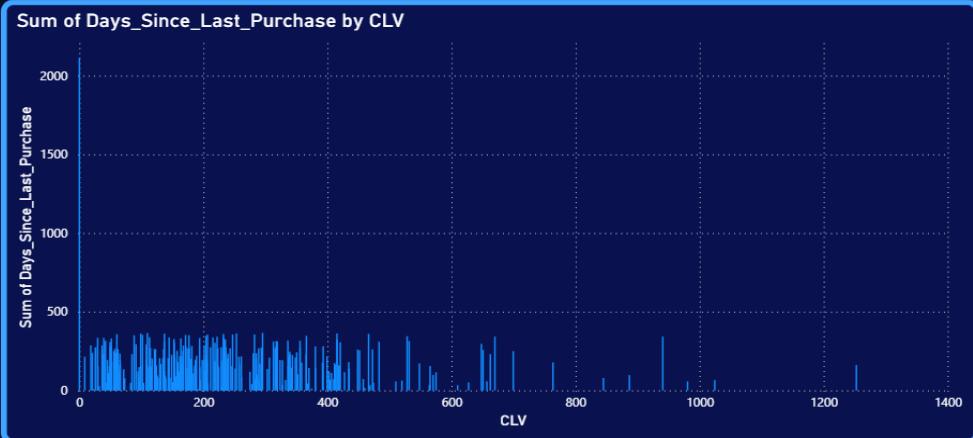
Note: In these regions, customers are aged above 30.

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/1w33dqxY-qf76rliSxXVSgdLoobpqG6Og/view?usp=sharing>