Customer Retention and Loyalty Analysis in a D2C Fashion Brand

Business Context

Direct-to-consumer (D2C) fashion brands rely heavily on customer loyalty, repeat purchases, and effective marketing campaigns to sustain growth. As brands scale, understanding customer behavior becomes critical for improving retention, optimizing campaigns, and strengthening long-term revenue.

This project simulates transaction data for a D2C fashion brand operating across multiple cities, sales channels, and campaign types. The goal is to analyze customer purchasing behavior and identify patterns that influence loyalty, repeat purchases, and revenue growth.

Business Problem

- Which customers contribute the most long-term value

- Which campaigns actually drive repeat purchases

- Whether customers who interact with both store and online channels behave differently

- How business performance changes over time

Key Analytical Questions

Retention:
What percentage of customers return, and how long does it take for them to make their next purchase?

Segmentation:
Which customer segments generate the most revenue and how are customers distributed across behavioral groups?

Campaign Impact:
Which campaign types generate the highest revenue and which ones attract repeat customers?

Omnichannel Behavior:
Do customers who interact with both store and online channels show stronger engagement or spending patterns?

Time Trends:
How do orders, customers, and revenue change month by month, and are there observable growth patterns?