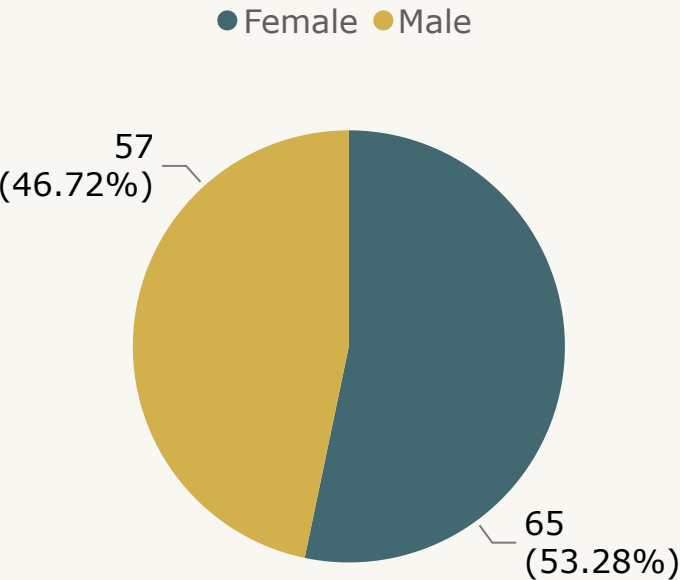
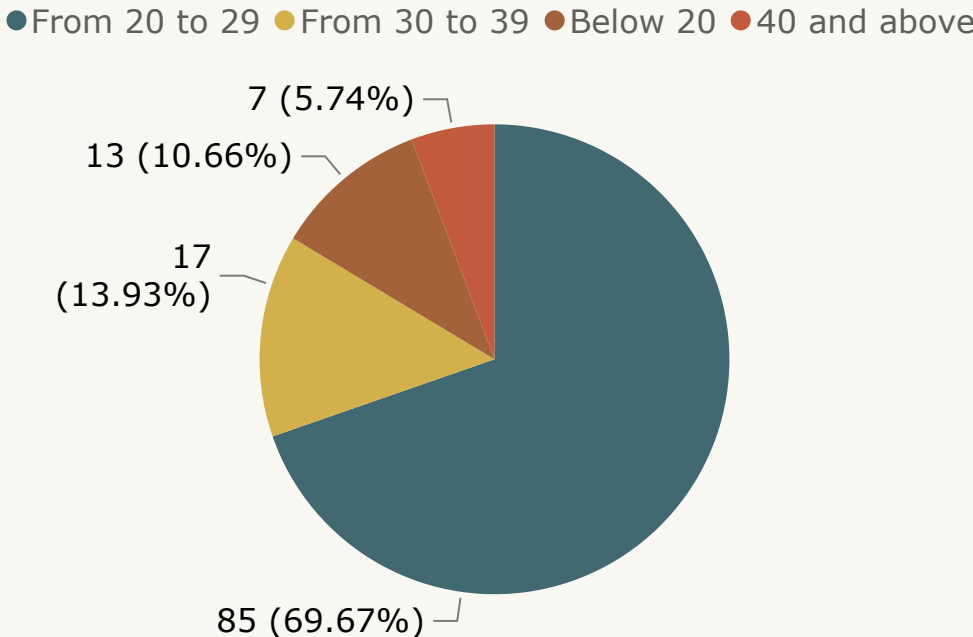


Coffee House Customer Retention Analysis

Customers by Gender



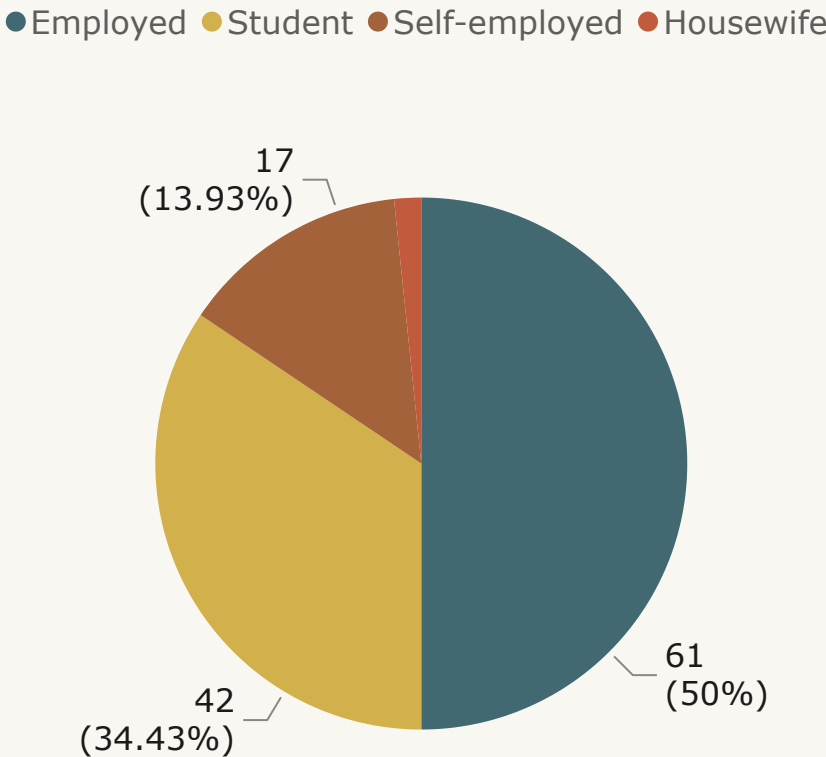
Customers by Age



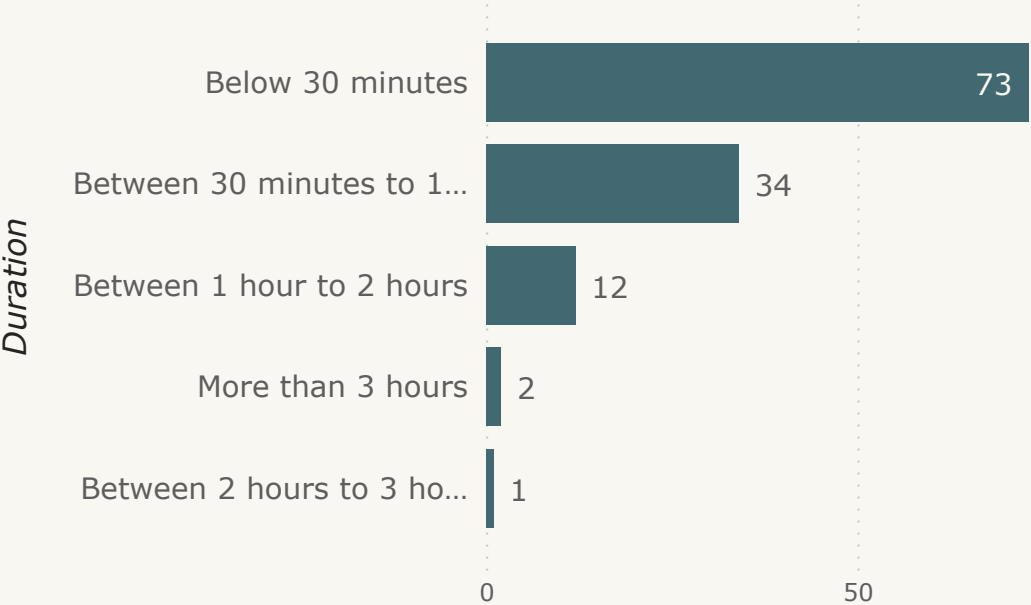
Percentage of card membership holders

49%

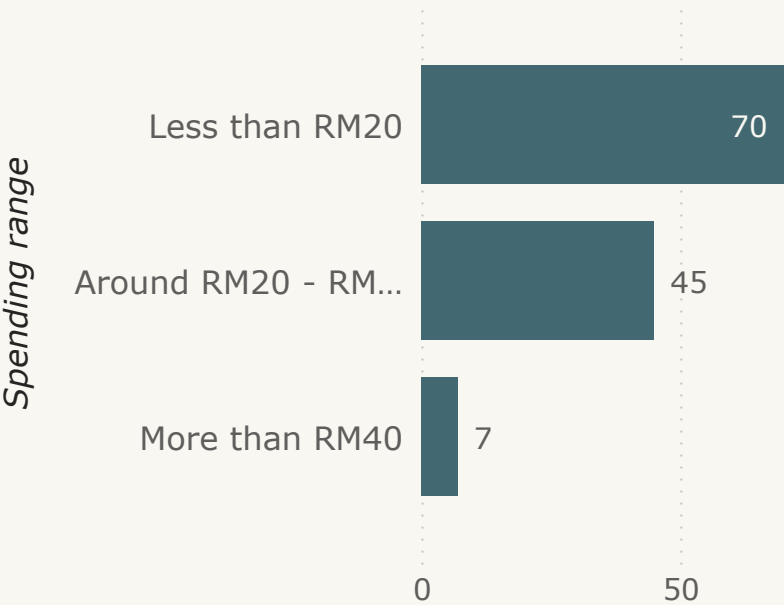
Customers by occupation



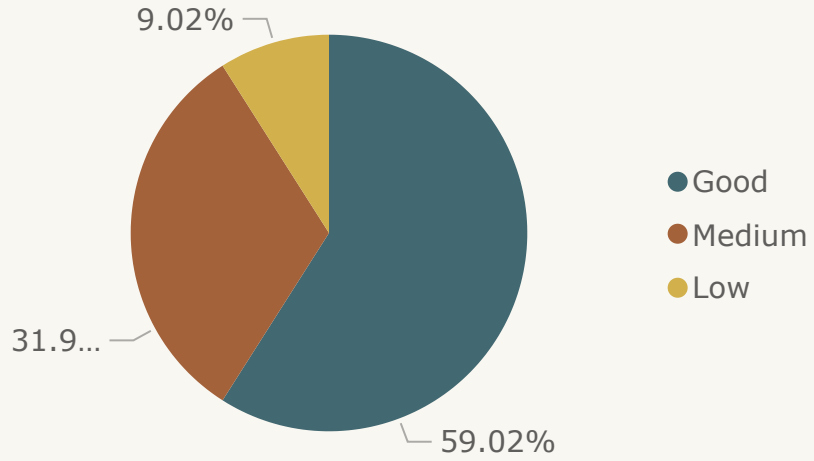
Time spent in the coffee house



Average spending



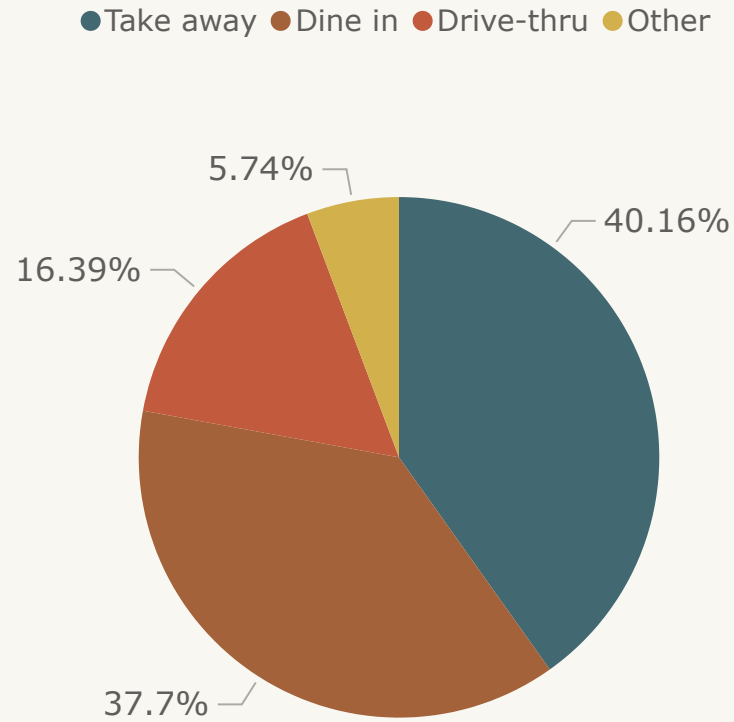
Coffee House quality



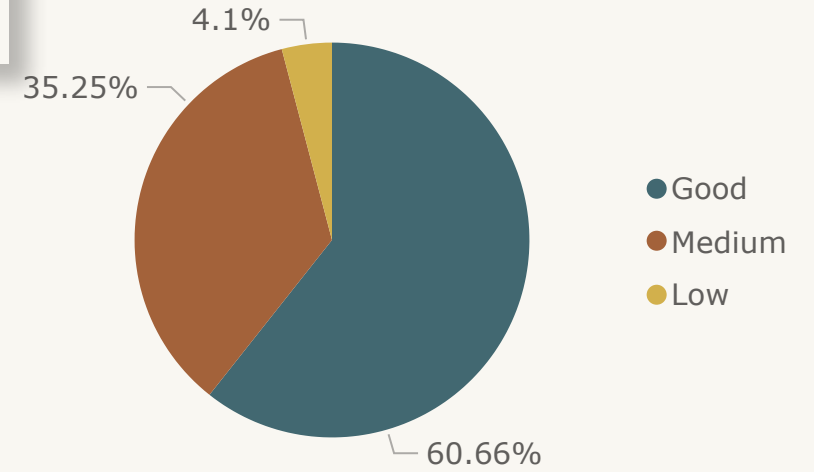
Will you continue buying from Coffee House ?

- ☐ No
- ☐ Yes

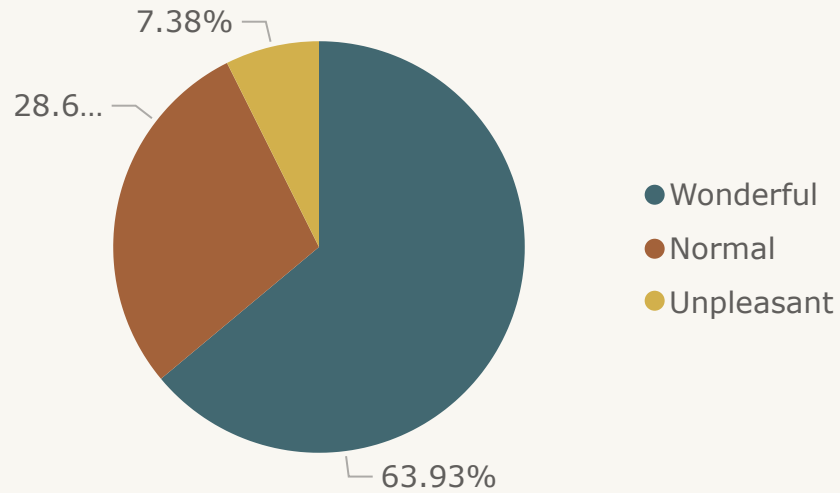
How do you enjoy Coffee House ?



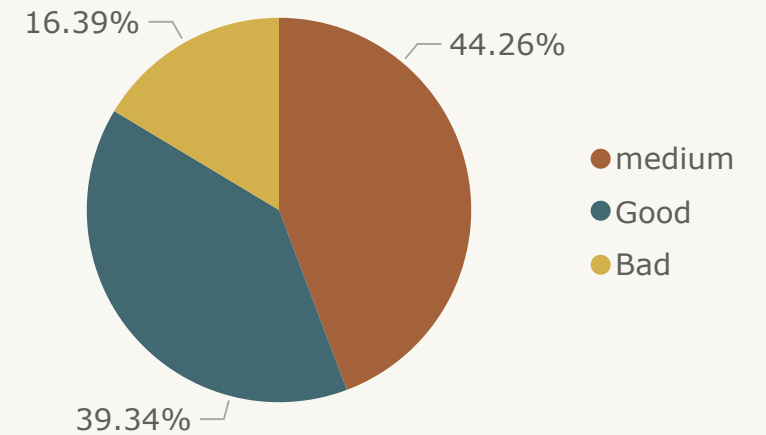
Service rate



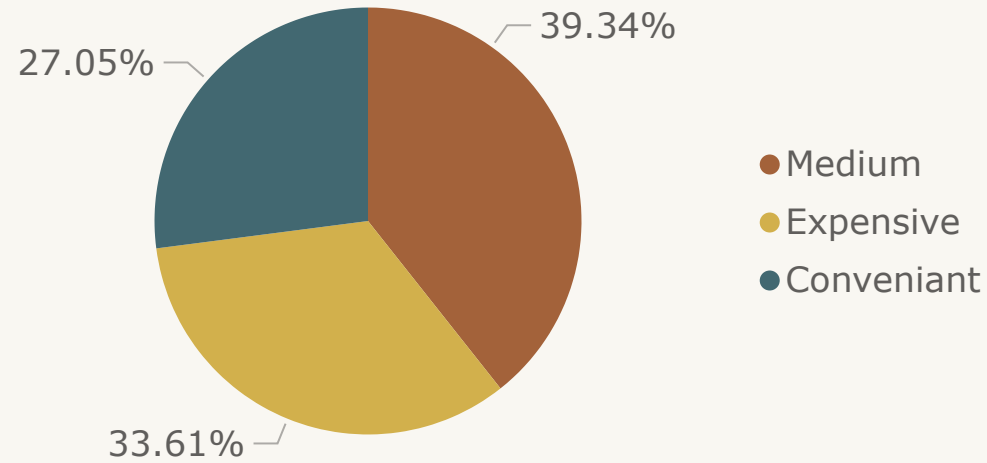
Ambiance rate



WiFi quality



Price rate



Will you continue buying from Coffee House ? ▾

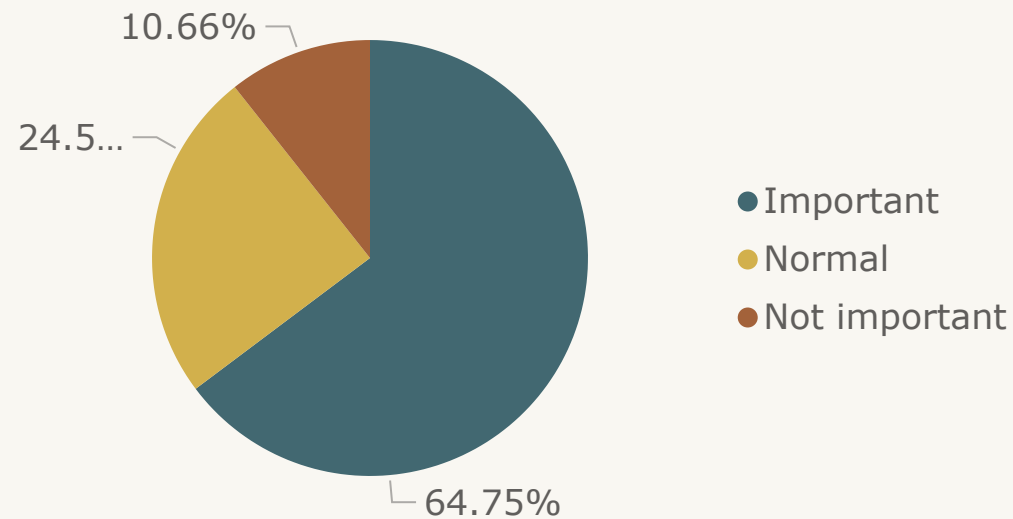
☐ No

☐ Yes

What do you most frequently purchase at Coffee House ?

Coffee	Cold drinks	Pastries	Sandwiches	Juices
84	38	16	8	4

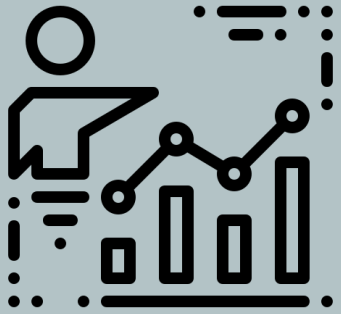
Importance of Sales and Promotions



How do you come to hear of promotions at Coffee House ?

Social Media	Friends	Starbucks	InStore
90	49	35	21

Solutions & Recommendations



- Evaluate the pricing structure in comparison to competitors.
- Consider running promotions to increase higher spending.
- Promote the benefits of having a membership card, such as exclusive discounts and rewards.
- Introduce loyalty initiatives to encourage repeat visits among members.
- Tailor marketing campaigns to specific customer segments based on their preferences and behaviors.
- Enhance the overall ambiance, including lighting and music, to create a more enjoyable customer experience.
- Leverage online platforms and social media to reach a broader audience.
- Foster a sense of community by hosting events or activities that encourage socializing.
- Benchmark against industry leaders and adapt strategies that align with customer expectations.

