

Loyalty Program Analysis in Retail Company

Quick measure

Total Customers

1750

Total Products

3080

Total Sales

3,9M

Number of Purchase

60

Average Basket

5

Loyalty

Non-Loyalty

Shop

All

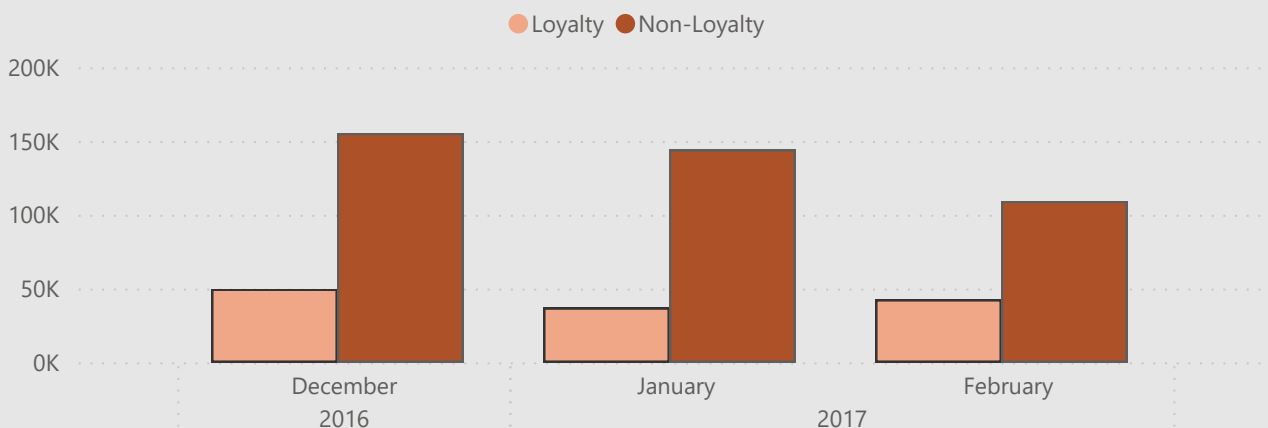
Month

January

February

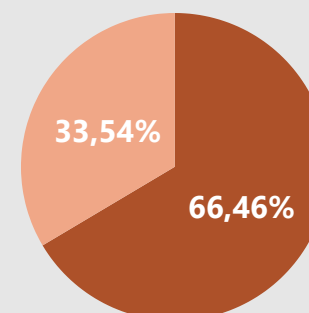
December

Total Quantity by Loyalty Program

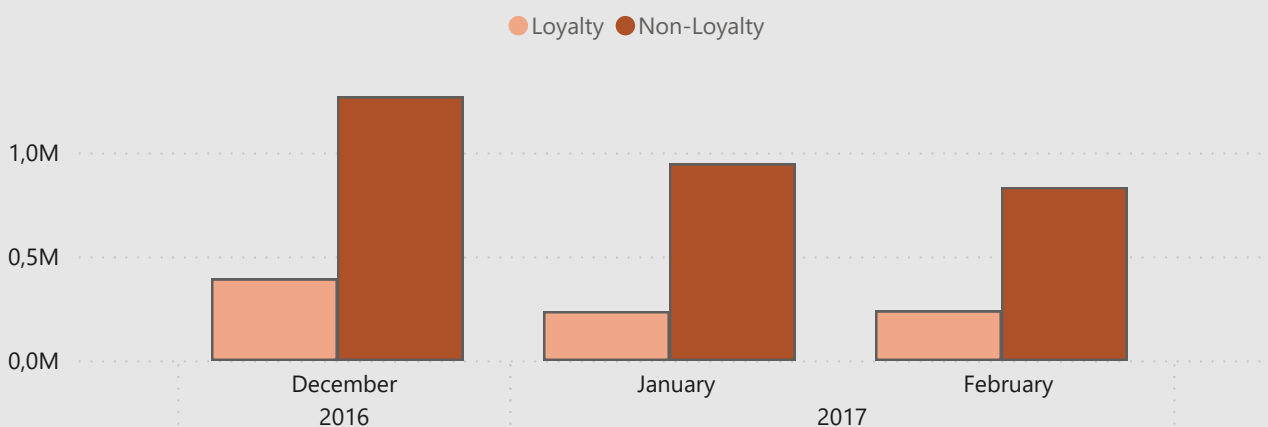


Customers by Loyalty Program

Legend: Non-Loyalty (Dark Orange), Loyalty (Light Orange)



Total Sales by Loyalty Program



Percent of Customers by Loyalty Program

Legend: Loyalty (Light Orange), Non-Loyalty (Dark Orange)

