

Retail Purchase results

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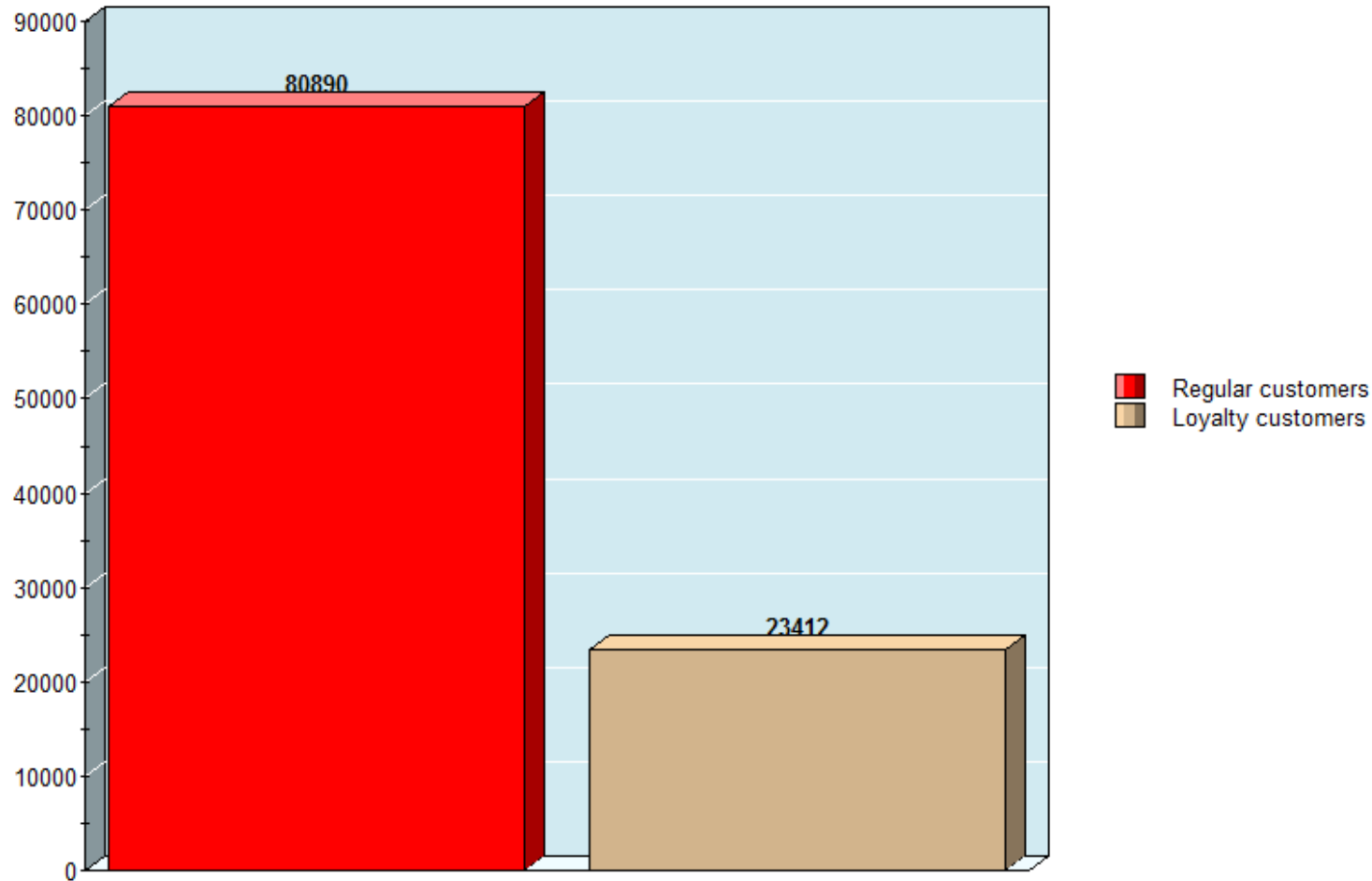
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General Findings

- From looking at the general data, 22% of customers are under the loyalty program.
- The average total and quantity between loyalty customers is nearly non-existent. The average grand total is 13-14, while the average quantity is 11.
- Looking at all the shops, Shop 0 is the most popular store by a large margin.
- Customers under the loyalty program do not buy or spend more than normal customers who aren't under the program.

How many people are in the loyalty program?



Calculating from the full dataset, we can see that 22% of users are under the loyalty program.

What is the average total and quantity purchased by loyalty program?

- For customers that are under the loyalty program, their average quantity is 11 items, while their total purchase being 14.
- For customers that are NOT under the loyalty program, their average quantity is 11 items, while their total purchase is 13
- There is only a slight difference between loyalty customers and regular customers, and the difference isn't even that great.

Which store is most popular?



As we can see on the graph, the difference between shop 0 and every other shop is by a large margin.

There is a 35k difference in purchases between shop 0 and shop 1, which is second top in terms of popularity.

Are customers under the loyalty program spend more and/or buy more than those customers that aren't under the loyalty program?

- I was able to conduct two t-tests and test the hypotheses on whether customers under the loyalty program spend or buy more than those that aren't.
- From my testing, I concluded that there is no statistical difference between customers that are under the loyalty program, and those who aren't.

Dashboard Link

[Retail Purchases Dashboard | Tableau Public](#)