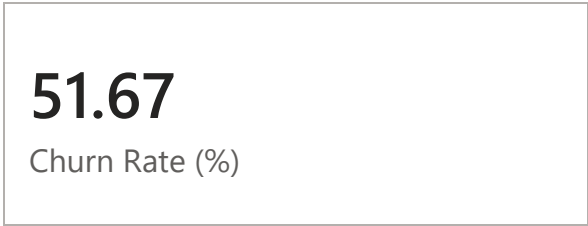# Churn Rate of Customer

Churn Rate (%) by Income_Group

51.67
Churn Rate (%)

Pie chart values:
- 54.63... (35....) — High
- 51.11111... (33.13%) — Low
- 48.54... (31.4...) — Medium

Income_Group
- High
- Low
- Medium
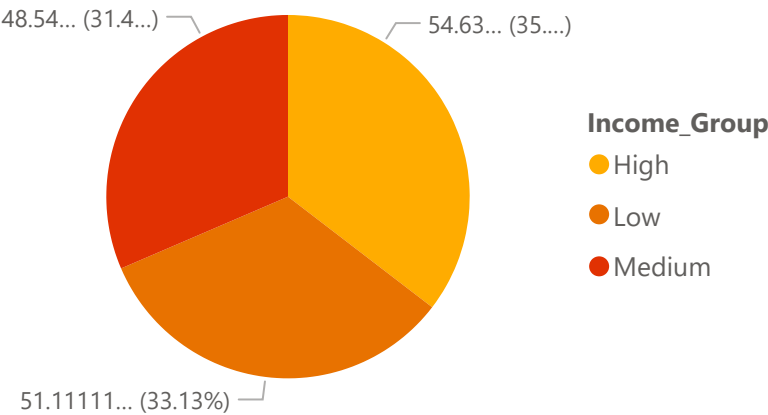
Repeat Customers, Total Customers and Churned Customers by Region

100%

Region	Value
London	229
Birmingham	191
Manchester	96
Leeds	82

35.8%
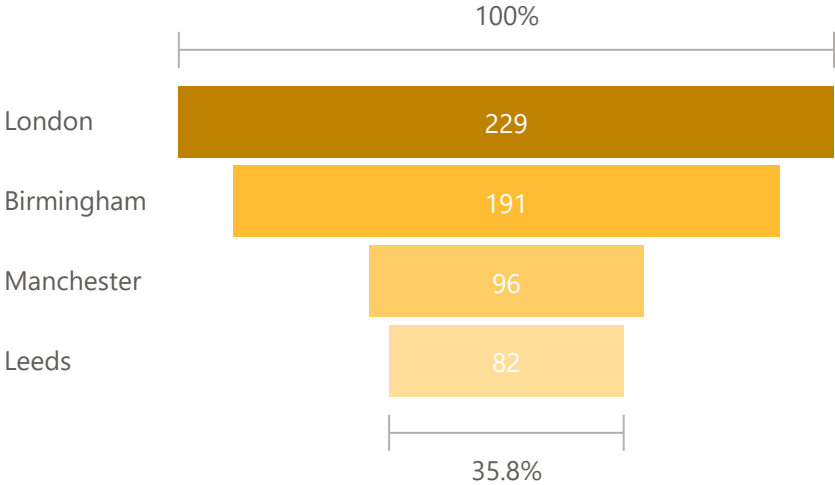
Churn Rate (%) by Region and Store_Type

Y-axis: Churn Rate (%) — 45, 50, 55

X-axis (Store_Type): Express / Superstore (Birmingham), Superstore (Leeds), Express / Superstore (London), Express / Superstore (Manchester)
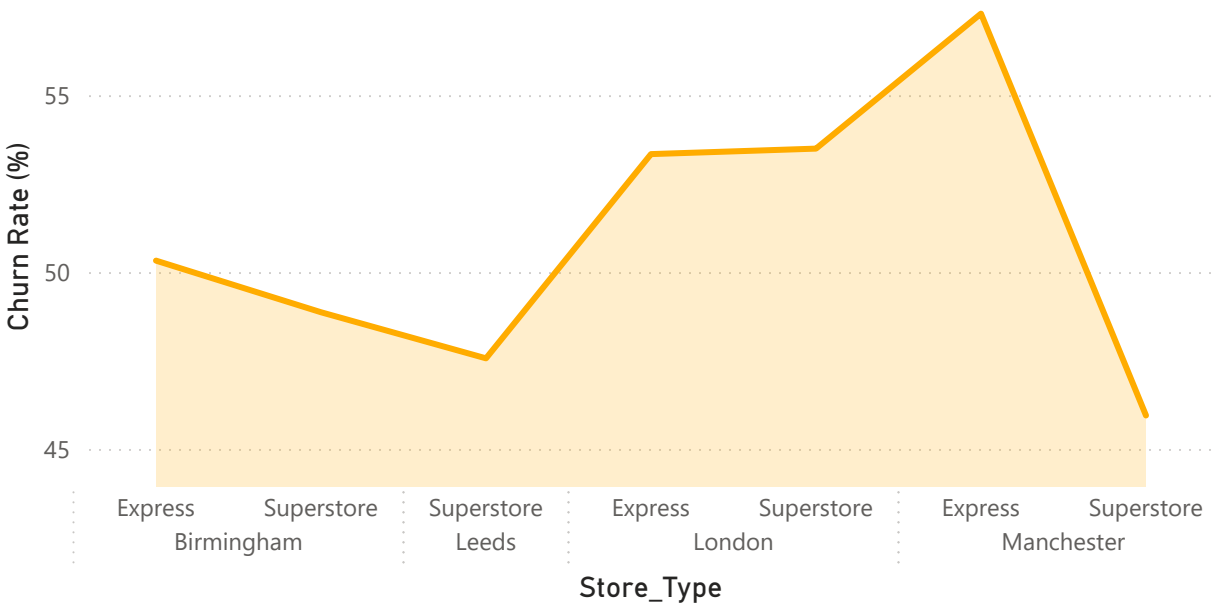
Top 5 Segments with Highest Churn Rate (%)

Region	Churn Rate (%)
Birmingham	56
Liverpool	53
Manchester	50
Leeds	49
London	48

X-axis: Churn Rate (%) — 0, 20, 40, 60
Y-axis: Region
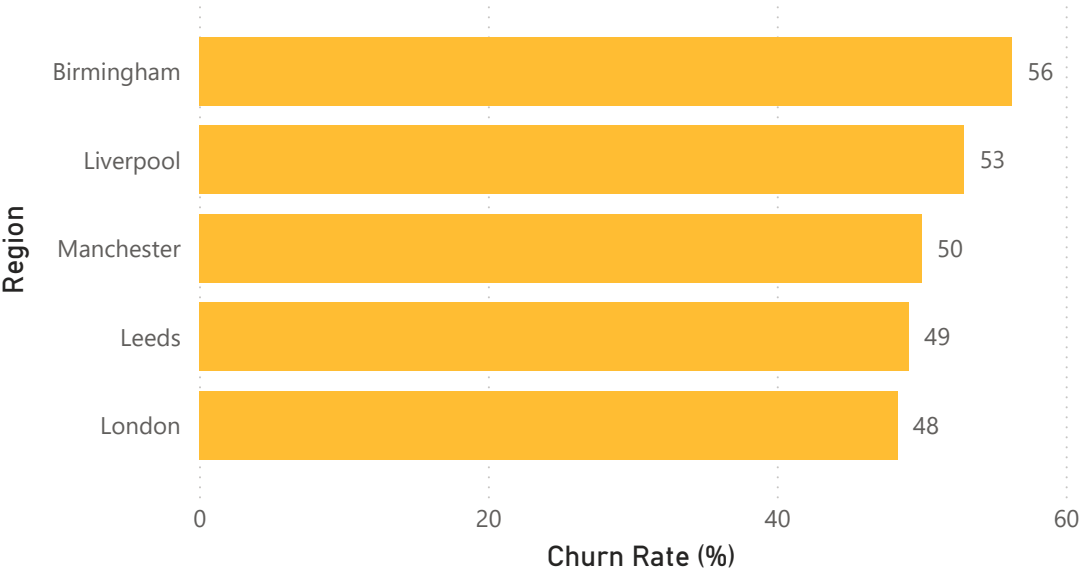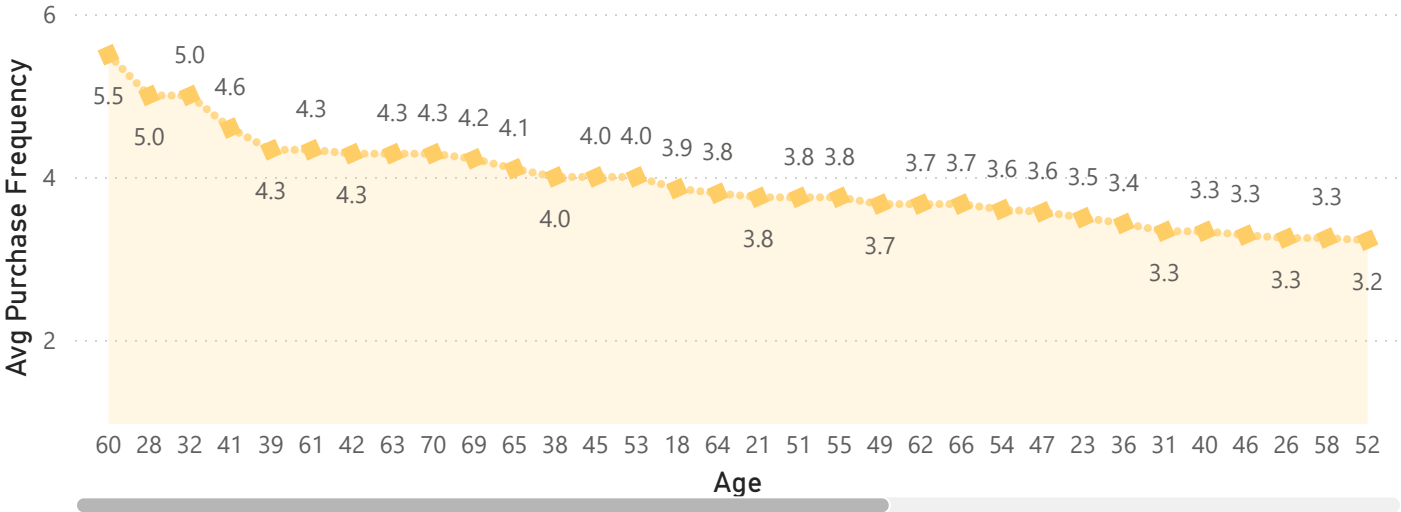
Avg Purchase Frequency by Region
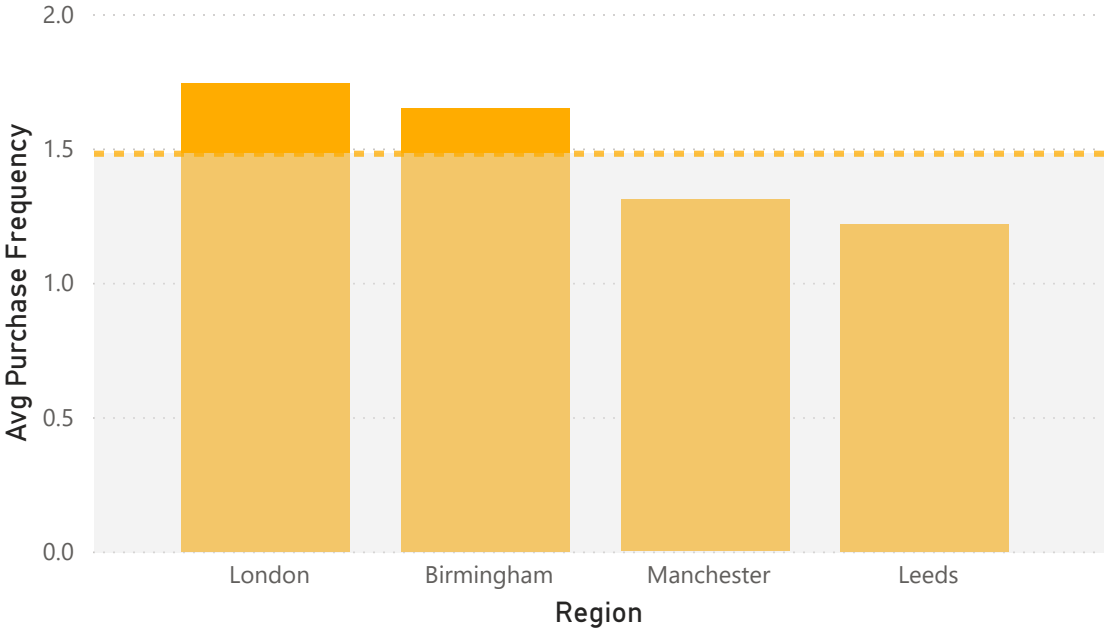
Total Purchases by Product_Category
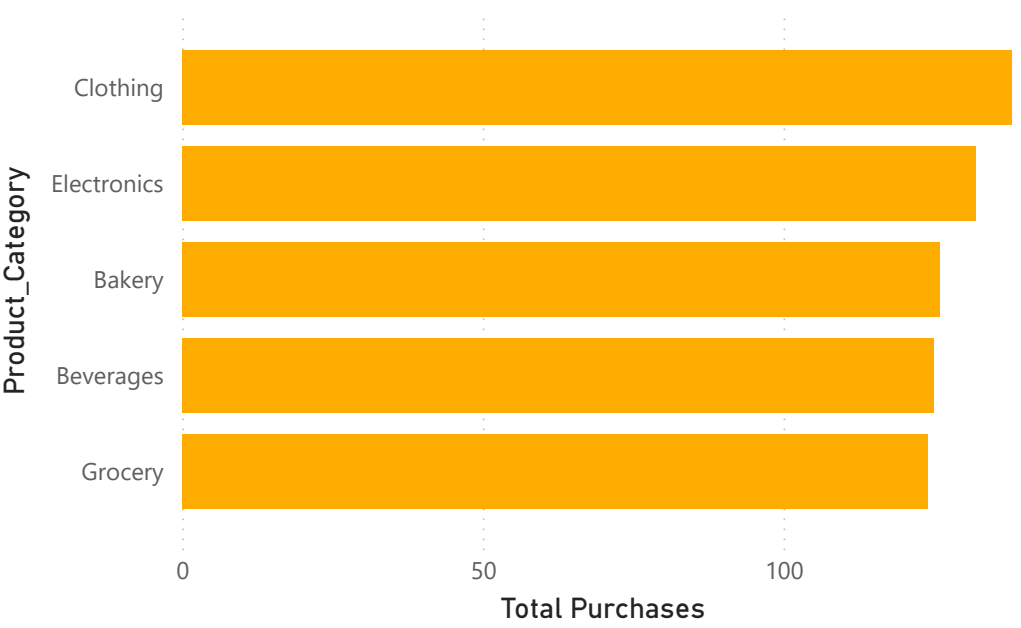
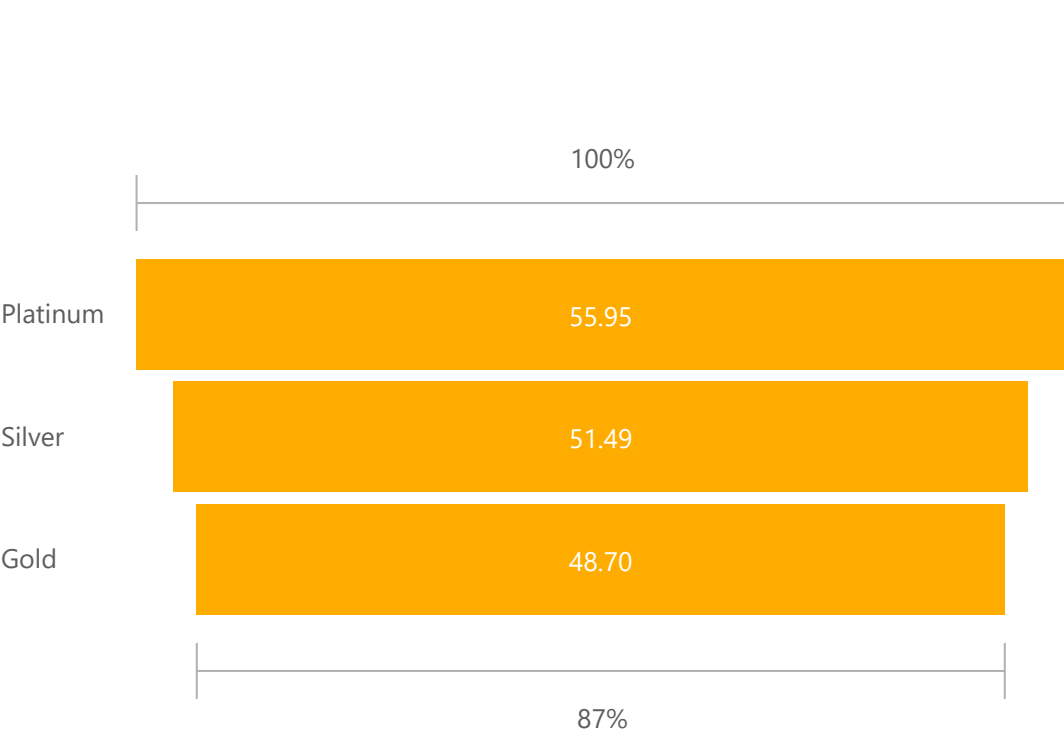## Avg Purchase Frequency by Age

Avg Purchase Frequency by Loyalty_Tier

Loyalty_Tier
- Silver
- Platinum
- Gold

3.3513513... (32.38%)   3.585858... (34.65%)

3.4125 (32.97%)
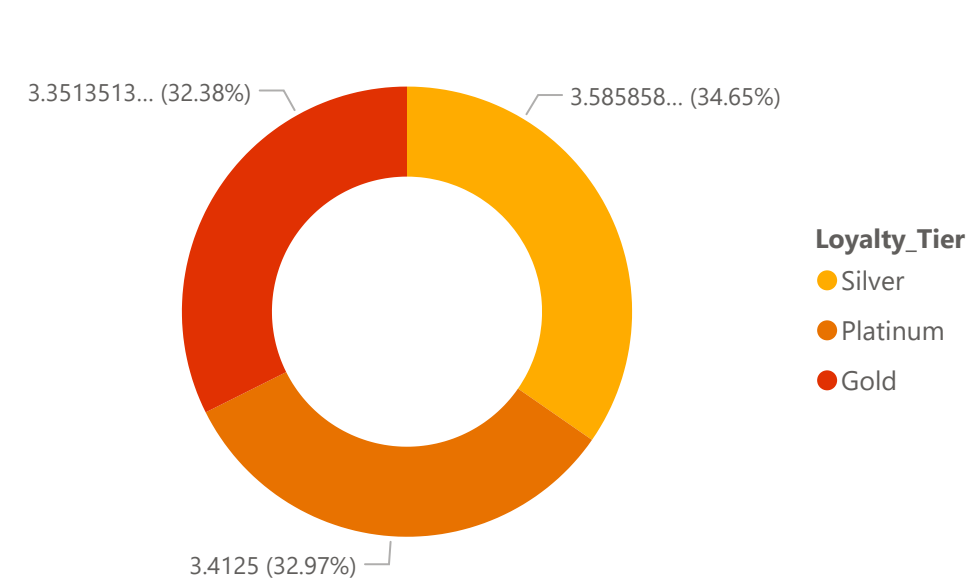
Points_Redeemed and Points_Earned by Loyalty_Tier

● Average of Points_Redeemed ● Average of Points_Earned
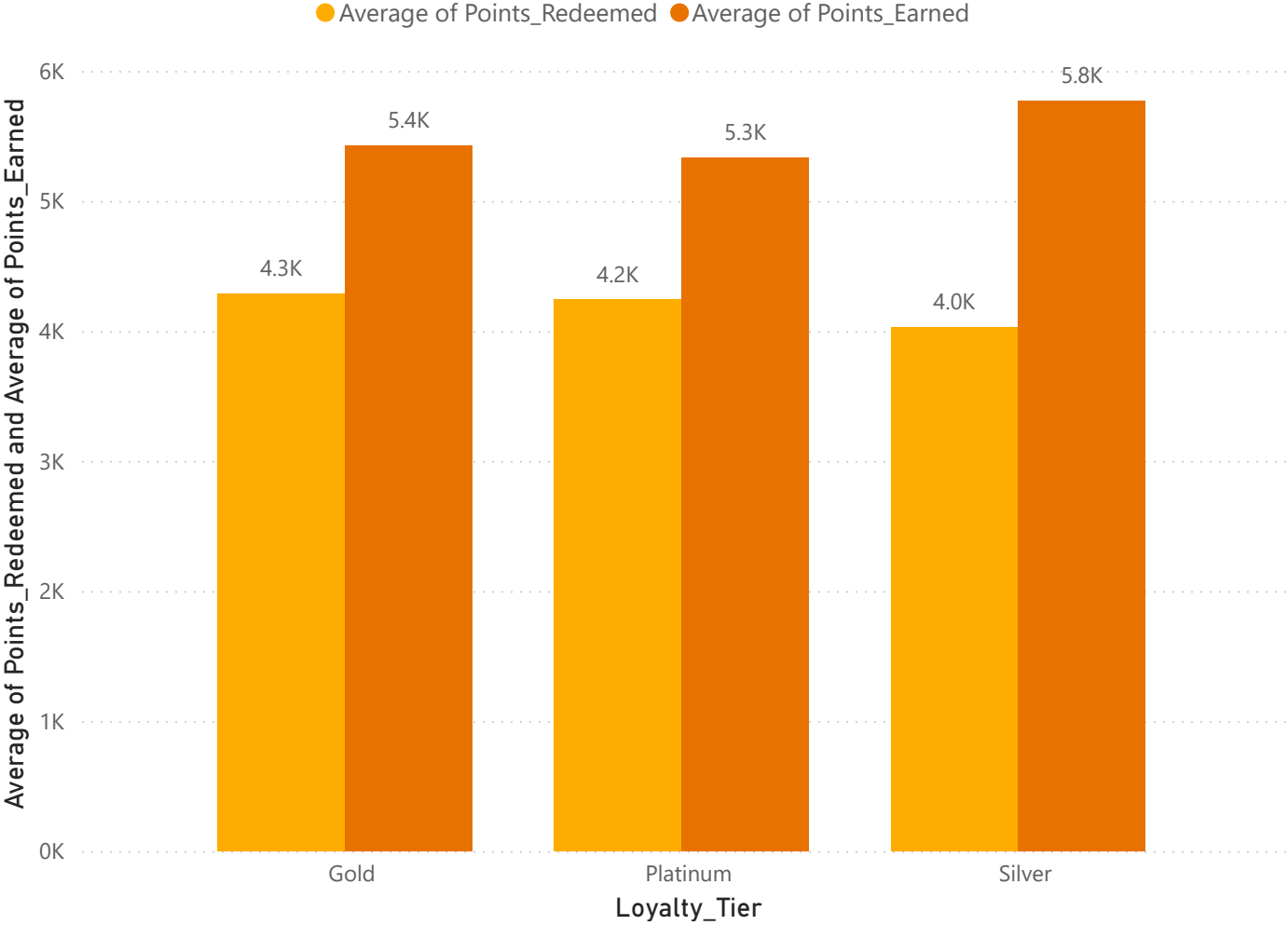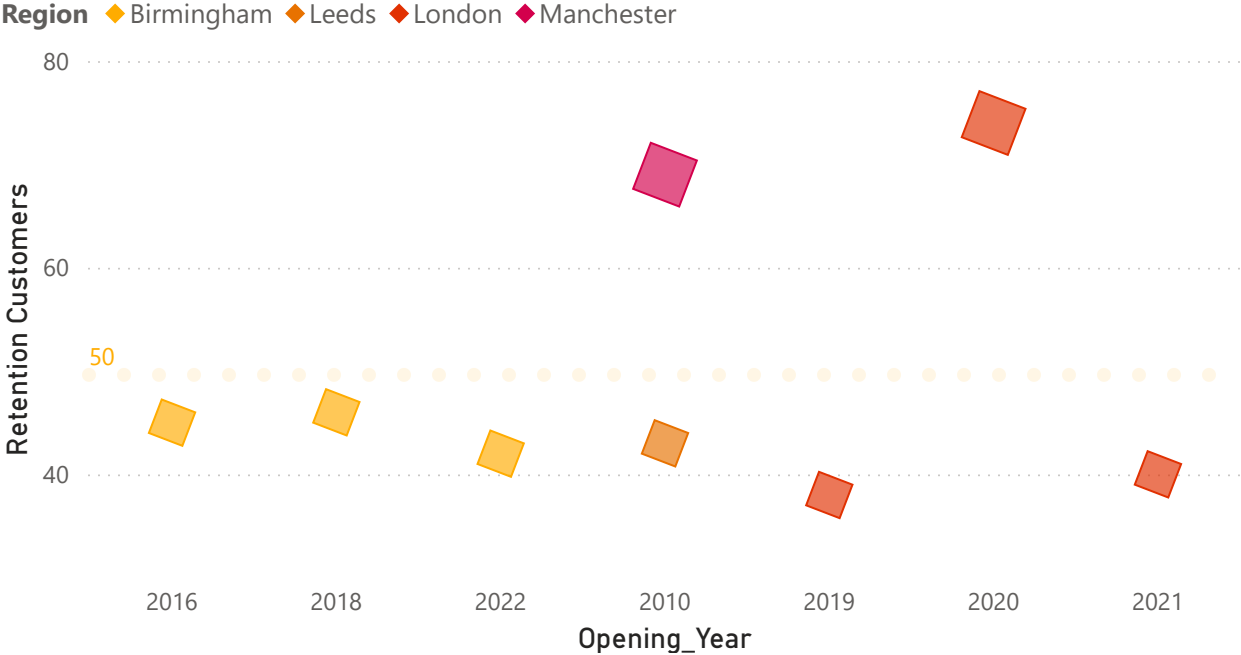

Churn Rate (%) by Loyalty_Tier

To improve redemption and retention, loyalty strategies should be tier-specific—lowering redemption barriers for Silver members, maintaining balance for Gold, and offering personalized, experiential benefits for Platinum customers to close the expectation gap
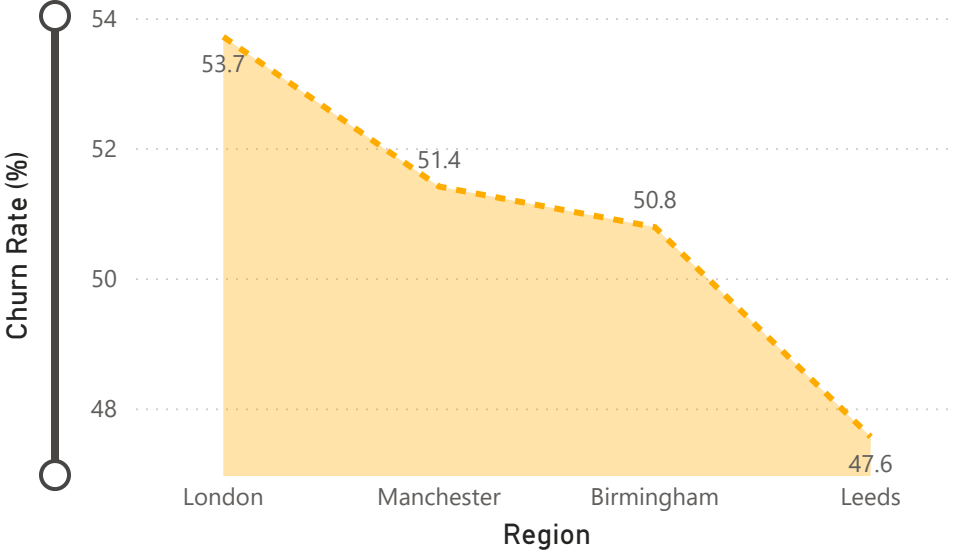
Average of Amount by Store_type

	100%
Superstore	247.83
Express	247.00
	99.7%
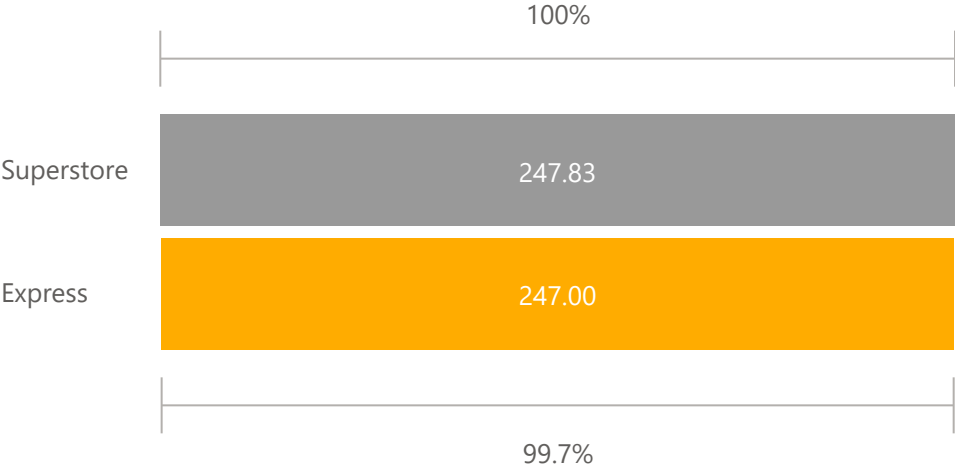
Retention Customers and Count of Region by Region and Opening_Year

Region ◆ Birmingham ◆ Leeds ◆ London ◆ Manchester

Churn Rate (%) by Region

Store_ID	Region	City	Opening_Year	Churn Rate (%) ▼	Churn Segment
S106	Manchester	Manchester	2010	57.30	High Churn
S105	Birmingham	London	2022	53.85	High Churn
S101	London	Birmingham	2021	53.49	High Churn
S102	London	Leeds	2020	51.81	High Churn
S103	London	Birmingham	2020	51.00	High Churn
S107	London	Manchester	2019	50.00	High Churn
S109	Birmingham	London	2016	48.86	Medium Churn
S104	Leeds	Manchester	2010	47.56	Medium Churn
S108	Birmingham	Leeds	2018	46.51	Medium Churn
S110	Manchester	London	2010	45.95	Medium Churn
Total				**51.67**	**High Churn**

Median of CLV Percent and First Customer_ID by Loyalty_Tier, Days_Since_Last_Purchase and CLV

Loyalty_Tier ● Gold ● Platinum ● Silver
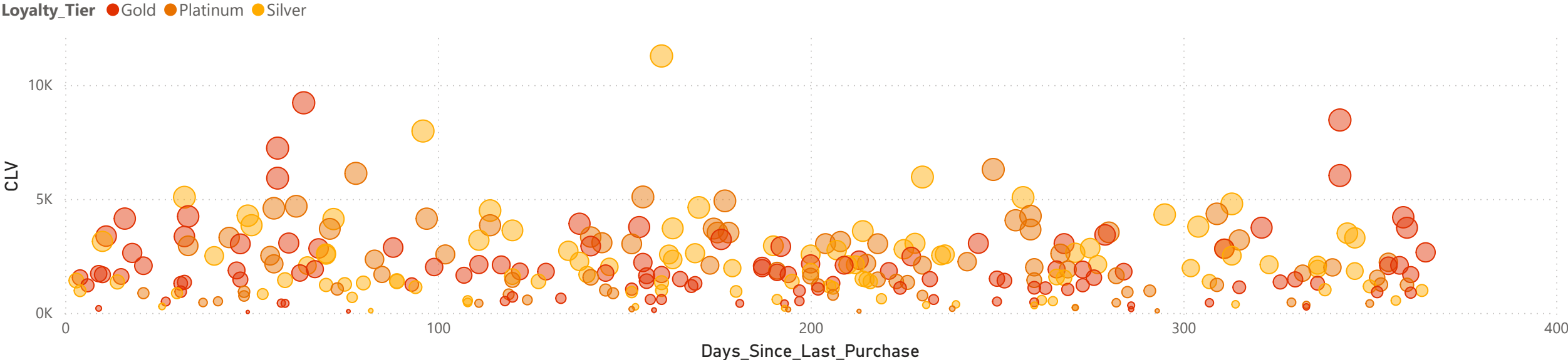
Average of CLV by Region and Loyalty_Tier

Loyalty_Tier ● Gold ● Platinum ● Silver