POWER BI DASHBOARD

IKEA

🛒 **0.99** Repeat Rate %	💲 **2.06M** Total Amount	👤 **2.00K** Average of CLV	📊 **51.67** Churn Rate (%)

Churn Rate (%) by Year

- 2020: 48.1
- 2021: 57.1
- 2022: 52.9
- 2023: 47.3
- 2024: 51.2
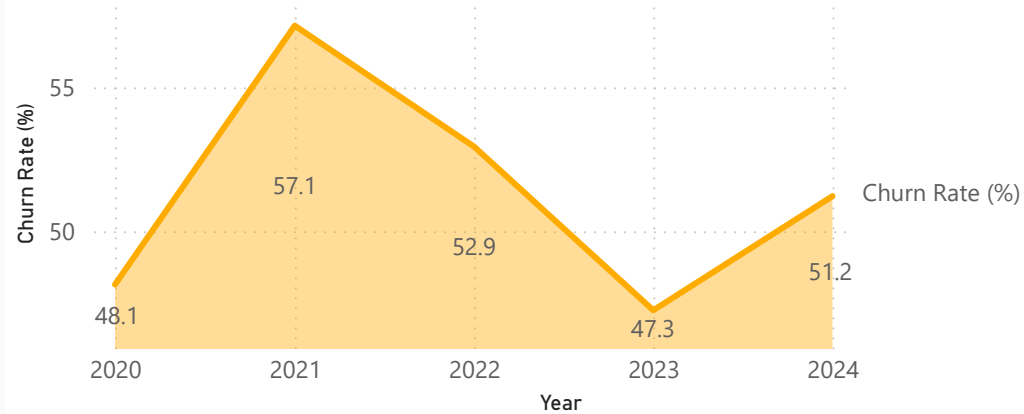
Top 5 Segments with Highest Churn Rate (%)

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

Churn Rate (%) by Loyalty_Tier

- 100%
- Platinum: 55.95
- Silver: 51.49
- Gold: 48.70
- 87%
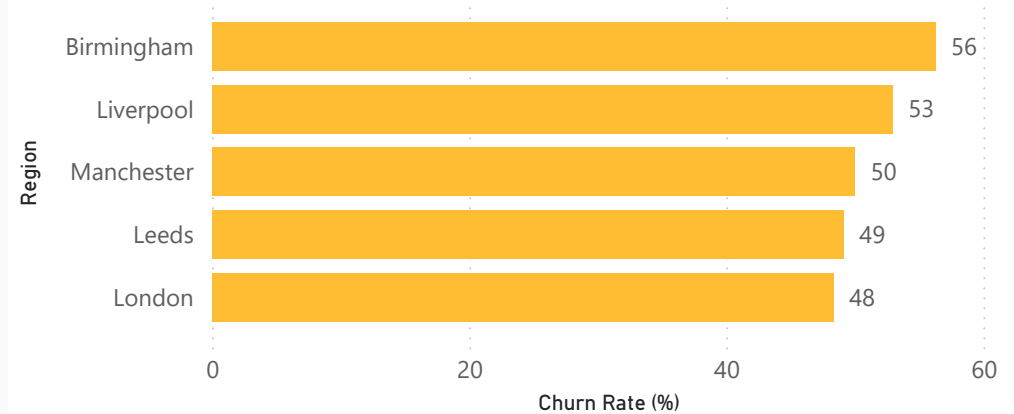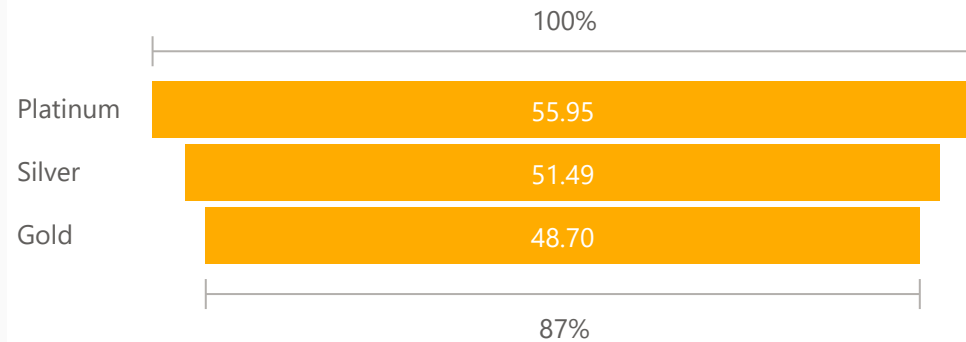
Retention Customers, Churned Customers and Repeat Customers

- 287 (48.89%)
- 145 (24.7%)
- 155 (26.41%)
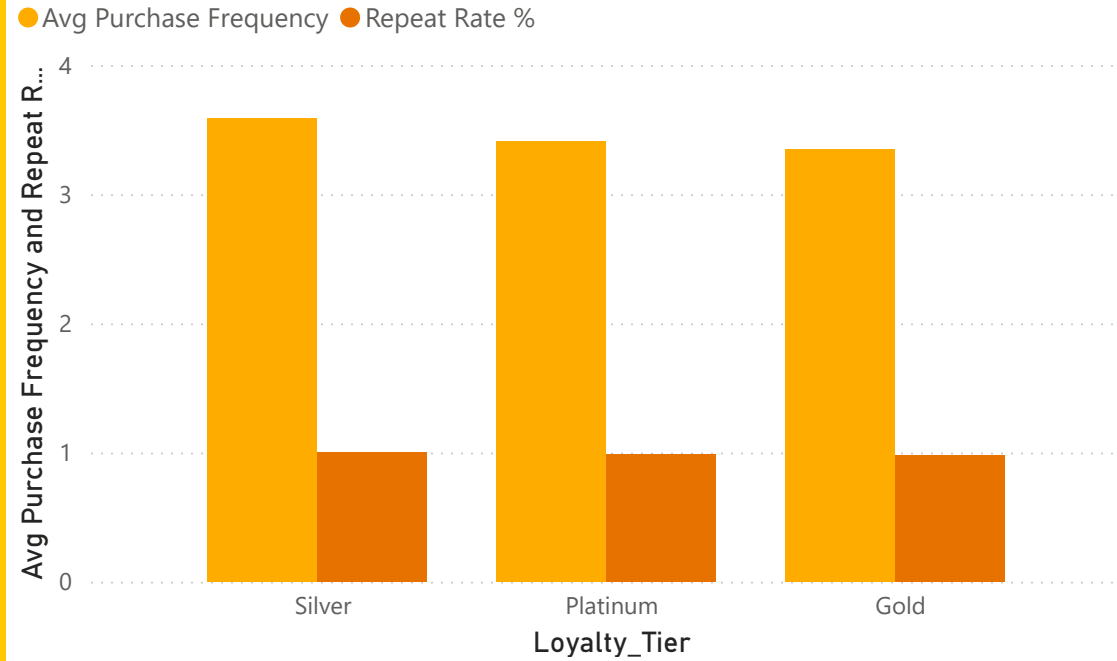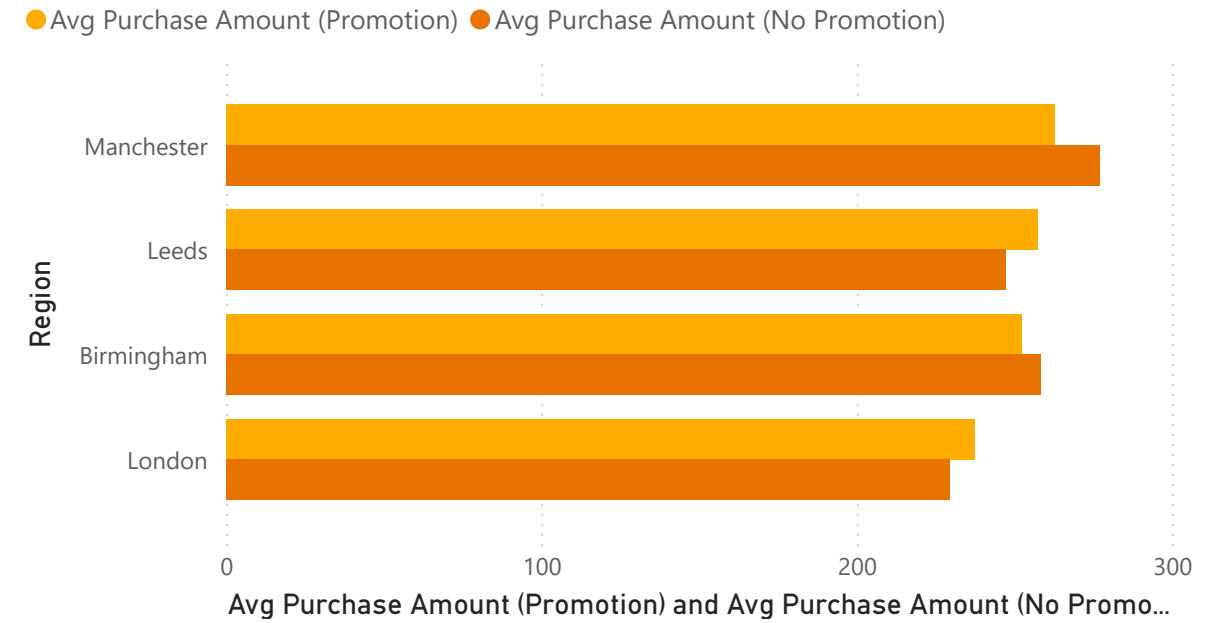
- 🟡 Retention Customers
- 🟠 Churned Customers
- 🔴 Repeat Customers
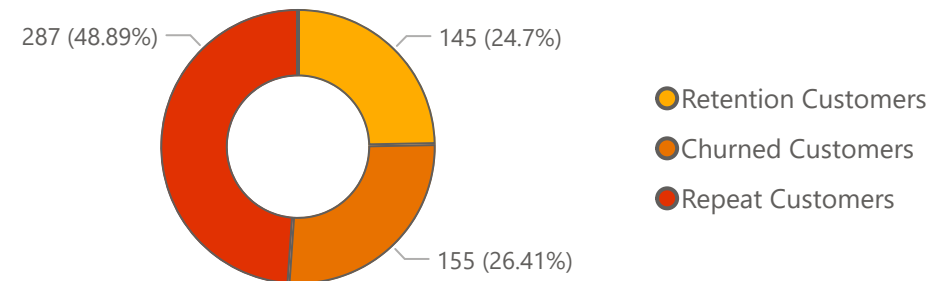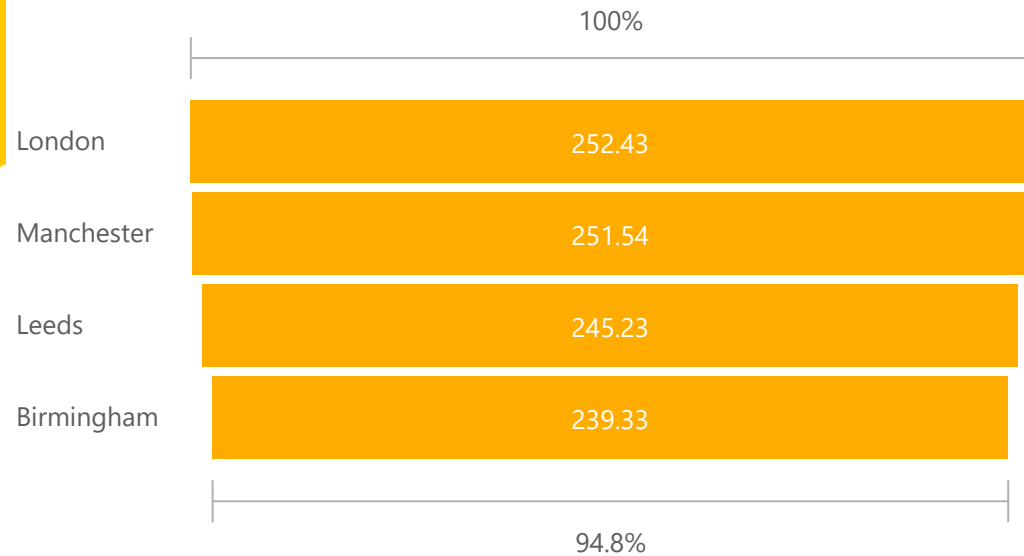
Avg Purchase Frequency and Repeat Rate % by Loyalty_Tier

● Avg Purchase Frequency   ● Repeat Rate %

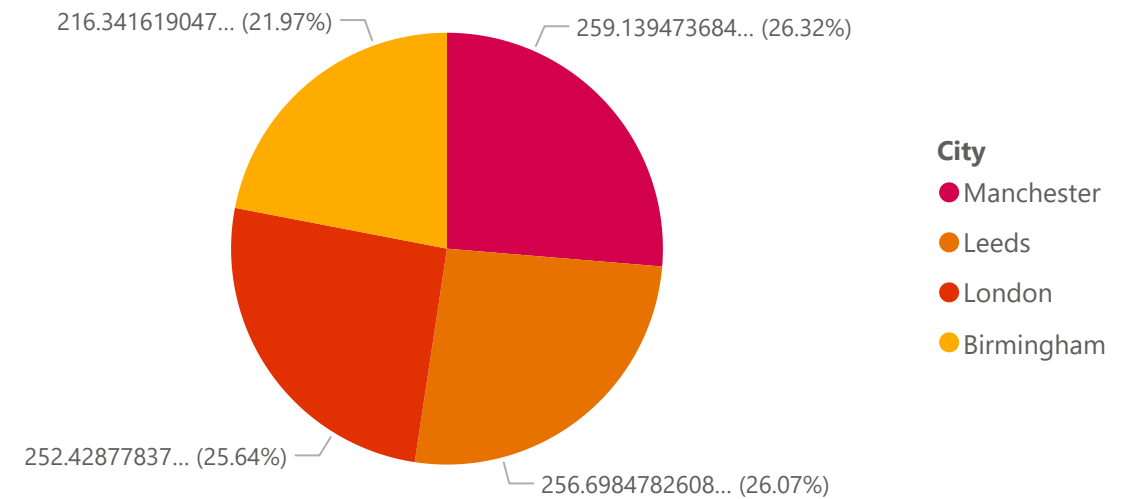# Avg Purchase Amount (Promotion) and Avg Purchase Amount (No Promotion) by Region

● Avg Purchase Amount (Promotion)   ● Avg Purchase Amount (No Promotion)

Avg Purchase Amount (Promotion) by City

100%

City	Value
London	252.43
Manchester	251.54
Leeds	245.23
Birmingham	239.33

94.8%

Avg Purchase Amount (No Promotion) by City

216.341619047... (21.97%)   259.139473684... (26.32%)

City
● Manchester
● Leeds
● London
● Birmingham

252.42877837... (25.64%)   256.6984782608... (26.07%)

Region

- ☐ Birmingham
- ☐ Leeds
- ☐ London
- ☐ Manchester

Income_Group

- ☐ High
- ☐ Low
- ☐ Medium

Loyalty_Tier

- ☐ Gold
- ☐ Platinum
- ☐ Silver

Store_Type

- ☐ Express
- ☐ Superstore

Churn Rate (%) by Region

● Increase ● Decrease ● Total
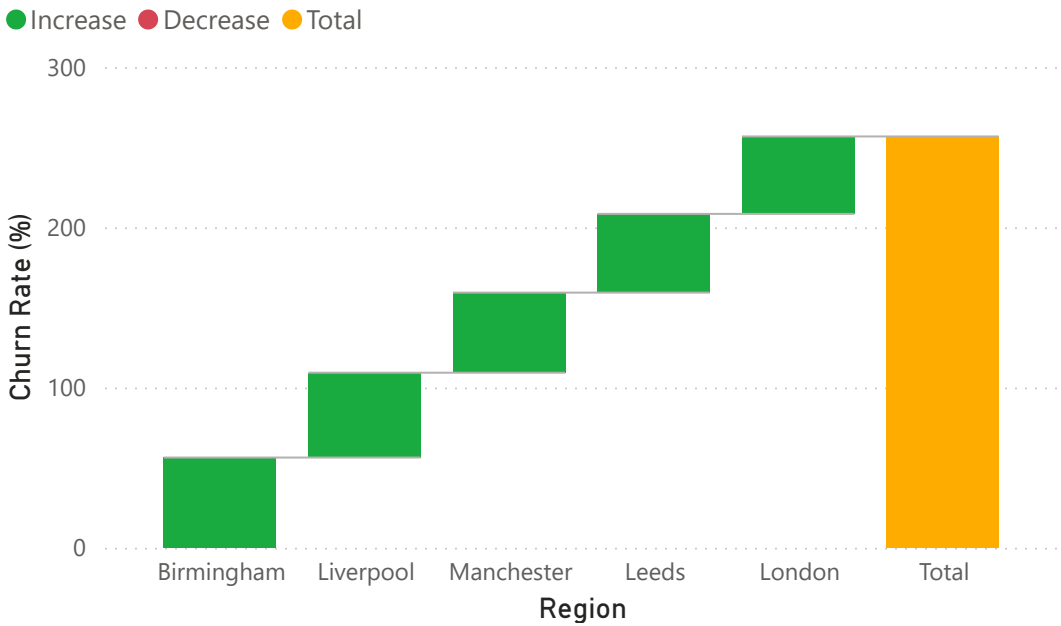
Region	Store_Type	Repeat Rate %	Churn Rate (%)
Birmingham	Express	1.00	50.32
Birmingham	Superstore	1.00	48.86
Leeds	Superstore	1.00	47.56
London	Express	1.00	53.33
London	Superstore	1.00	53.49
Manchester	Express	1.00	57.30
Manchester	Superstore	0.14	45.95
Total		**0.99**	**51.67**

Churn Rate (%) and Repeat Rate % by Loyalty_Tier

48.6956... (30.61%)

55.952... (35.17%)

1
(0.63%)

0.9875
(0.62%)

51.4851485... (32.36%)

Loyalty_Tier
- ● Platinum
- ● Silver
- ● Gold

Avg CLV by CLV Segment

100%

High	3.69K
Medium	1.77K
Low	0.51K

13.9%
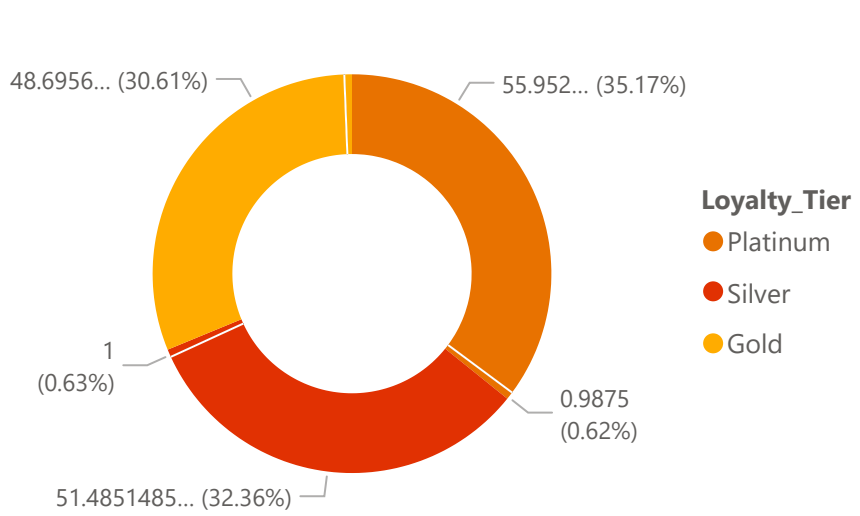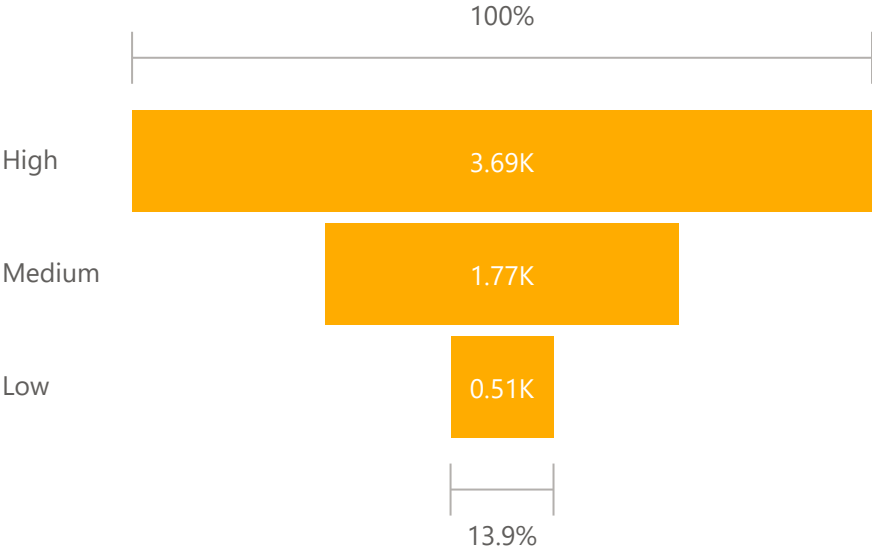
CLV Segment	Income_Group	Avg Purchase Frequency
High	High	5.22
High	Low	4.95
High	Medium	4.97
Low	High	1.86
Low	Low	1.71
Low	Medium	2.12
Medium	High	3.50
Medium	Low	3.40
Medium	Medium	3.30
Total		**3.45**

INSIGHTS:

Improve Loyalty Rewards Redemption
High-tier customers earn points but don't redeem them.
Action:
 • Simplify redemption.
 • Introduce instant discounts instead of delayed rewards.

Focus Retention in High-Churn Regions
Some regions show strong sales but poor retention.
Action:
 • Region-specific offers.
 • Personalized follow-up communication after purchase.

Nurture Mid-Tier Customers
Mid-tier customers have the **highest conversion potential** to high-value.
Action:
 • Targeted promotions.
 • Exclusive bundles or early access sales.

What should IKEA do to retain more customers?
 Improve loyalty program usability, Personalize promotions, Target high-churn regions proactively.

Where should IKEA focus next?
 Mid-tier customers, High-revenue but high-churn regions, Store types with poor repeat rates.

Video Explanation:

https://drive.google.com/file/d/1VbNn3oikebsex0fIILXfba4bci6gcyls/view?usp=drive_link