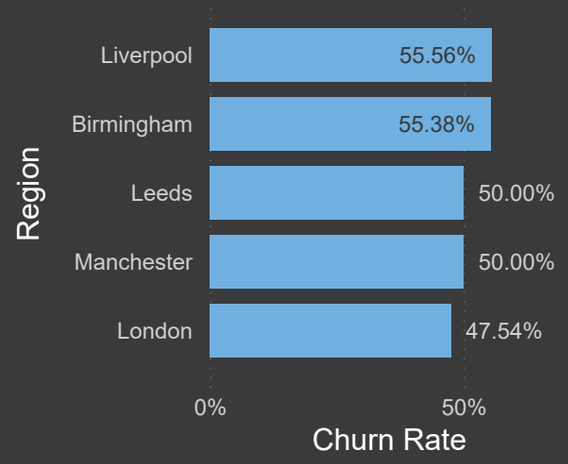
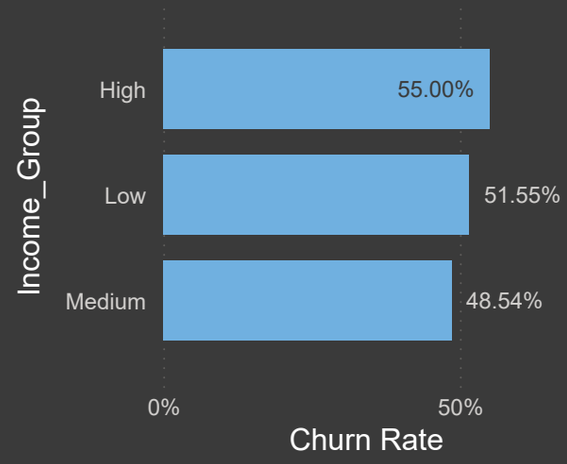
51.67%

Churn Rate

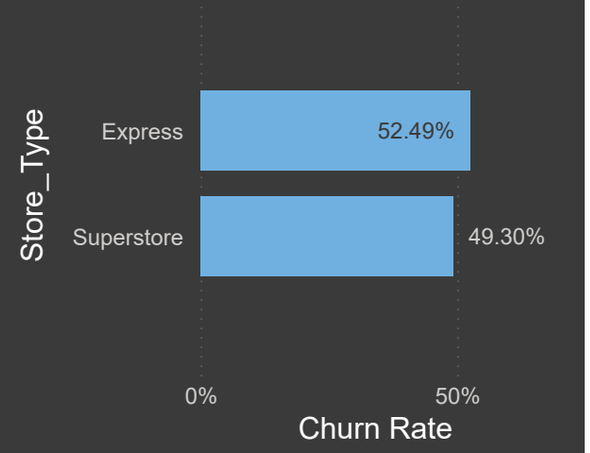
Churn Rate by Region



Churn Rate by Income_Group

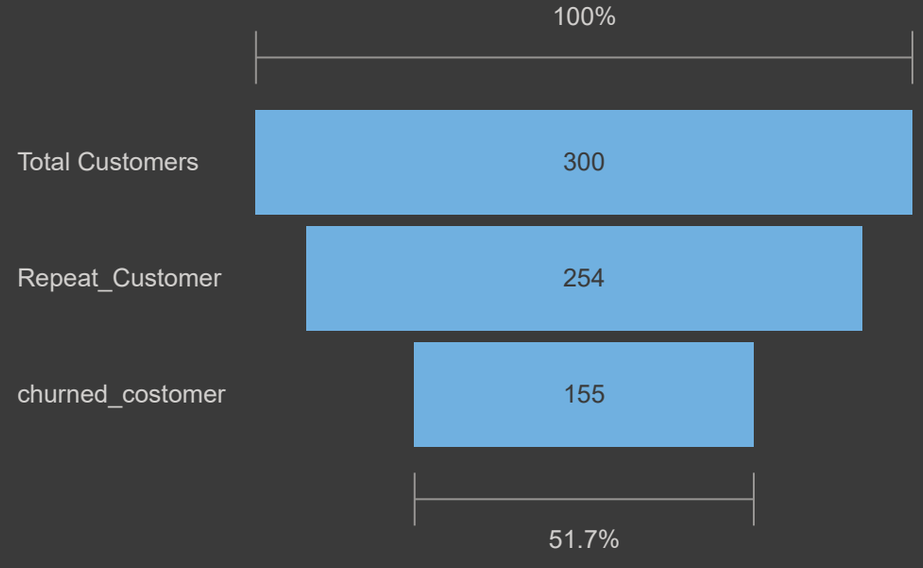


Churn Rate by Store_Type



Region	Income_Group	Churn Rate
Birmingham	Low	75.00%
Liverpool	High	73.91%
Manchester	Medium	65.22%
Leeds	High	63.16%
London	High	55.00%
Birmingham	Medium	54.55%
Liverpool	Low	53.33%
Leeds	Low	45.00%
London	Low	45.00%
Leeds	Medium	42.86%
London	Medium	42.86%
Manchester	Low	40.91%
Manchester	High	40.00%
Birmingham	High	39.13%
Liverpool	Medium	31.25%
Total		**51.67%**

Total Customers, Repeat_Customer and churned_costomer



300

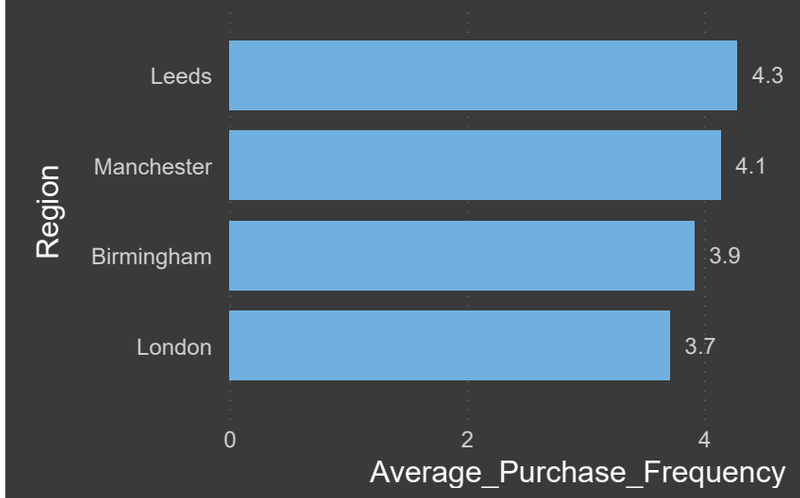
Total Customers

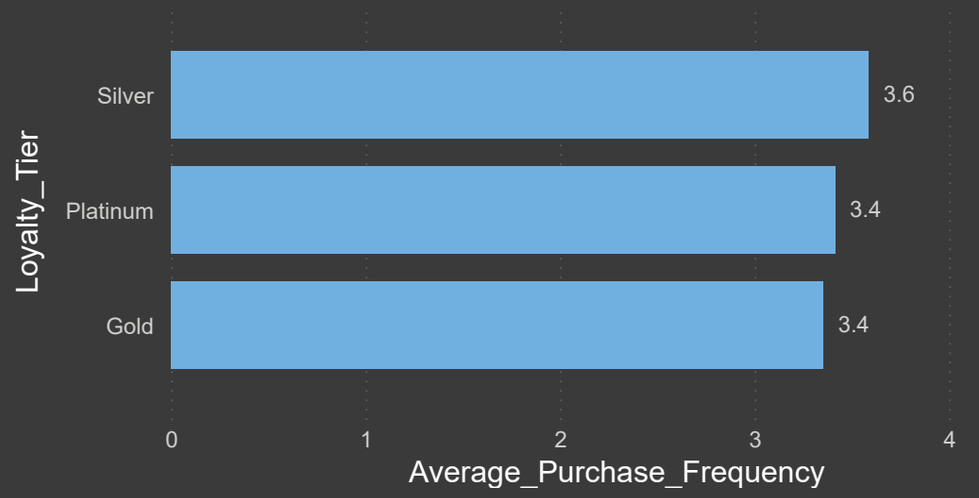
84.67%

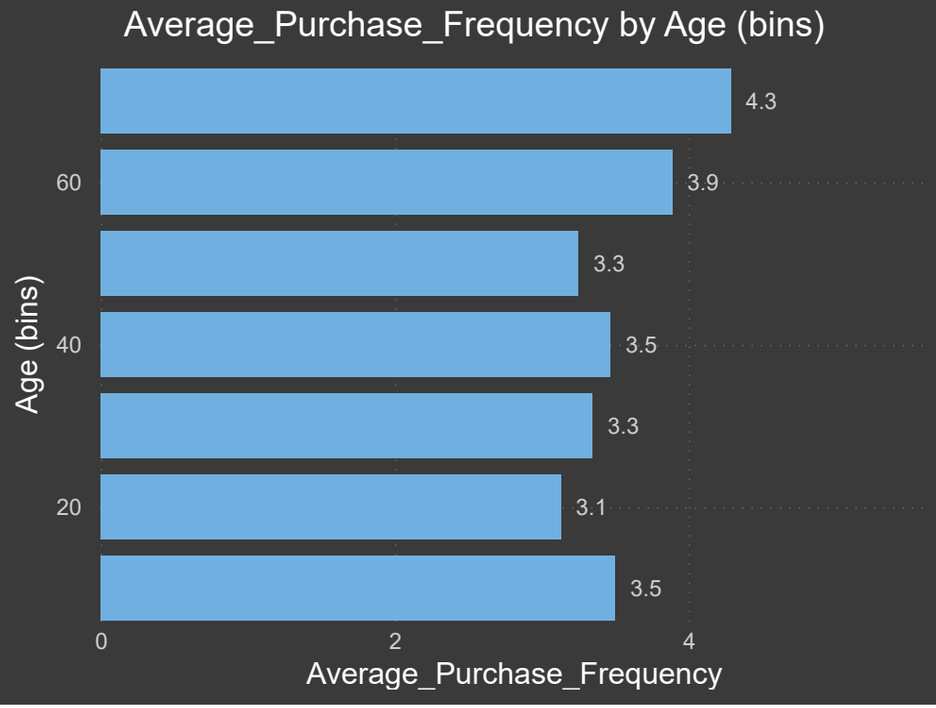
Repeat_Rate

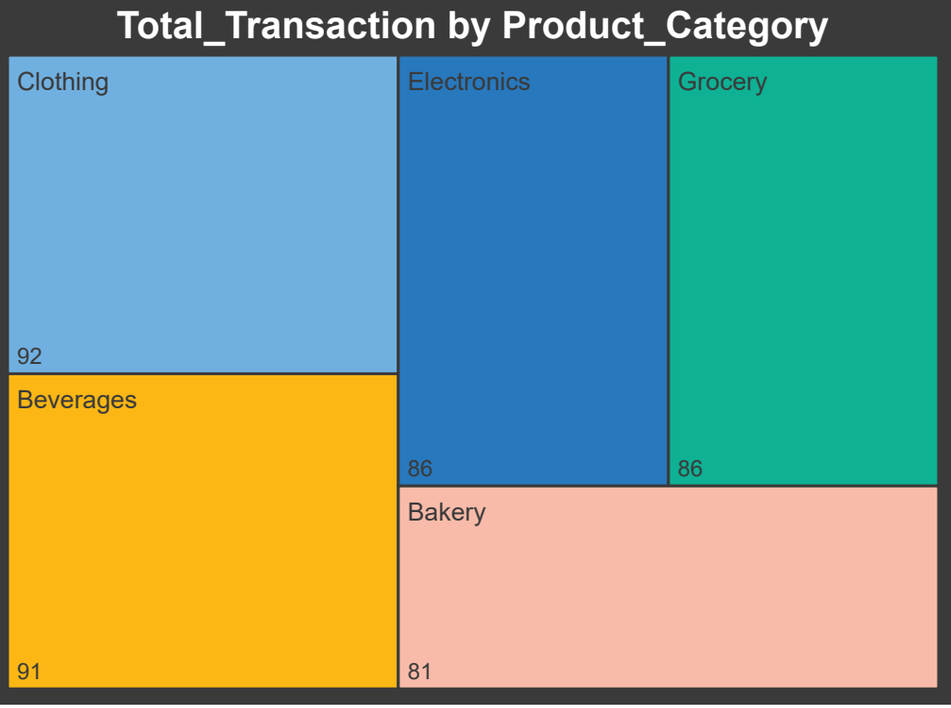
319.59

Avg_CLV

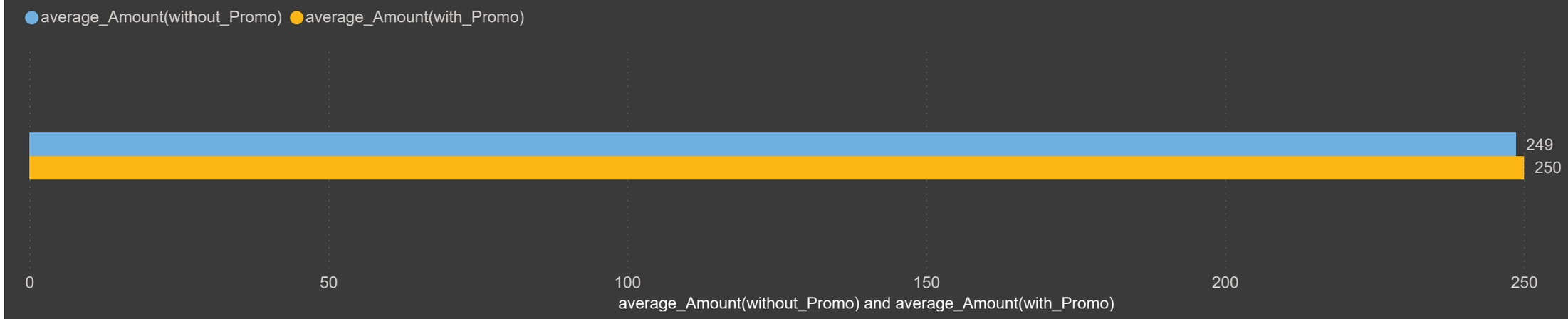

Average_Purchase_Frequency by Region
Region
Leeds
Manchester
Birmingham
London
4.3
4.1
3.9
3.7
0
2
4
Average_Purchase_Frequency


Average_Purchase_Frequency by Loyalty_Tier
Loyalty_Tier
Silver
Platinum
Gold
3.6
3.4
3.4
0
1
2
3
4
Average_Purchase_Frequency

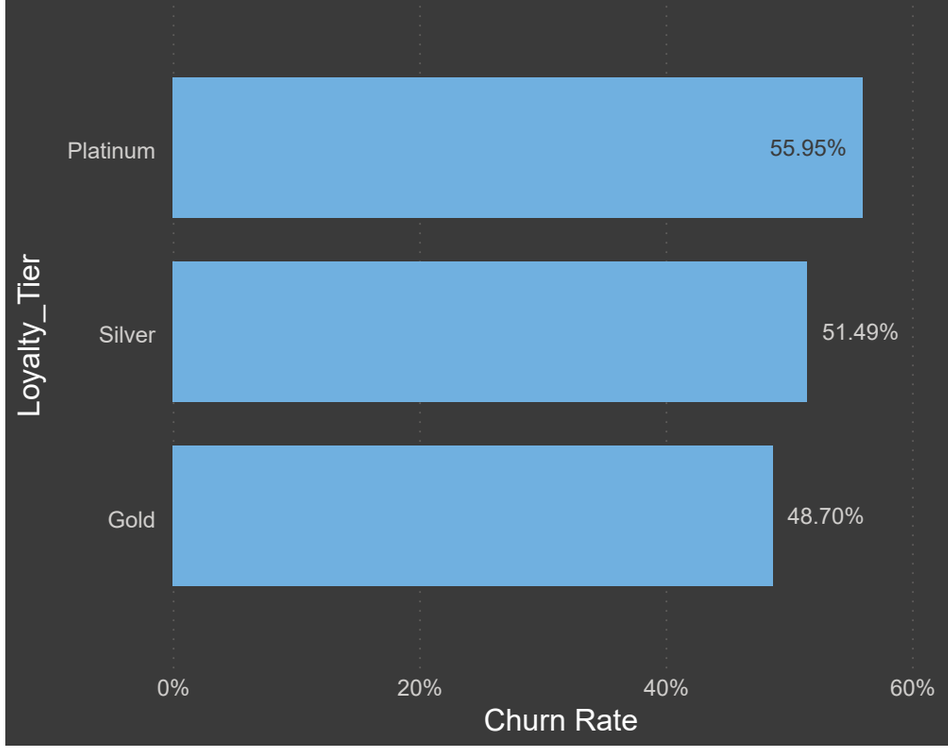

Average_Purchase_Frequency by Age (bins)
Age (bins)
60
40
20
4.3
3.9
3.3
3.5
3.3
3.1
3.5
0
2
4
Average_Purchase_Frequency


Total_Transaction by Product_Category
Clothing
92
Electronics
86
Grocery
86
Beverages
91
Bakery
81

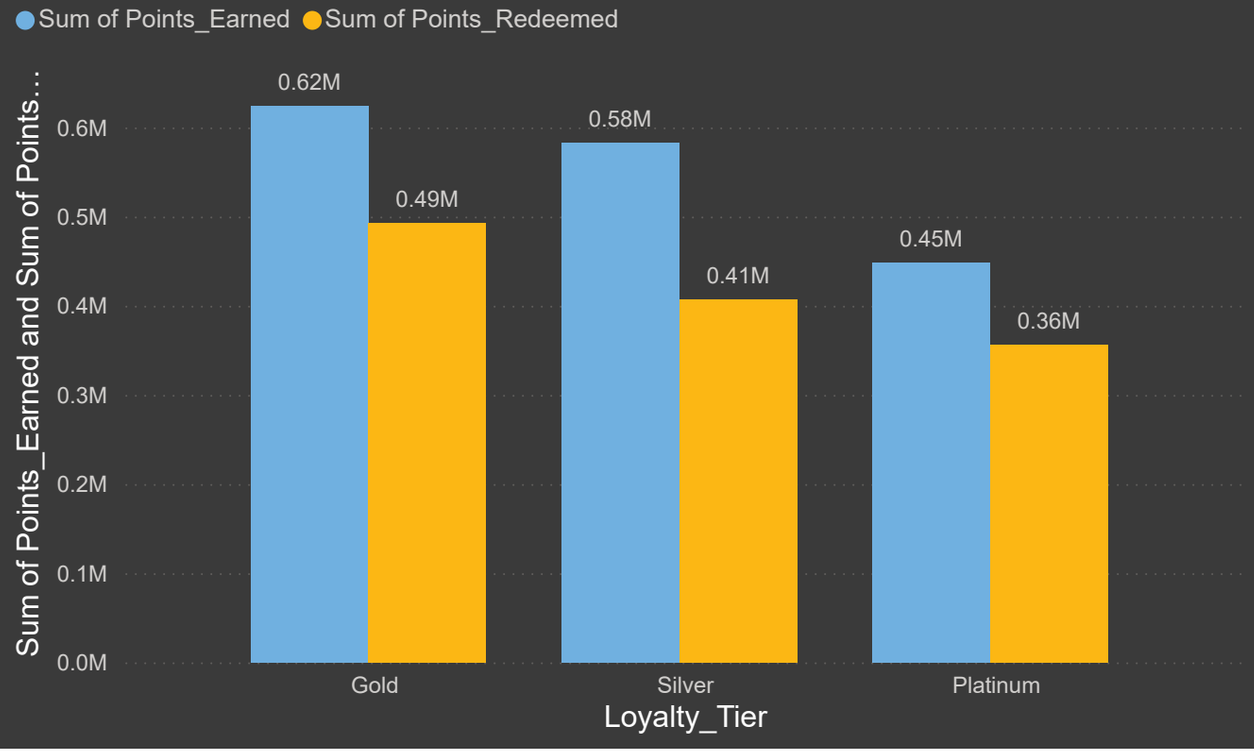
Avg. Purchase Amount (With vs. Without Promotion).

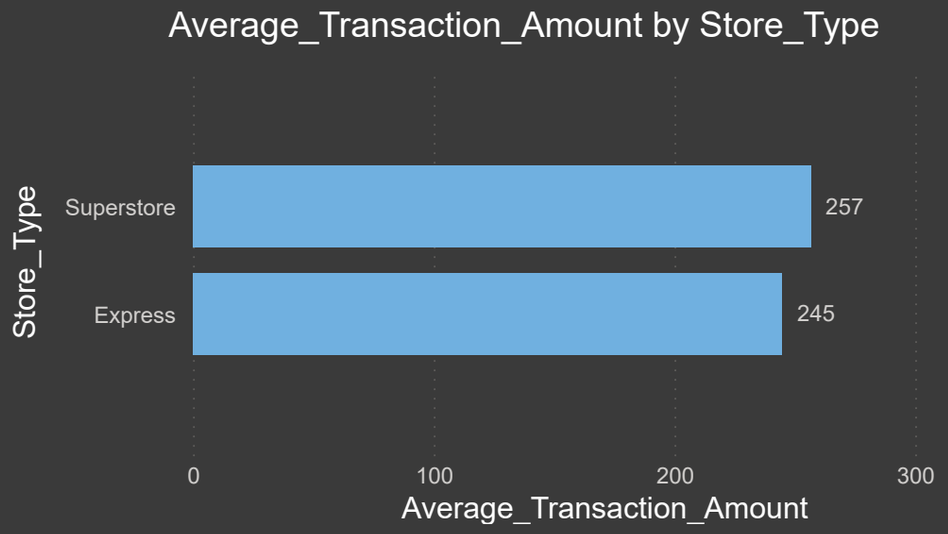


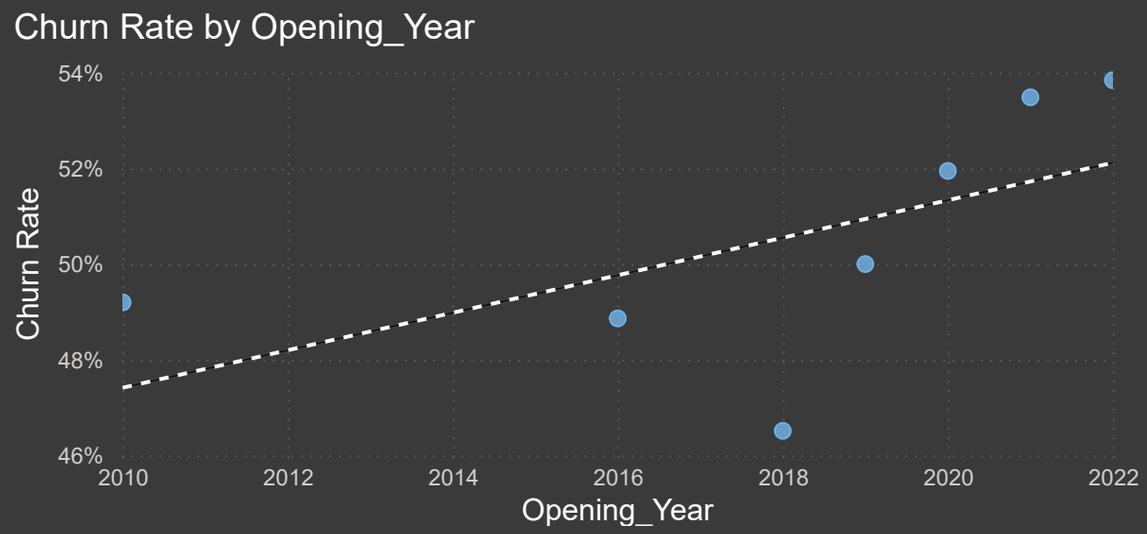
Churn Rate by Loyalty_Tier

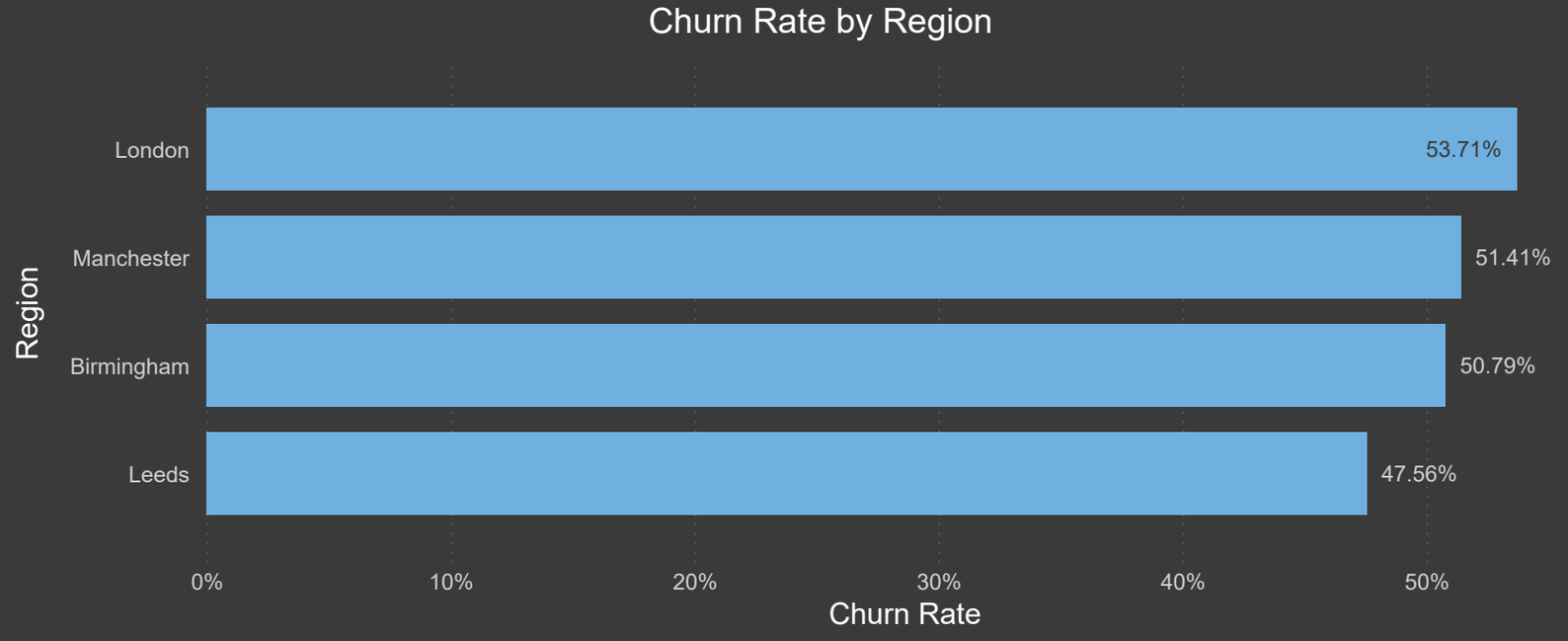


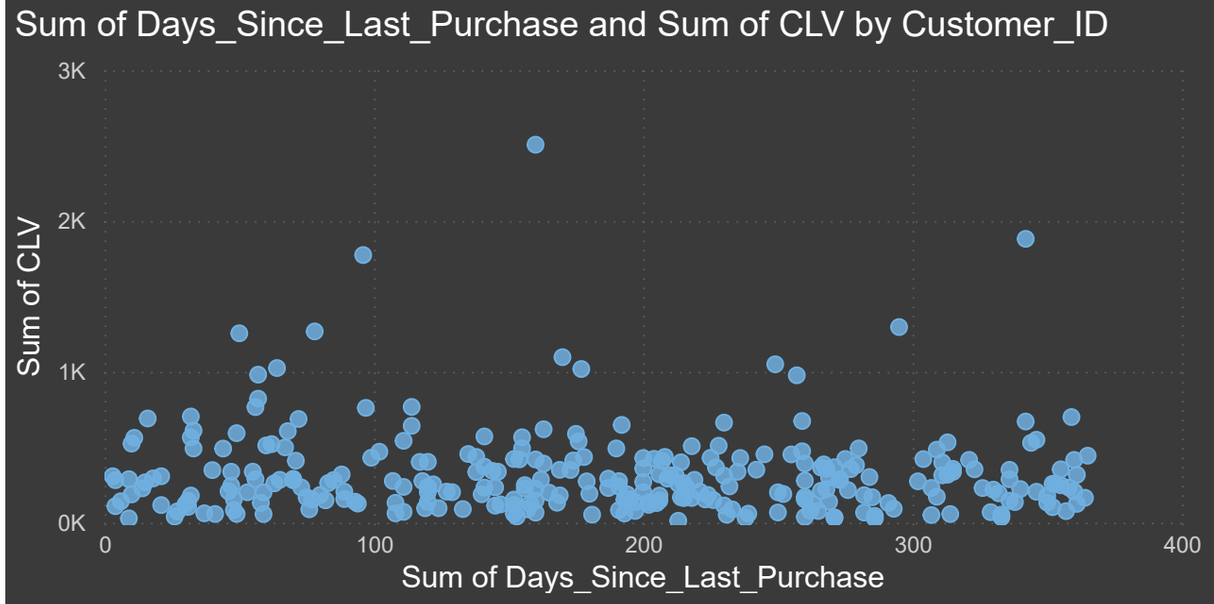
Points Earned vs. Redeemed




Average_Transaction_Amount by Store_Type
Store_Type
Superstore
Express
257
245
0
100
200
300
Average_Transaction_Amount


Churn Rate by Opening_Year
Churn Rate
54%
52%
50%
48%
46%
2010
2012
2014
2016
2018
2020
2022
Opening_Year


Churn Rate by Region
Region
London
Manchester
Birmingham
Leeds
53.71%
51.41%
50.79%
47.56%
0%
10%
20%
30%
40%
50%
Churn Rate



CLV by Loyalty Tier and Region

Region	Gold	Platinum	Silver	**Total**
Birmingham	159.35	128.63	167.16	**152.80**
Leeds	110.03	100.90	137.60	**115.87**
London	136.50	168.27	177.38	**158.88**
Manchester	116.79	121.45	132.56	**124.02**
Total	**295.37**	**311.21**	**353.53**	**319.59**

average clv by loyalty tier

URL:- https://drive.google.com/file/d/134E2PwBwBRnJ-AFR-mHQNJuPHJSGwAMZ/view?usp=sharing