Customer Performance & Retention Dashboard

Presented by Alpha Group

# Our Teams members and their roles

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Summary

This project analyzes customer purchase behavior to identify repeat buyers and improve retention strategies.

Business Problems

.Leadership needs visibility into customer value and repeat purchases to guide loyalty initiatives.

Objectives

1 **2** **3** **4**

Identify most valuable customers

Measure repeat rate

Find high-revenue age groups

Suggest retention strategies

Data source

Source of Data: Sale-Data, Excel sheets

size: 8.89MBs(9,324,289 bytes)

Data Type: Quantitative

Any Limitation: Missing of customer ID

DATA PREPARATION

Duplicates: 1000 duplicate found and removed and 112036 unique values remained.

Filtering: filtered the heading to see missing values

Calculation Performed: Create the customers IDs

KPIs

Total Customers: 291228

Repeated customers: 1874

Repeat customer Rate: 6%

Average revenues per customer: 5.137

Top 10 customer revenue: 1061561

Average customers Age: 37

Chart

Total Customer	Repeated customer	Repeated customer rate	Average revenue per customer	Top 10 customers revenue	Average customer Age
29128	1874	6%	5.137	1061561	36.646.663
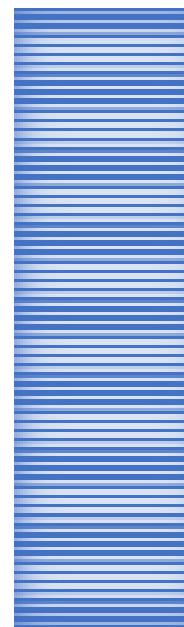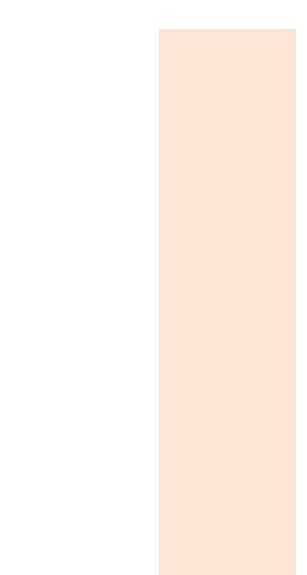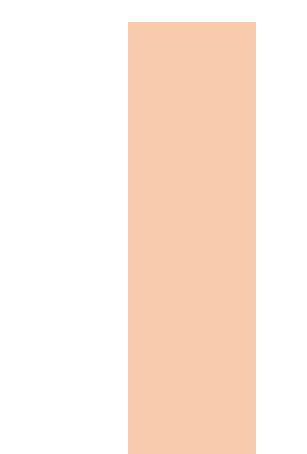
TC
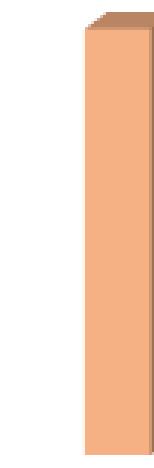
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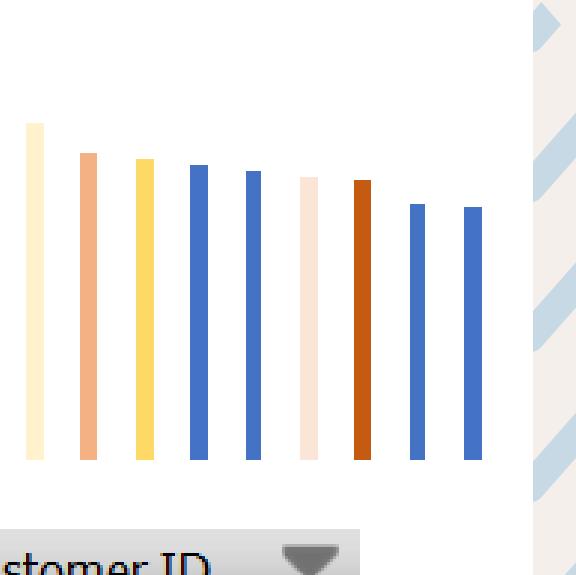
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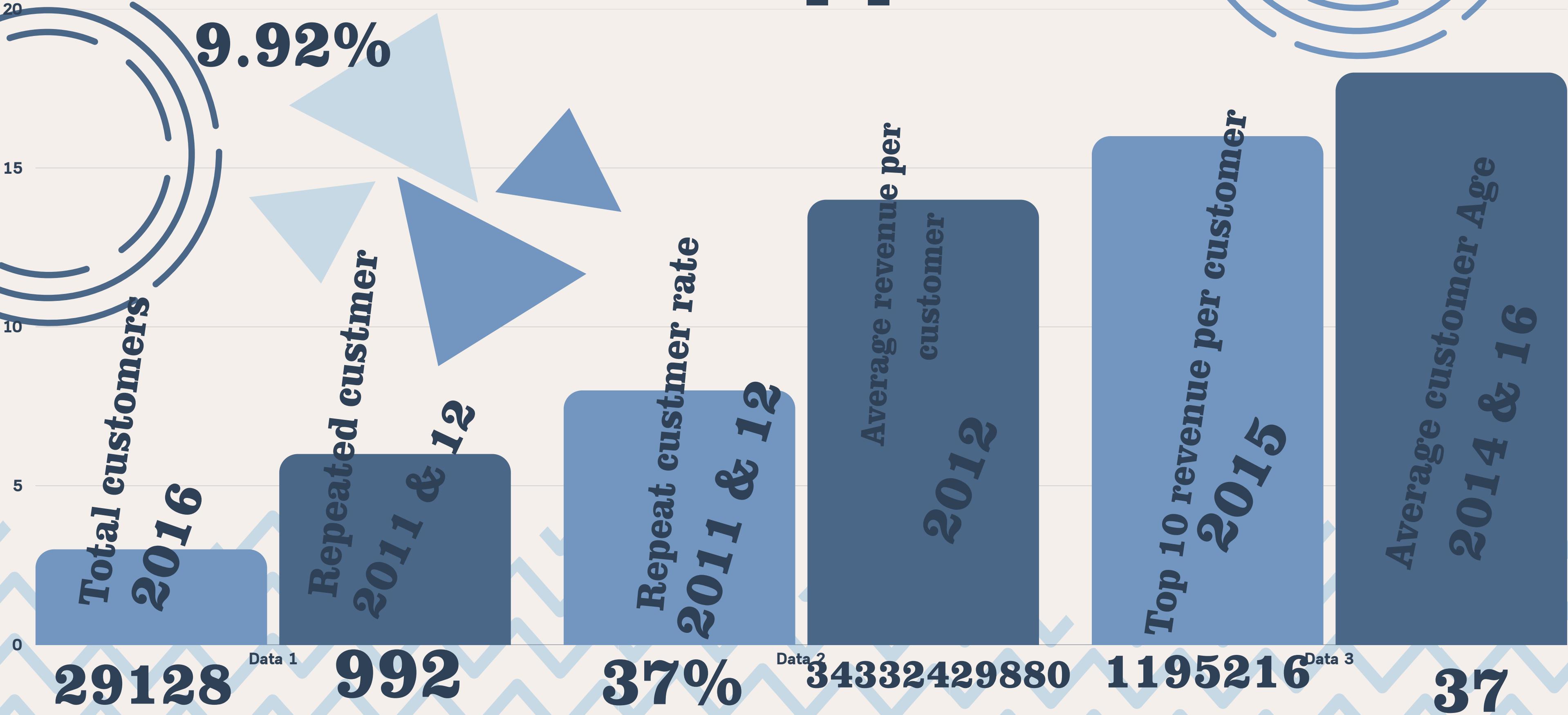
Customer ID

Top patterns/Trends

Percentage repeated customer

9.92%

Series 1 Series 2

Total customers
2016

Repeated custmer
2011 & 12

Repeat custmer rate
2011 & 12

Average revenue per customer
2012

Top 10 revenue per customer
2015

Average customer Age
2014 & 16

Data 1		Data 2		Data 3	
29128	**992**	**37%**	**3432429880**	**1195216**	**37**

20

15

10

5

0

Comparison of the countries with the most custo

countries **Customers IDs**

1.United state   = 38840

2.Austrialia   = 23736

3Canada   = 14027

4.United kingdom =13486

5.Germany   = 11027

6.France   =10920

Customer performance insight and actions

1. U.S. leads with highest revenue → focus on loyalty & retention.

2. Australia strong secondary market → targeted promos for quick gains.

3. UK & Canada steady but moderate → analyze spending behavior.

4. Germany & France emerging markets → invest in local growth & digital reach.

Short-Term: strengthen U.S. and Australia performance.

Long-Term: expand in Europe and improve data-driven marketing.

Translate date into business meaning

The analysis shows that the United States leads in performance with a total of 38840 customers, making it the company's strongest and most profitable market. Australia follows with 23736 customers, indicating strong customer engagement and market potential. The Canada (14027) and United Kingdom (13486) customers also contribute significantly, representing stable and mature markets. Meanwhile, Germany (11027) and France (10920) customers show consistent growth and present opportunities for further market expansion. Overall, the data highlights North America and Oceania as dominant markets, with Europe offering promising growth potential.

Conclusion

1. **U.S. leads** with highest revenue → strong loyalty and market dominance.

2. **Australia growing fast** → short-term opportunity for quick sales gains.

3. **UK & Canada stable** → maintain engagement and improve spending.

4. **Germany & France rising** → invest for long-term European growth.

5. **Business Value**: Focus on retention, regional expansion, and data-driven marketing to maximize revenue and sustain growth.

THANK YOU