# Retail: Assess Sales Outlets' Performance

By Penina Torjman

Practicum 100

Question we will answer:

- Analyzing number of purchases by month.
- How many customer are part of loyalty program, how many of them leave by month?
- Did customer with loyalty program purchase more than other who are not part of loyalty program? In average.
- How often users are coming back?
- Purchase sum by shop?
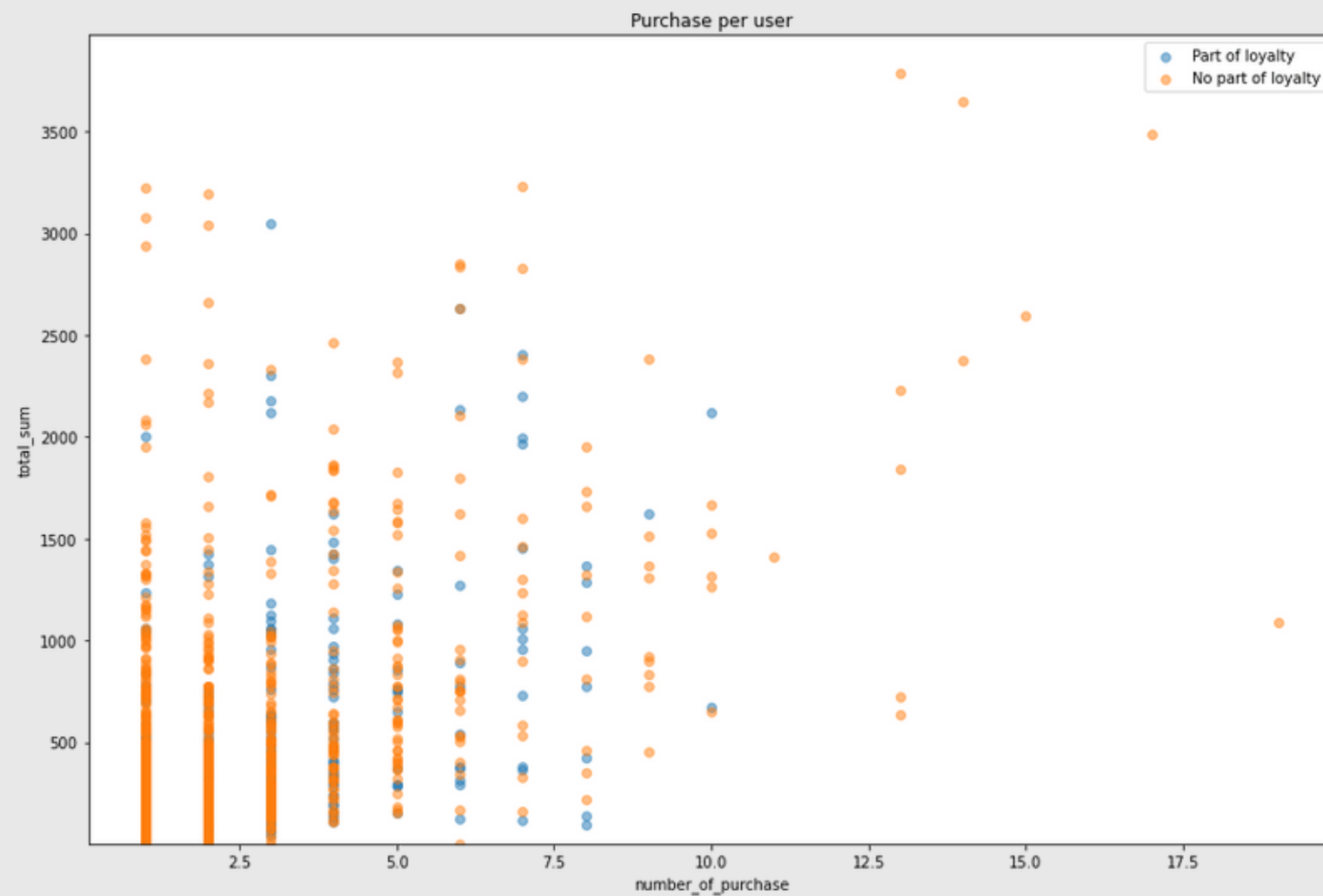- Top ten items?
- Dashboard
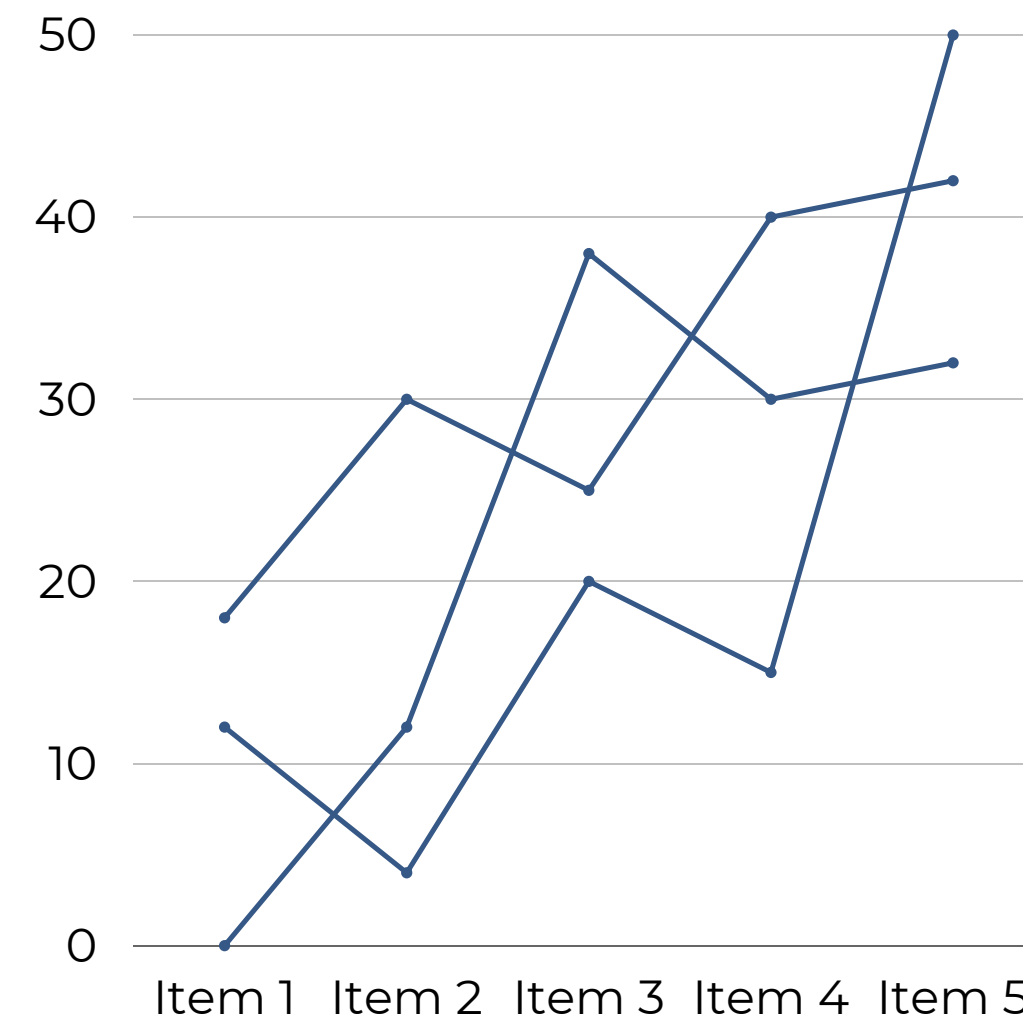
Number of purchase by month
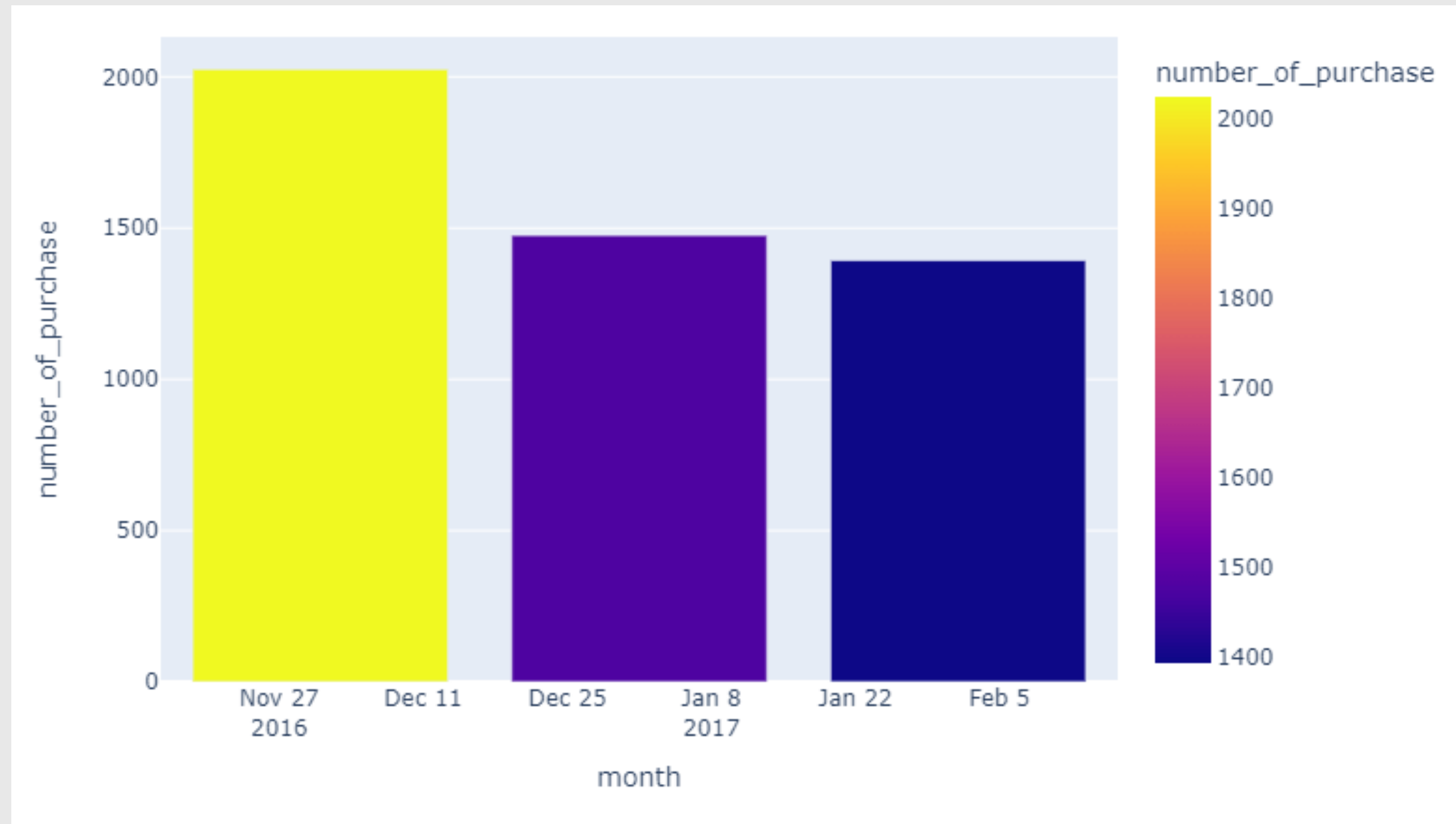
Proportion of customer part of loyalty program

Purchase per user
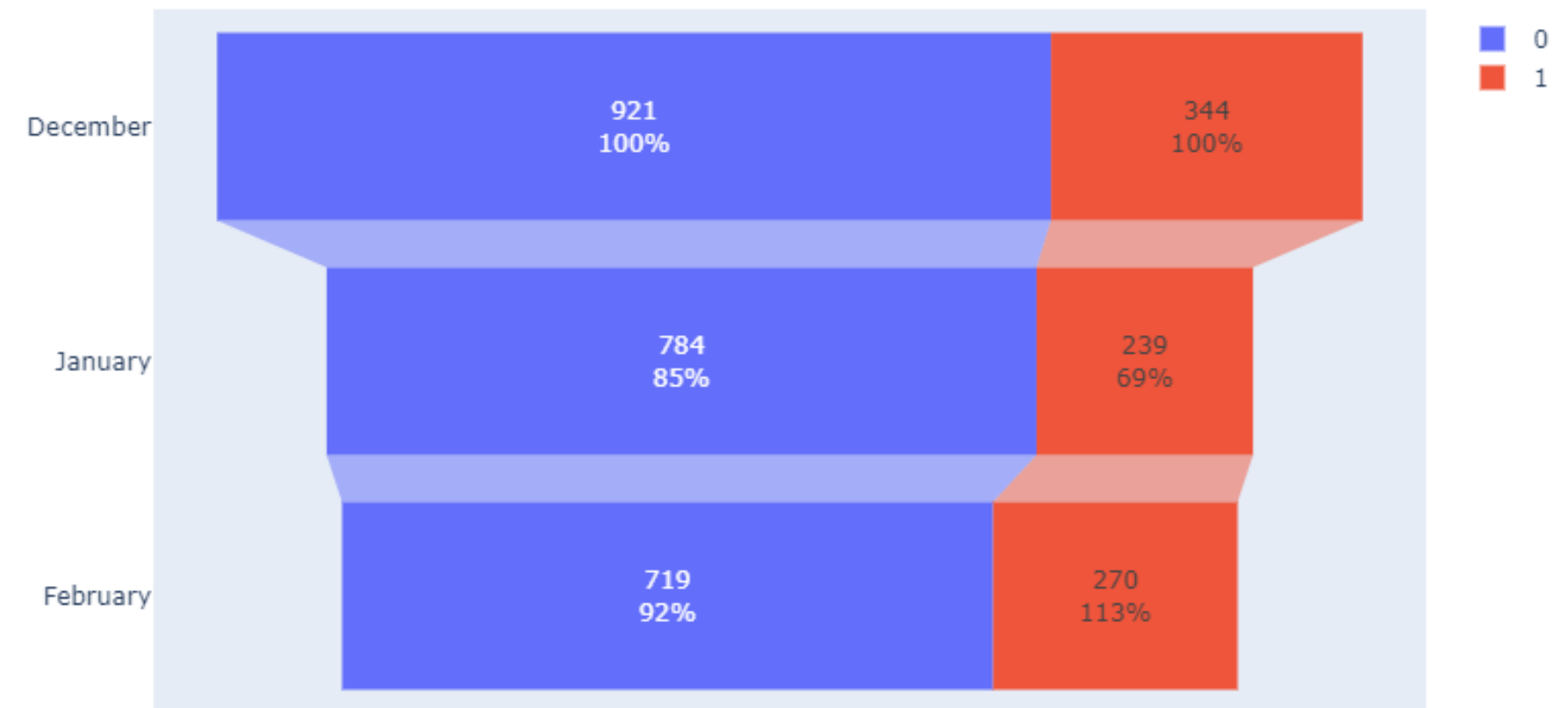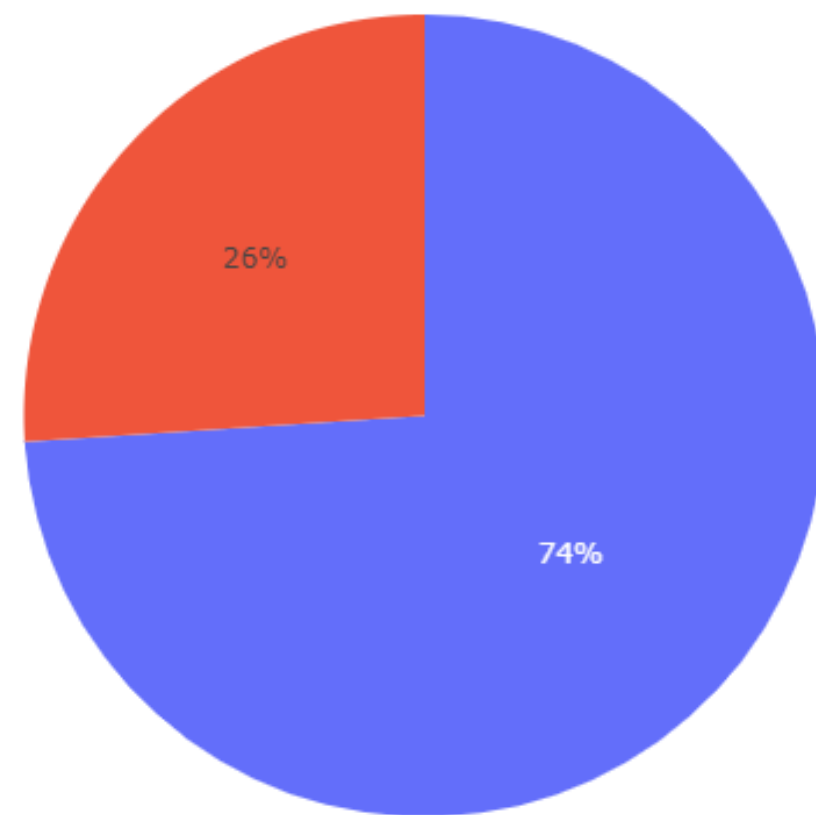
Sum of purchase for customer of loyalty program vs nonloyalty program

The average sum of purchase for loyalty program customer is: 330 .
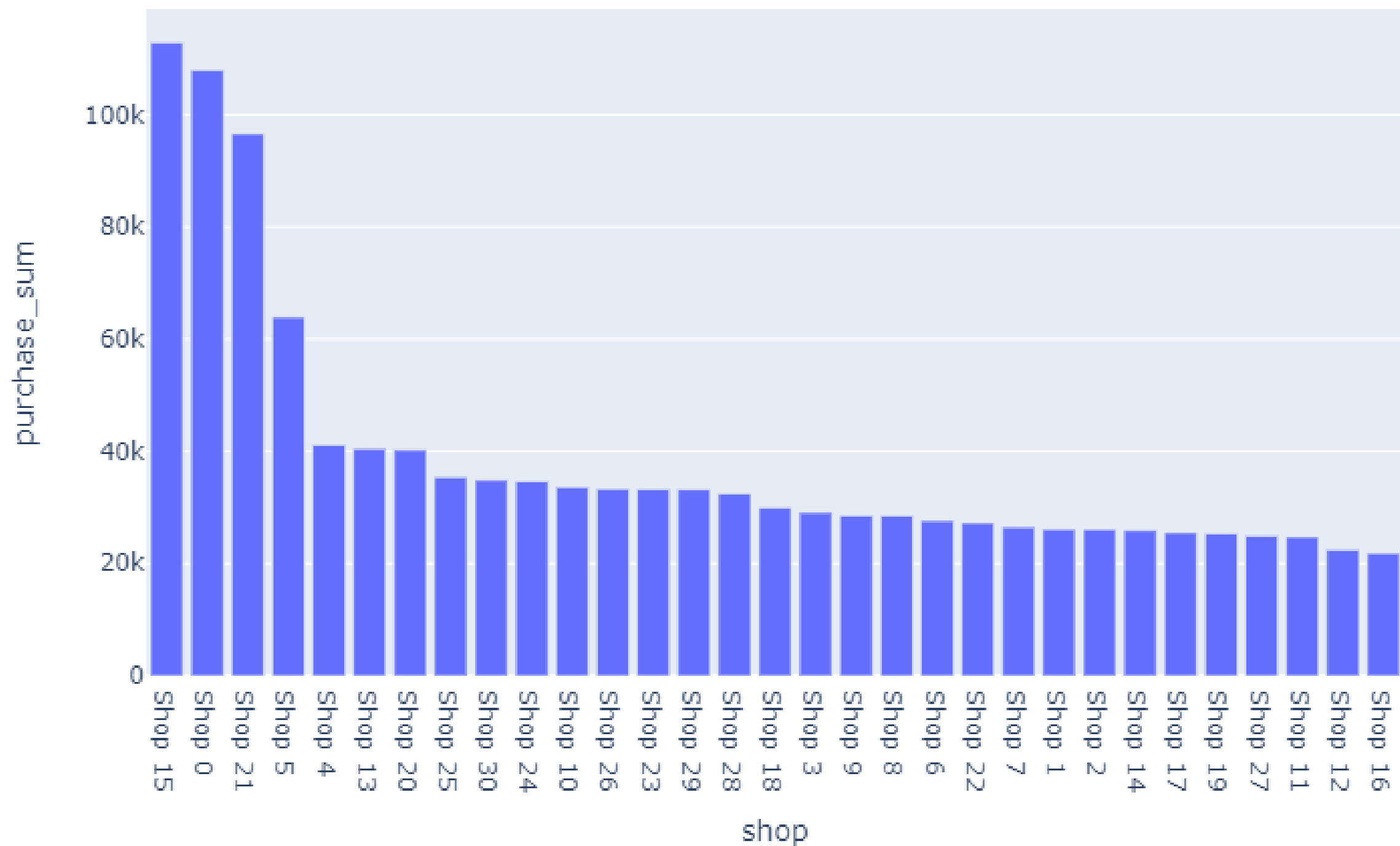For those who are not part of loyalty program is: 280
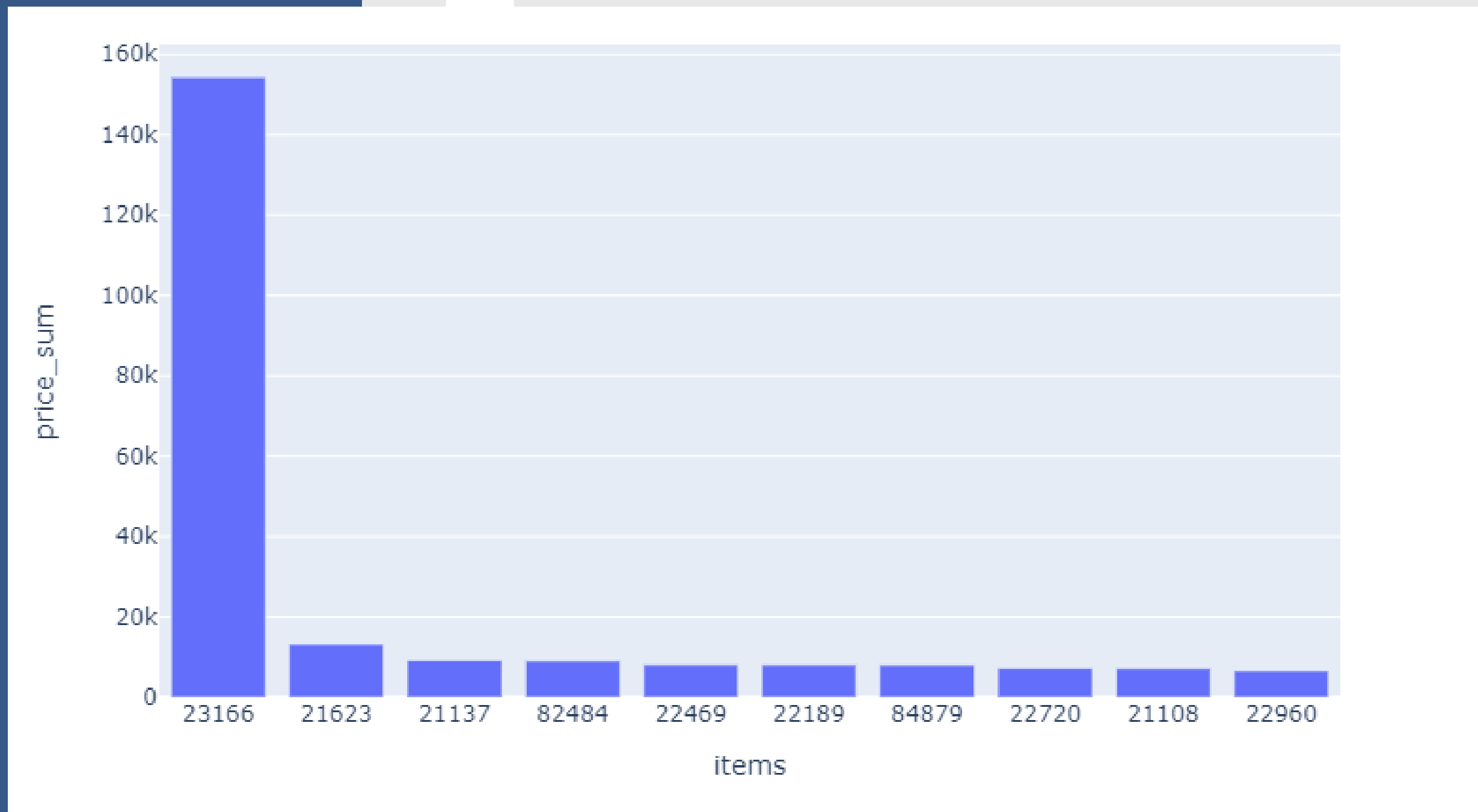
How often users are coming back?

-User part of loyalty program are coming back 2.11 times in 3 month.

-Users witch are not part of loyalty program are coming back only 1.7 time in 3 month.

Purchase sum by shop

10 top items

Dashboard of Number of purchase per customer, days and shop
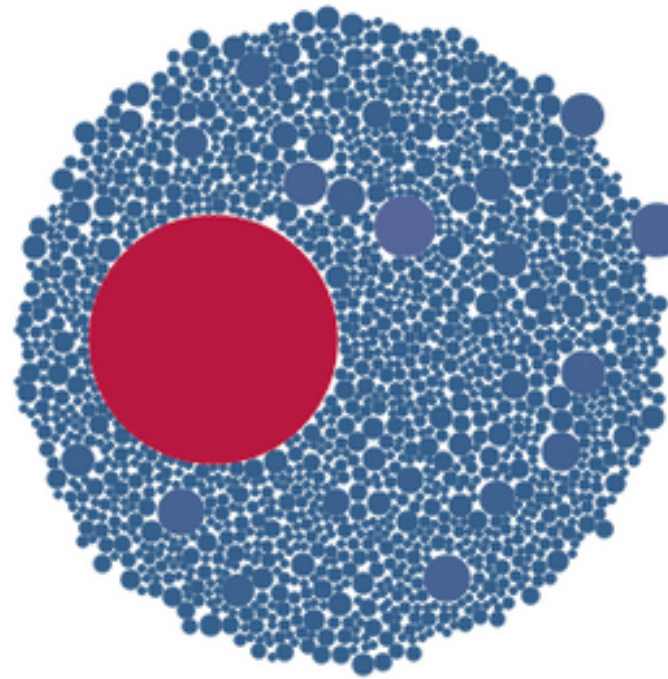
You are invited to look at my dashboard:
 https://public.tableau.com/views/finalprojectdashboard_16552763283180/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Some suggestions

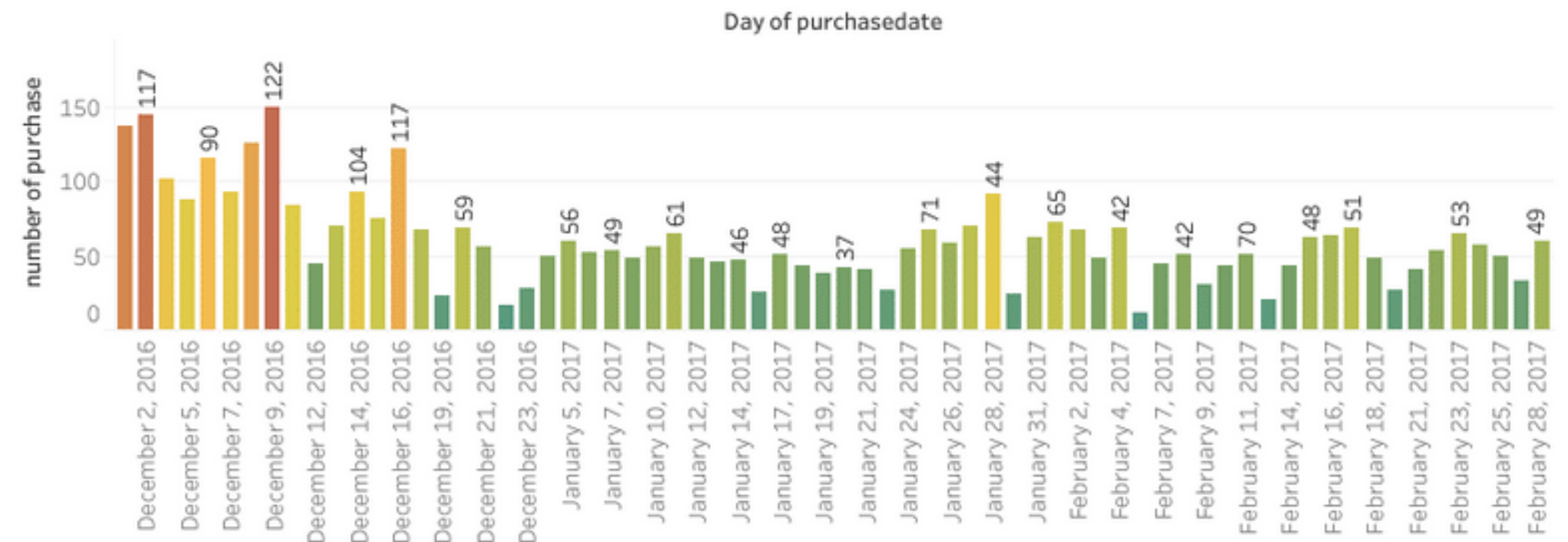- We should try to make our customer come back more often
- Loyalty program help customer to come back and purchase more.
- The price of items doesn't effect his sells.

Thank you for watching !