Count of Income_Level by Store_Locations_Adidas.Region, Loyalty_Tier and Preferred_Channel

Preferred_Channel ● Online ● Store

Total_Customers, Repeat_Customers and Churned_Customers

Total_Customers	500
Repeat_Customers	256
Churned_Custo...	147

100%

29.4%
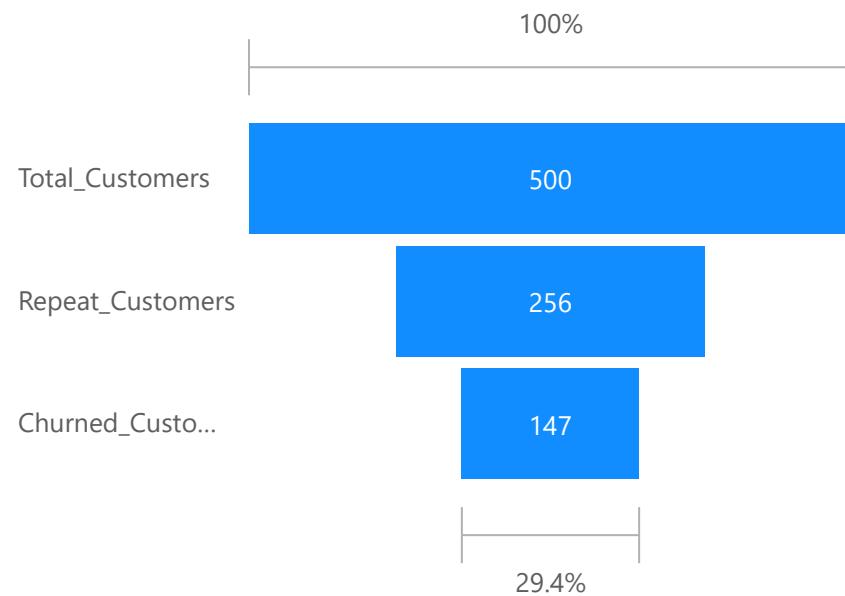
Income_Level

- ☐ (Blank)
- ☐ High
- ☐ Low
- ☐ Medium
- ☐ Premium

Preferred_Channel

- ☐ (Blank)
- ☐ Online
- ☐ Store

Churn_Reason

- ☐ Competitor
- ☐ Inactivity
- ☐ Low Engagement
- ☐ Not Found

Churn_Rate_Latest by Store_Locations_Adidas.Region and Loyalty_Program_Adidas.Loyalty_Tier

Loyalty_Program_Adidas.... ● Base ● Elite ● Plus ● Premium
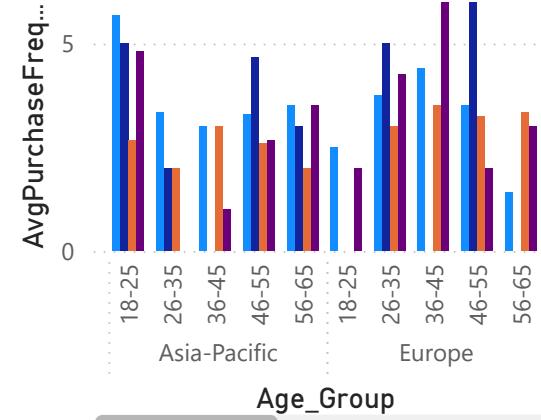
Customer_ID		Number of Transactions
CUST0001	⇨	7
CUST0002	⬇	2
CUST0003	⬇	2
CUST0004	⇨	7
CUST0005	⇨	5
CUST0007	⇨	4
CUST0008	⬇	3
CUST0009	⇨	5
CUST0010	⬇	2
CUST0011	⇨	7
CUST0012	⇨	5
CUST0014	⇨	6
CUST0015	⬇	1
CUST0016	⇨	5
CUST0017	⬆	9
CUST0018	⇨	5
CUST0019	⇨	4
CUST0020	⇨	7
CUST0021	⬇	1
CUST0022	⇨	5
CUST0023	⇨	5
CUST0024	⇨	5
CUST0025	⇨	5
CUST0026	⬇	3
CUST0027	⇨	5
CUST0028	⇨	5
Total		**1000**

Region	Age	Loyalty_Tier	Average of Transaction_Count
Asia-Pacific	18	Base	5.00
Asia-Pacific	19	Premium	6.00
Asia-Pacific	20	Elite	5.00
Asia-Pacific	21	Plus	3.00
Asia-Pacific	21	Premium	2.00
Asia-Pacific	22	Plus	1.00
Asia-Pacific	22	Premium	4.00
Asia-Pacific	23	Plus	3.33
Asia-Pacific	23	Premium	7.00
Asia-Pacific	24	Base	7.00
Asia-Pacific	25	Base	5.00
Asia-Pacific	25	Plus	2.00
Asia-Pacific	25	Premium	5.00
Asia-Pacific	27	Base	10.00
Asia-Pacific	28	Base	2.00
Asia-Pacific	29	Base	4.00
Asia-Pacific	32	Base	2.00
Asia-Pacific	33	Base	1.00
Asia-Pacific	34	Elite	2.00
Asia-Pacific	34	Plus	2.00
Asia-Pacific	36	Base	2.00
Asia-Pacific	38	Premium	1.00
Asia-Pacific	39	Base	4.50
Asia-Pacific	39	Plus	4.00
Asia-Pacific	42	Plus	3.50
Asia-Pacific	43	Base	1.00
Asia-Pacific	43	Plus	3.00
Asia-Pacific	44	Plus	0.00
Asia-Pacific	45	Plus	3.50
Asia-Pacific	46	Premium	2.00
Asia-Pacific	47	Base	4.00
Asia-Pacific	47	Plus	1.00
Total			**3.33**

AvgPurchaseFrequency by Region, Age_Group and Loyalty_Tier

Loyalty... ● Base ● Elite ● Plus ● Premium

Count of Transaction_ID and First Region by Product_Category and Loyalty_Tier
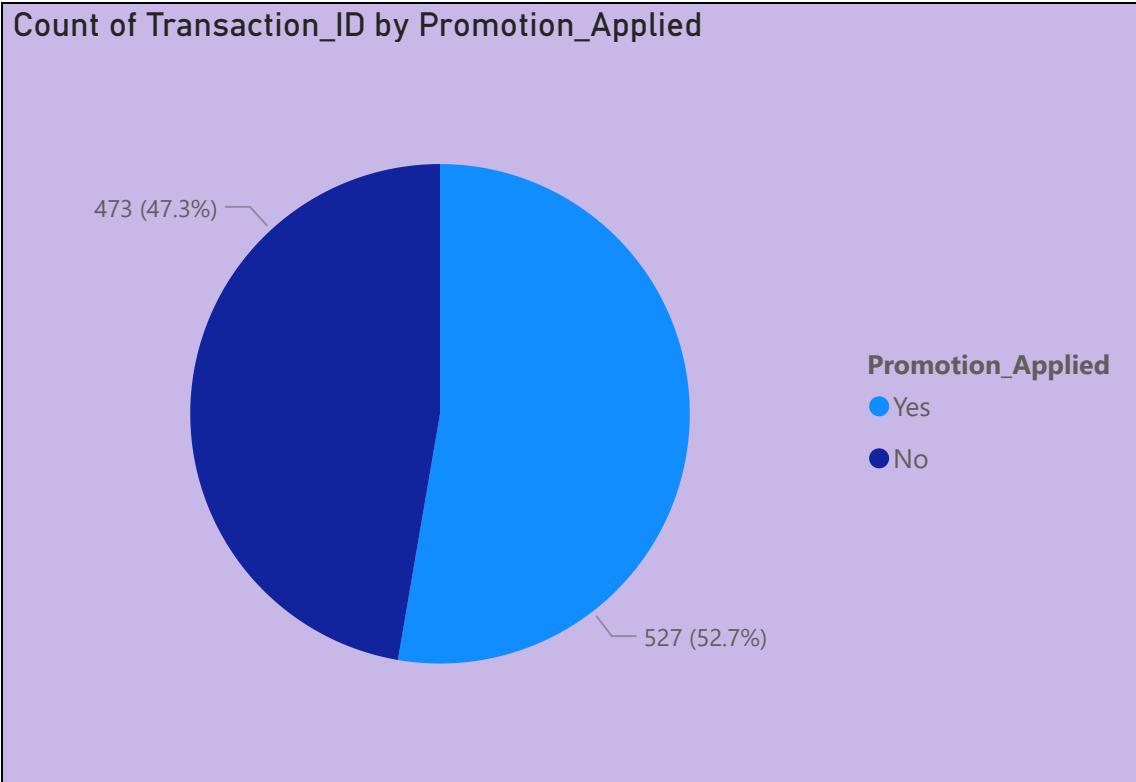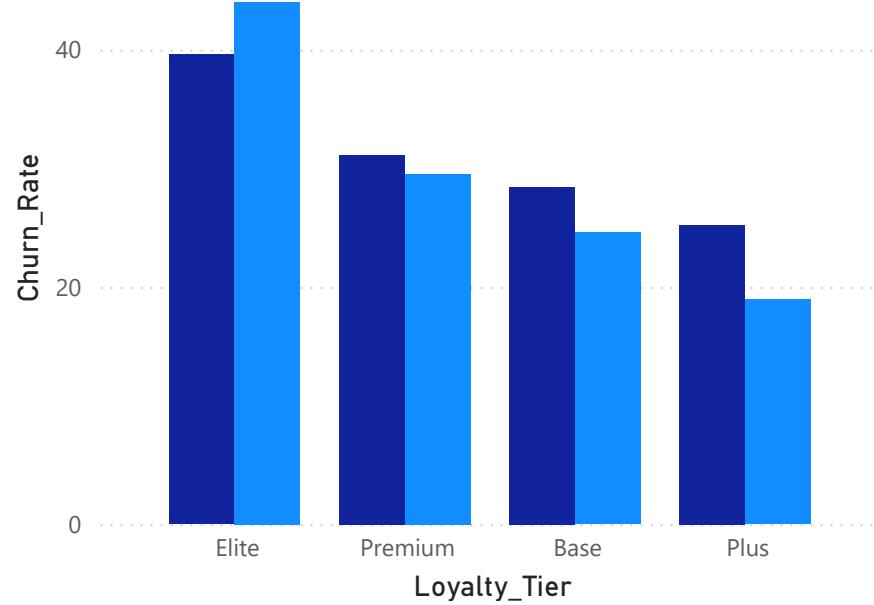
Loyalty_Program_Adidas.Loyalty_... ⌄

- ☐ (Blank)
- ☐ Base
- ☐ Elite
- ☐ Plus
- ■ Premium

3.33

AvgPurchaseFrequency

52.70

Percentage_Transaction_Promotion
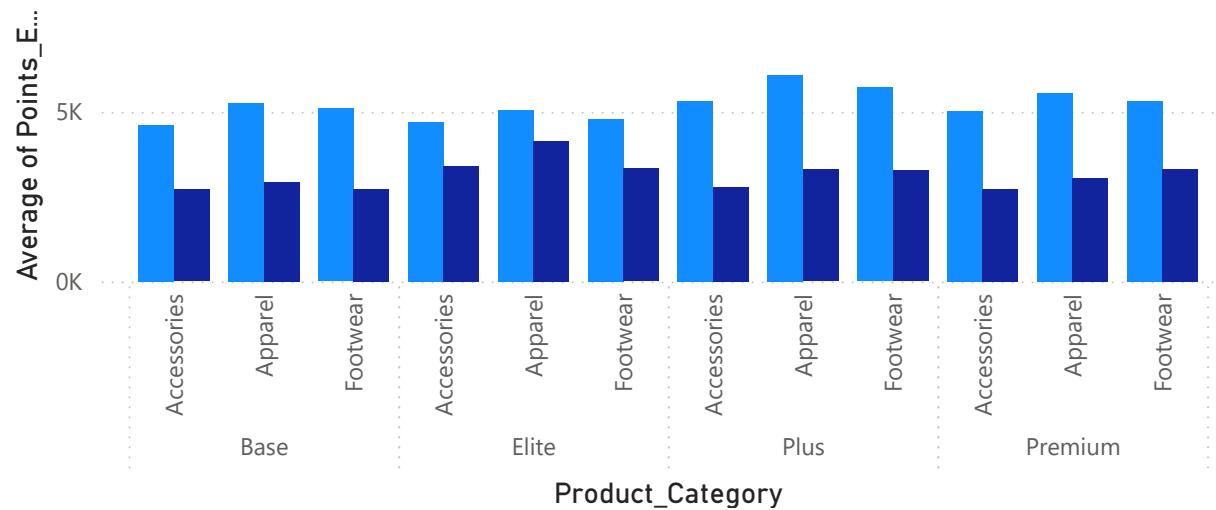
Churn_Rate by Loyalty_Tier

Promotion_App... ● No ● Yes


Count of Transaction_ID by Promotion_Applied

473 (47.3%)

527 (52.7%)

Promotion_Applied
● Yes
● No
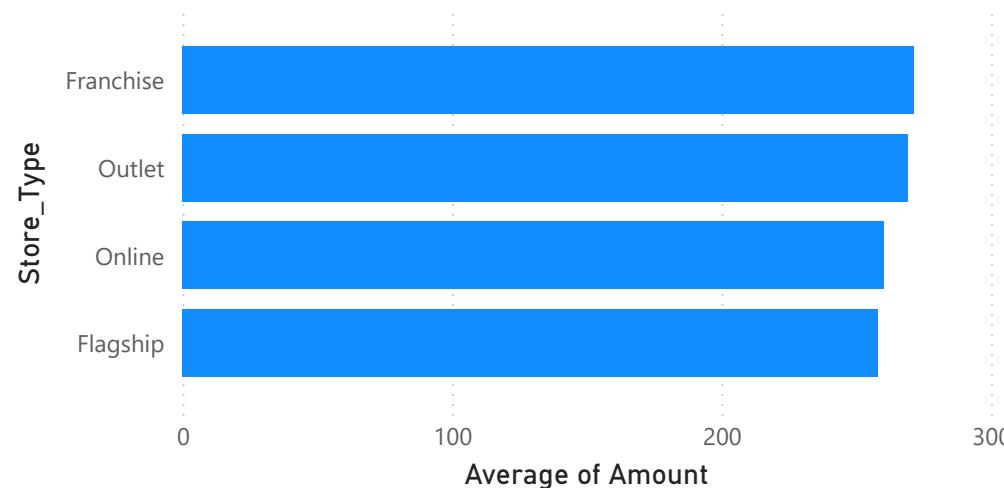
## Points_Earned vs Points_Redeemed by Loyalty_Tier
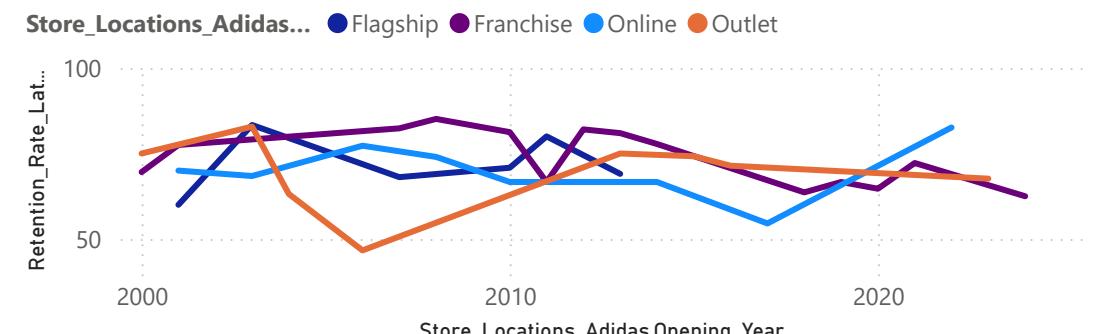
● Average of Points_Earned ● Average of Points_Redeemed

Average of Amount by Store_Type
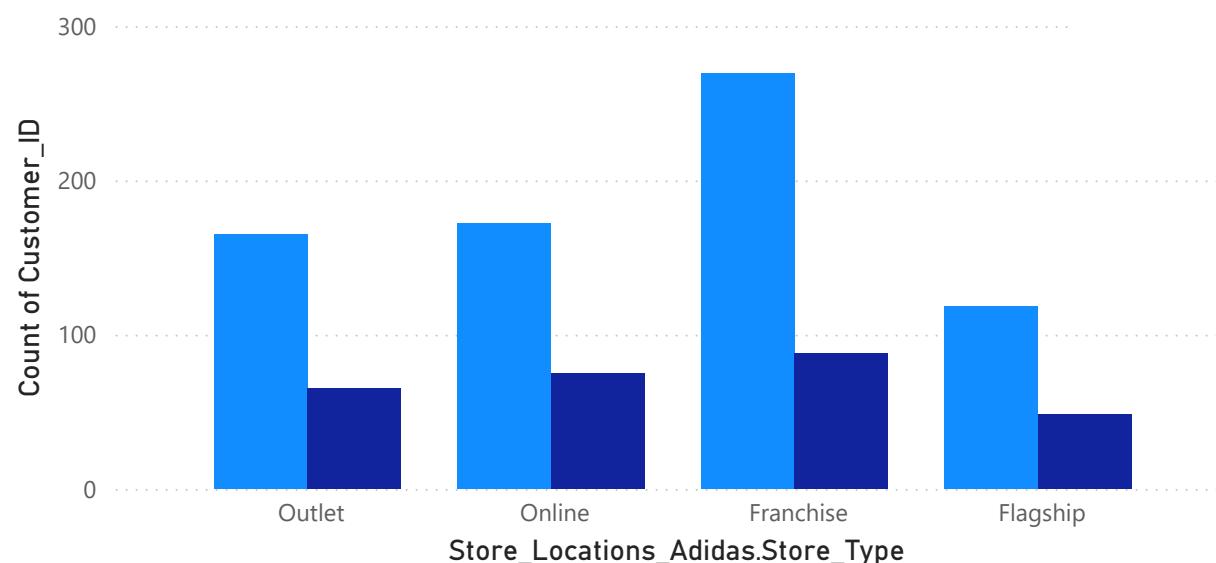
Retention_Rate_Latest and First Store_ID by Store_Locations_Adidas.Opening_Year and Store_Locations_Adidas.Store_Type

Store_Locations_Adidas... ● Flagship ● Franchise ● Online ● Outlet

## Count of Customer_ID by Store_Locations_Adidas.Store_Type and Customers_Churn_Flag
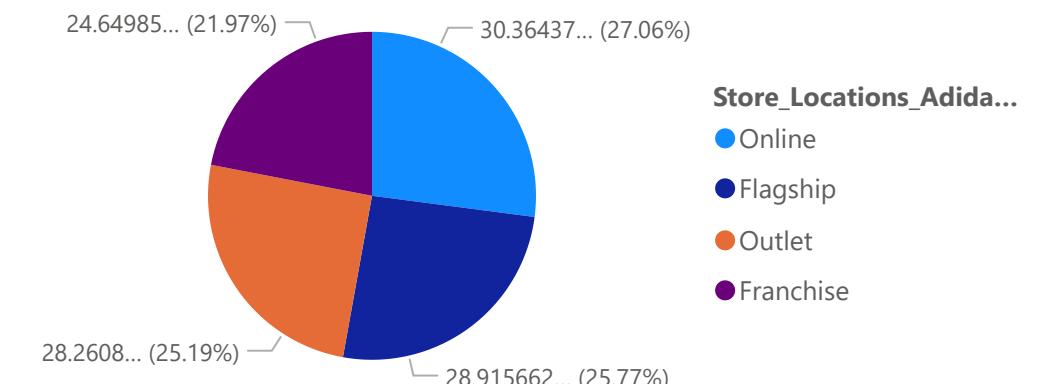
Customers_Churn_Flag ● 0 ● 1

0.77
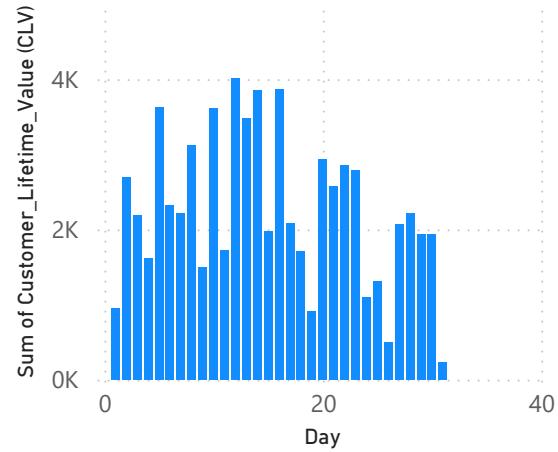
Sum of Store_Locations_Adidas.Opening_Year and Retention_Rate_Latest correlation for Store_Locations_Adidas.Store_Type
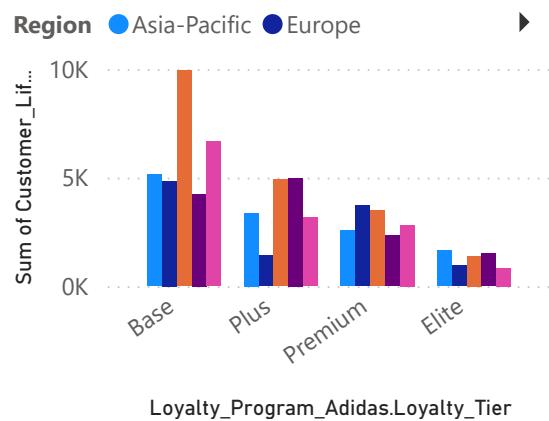
## Churn_Rate_Latest by Store_Locations_Adidas.Store_Type

24.64985... (21.97%) 30.36437... (27.06%)

Store_Locations_Adida...
● Online
● Flagship
● Outlet
● Franchise

28.2608... (25.19%) 28.915662... (25.77%)
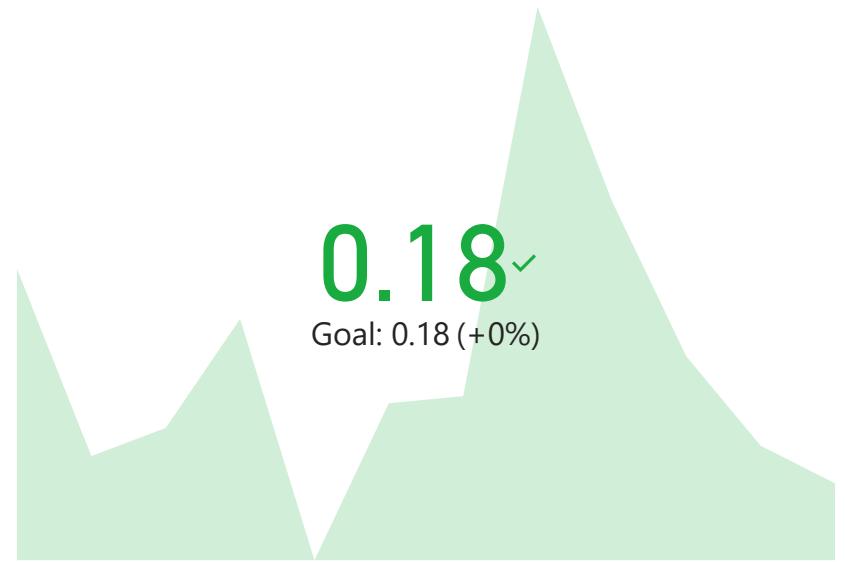
Sum of Customer_Lifetime_Value (CLV) by Day

## Sum of Customer_Lifetime_Value (CLV) by Loyalty_Program_Adidas.Loyalty_...

Region ● Asia-Pacific ● Europe ▶

Loyalty_Program_Adidas.Loyalty_Tier
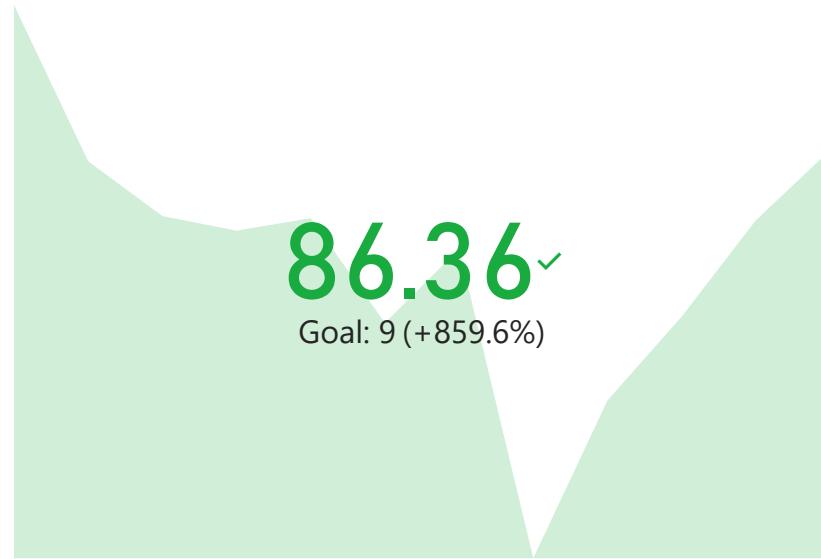
Churn Rate and Average Churn Rate by Membership_Duration

0.18 ✓
Goal: 0.18 (+0%)
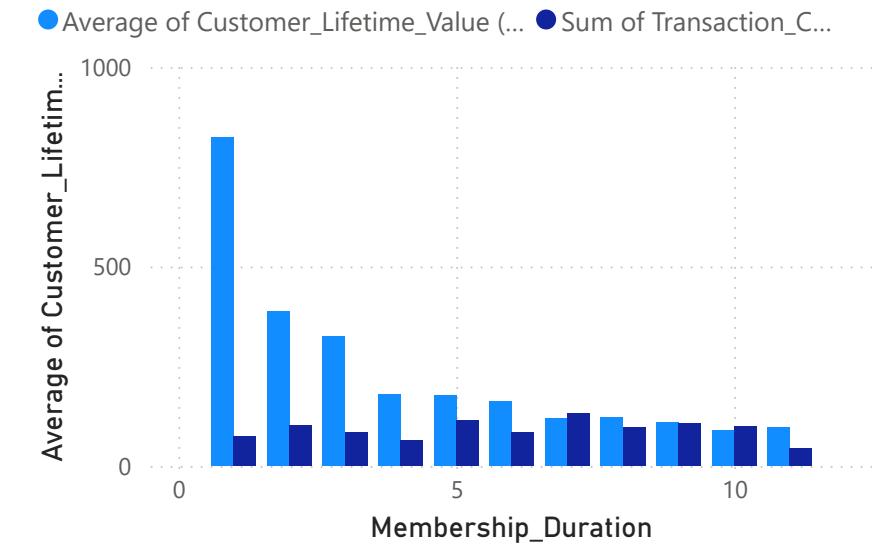
Sum of Customer_Lifetime_Value (CLV) and Repeat_Customers by Membership_Duration

1.06K ✓
Goal: 9 (+11,639.75%)
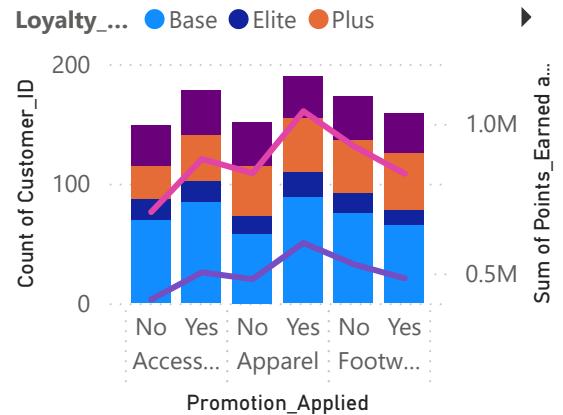
Retention_Rate_Latest and Repeat_Customers by Membership_Duration

86.36 ✓
Goal: 9 (+859.6%)
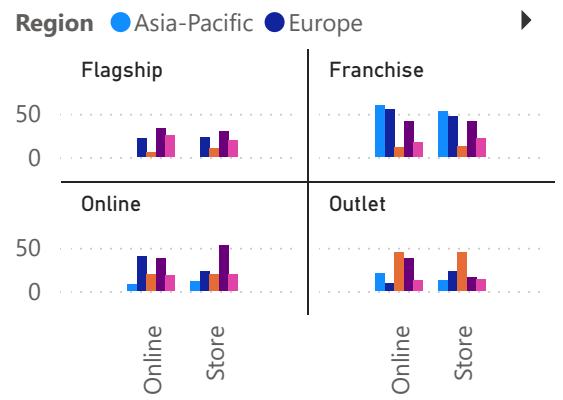
Average of Customer_Lifetime_Value (CLV) and Sum of Transaction_Count by Membership_Duration

● Average of Customer_Lifetime_Value (... ● Sum of Transaction_C...
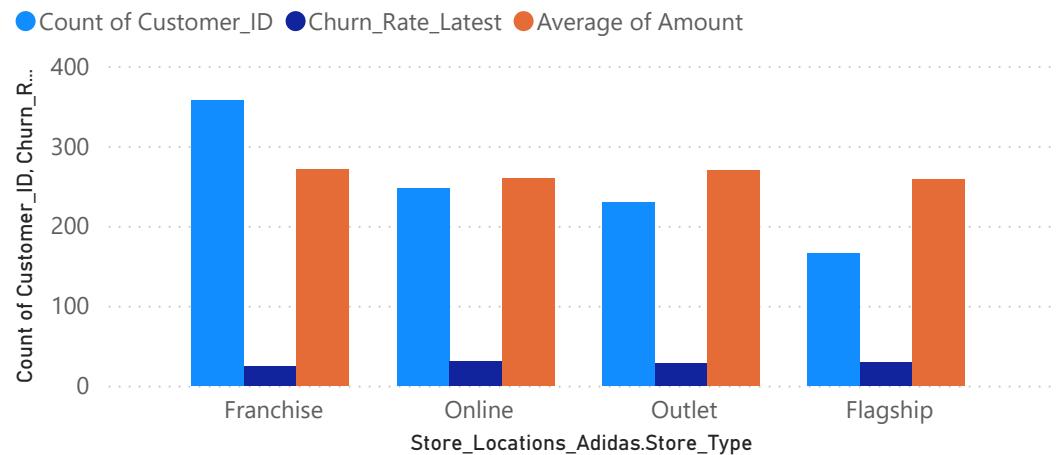
Count of Customer_ID, Sum of Points_Earned and Sum of Points_Redeemed by Product_Cat...

● Base ● Elite ● Plus ▶
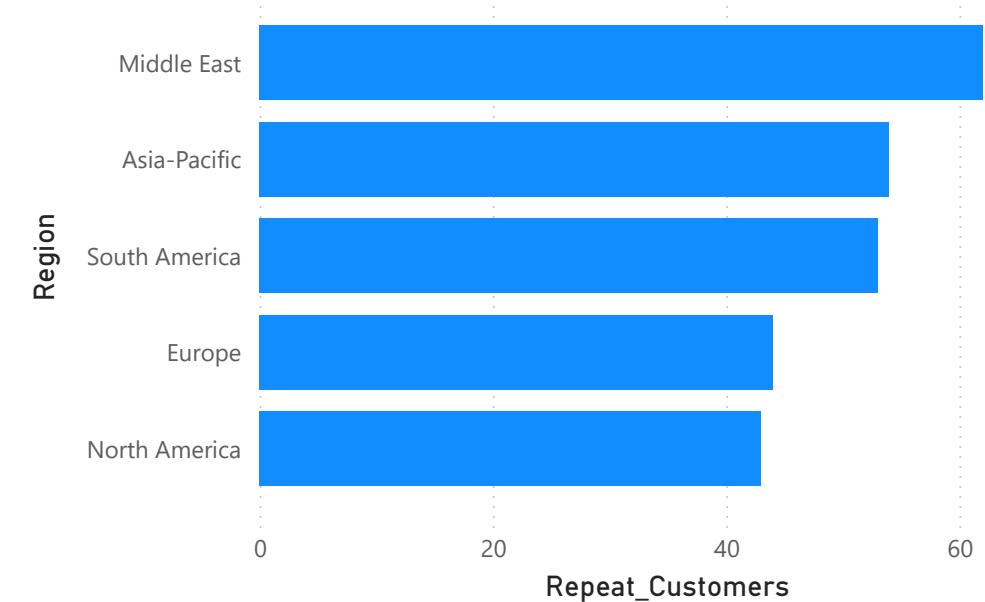
Count of Store_ID by Preferred_Channel, Region and Store_Type

Region ● Asia-Pacific ● Europe ▶
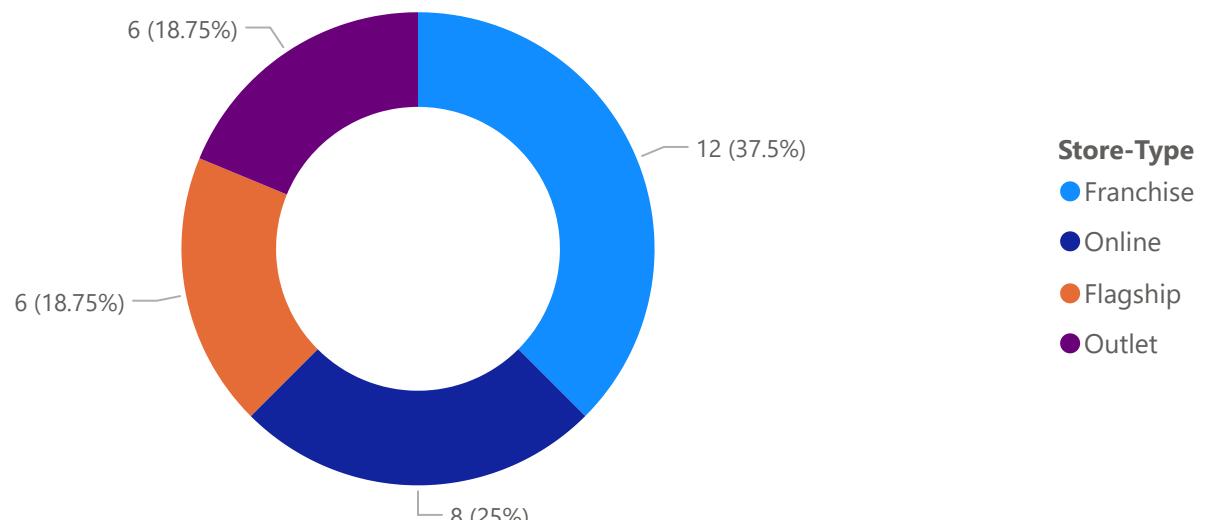
Count of Customer_ID, Churn_Rate_Latest and Average of Amount by Store_Locations_Adidas.Store_Type

- Count of Customer_ID
- Churn_Rate_Latest
- Average of Amount
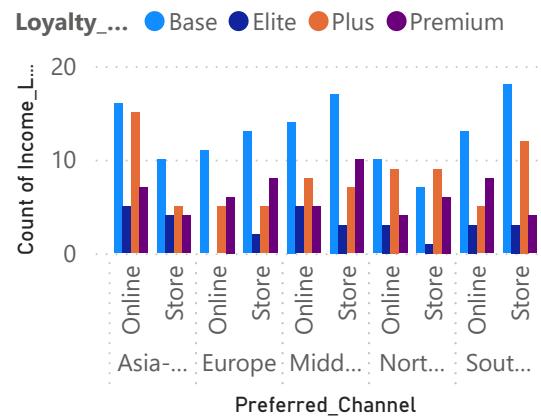
Repeat_Customers by Region
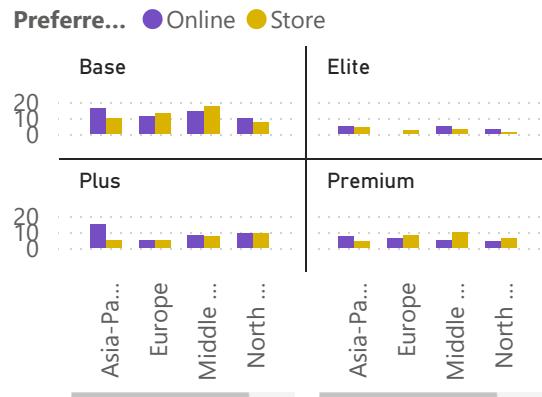
High_CLV_Customers_by_Store_Type by Store-Type

6 (18.75%)

12 (37.5%)

6 (18.75%)

8 (25%)

Store-Type
- Franchise
- Online
- Flagship
- Outlet

Count of Income_Level by Region, Preferred_Channel and Loyalty_Program_Adidas.Loyalty_...

Loyalty_... ● Base ● Elite ● Plus ● Premium

Count of Income_Level by Region, Preferred_Channel and Loyalty_Program_Adidas.Loyalty_...

Preferre... ● Online ● Store

Income_Level

--	High	Low
Medium	Premiu...	

Preferred_Channel

--	Online	Store

Region ∨

- ☐ (Blank)
- ☐ Asia-Pacific
- ☐ Europe
- ☐ Middle East
- ☐ North America
- ☐ South America

Loyalty_Program_Adidas.Loyalty_Tier ∨

- ☐ (Blank)
- ☐ Base
- ☐ Elite
- ☐ Plus