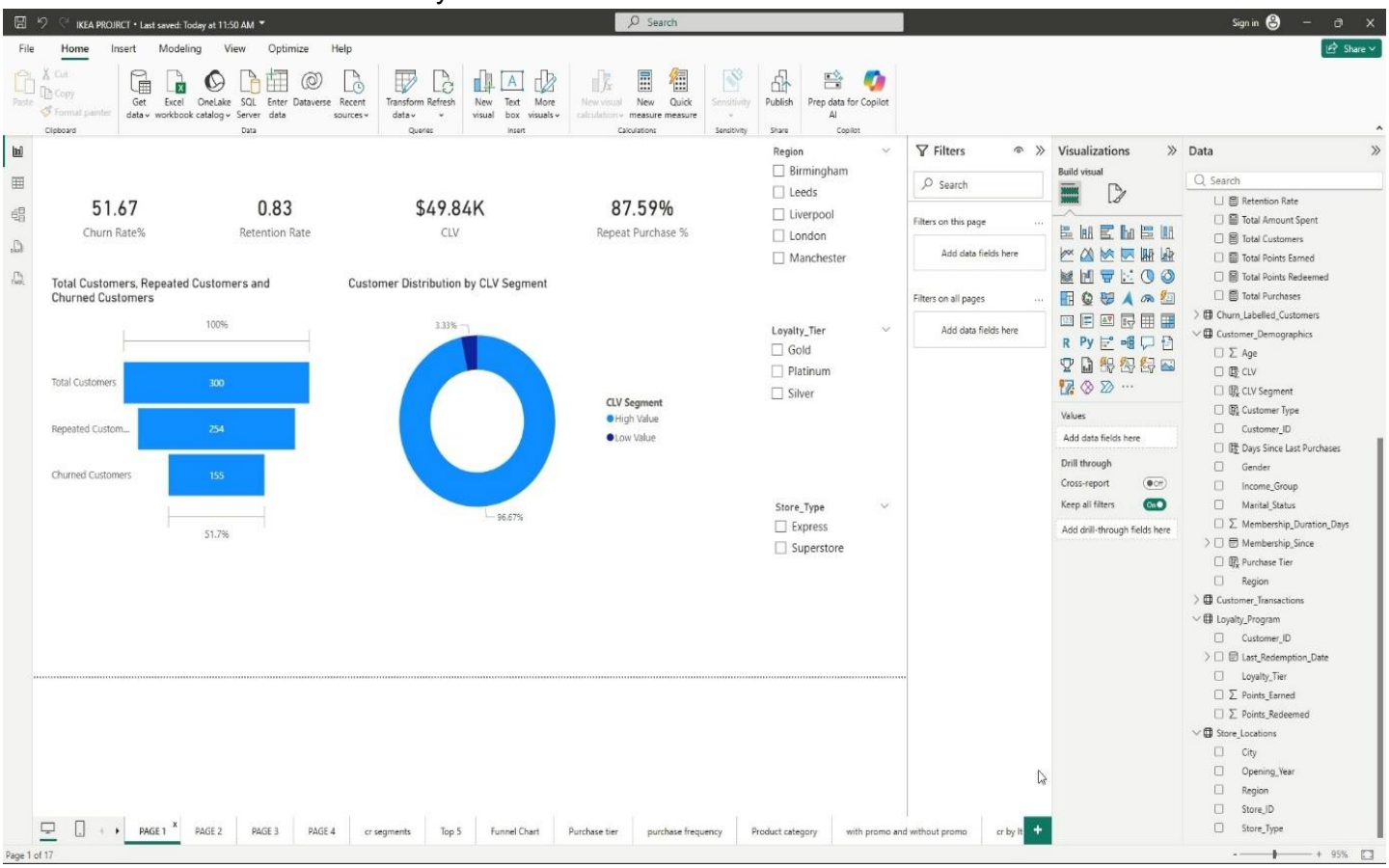
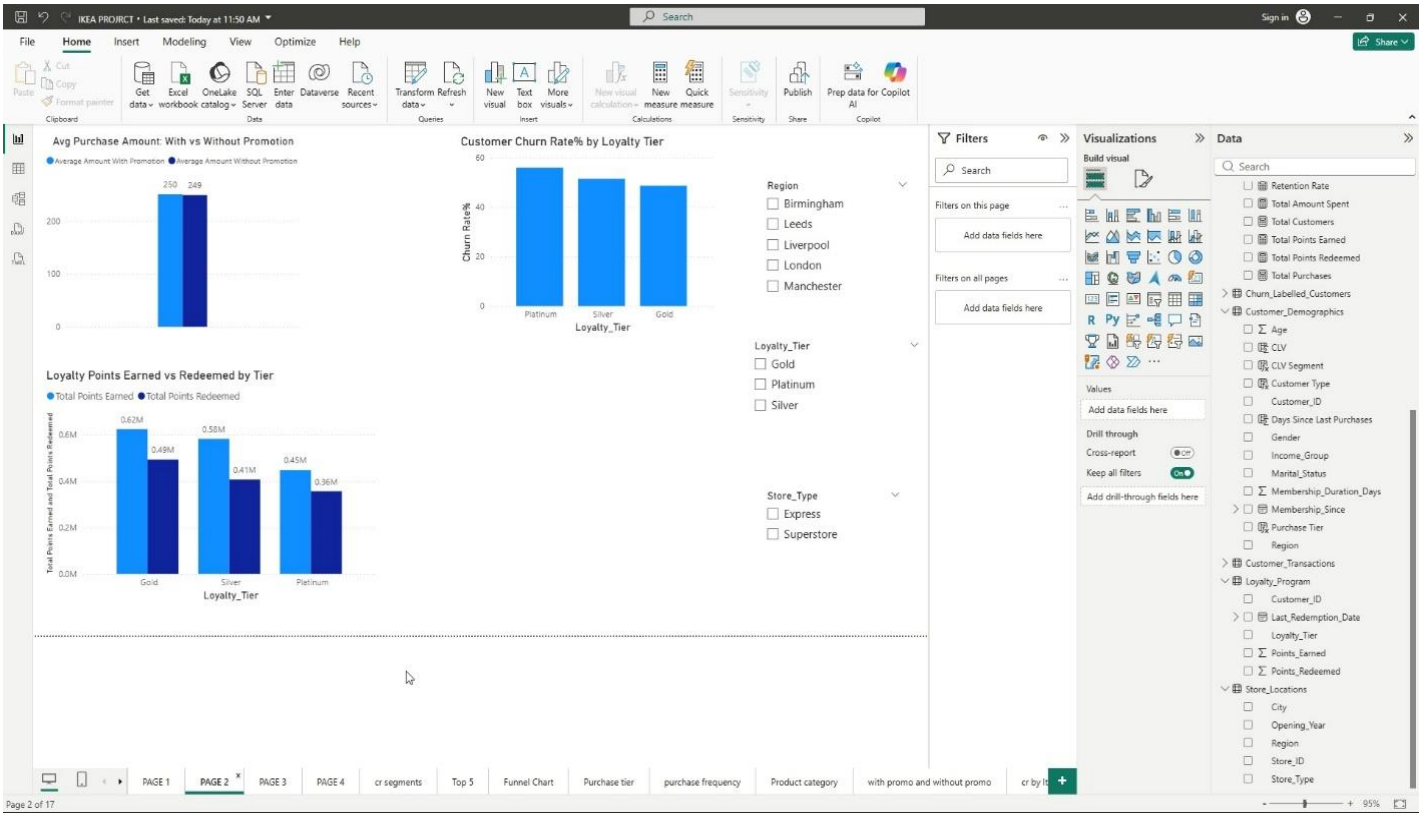
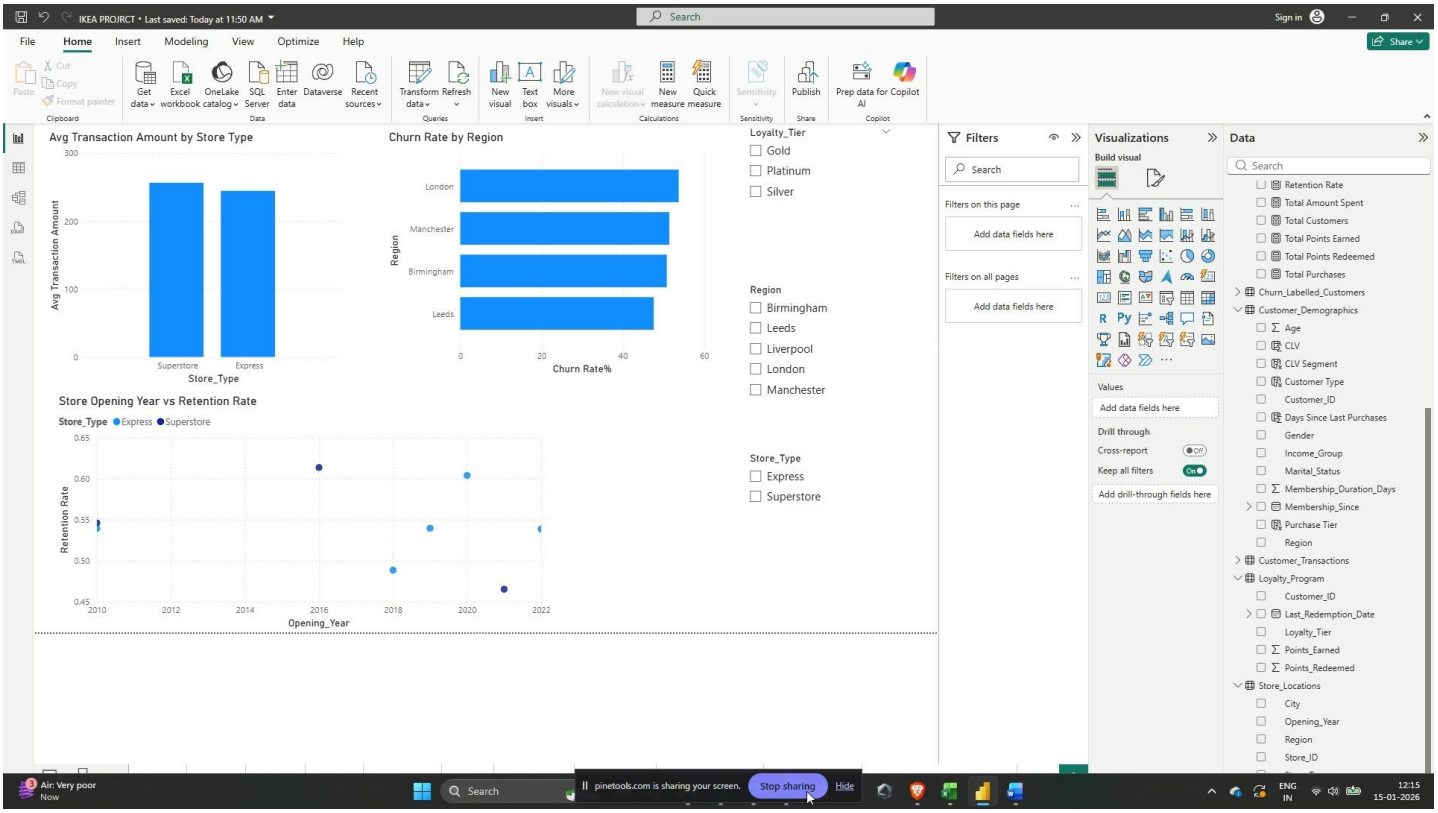
IKEA Customer Retention Analysis



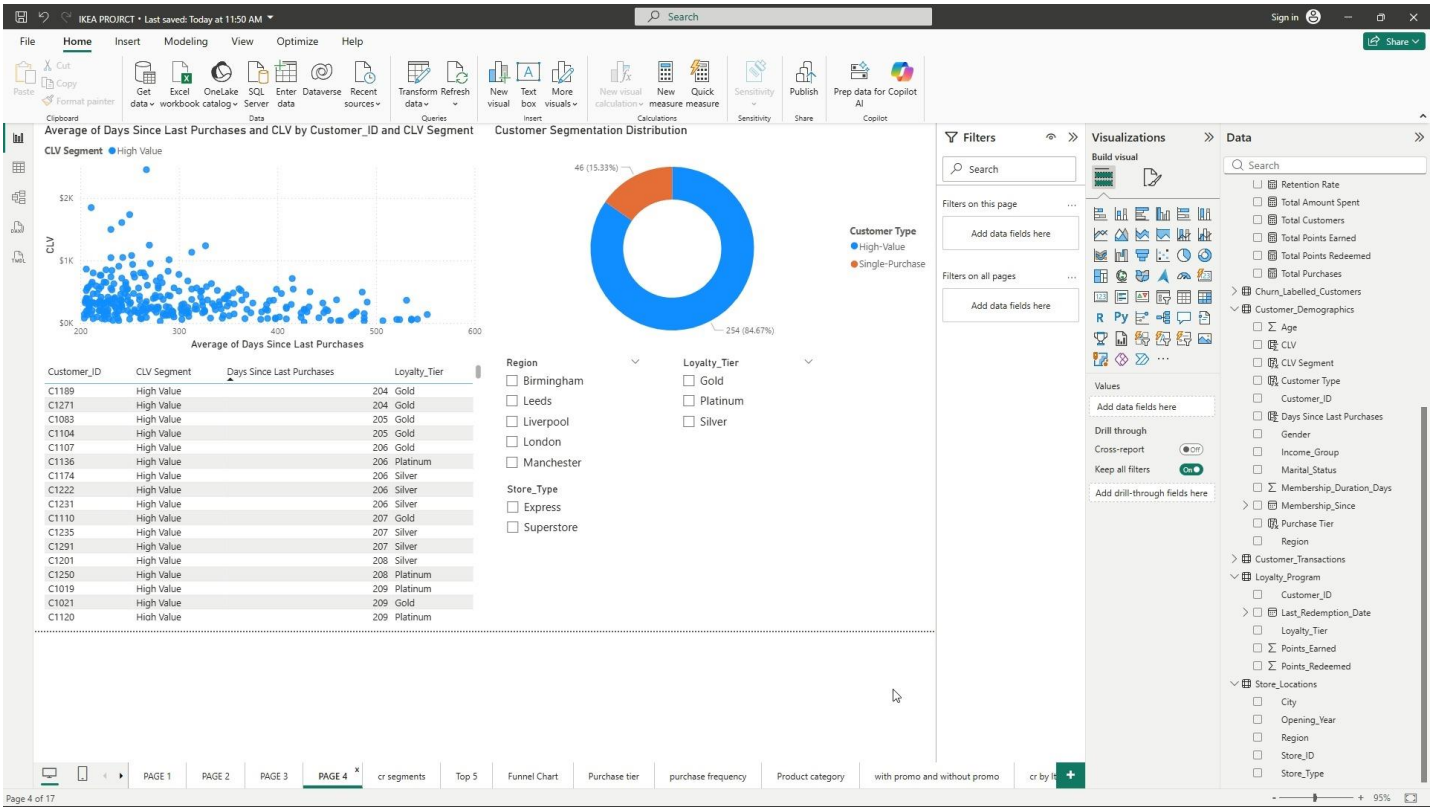
PAGE-1: Overview KPIs



PAGE-2: Loyalty & Promotion Impact



PAGE-3: Store & Region Insights



PAGE-4: Customer Segmentation

MEASURES CREATED

1. Average Amount With Promotion = CALCULATE(AVERAGE(Customer_Transactions[Amount]),
   Customer_Transactions[Promotion_Applied] = "Yes")
2. Average Amount Without Promotion = CALCULATE(AVERAGE(Customer_Transactions[Amount]),
   Customer_Transactions[Promotion_Applied] = "No")
3. Average Purchase Frequency = DIVIDE(COUNT('Customer_Transactions'[Transaction_ID]),
   DISTINCTCOUNT('Customer_Transactions'[Customer_ID]))
4. Avg Transaction Amount = AVERAGE(Customer_Transactions[Amount])
5. Churn Rate% = DIVIDE([Churned Customers],[Total Customers],0)*100
6. Churned Customers = CALCULATE(DISTINCTCOUNT(Churn_Labelled_Customers[Customer_ID]),Churn_Labelled_Customers[Churned (Yes/No)]="YES")
7. CLV = DIVIDE([Total Amount Spent], [Membership Duration (Years)], 0)
8. Customer Tier = SWITCH(TRUE(),
   [Total Purchases] >= 2 && [Total Purchases] <= 4, "Low-Tier",
   [Total Purchases] >= 5 && [Total Purchases] <= 10, "Mid-Tier",
   [Total Purchases] >= 11, "High-Tier",
   "Single Purchase")
9. Days Since Last Purchase = DATEDIFF(
   CALCULATE(MAX(Customer_Transactions[Transaction_Date]),
   ALLEXCEPT(Customer_Transactions, Customer_Transactions[Customer_ID])), CALCULATE(
   MAX(Customer_Transactions[Transaction_Date]), ALL(Customer_Transactions)), DAY)
10. Last Purchase Date = CALCULATE(MAX(Customer_Transactions[Transaction_Date]),
    ALLEXCEPT(Customer_Transactions, Customer_Transactions[Customer_ID]))
11. Membership Duration (Years) = VAR StartDate = MIN(Customer_Demographics[Membership_Since])
VAR EndDate
= CALCULATE(MAX(Customer_Transactions[Transaction_Date]), ALL(Customer_Transactions)
)RETURN DIVIDE(DATEDIFF(StartDate, EndDate, DAY), 365, 0)
12. Repeated Customers = CALCULATE(DISTINCTCOUNT(Customer_Transactions[Customer_ID]),
    FILTER(SUMMARIZE(Customer_Transactions, Customer_Transactions[Customer_ID], "Transaction Count", COUNTROWS(Customer_Transactions)), [Transaction Count] > 1))
13. Retained Customer = IF(DATEDIFF([Last Purchase Date], TODAY(), MONTH) <= 6, 1, 0)
14. Retention Rate = VAR MaxTxnDate = CALCULATE(MAX(Customer_Transactions[Transaction_Date]),

ALL(Customer_Transactions))VAR CutoffDate = EDATE(MaxTxnDate, -6) VAR RetainedCustomers =

CALCULATE(DISTINCTCOUNT(Customer_Transactions[Customer_ID]), Customer_Transactions[Transaction_Date] >= CutoffDate)VAR TotalCustomers
= DISTINCTCOUNT(Customer_Transactions[Customer_ID])

RETURN DIVIDE(RetainedCustomers, TotalCustomers, 0)

15. CLV Segment = VAR CurrentCLV = CALCULATE([CLV], ALLEXCEPT(Customer_Demographics, Customer_Demographics[Customer_ID]))VAR P25 = CALCULATE(PERCENTILEX.INC(

ALL(Customer_Demographics[Customer_ID]), [CLV], 0.25))VAR P75 = CALCULATE(PERCENTILEX.INC(

ALL(Customer_Demographics[Customer_ID]), [CLV], 0.75))RETURN SWITCH(TRUE(),

CurrentCLV <= P25, "Low Value", CurrentCLV <= P75, "Medium Value", "High Value")

PROJECT VIDEO DESCRIPTION

https://drive.google.com/file/d/1_18DcxPnsbezeaIjgz347JfQu9lCOnTp/view?usp=sharing