

IKEA Customer Retention Analysis

KPIs Overview:

- Churn Rate%: 51.67
- Retention Rate: 0.83
- CLV: \$49.84K
- Repeat Purchase %: 87.59%

Total Customers, Repeated Customers and Churned Customers:

Category	Value
Total Customers	300
Repeated Customers	254
Churned Customers	155

Customer Distribution by CLV Segment:

Filters:

- Region: Birmingham, Leeds, Liverpool, London, Manchester
- Loyalty_Tier: Gold, Platinum, Silver
- Store_Type: Express, Superstore

Data:

- Retention Rate
- Total Amount Spent
- Total Customers
- Total Points Earned
- Total Points Redeemed
- Total Purchases
- Churn_Labelled_Customers
- Customer_Demographics
- Customer_Transactions
- Loyalty_Program
- Store_Locations

PAGE-1: Overview KPIs

Avg Purchase Amount: With vs Without Promotion:

Category	Average Amount With Promotion	Average Amount Without Promotion
Category 1	250	249

Customer Churn Rate% by Loyalty Tier:

Loyalty_Tier	Churn Rate%
Platinum	50%
Silver	48%
Gold	45%

Loyalty Points Earned vs Redeemed by Tier:

Loyalty_Tier	Total Points Earned	Total Points Redeemed
Gold	0.62M	0.49M
Silver	0.58M	0.41M
Platinum	0.45M	0.36M

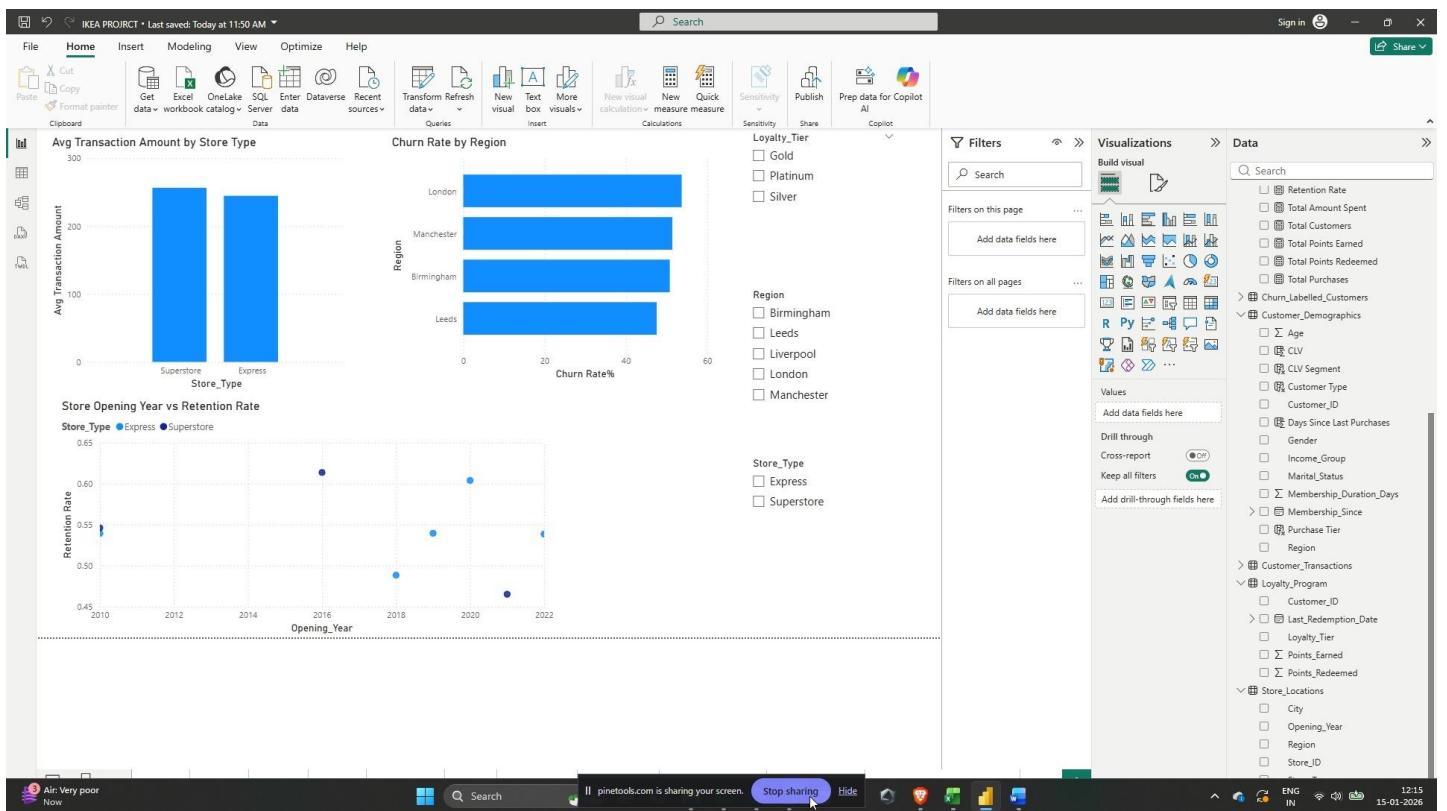
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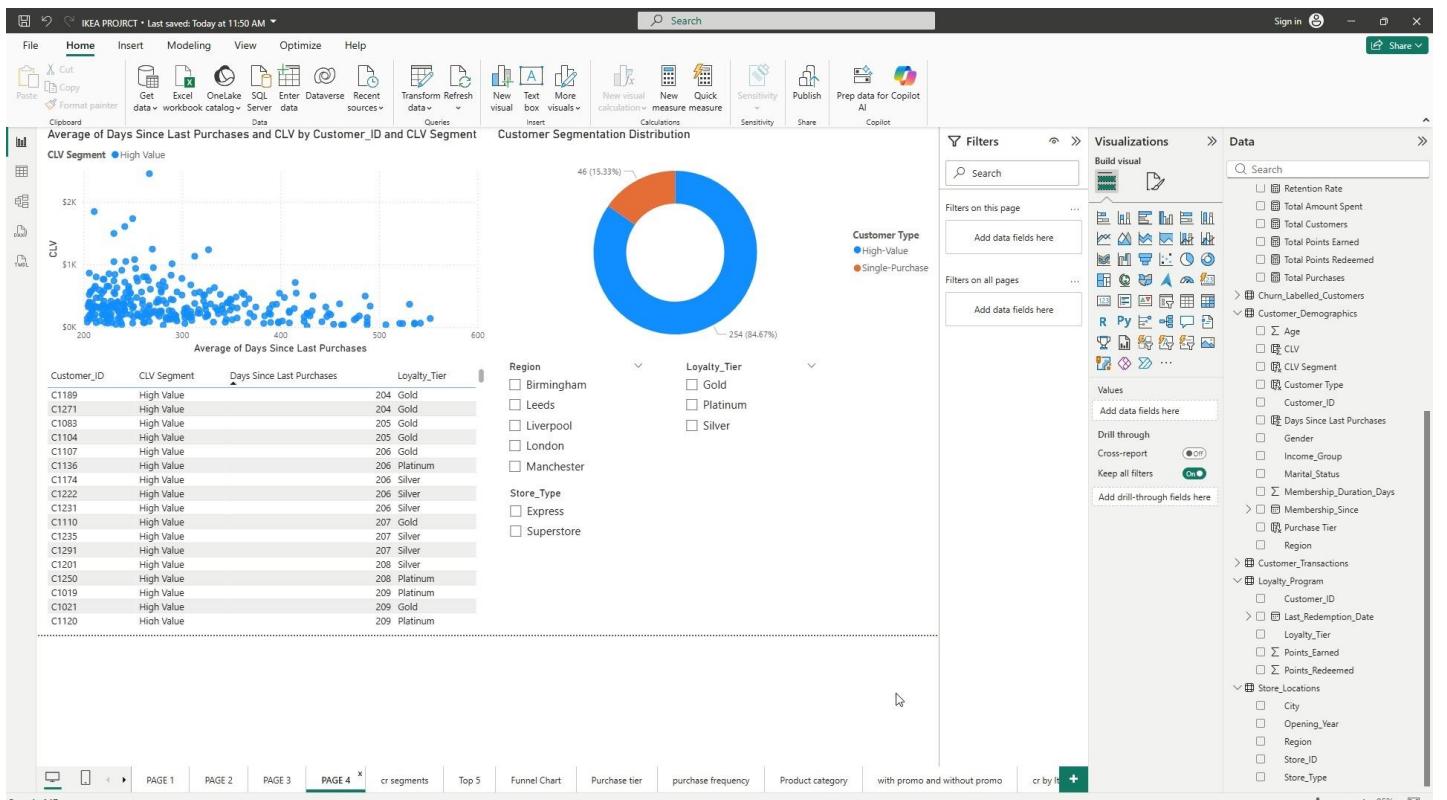
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PAGE-2: Loyalty & Promotion Impact



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]),

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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")

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PROJECT VIDEO DESCRIPTION

https://drive.google.com/file/d/1_18DcxPnsbezealjgz347JfQu9ICOnTp/view?usp=sharing