

Loyaltytics Business Case Study

Topic: Tableau

Owner : Samarth Kolge

Context

Loyaltytics is an AI and analytics company helping some of the world's leading brands solve their complex data challenges. Their end-to-end platform enables companies to leverage the power of data to craft strategies, create engaging customer experiences, and drive measurable business impact. They were voted one of the best CRM solutions providers in India by the CICC Review magazine in the year 2019.

Dataset [Link](#)

This dataset has information on more than 500k transactions from 2020 to 2022 at brand A across different stores in UAE and Qatar.

Screenshots:

Loyalties Business Case							
Registered or not / Refund transaction or not / Item Refunded or not							
Not Registered				Registered			
Freebies		Refund Transation	Sales	Freebies		Refund Transation	Sales
Item Not Refunded	Item Refunded	Item Refunded	Item Not Refunded	Item Not Refunded	Item Refunded	Item Refunded	Item Not Refunded
0	0	-932,559	18,236,256	0	0	-846,634	21,529,152
1,826	-35	-10,711	262,680	4,925	-136	-8,597	259,348

Registered or not

All

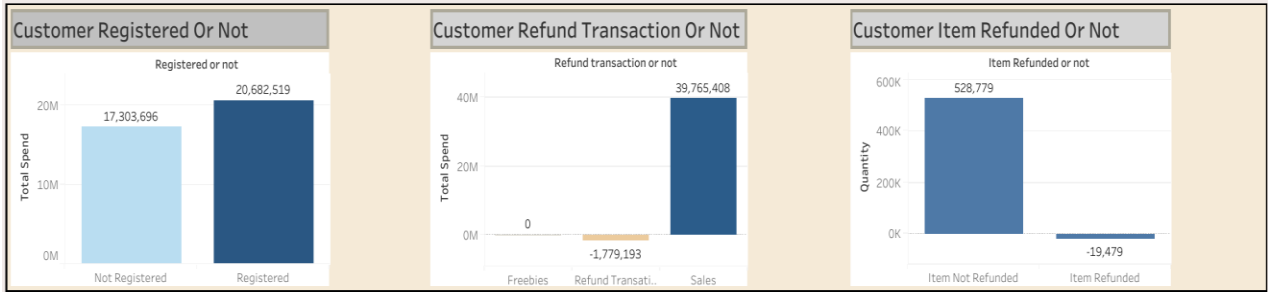
Total Spend

-1,779,193

39,765,408

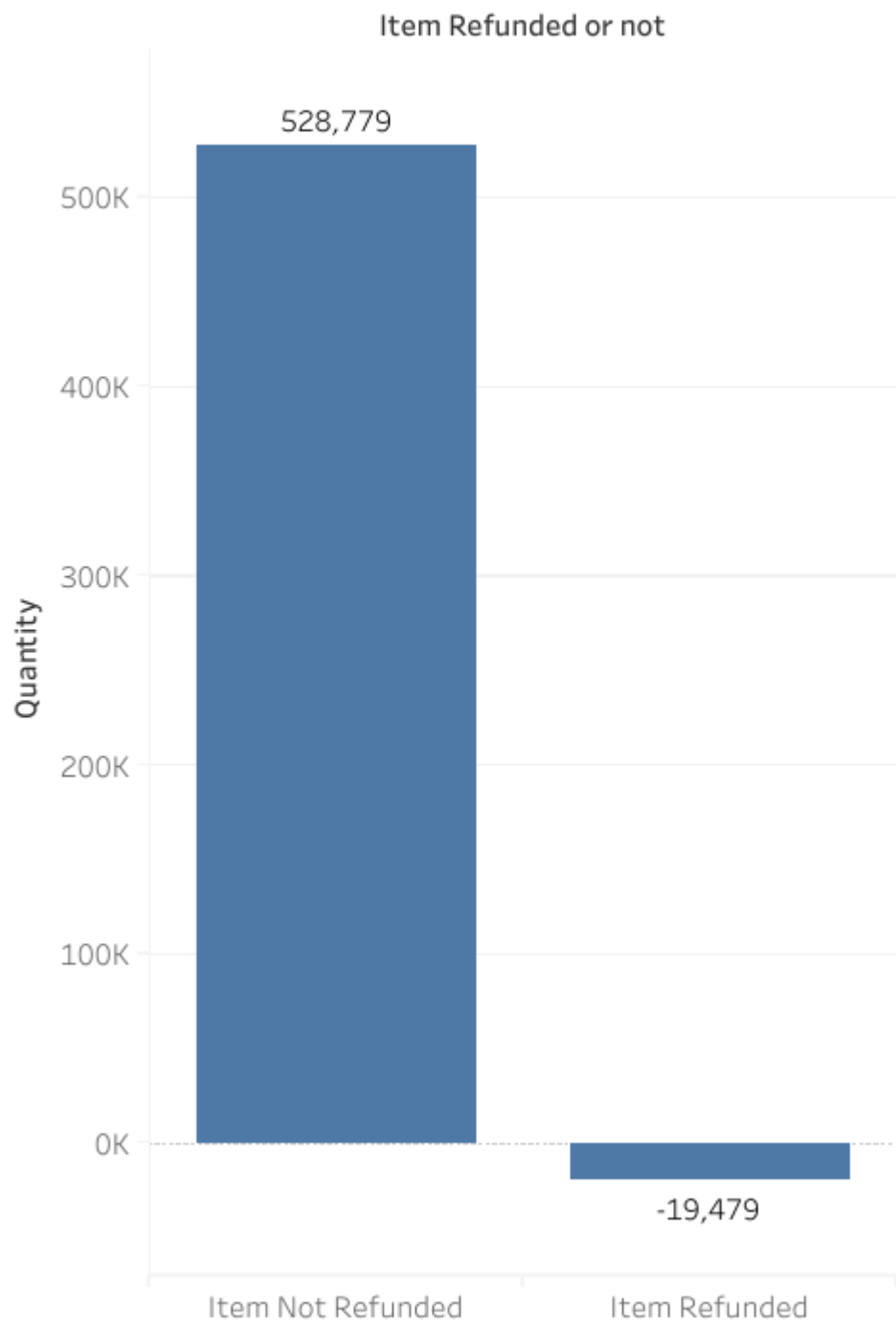
Quantity

-19,528 to 529,928

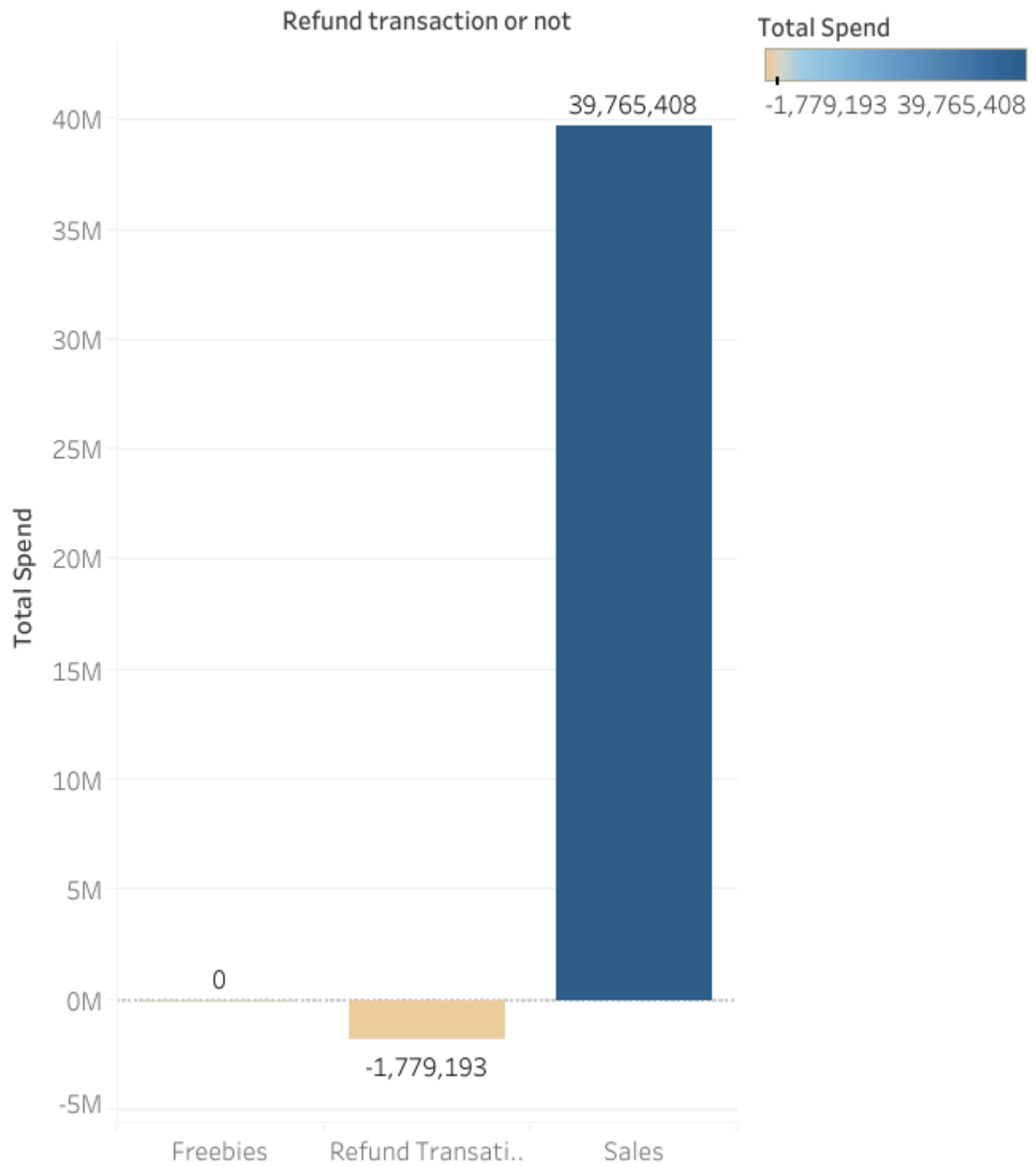


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Freebies		Refund Transation	Sales	Freebies		Refund Transation	Sales
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Customer Item Refunded Or Not



Customer Refund Transaction Or Not



Customer Registered Or Not

