44

Count of Customer_ID

Region

- [ ] Central
- [ ] East
- [ ] North
- [ ] South
- [x] West

Region
- [ ] Central
- [ ] East
- [ ] North
- [ ] South
- [x] West

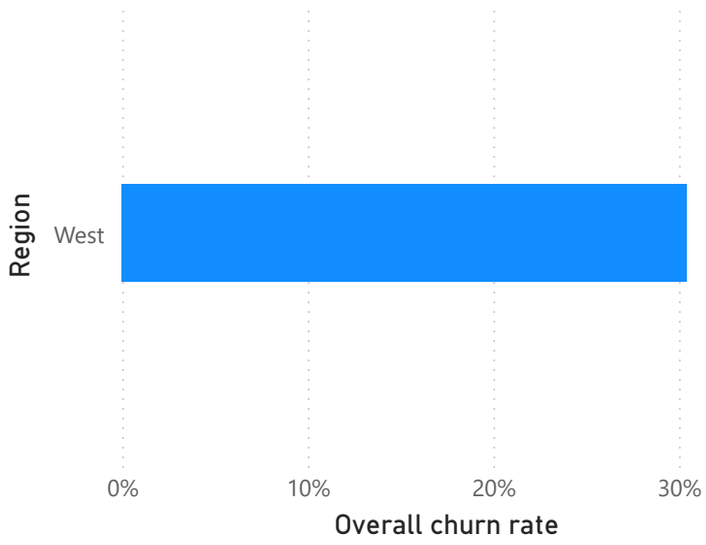
Income_Level
- [ ] High
- [ ] Low
- [x] Medium

Preferred_Channel
- [ ] Online
- [x] Store

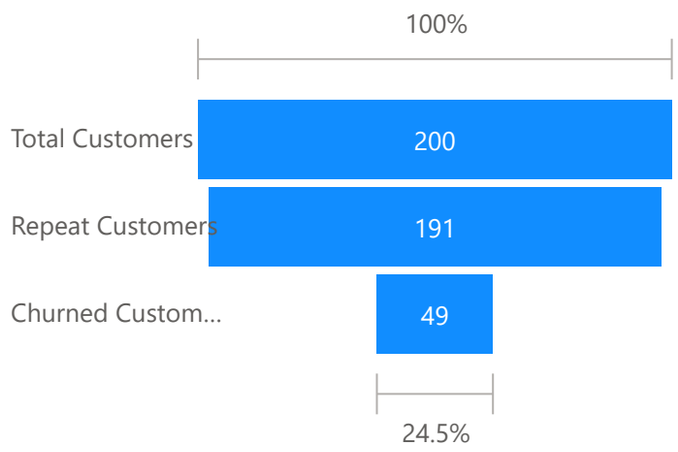
Loyalty_Tier
- [ ] Basic
- [ ] Plus
- [x] Premium

24.50%
Overall churn rate

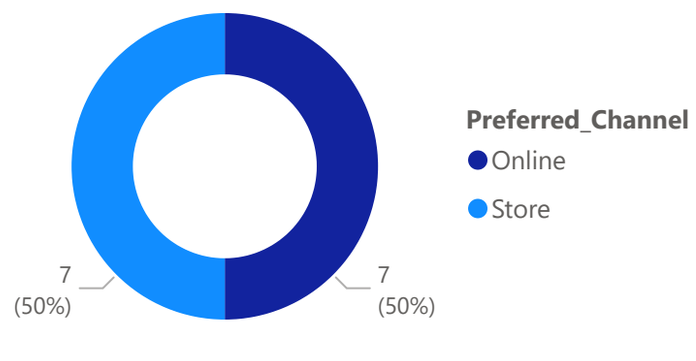
Overall churn rate by Region



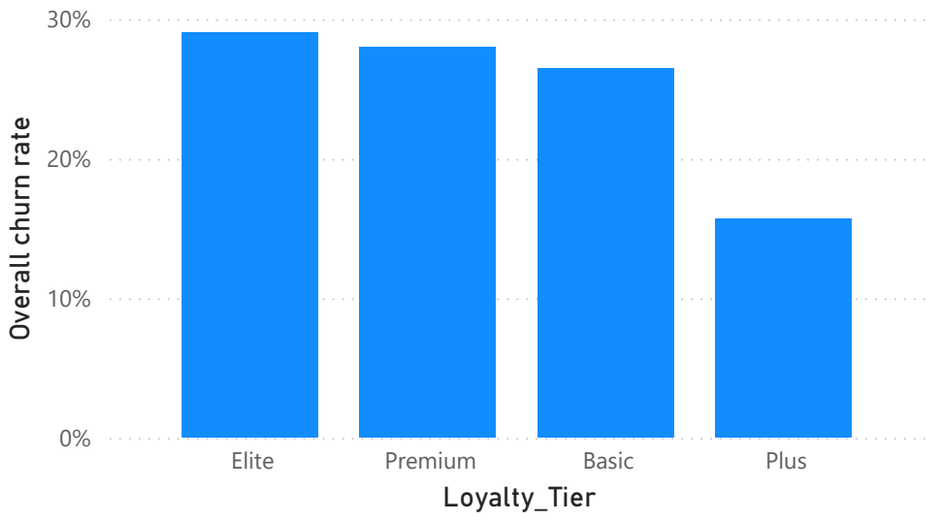
Total Customers, Repeat Customers and Churned Customers



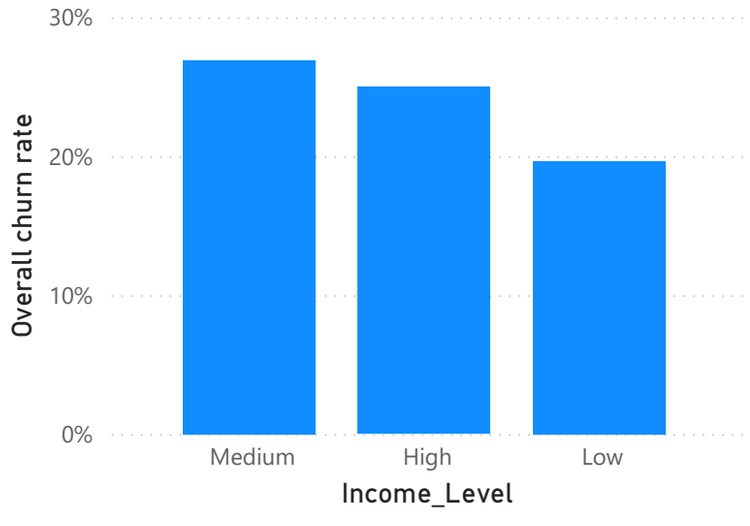
Churned Customers by Preferred_Channel

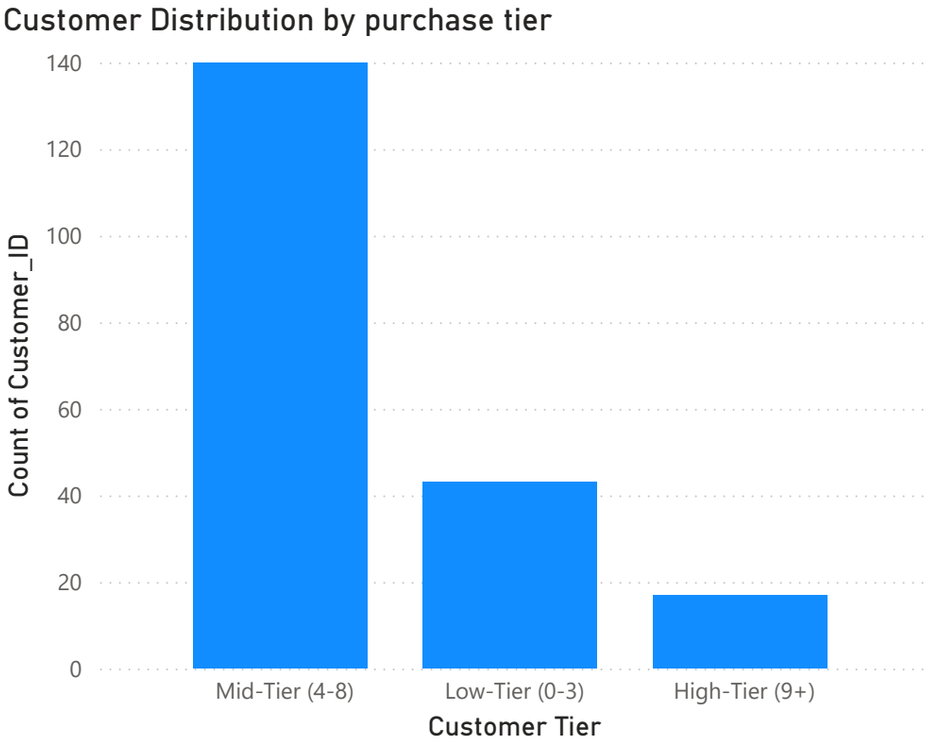


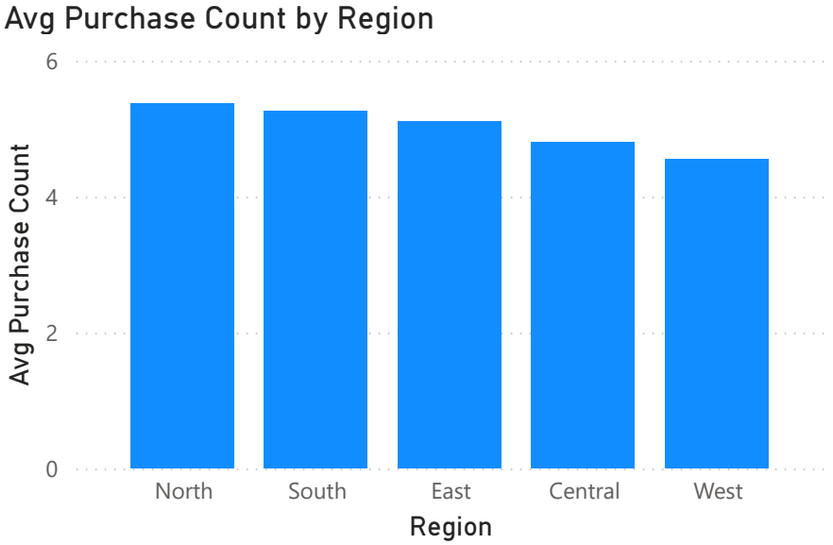
Overall churn rate by Loyalty_Tier



Overall churn rate by Income_Level

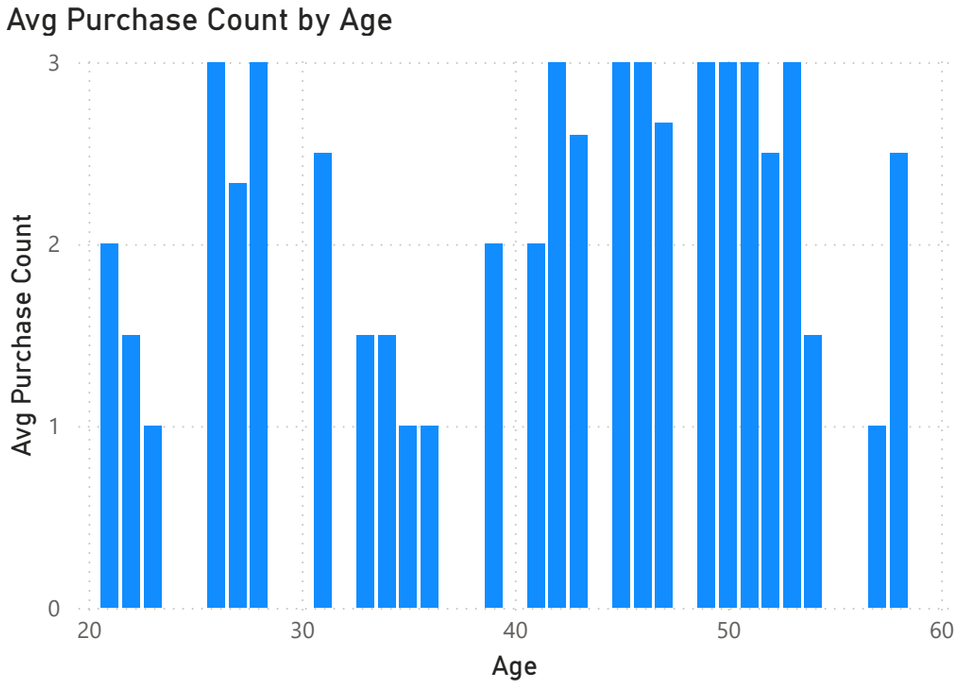


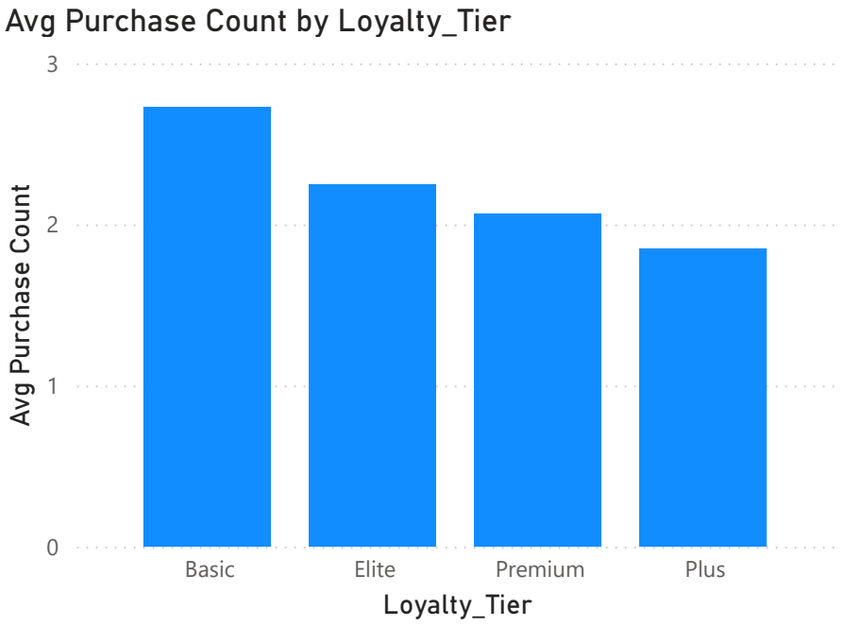

Customer Distribution by purchase tier
140
120
100
80
60
40
20
0
Count of Customer_ID
Mid-Tier (4-8)
Low-Tier (0-3)
High-Tier (9+)
Customer Tier

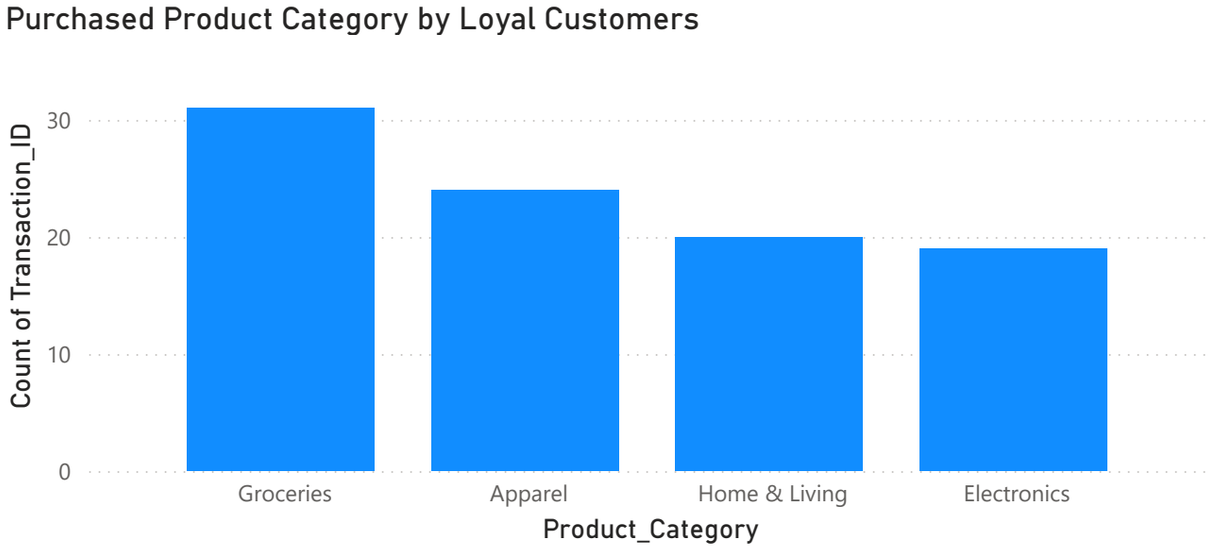

Avg Purchase Count by Region
6
4
2
0
Avg Purchase Count
North
South
East
Central
West
Region

Customer Tier

- [ ] High-Tier (9+)
- [x] Low-Tier (0-3)
- [ ] Mid-Tier (4-8)







38.90%

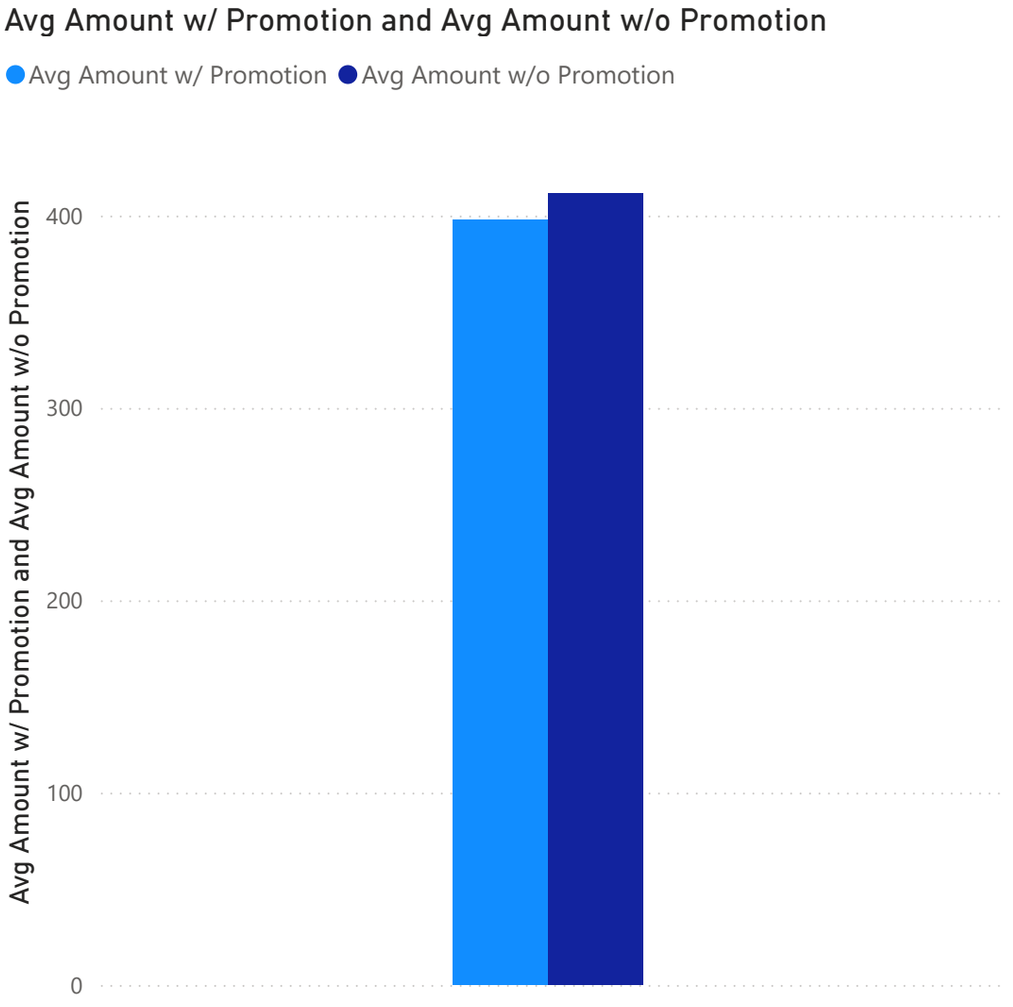
% Promotion Transactions

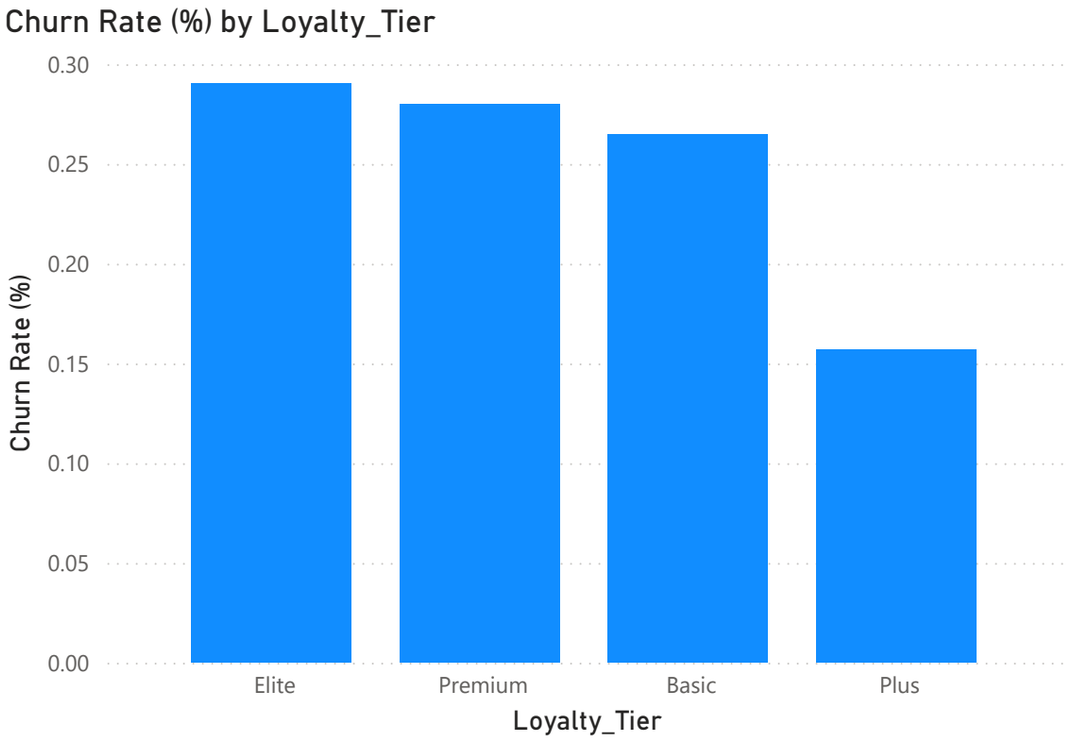
Customer Tier

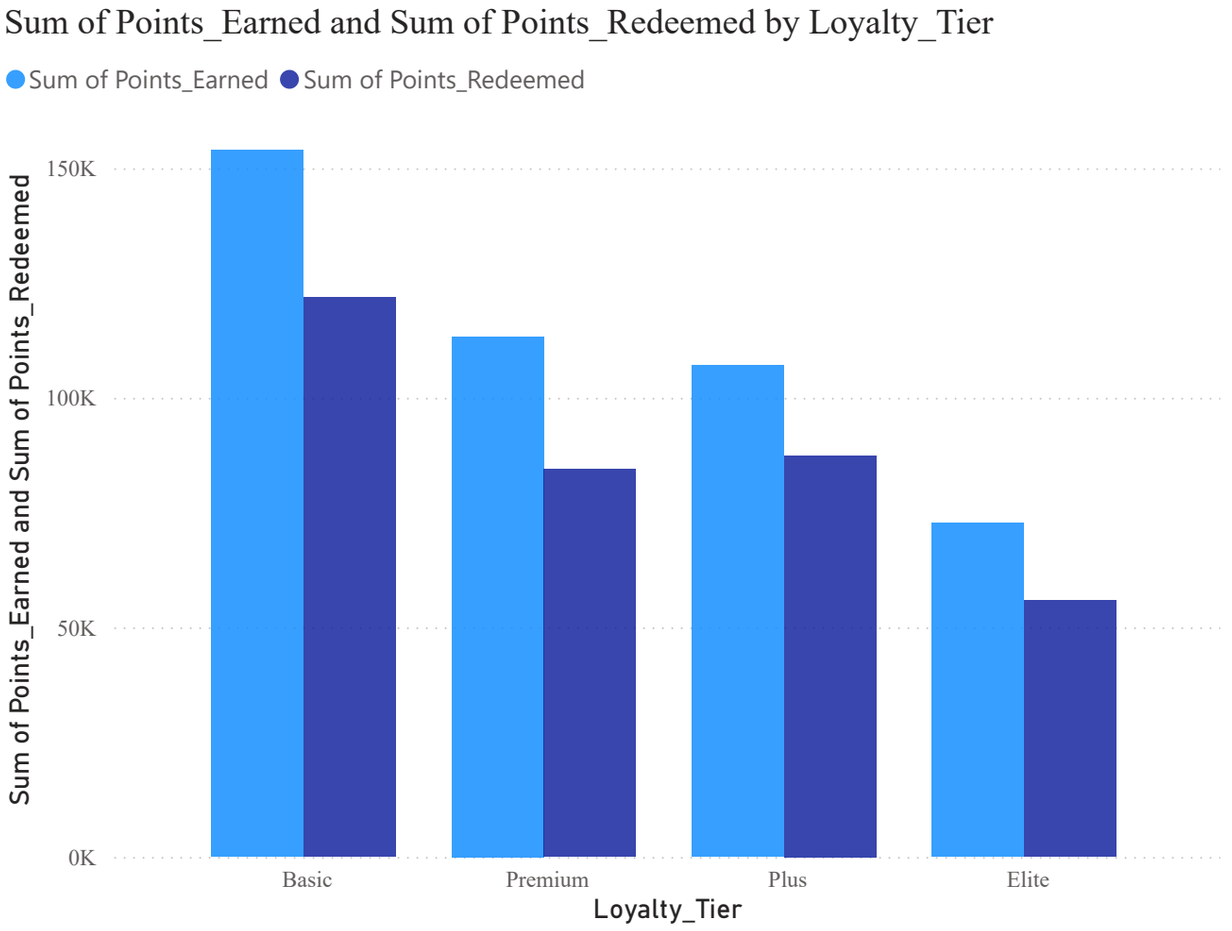
- [ ] High-Tier (9+)
- [ ] Low-Tier (0-3)
- [x] Mid-Tier (4-8)

Comparison of both Average purchases

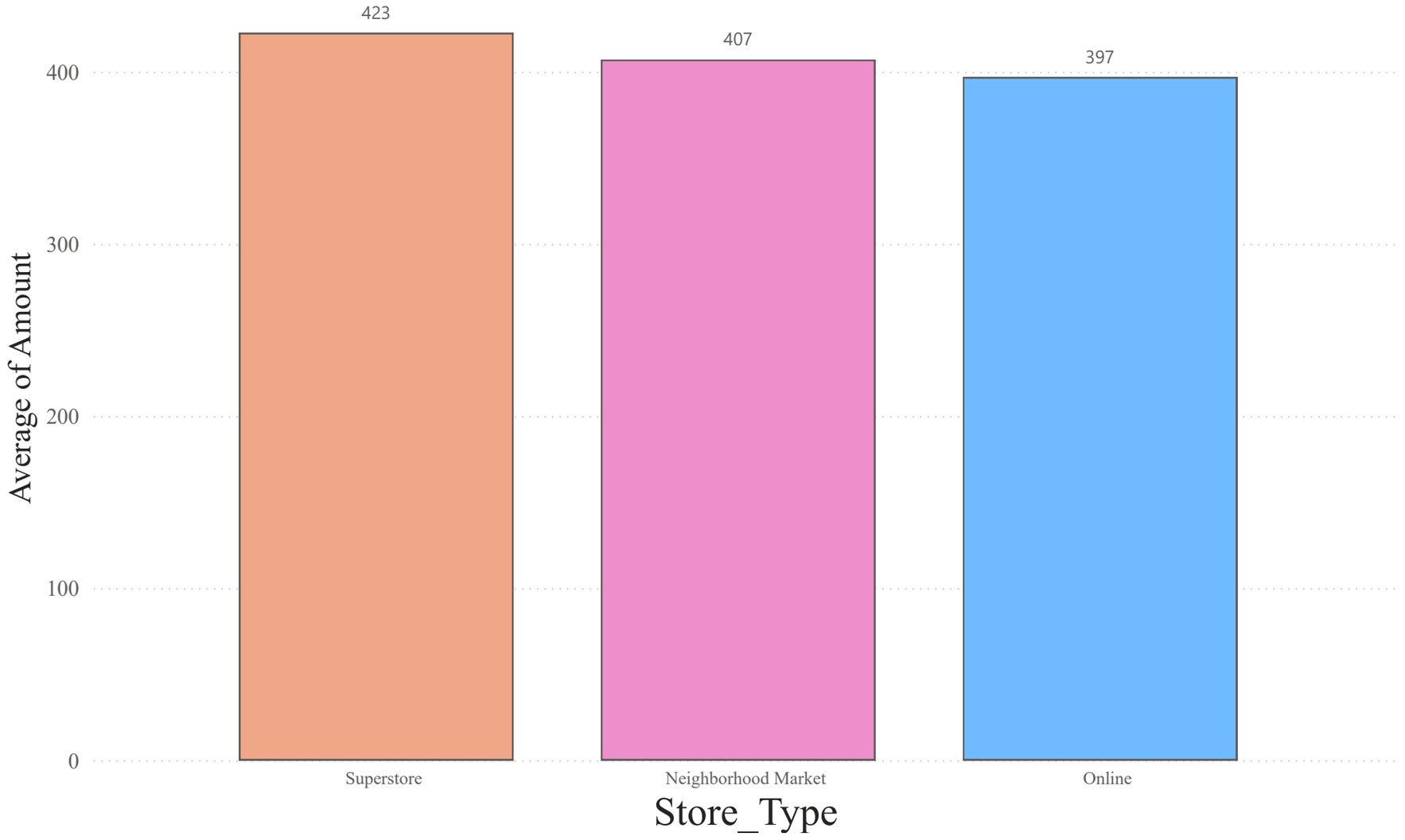
411.49	397.70
Avg Amount w/o Pro...	Avg Amount w/ Promot...



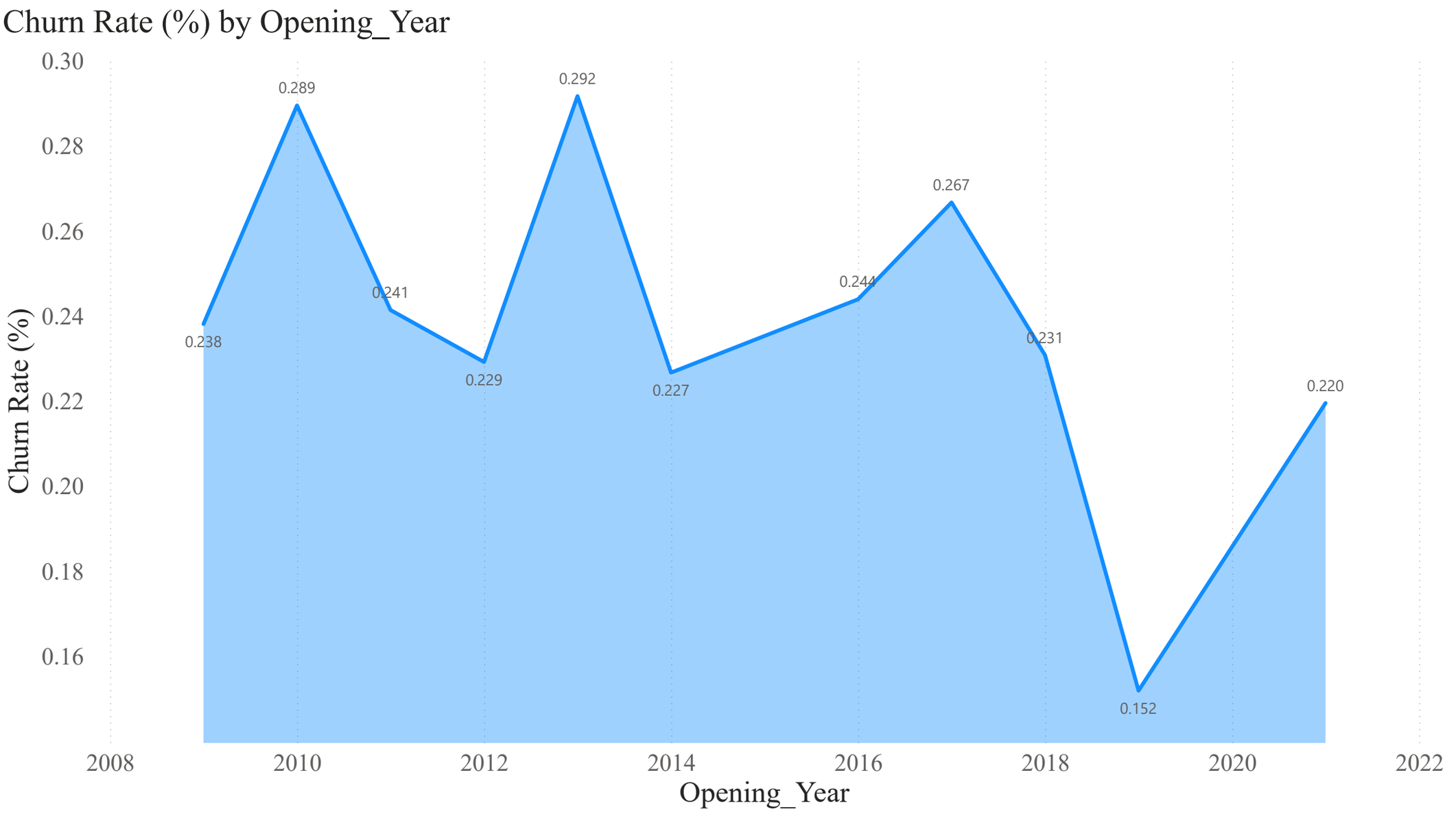

Churn Rate (%) by Loyalty_Tier
0.30
0.25
0.20
0.15
0.10
0.05
0.00
Churn Rate (%)
Elite
Premium
Basic
Plus
Loyalty_Tier

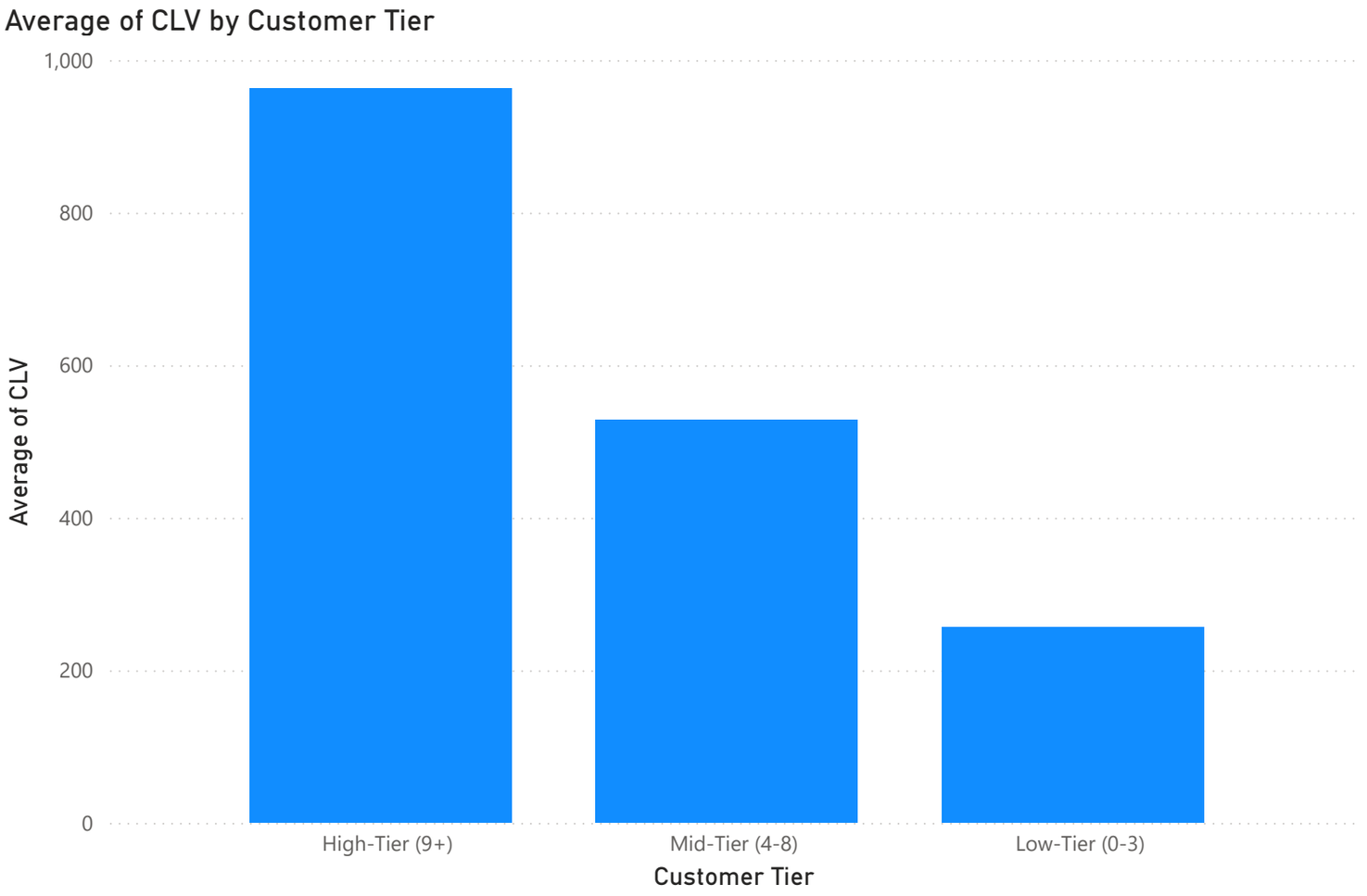

Sum of Points_Earned and Sum of Points_Redeemed by Loyalty_Tier
Sum of Points_Earned
Sum of Points_Redeemed
150K
100K
50K
0K
Sum of Points_Earned and Sum of Points_Redeemed
Basic
Premium
Plus
Elite
Loyalty_Tier

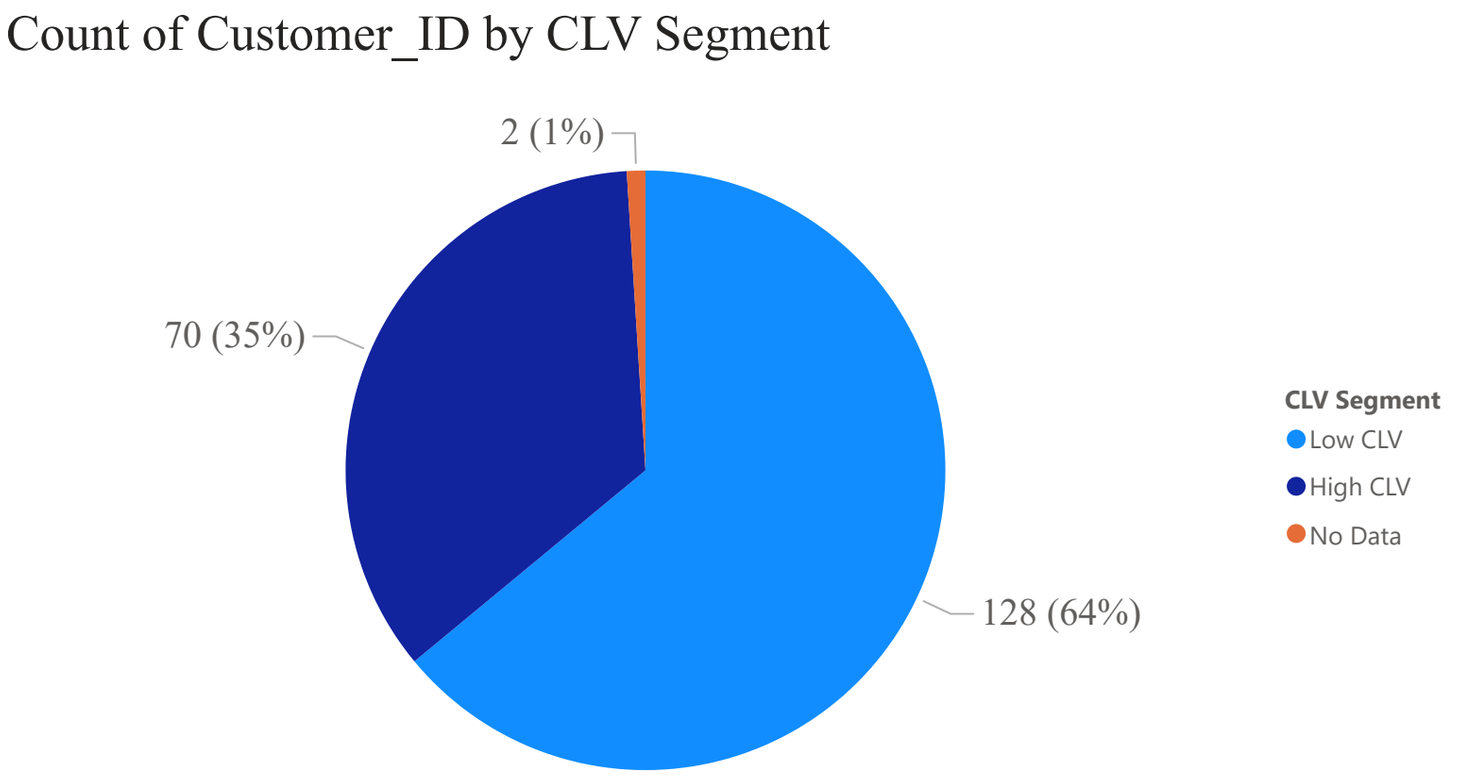
Avg. transaction amount by Store Type



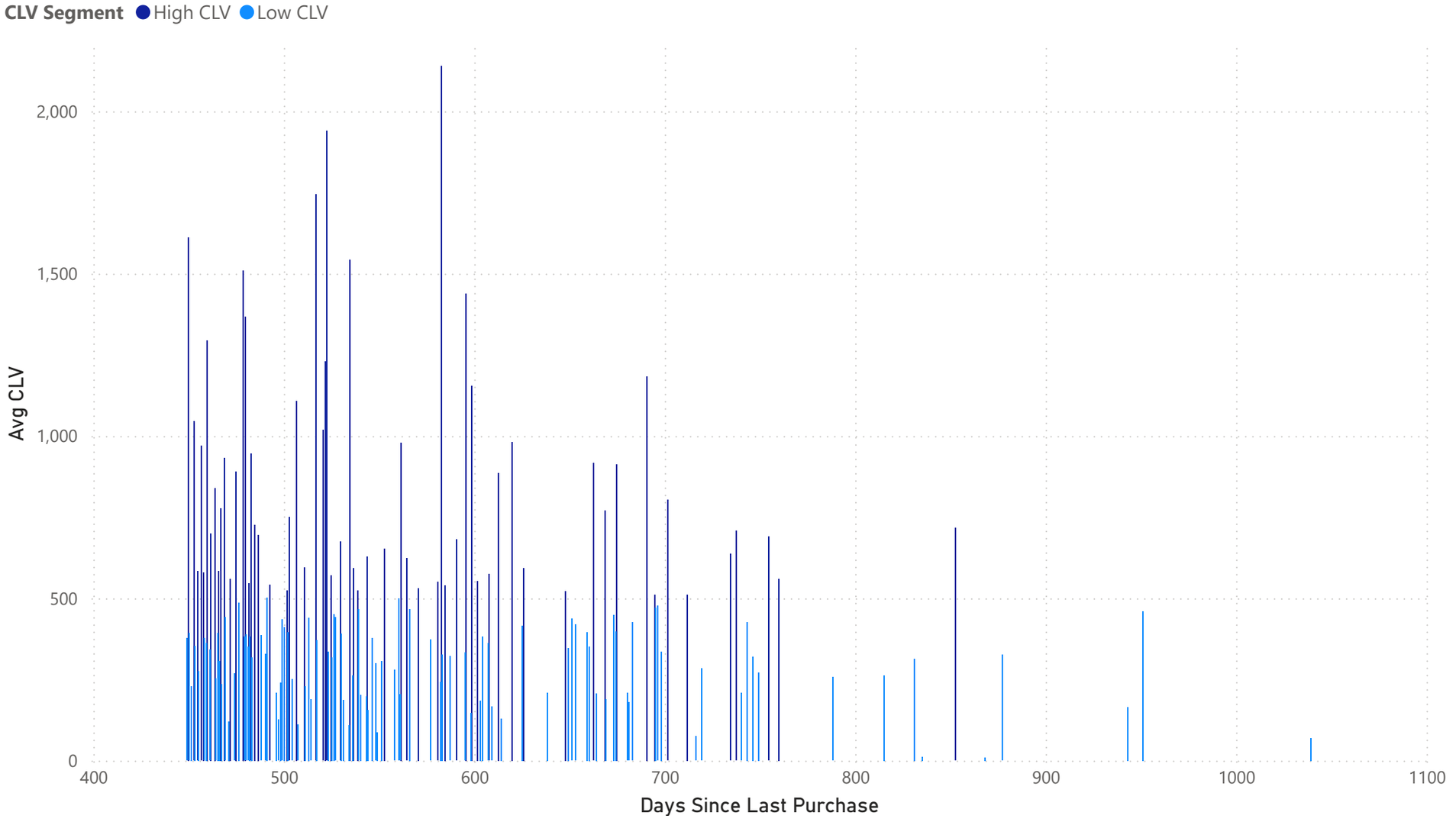
Churn Rate (%) by Store_Type
0.257
0.234
0.218
0.25
0.20
0.15
0.10
0.05
0.00
Churn Rate (%)
Neighborhood Market
Superstore
Online
Store_Type

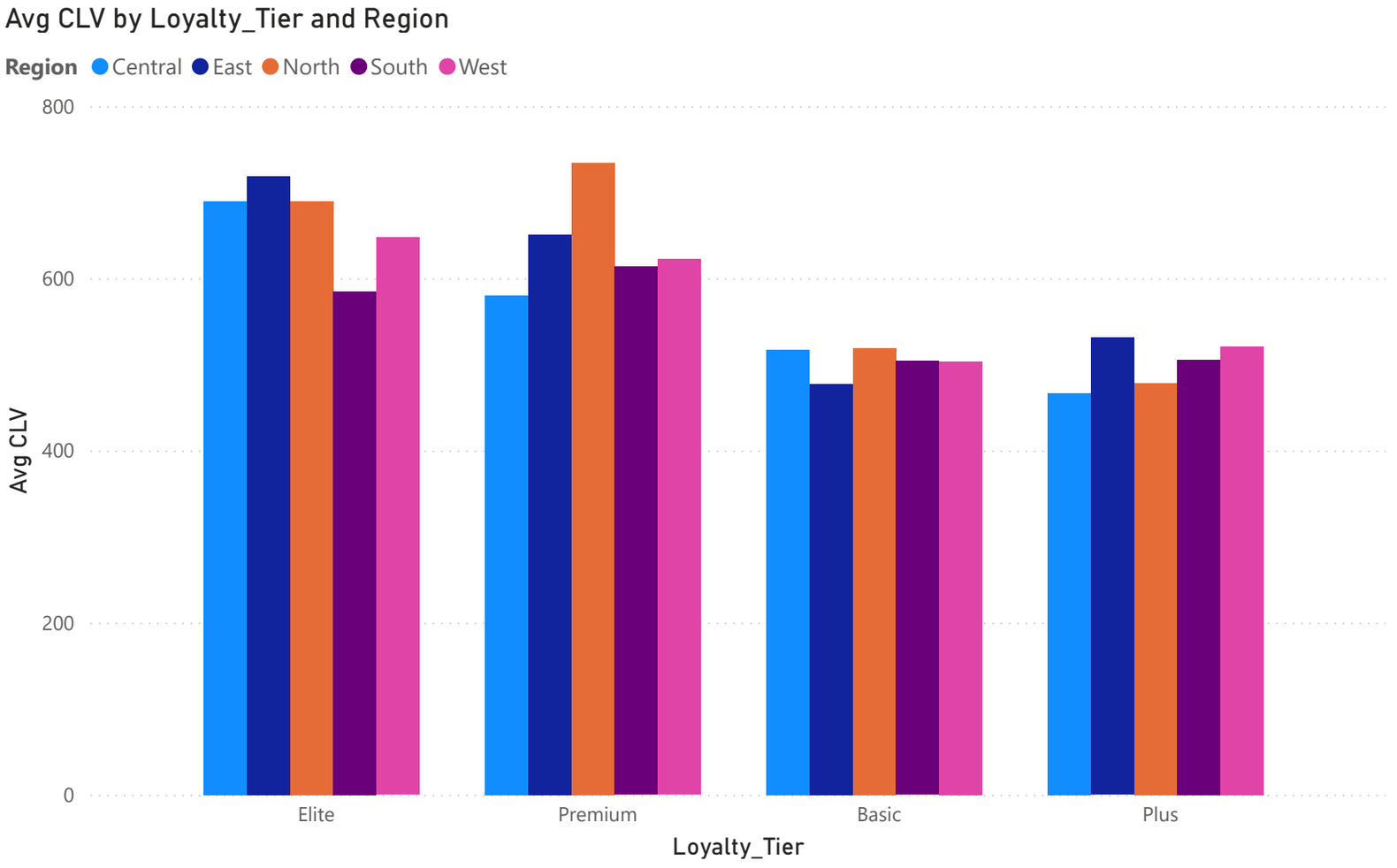

Churn Rate (%) by Opening_Year
Churn Rate (%)
0.30
0.28
0.26
0.24
0.22
0.20
0.18
0.16
0.238
0.289
0.241
0.229
0.292
0.227
0.244
0.267
0.231
0.152
0.220
2008
2010
2012
2014
2016
2018
2020
2022
Opening_Year


Average of CLV by Customer Tier
1,000
800
600
400
200
0
Average of CLV
High-Tier (9+)
Mid-Tier (4-8)
Low-Tier (0-3)
Customer Tier


Count of Customer_ID by CLV Segment
2 (1%)
70 (35%)
128 (64%)
CLV Segment
Low CLV
High CLV
No Data

Avg CLV by Days Since Last Purchase and CLV Segment



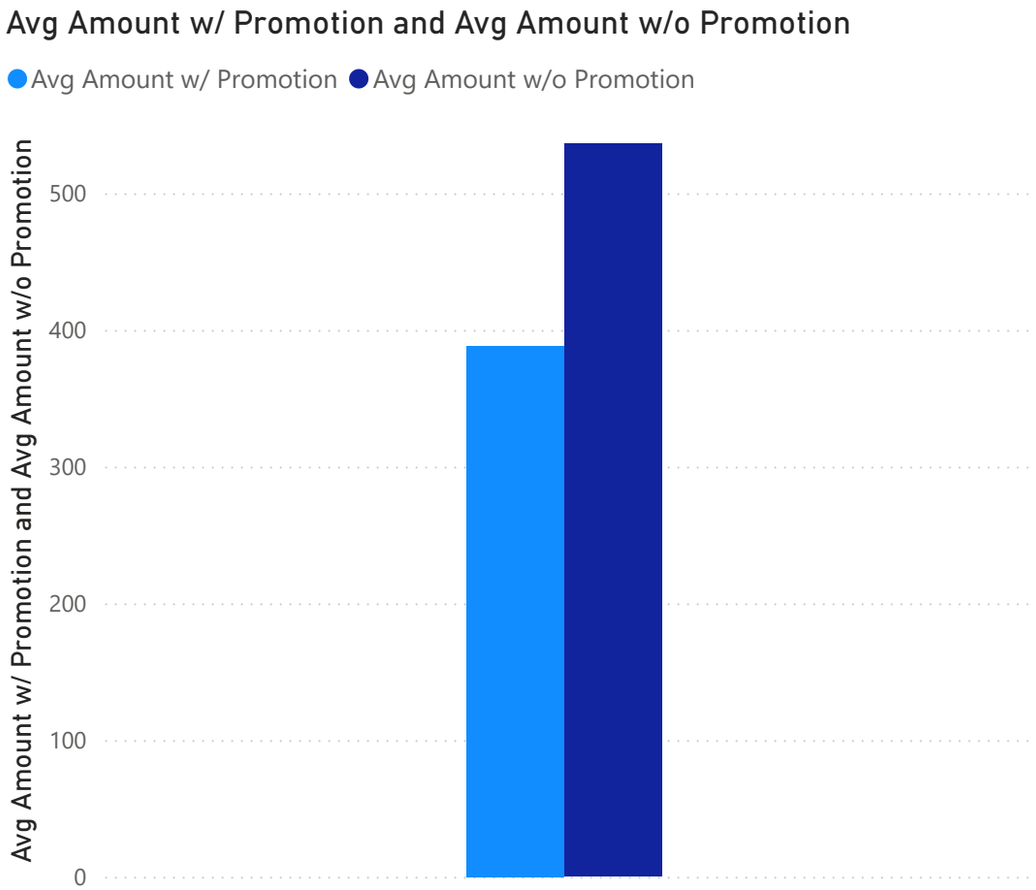

Avg CLV by Loyalty_Tier and Region
Region
Central
East
North
South
West
800
600
400
200
0
Avg CLV
Elite
Premium
Basic
Plus
Loyalty_Tier

Customer Retention – Key Performance Indicators

36.36%
Overall churn rate

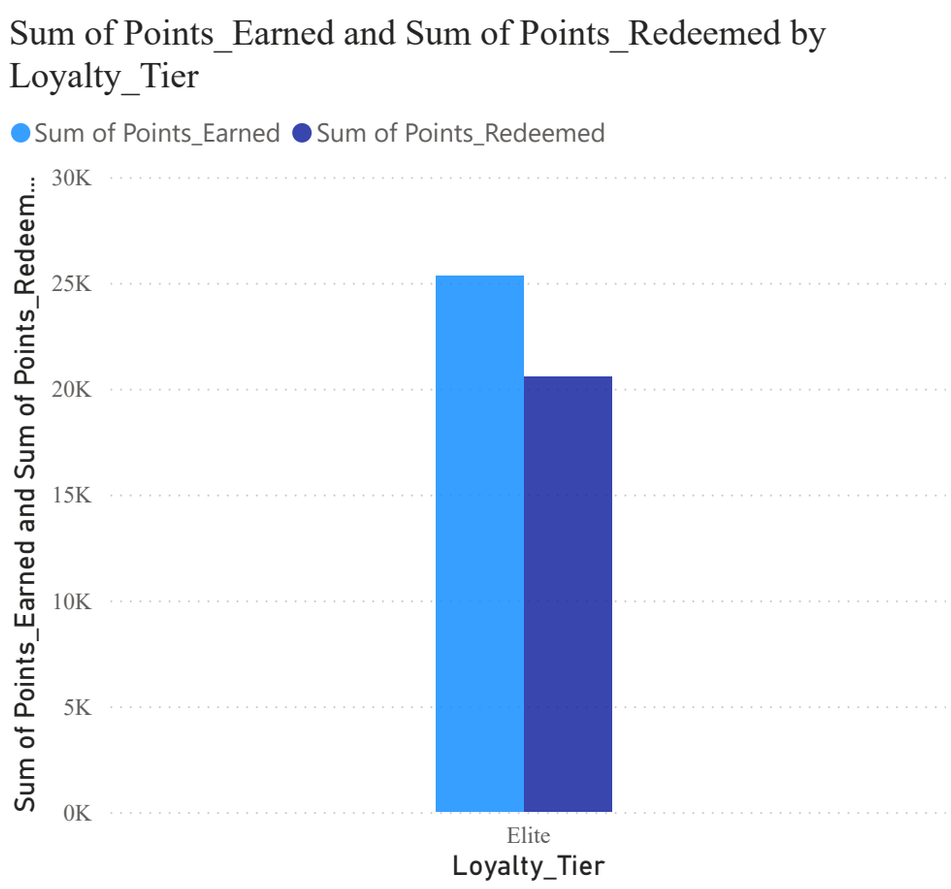
507.42
Avg CLV

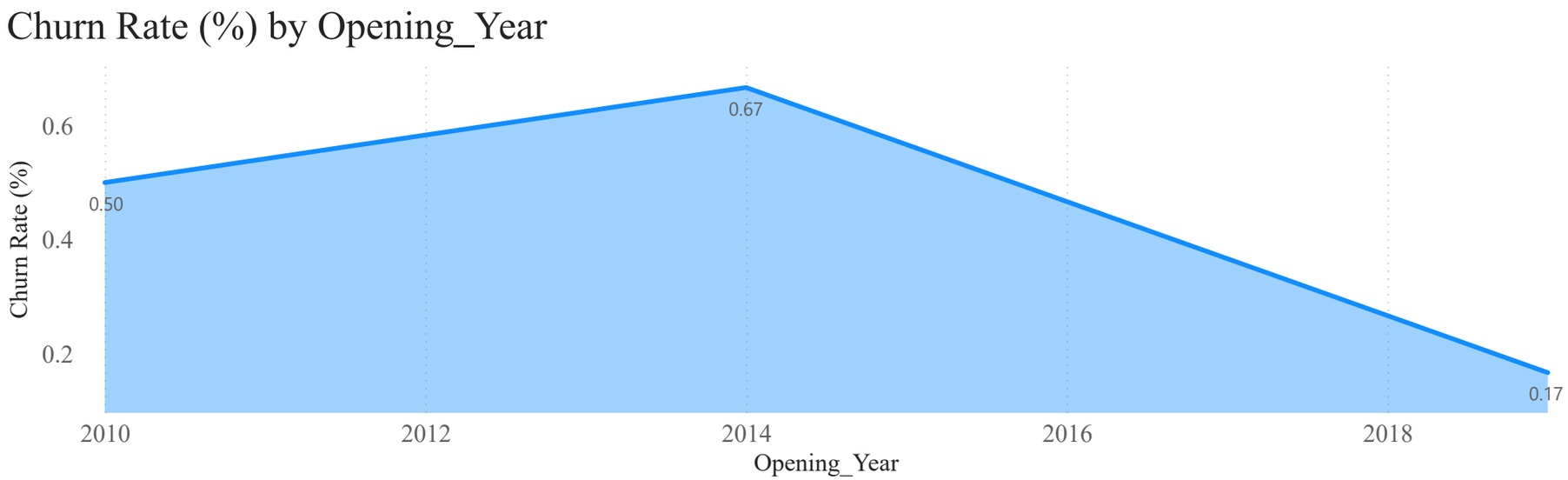
2
Repeat Customers

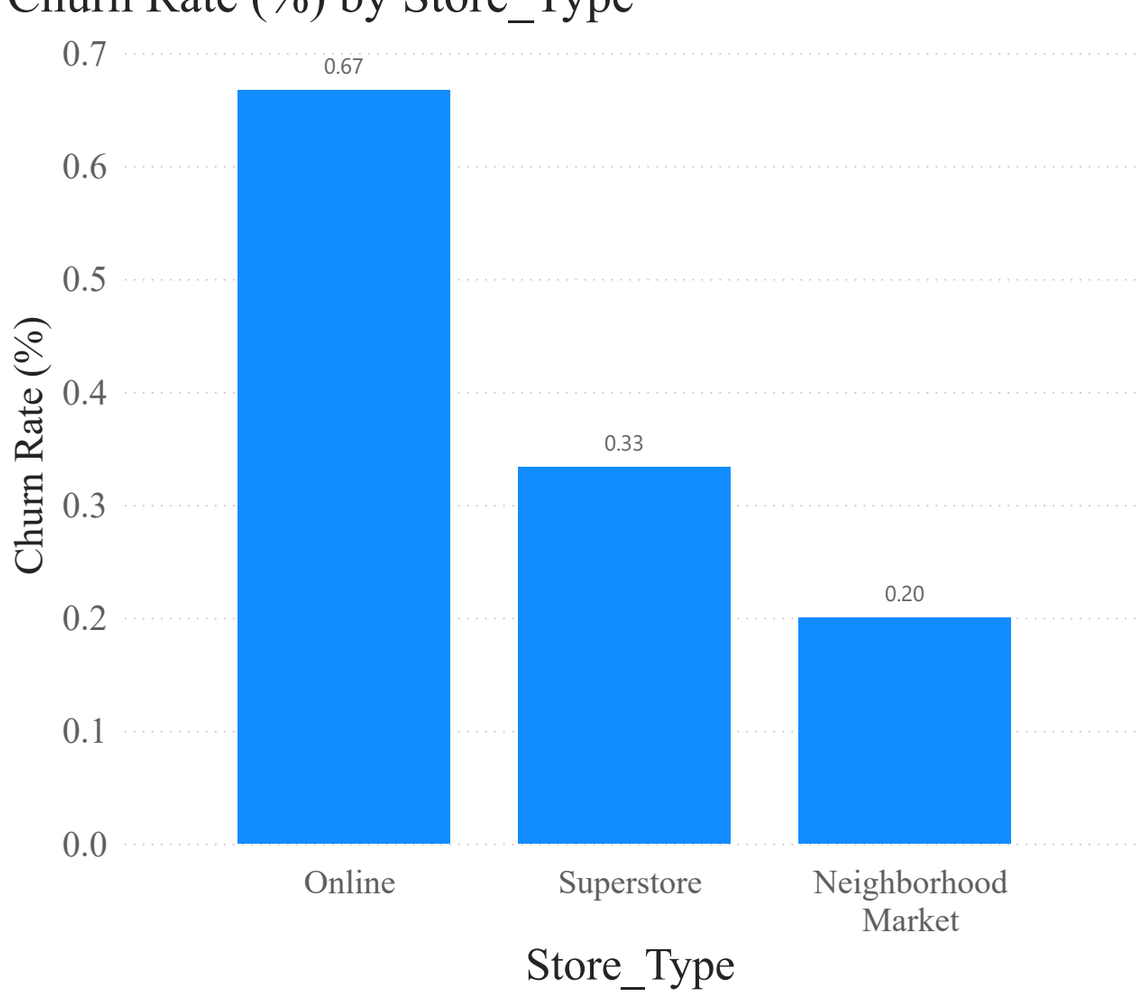


0.38

% Promotion Transactions

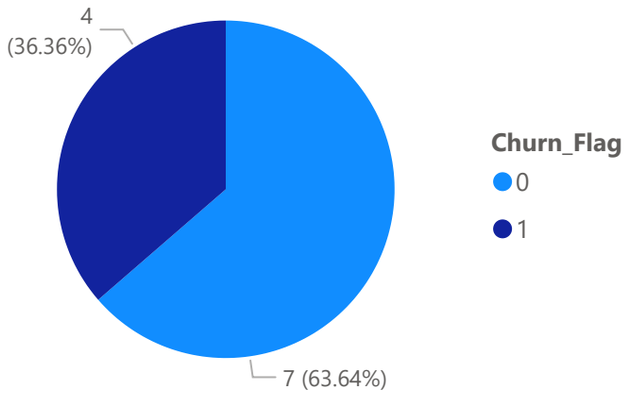



Churn Rate (%) by Opening_Year
Churn Rate (%)
0.6
0.4
0.2
0.50
0.67
0.17
2010
2012
2014
2016
2018
Opening_Year

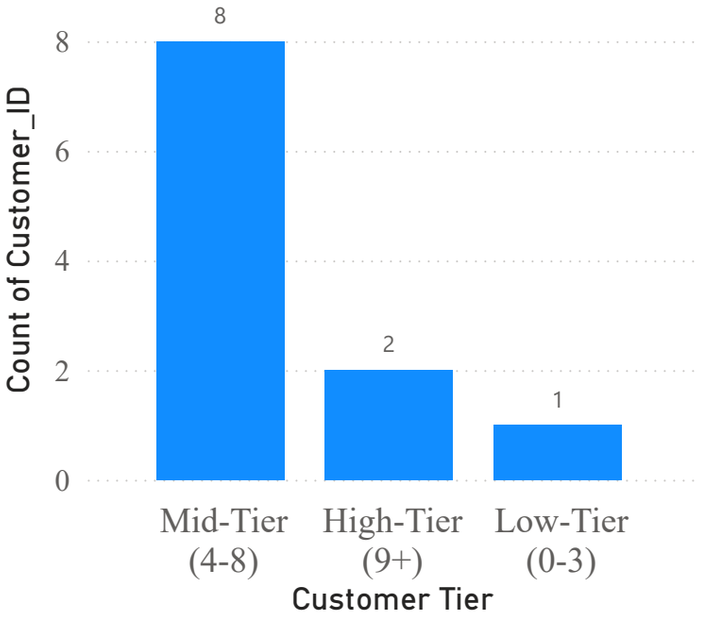

Churn Rate (%) by Store_Type
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0.0
Churn Rate (%)
0.67
0.33
0.20
Online
Superstore
Neighborhood Market
Store_Type

Avg. transaction amount by Store Type
600
500
400
300
200
100
0
Average of Amount
638
522
296
Superstore
Neighborhood Market
Online
Store_Type

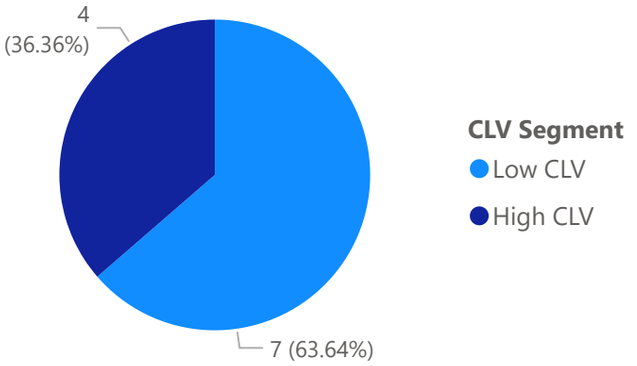
Count of Customer_ID by Churn_Flag



Count of Customer_ID by Customer Tier



Count of Customer_ID by CLV Segment



Loyalty_Tier

- [ ] Basic
- [ ] Elite
- [ ] Plus
- [ ] Premium

Preferred_Channel

- [ ] Online
- [x] Store

Region

- [ ] Central
- [ ] East
- [ ] North
- [x] South
- [ ] West

Income_Level

- [ ] High
- [ ] Low
- [x] Medium

https://www.loom.com/share/bdb32d2e9a214440a13f2935a3ab59c1