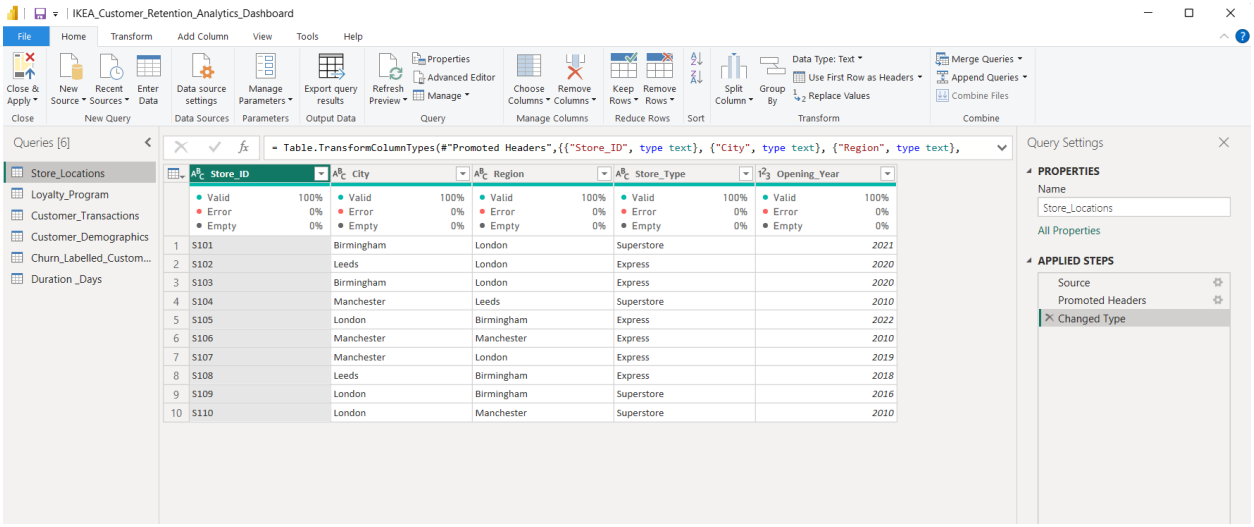
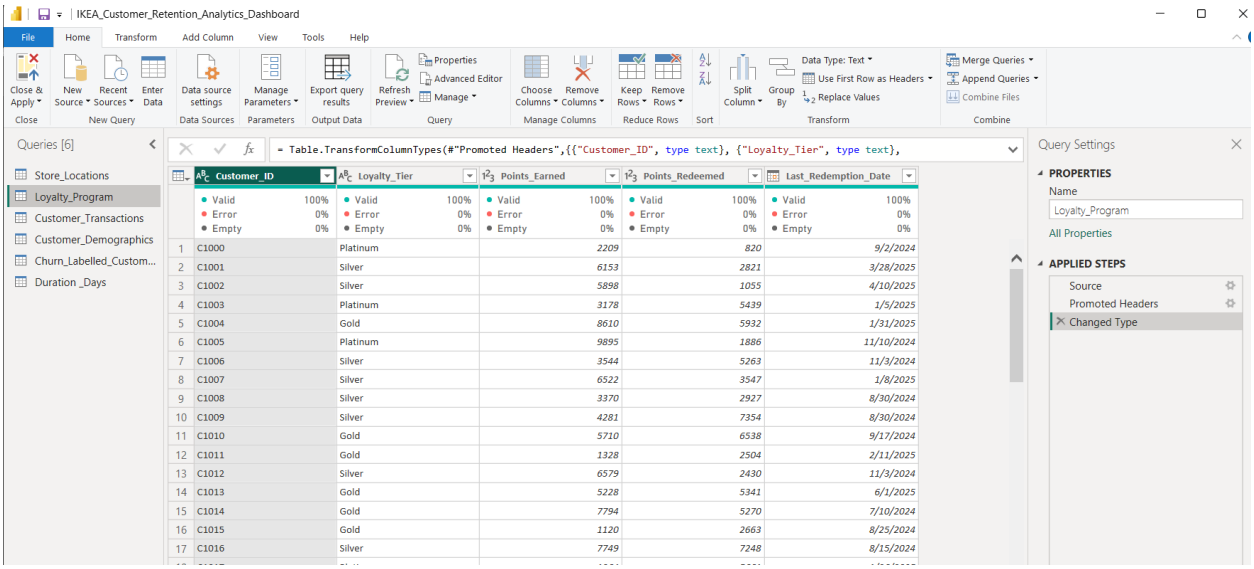
IKEA Customer Retention Analytics Dashboard

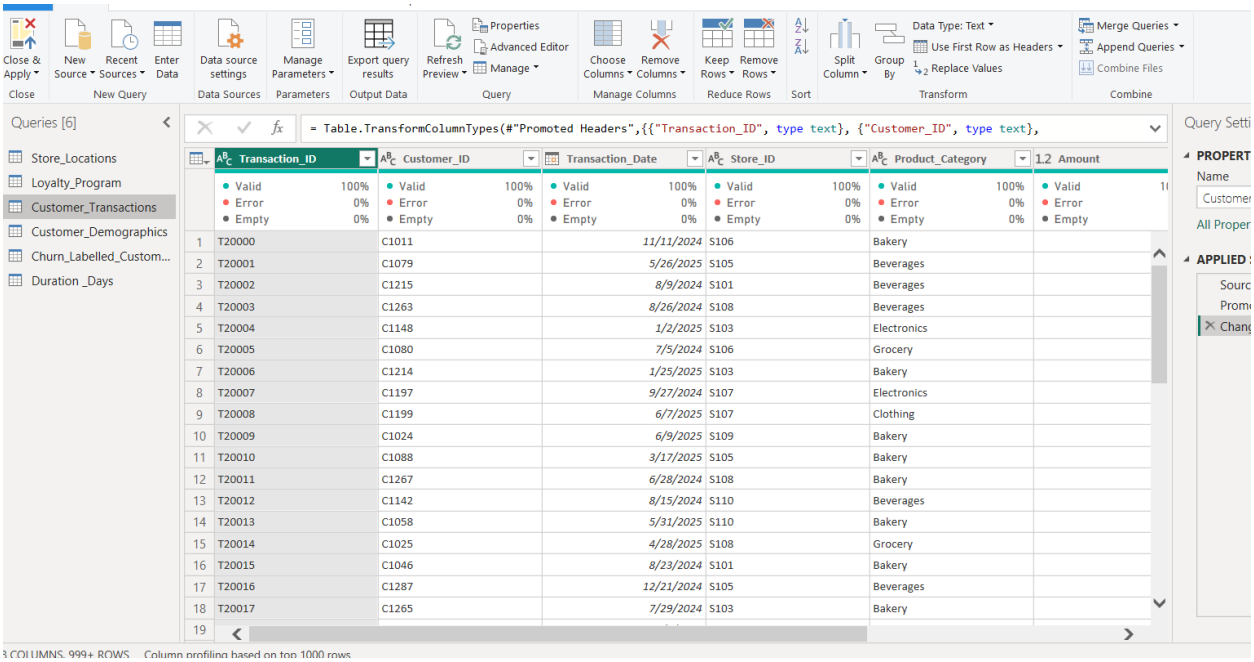
Task 1



	Store_ID	City	Region	Store_Type	Opening_Year
1	S101	Birmingham	London	Superstore	2021
2	S102	Leeds	London	Express	2020
3	S103	Birmingham	London	Express	2020
4	S104	Manchester	Leeds	Superstore	2010
5	S105	London	Birmingham	Express	2022
6	S106	Manchester	Manchester	Express	2010
7	S107	Manchester	London	Express	2019
8	S108	Leeds	Birmingham	Express	2018
9	S109	London	Birmingham	Superstore	2016
10	S110	London	Manchester	Superstore	2010



	Customer_ID	Loyalty_Tier	Points_Earned	Points_Redeemed	Last_Redemption_Date
1	C1000	Platinum	2209	820	9/2/2024
2	C1001	Silver	6153	2821	3/28/2025
3	C1002	Silver	5898	1055	4/10/2025
4	C1003	Platinum	3178	5439	1/5/2025
5	C1004	Gold	8610	5932	1/31/2025
6	C1005	Platinum	9895	1886	11/10/2024
7	C1006	Silver	3544	5263	11/3/2024
8	C1007	Silver	6522	3547	1/8/2025
9	C1008	Silver	3370	2927	8/30/2024
10	C1009	Silver	4281	7354	8/30/2024
11	C1010	Gold	5710	6538	9/17/2024
12	C1011	Gold	1328	2504	2/11/2025
13	C1012	Silver	6579	2430	11/3/2024
14	C1013	Gold	5228	5341	6/1/2025
15	C1014	Gold	7794	5270	7/10/2024
16	C1015	Gold	1120	2663	8/25/2024
17	C1016	Silver	7749	7248	8/15/2024


Close & Apply
New Source
Recent Sources
Enter Data
Data source settings
Manage Parameters
Export query results
Refresh Preview
Properties
Advanced Editor
Manage
Choose Columns
Remove Columns
Keep Rows
Remove Rows
Split Column
Group By
Data Type: Text
Use First Row as Headers
Replace Values
Merge Queries
Append Queries
Combine Files
Close
New Query
Data Sources
Parameters
Output Data
Query
Manage Columns
Reduce Rows
Sort
Transform
Combine
Queries [6]
Store_Locations
Loyalty_Program
Customer_Transactions
Customer_Demographics
Churn_Labelled_Custom...
Duration _Days
= Table.TransformColumnTypes(#"Promoted Headers",{{"Transaction_ID", type text}, {"Customer_ID", type text},
Transaction_ID
Customer_ID
Transaction_Date
Store_ID
Product_Category
Amount
Valid 100%
Error 0%
Empty 0%
1 T20000 C1011 11/11/2024 S106 Bakery
2 T20001 C1079 5/26/2025 S105 Beverages
3 T20002 C1215 8/9/2024 S101 Beverages
4 T20003 C1263 8/26/2024 S108 Beverages
5 T20004 C1148 1/2/2025 S103 Electronics
6 T20005 C1080 7/5/2024 S106 Grocery
7 T20006 C1214 1/25/2025 S103 Bakery
8 T20007 C1197 9/27/2024 S107 Electronics
9 T20008 C1199 6/7/2025 S107 Clothing
10 T20009 C1024 6/9/2025 S109 Bakery
11 T20010 C1088 3/17/2025 S105 Bakery
12 T20011 C1267 6/28/2024 S108 Bakery
13 T20012 C1142 8/15/2024 S110 Beverages
14 T20013 C1058 5/31/2025 S110 Bakery
15 T20014 C1025 4/28/2025 S108 Grocery
16 T20015 C1046 8/23/2024 S101 Bakery
17 T20016 C1287 12/21/2024 S105 Beverages
18 T20017 C1265 7/29/2024 S103 Bakery
Query Setti
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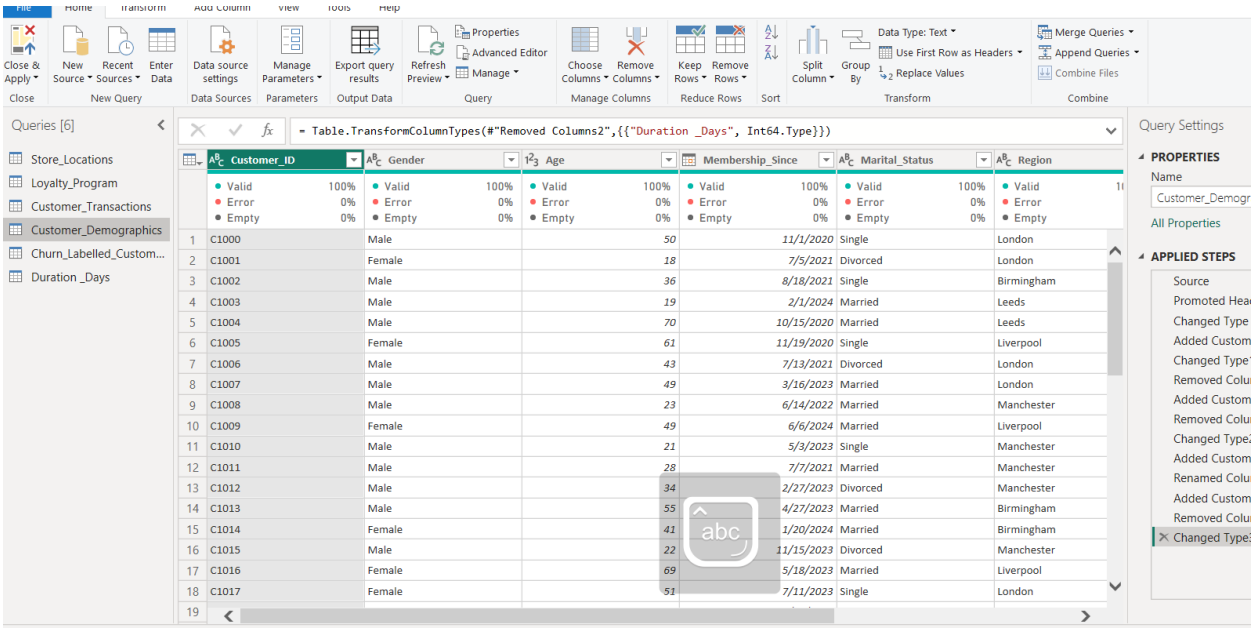
3 COLUMNS, 999+ ROWS
Column profiling based on top 1000 rows


Close & Apply
New Source
Recent Sources
Enter Data
Data source settings
Manage Parameters
Export query results
Refresh Preview
Properties
Advanced Editor
Manage
Choose Columns
Remove Columns
Keep Rows
Remove Rows
Split Column
Group By
Data Type: Text
Use First Row as Headers
Replace Values
Merge Queries
Append Queries
Combine Files
Close
New Query
Data Sources
Parameters
Output Data
Query
Manage Columns
Reduce Rows
Sort
Transform
Combine
Queries [6]
Store_Locations
Loyalty_Program
Customer_Transactions
Customer_Demographics
Churn_Labelled_Custom...
Duration _Days
= Table.TransformColumnTypes(#"Removed Columns2",{{"Duration _Days", Int64.Type}})
Customer_ID
Gender
Age
Membership_Since
Marital_Status
Region
Valid 100%
Error 0%
Empty 0%
1 C1000 Male 50 11/1/2020 Single London
2 C1001 Female 18 7/5/2021 Divorced London
3 C1002 Male 36 8/18/2021 Single Birmingham
4 C1003 Male 19 2/1/2024 Married Leeds
5 C1004 Male 70 10/15/2020 Married Leeds
6 C1005 Female 61 11/19/2020 Single Liverpool
7 C1006 Male 43 7/13/2021 Divorced London
8 C1007 Male 49 3/16/2023 Married London
9 C1008 Male 23 6/14/2022 Married Manchester
10 C1009 Female 49 6/6/2024 Married Liverpool
11 C1010 Male 21 5/3/2023 Single Manchester
12 C1011 Male 28 7/7/2021 Married Manchester
13 C1012 Male 34 2/27/2023 Divorced Manchester
14 C1013 Male 55 4/27/2023 Married Birmingham
15 C1014 Female 41 1/20/2024 Married Birmingham
16 C1015 Male 22 11/15/2023 Divorced Manchester
17 C1016 Female 69 5/18/2023 Married Liverpool
18 C1017 Female 51 7/11/2023 Single London
Query Settings
PROPERTIES
Name
Customer_Demogr
All Properties
APPLIED STEPS
Source
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Changed Type
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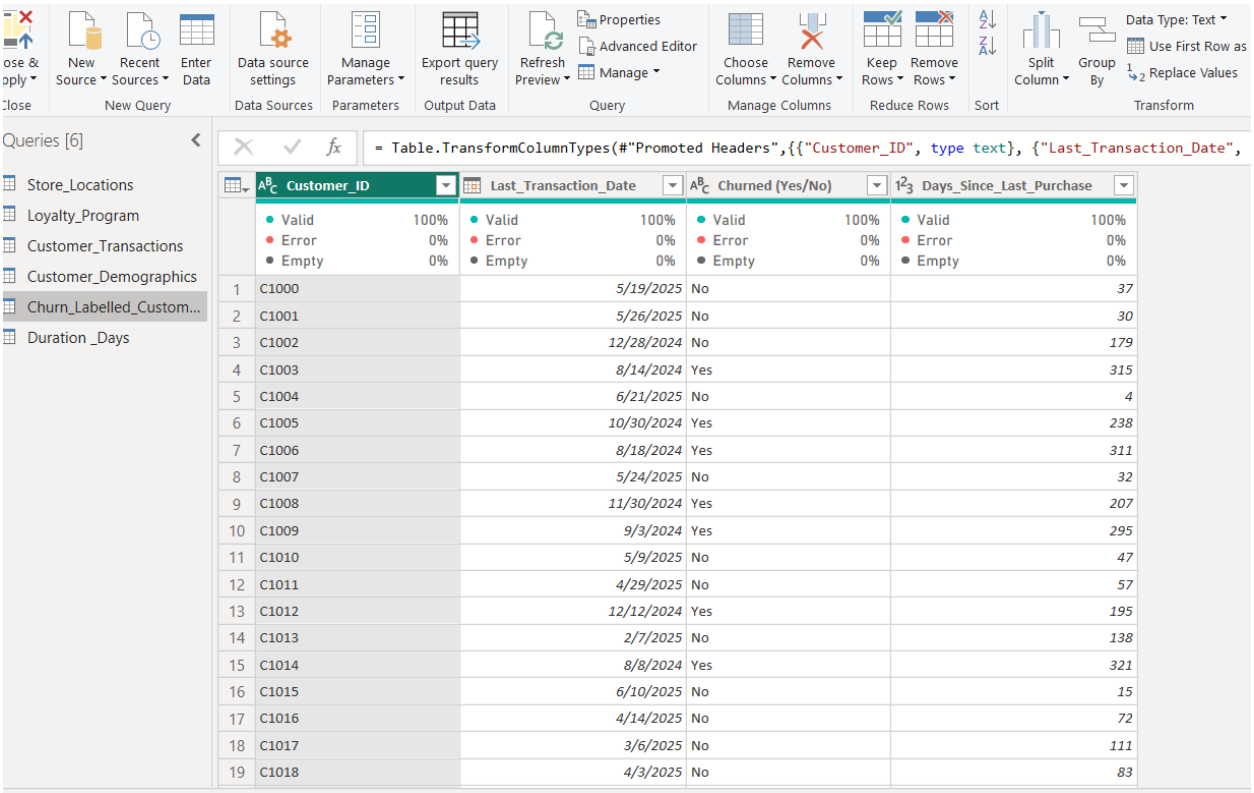
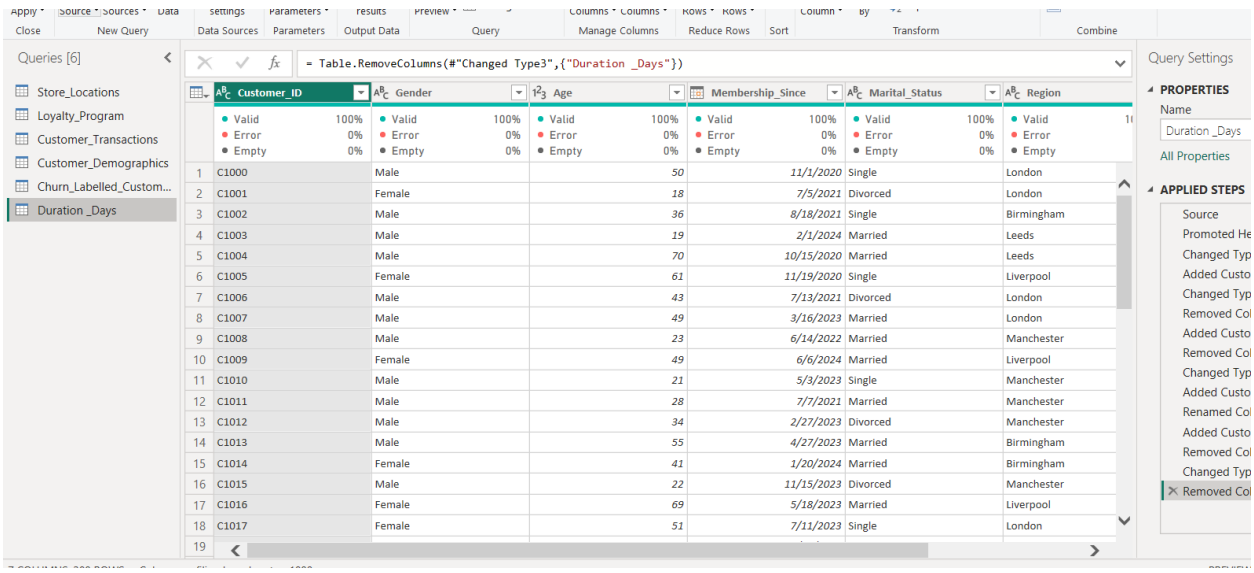
Removed Colu
Changed Type
Added Custom
Renamed Colu
Added Custom
Removed Colu
Changed Type

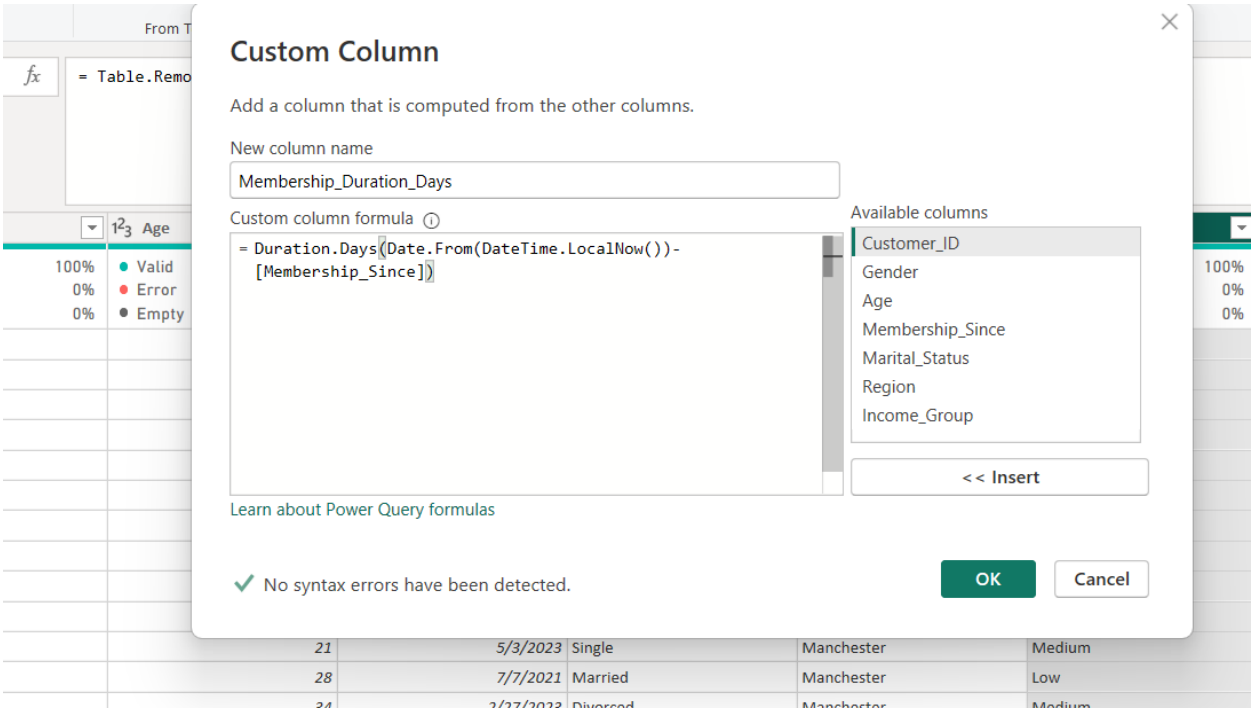


	Customer_ID	Last_Transaction_Date	Churned (Yes/No)	Days_Since_Last_Purchase
	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%
1	C1000	5/19/2025	No	37
2	C1001	5/26/2025	No	30
3	C1002	12/28/2024	No	179
4	C1003	8/14/2024	Yes	315
5	C1004	6/21/2025	No	4
6	C1005	10/30/2024	Yes	238
7	C1006	8/18/2024	Yes	311
8	C1007	5/24/2025	No	32
9	C1008	11/30/2024	Yes	207
10	C1009	9/3/2024	Yes	295
11	C1010	5/9/2025	No	47
12	C1011	4/29/2025	No	57
13	C1012	12/12/2024	Yes	195
14	C1013	2/7/2025	No	138
15	C1014	8/8/2024	Yes	321
16	C1015	6/10/2025	No	15
17	C1016	4/14/2025	No	72
18	C1017	3/6/2025	No	111
19	C1018	4/3/2025	No	83

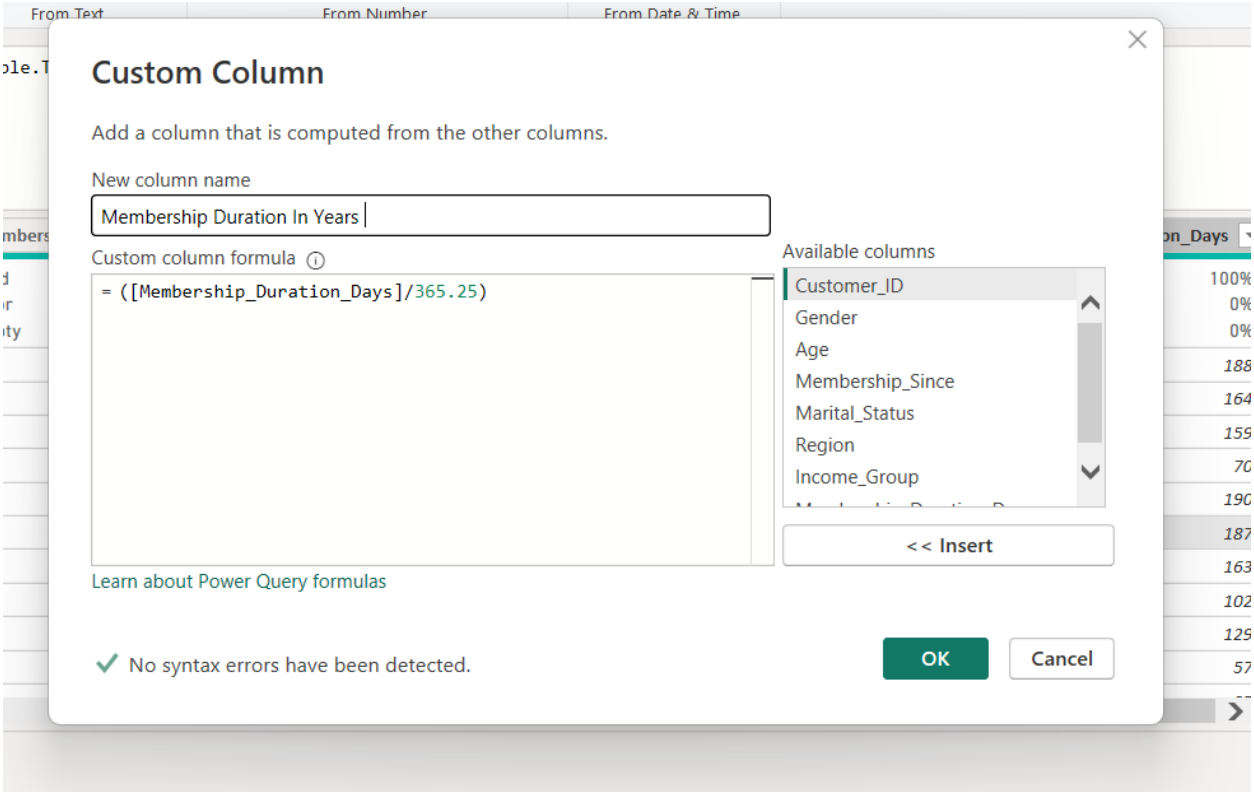


	Customer_ID	Gender	Age	Membership_Since	Marital_Status	Region
1	C1000	Male	50	11/1/2020	Single	London
2	C1001	Female	18	7/5/2021	Divorced	London
3	C1002	Male	36	8/18/2021	Single	Birmingham
4	C1003	Male	19	2/1/2024	Married	Leeds
5	C1004	Male	70	10/15/2020	Married	Leeds
6	C1005	Female	61	11/19/2020	Single	Liverpool
7	C1006	Male	43	7/13/2021	Divorced	London
8	C1007	Male	49	3/16/2023	Married	London
9	C1008	Male	23	6/14/2022	Married	Manchester
10	C1009	Female	49	6/6/2024	Married	Liverpool
11	C1010	Male	21	5/3/2023	Single	Manchester
12	C1011	Male	28	7/7/2021	Married	Manchester
13	C1012	Male	34	2/27/2023	Divorced	Manchester
14	C1013	Male	55	4/27/2023	Married	Birmingham
15	C1014	Female	41	1/20/2024	Married	Birmingham
16	C1015	Male	22	11/15/2023	Divorced	Manchester
17	C1016	Female	69	5/18/2023	Married	Liverpool
18	C1017	Female	51	7/11/2023	Single	London
19						

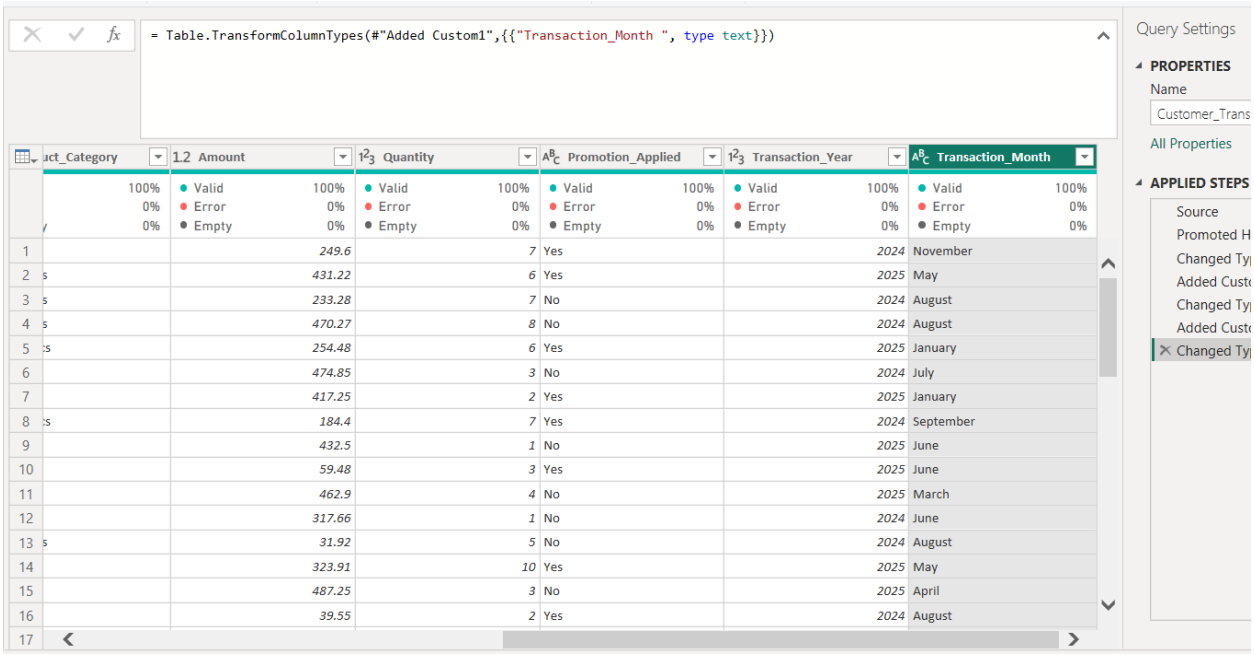
Data Cleaning is completed moving on to custom column making



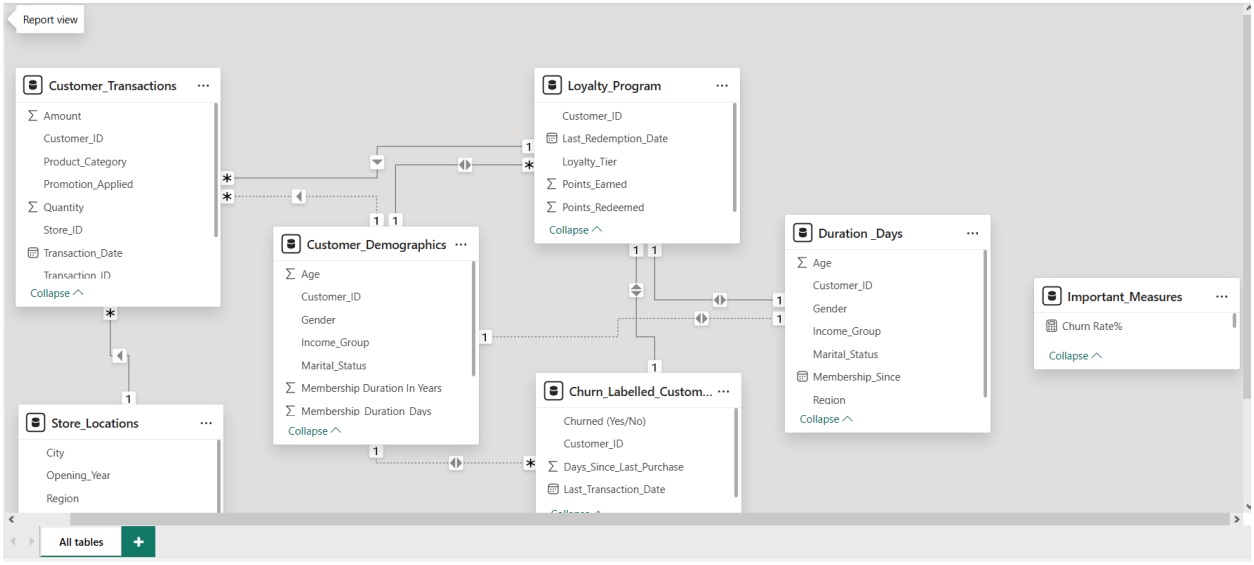
Created a calculated column for Membership duration in days



Created a calculated column for membership duration in years

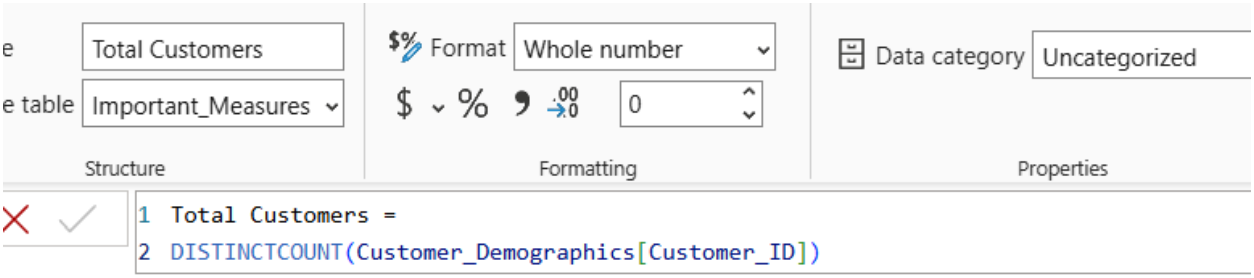


Created a calculated column for transaction year and month

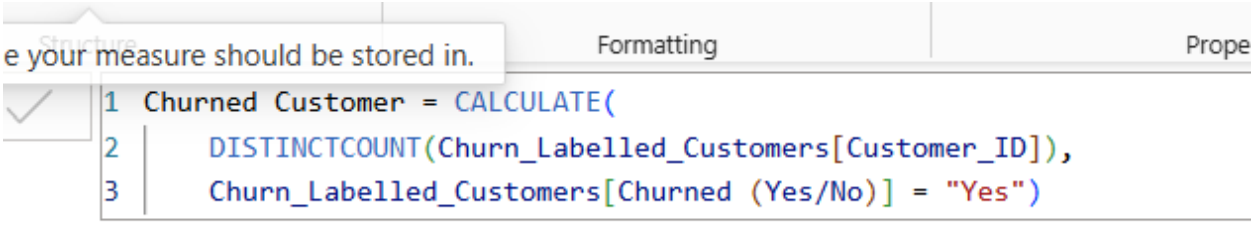


Relationship created

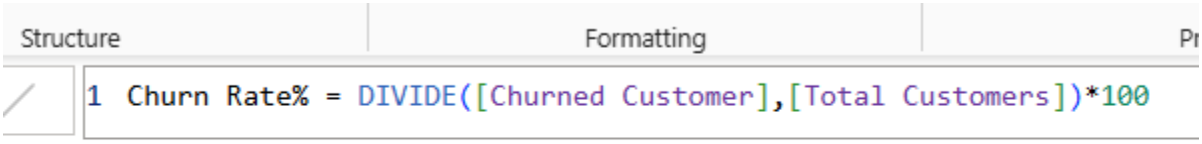
Task 2



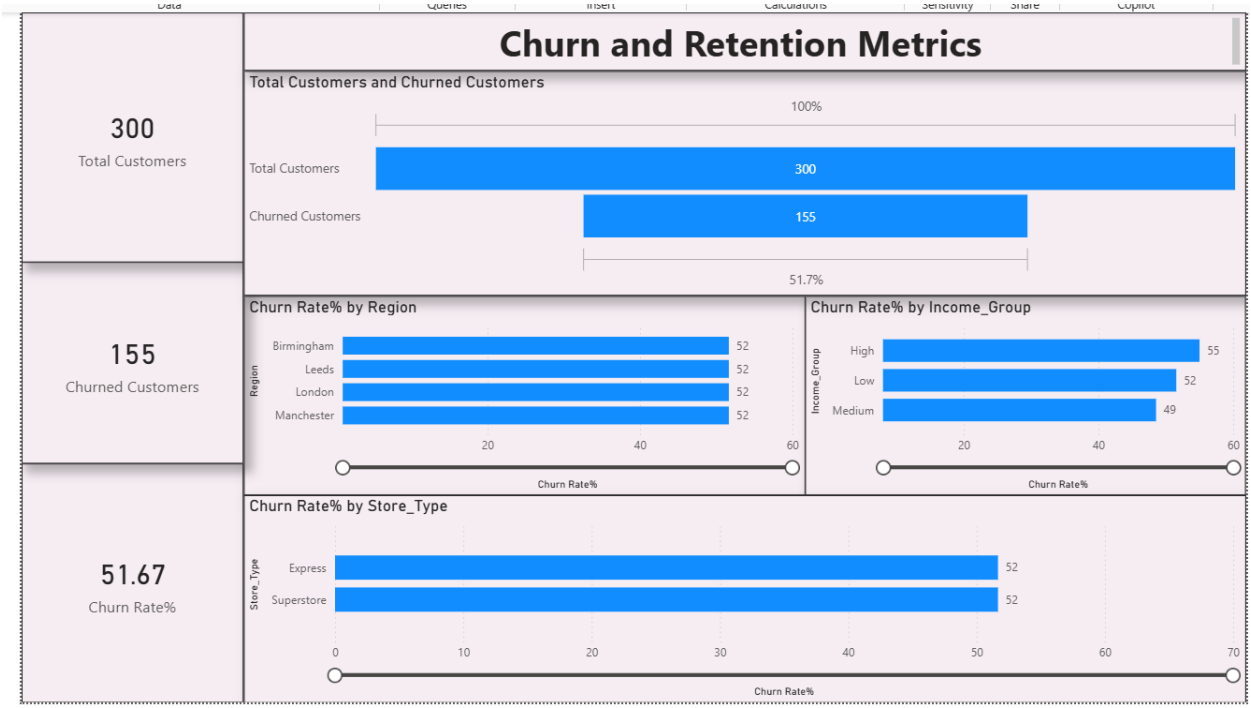
Created measure for total customers



Created Measure for Churned Customer

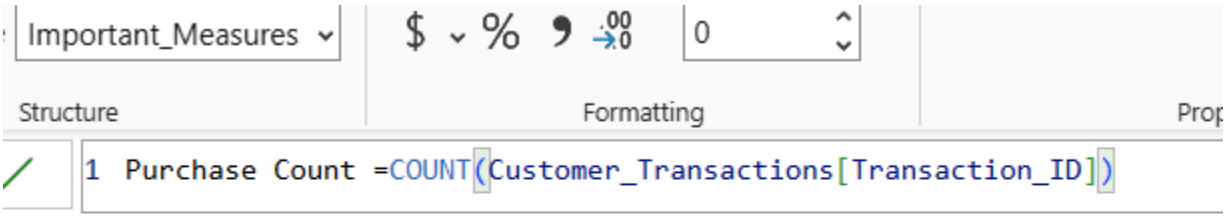


Created Measure for Churn Rate%



Churn And Retention Metrics

Task 3



Created a Measure for Purchase Count

```
Retention rate = DIVIDE([Total Customers]-[Churned Customers],[Total Customers])*100
```

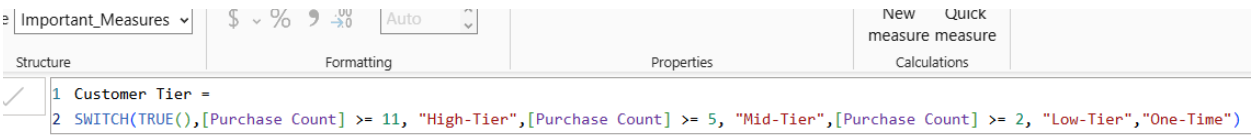
Created Measure for retention rate

```
Repeated Customers =
CALCULATE(
    DISTINCTCOUNT(Customer_Transactions[Customer_ID]),
    FILTER(VALUES(Customer_Transactions[Customer_ID]),[Purchase Count]>=2))
```

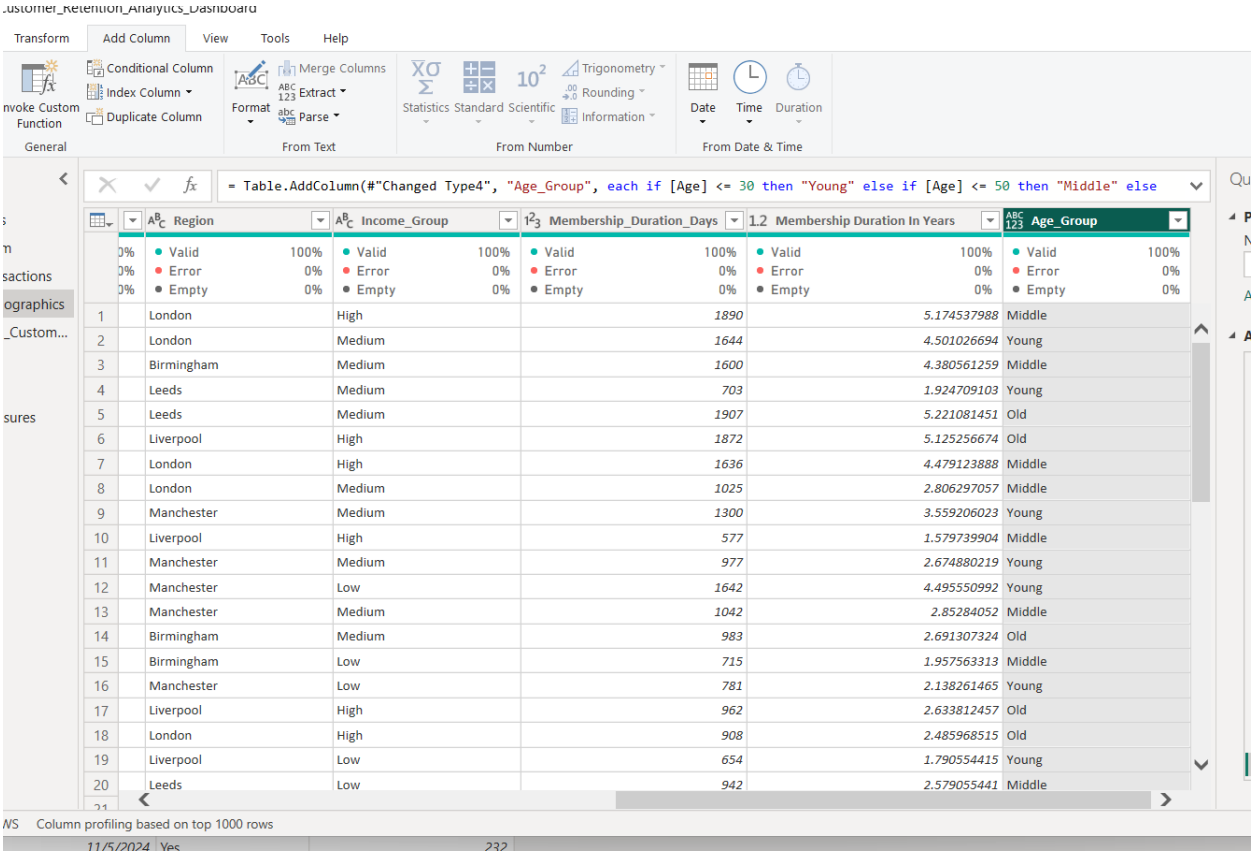
Created measure for repeated customers

```
Repeat Rate = DIVIDE([Repeated Customers],[Total Customers])*100
```

Created measure for repeat rate

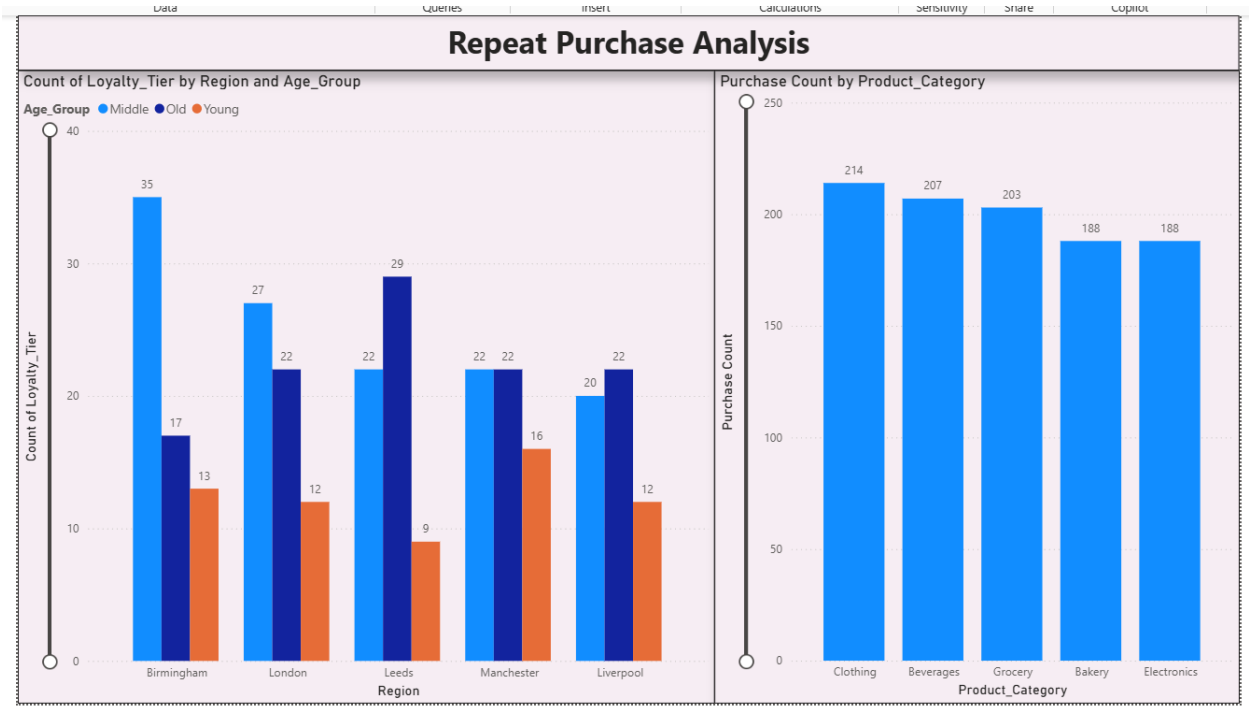


Created a Measure for Customer Tier



Created a custom column of Age Group in power query editor where

1. Age - 0 to 30 (Young)
2. Age – 31 to 50 (Middle)
3. Age – 51 above (Old)



Created visualization of Repeat purchase analysis

Task 4

```
Promotion % =
DIVIDE(
    CALCULATE(COUNT(Customer_Transactions[Transaction_ID]),Customer_Transactions[Promotion_Applied]="Yes"),
    COUNT(Customer_Transactions[Transaction_ID]))
```

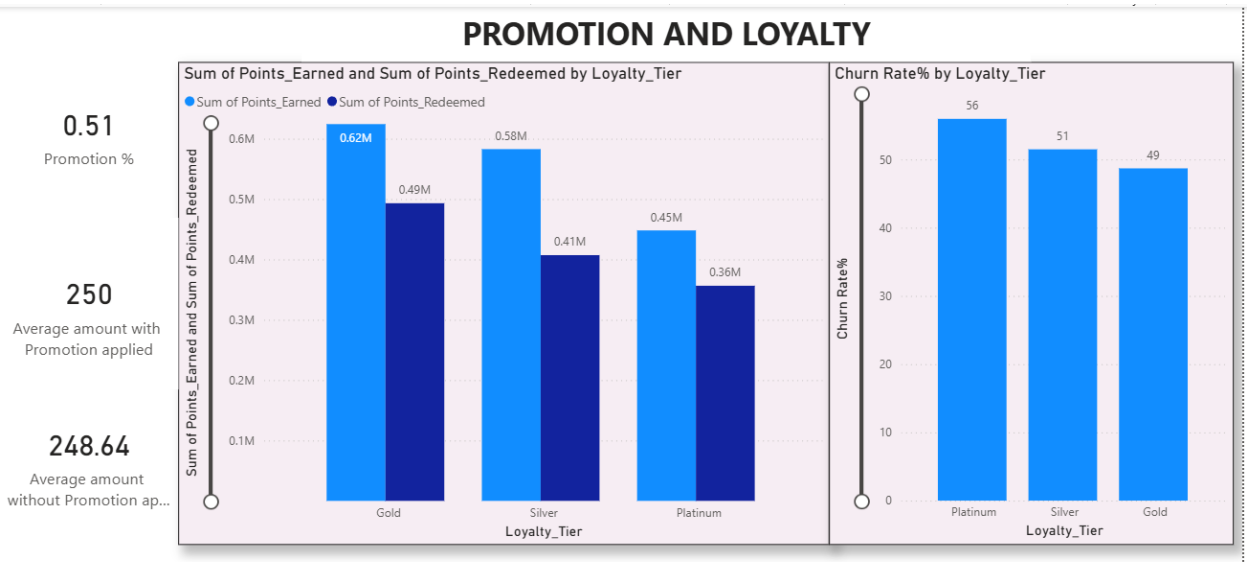
Calculated the measure of Promotion Percentage

```
Average amount with Promotion applied = CALCULATE(AVERAGE(Customer_Transactions[Amount]),
Customer_Transactions[Promotion_Applied]="Yes")
```

Calculated the measure of Average amount with promotion applied

```
Average amount without Promotion applied = CALCULATE(AVERAGE(Customer_Transactions[Amount])
,Customer_Transactions[Promotion_Applied]="No")
```

Calculated the measure of Average amount without promotion applied



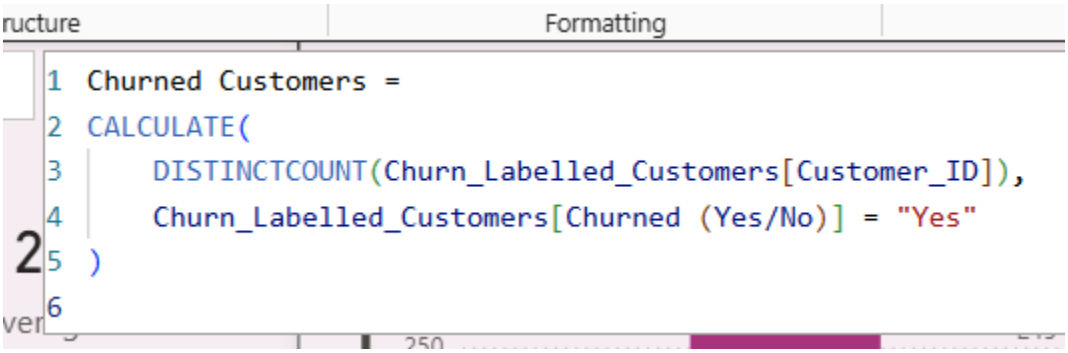
In the respective data customer who are earning points are not redeeming. IKEA should send a notification about there respective points and offer with that points so that targeted sell number should be achieved easily.

Created clustered column chart for sum of points earned and redeemed by loyalty tier, and created a column chart for churn rates by loyalty Tier.

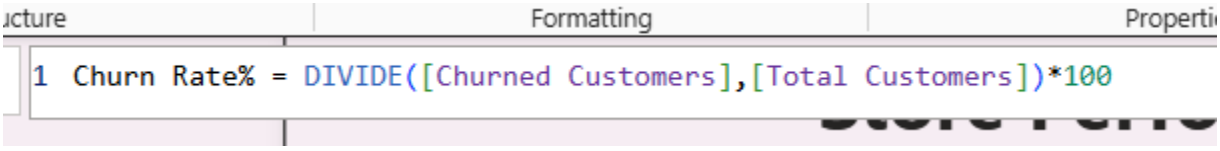
Recommendation: -

In the respective data customer who are earning points are not redeeming. IKEA should send a notification about there respective points and offer with that points so that targeted sell nu mber should be achieved easily.

Task 5



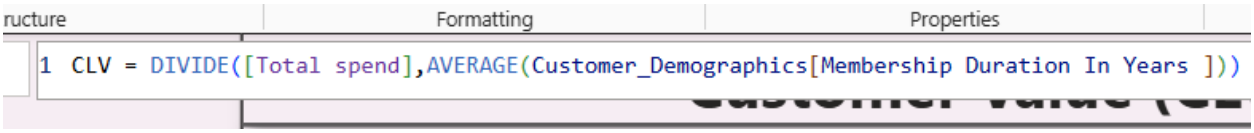
Calculated churned customers



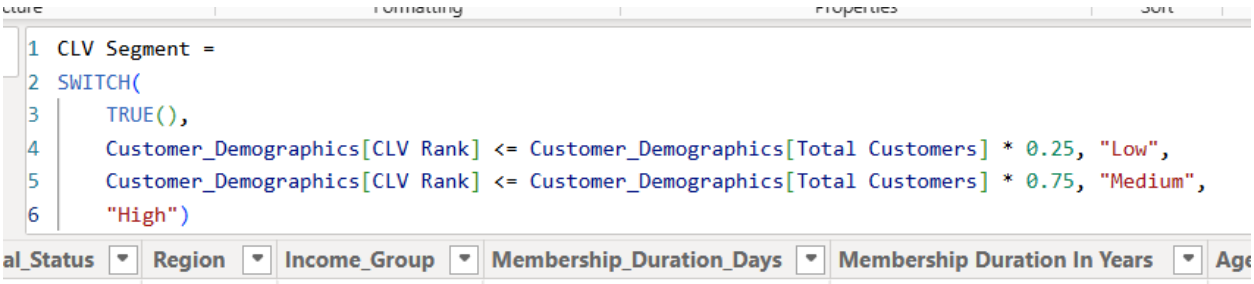
Calculated churn rate%

Created a report for store performance vs retention

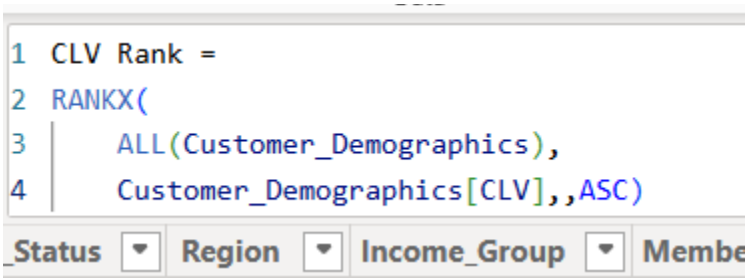
Task 6



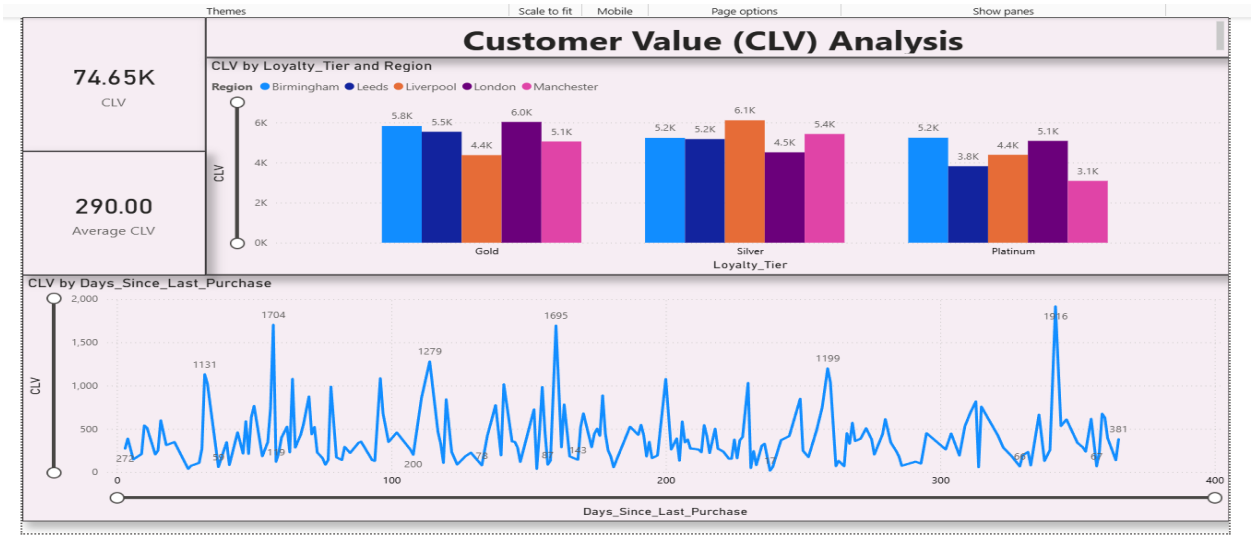
Calculated CLV using divide dax fuction



Using calculated column done CLV Segment



Calculated rank of CLV so that I can divide them to low , middle and high rank



Task 7

Made a final dashboard and added a slicer for better understanding of visuals.

Recording Link:- https://www.loom.com/share/befd2026e1cd4d0bb6ce8424d5d9b214

Please listen my recording in 0.8x as due to glitch my video is playing in 2x.