



Churn & Retention Overview

Despite a high repeat rate (84.67%), over half of customers churn (51.67%), indicating repeat purchase alone does not guarantee retention. Liverpool, high-income customers, and Platinum members represent the highest churn risk and should be prioritized for targeted retention interventions.

300

Total Customers

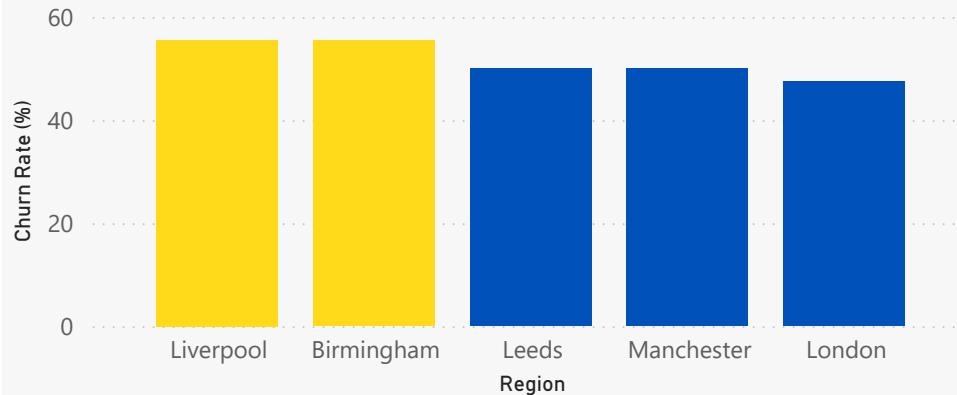
51.67

Churn Rate (%)

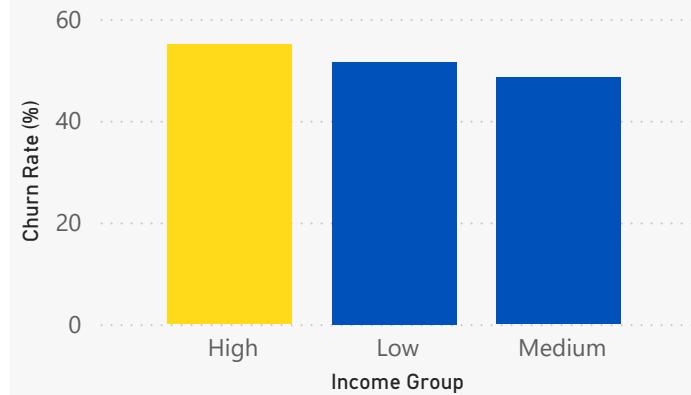
84.67

Repeat Rate %

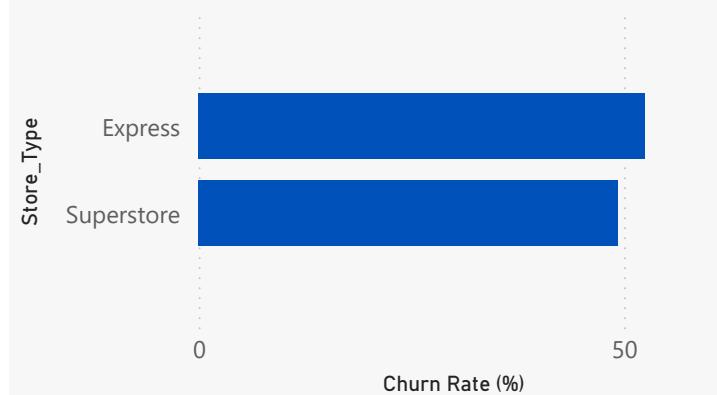
Churn Rate by Region



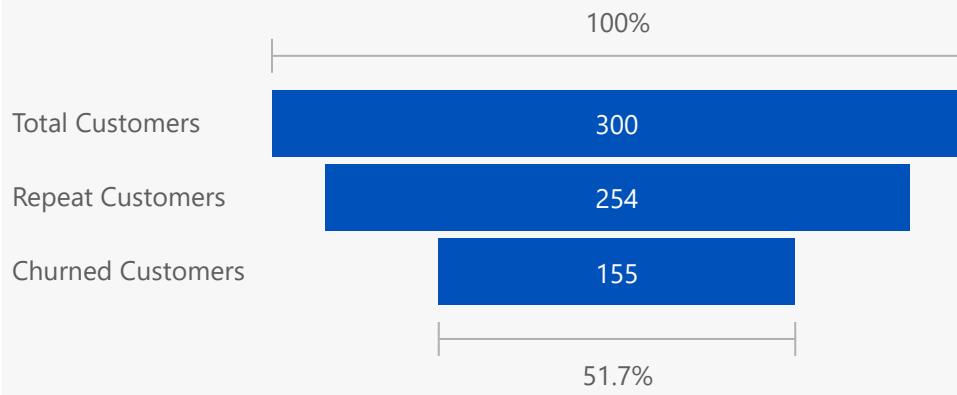
Churn Rate by Income Segment



Churn Rate by Store Format



Customer Drop-Off Funnel (Retention Risk View)



● Highlighted bars indicate highest repeat frequency

Filters (Page Level)

Region ▾

All

Income Group ▾

All

Store Type ▾

All

Immediate Focus Areas

- Liverpool & Birmingham regions
- High-income customer segment
- Platinum loyalty tier (highest churn despite benefits)

Churn by Loyalty Tier

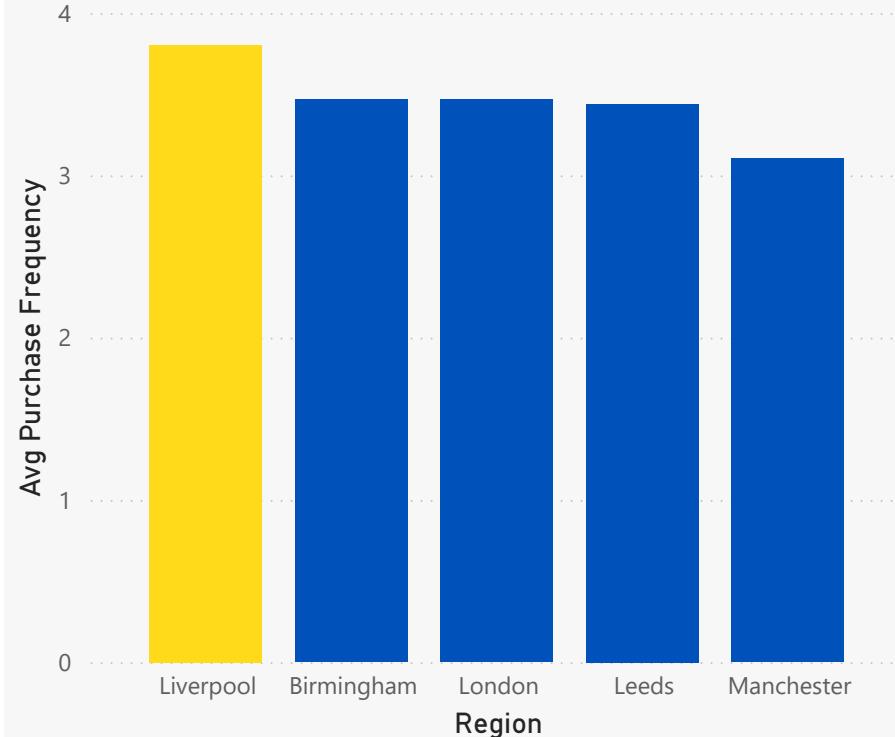
Loyalty_Tier	Total Customers	Churned Customers	Churn Rate (%)
Gold	115	56	48.70
Silver	101	52	51.49
Platinum	84	47	55.95
Total	300	155	51.67

Repeat Purchase Analysis

Repeat purchase behavior is concentrated among High-Tier customers (11+ purchases) and customers aged 35+, indicating that retention value is driven by mature, loyalty-engaged segments. Electronics act as a primary visit driver for loyal customers, while food and beverages enhance in-store engagement, supporting higher repeat frequency over time.



Repeat Purchase Frequency by Region

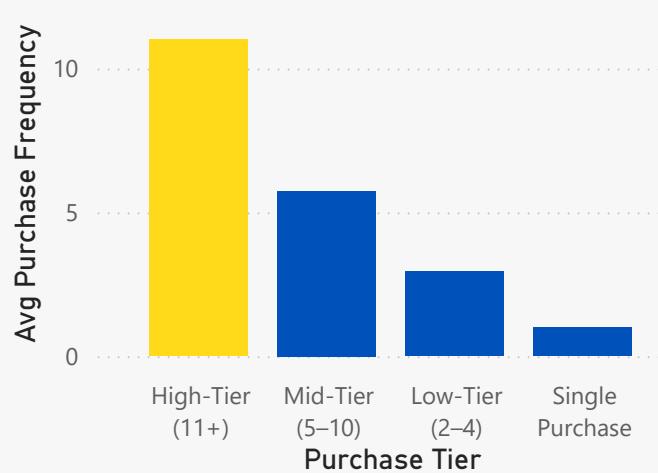


Avg Purchase Frequency = Total purchases ÷ active customers

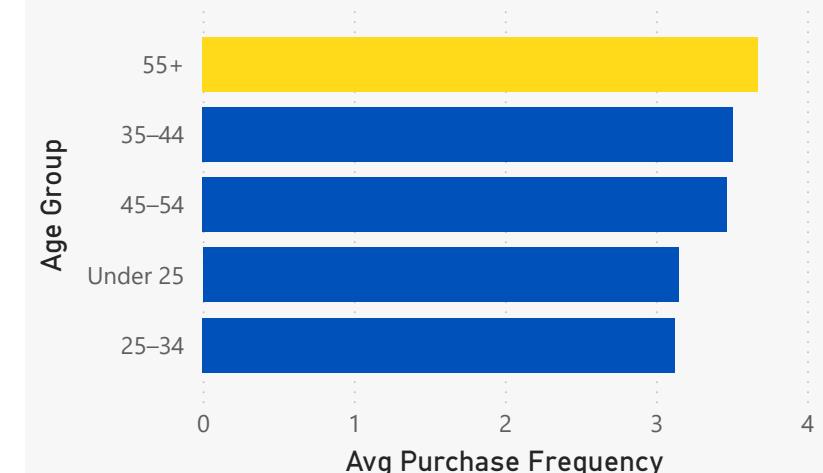
Retention Growth Levers

- Focus retention programs on **35+ age segments**
- Convert **Mid-Tier (5–10)** customers into High-Tier
- Use **Electronics** as visit drivers and **Food & Beverages** as engagement enhancers

Repeat Intensity by Customer Tier

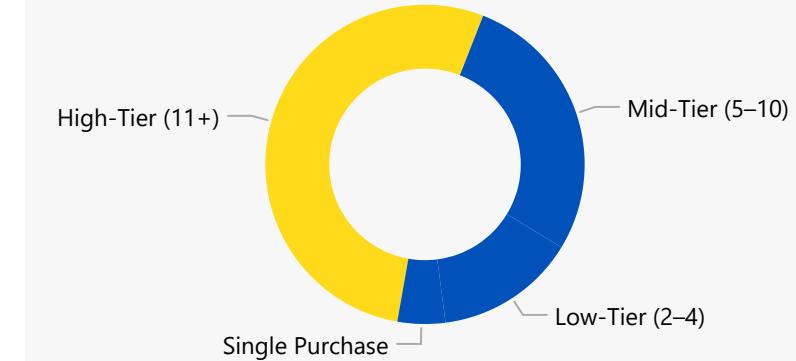


Repeat Purchase Frequency by Age Group



● Highlighted bars indicate highest repeat frequency

Customer Mix Across Loyalty Depth



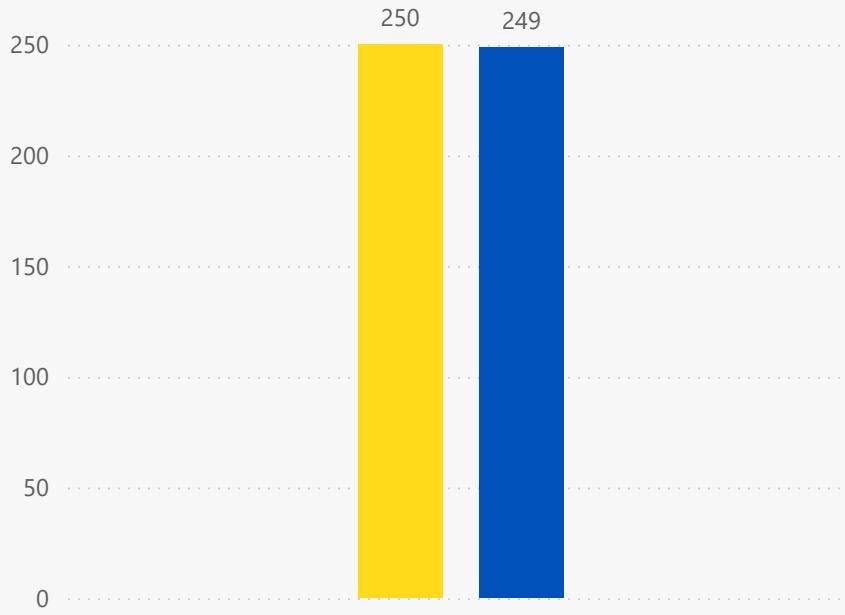


Promotion & Loyalty Impact

Despite high promotion usage (51%) and increased average spend, churn remains elevated (51.67%), indicating that promotions drive short-term revenue but fail to build long-term loyalty. Retention is more strongly influenced by loyalty tier effectiveness and reward redemption than by promotional discounts alone.

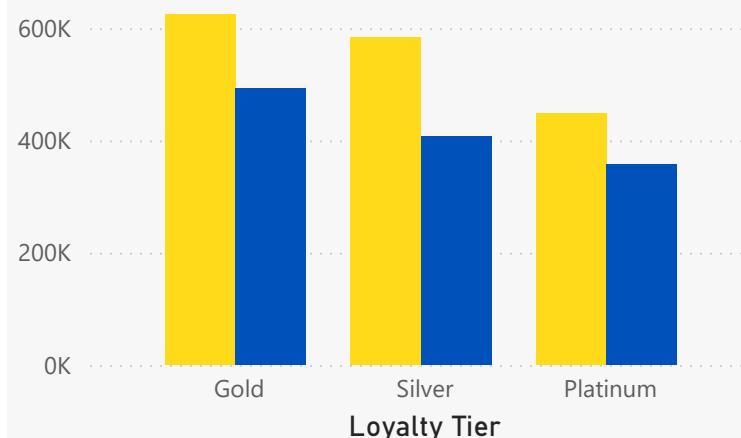
Average Spend With vs Without Promotion

● Avg Amount (With Promotion) ● Avg Amount (Without Promotion)



Total Points Earned and Total Points Redeemed by Loyalty_Tier

● Total Points Earned ● Total Points Redeemed



Retention Decision Levers

- Shift from **blanket promotions** to **tier-based rewards**
- Reduce churn by improving **points redemption accessibility**
- Redesign Platinum benefits to **reward engagement, not spend alone**

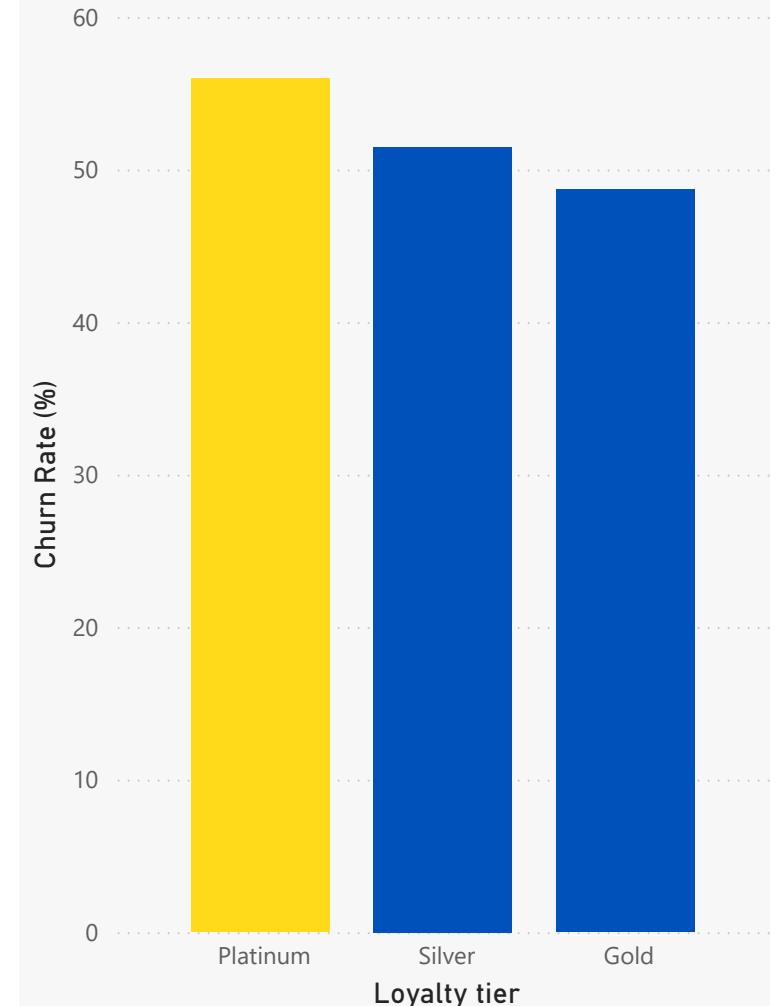
Region

All

Loyalty_Tier

Gold Platinum Silver

Loyalty Tier Effectiveness vs Churn



155

Churned Customers

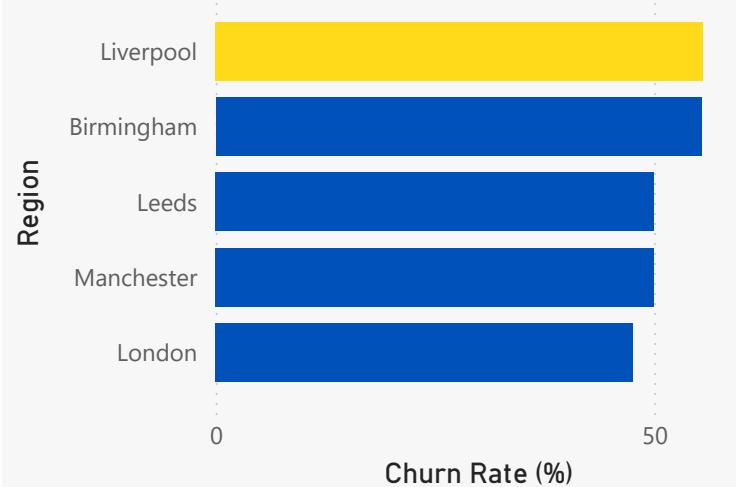
48.3

Retention Rate (%)

51.7

Churn Rate (%)

Churn Rate by Region (High-Risk Areas Identified)



Average Spend by Store Type



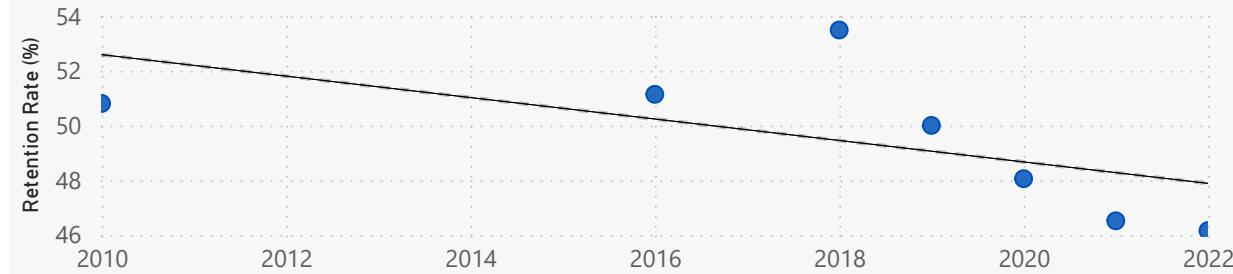
Filter by Region

- Birmingham
- Leeds
- Liverpool
- London
- Manchester

Store & Region Insights

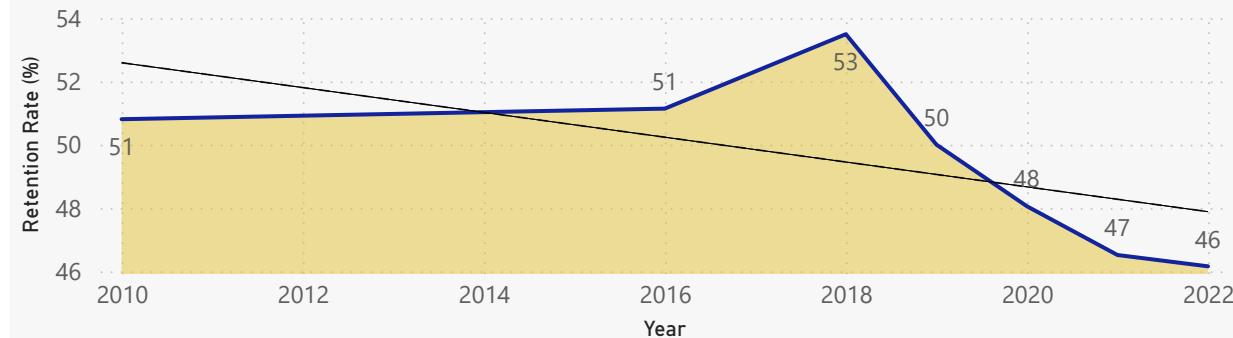


Store Maturity vs Retention Performance



Declining retention trend observed post-2018

Retention Rate (%) by Year



Store-Level Action Focus

- Prioritize **Liverpool & Birmingham** for retention campaigns
- Support **newer stores (2019-2022)** with onboarding & local engagement
- Use **Superstores** as retention hubs, not just revenue centers

Region	Total Customers	Churned Customers	Churn Rate (%)
Birmingham	65	36	55.38
Leeds	60	30	50.00
Liverpool	54	30	55.56
Manchester	60	30	50.00
London	61	29	47.54
Total	300	155	51.67

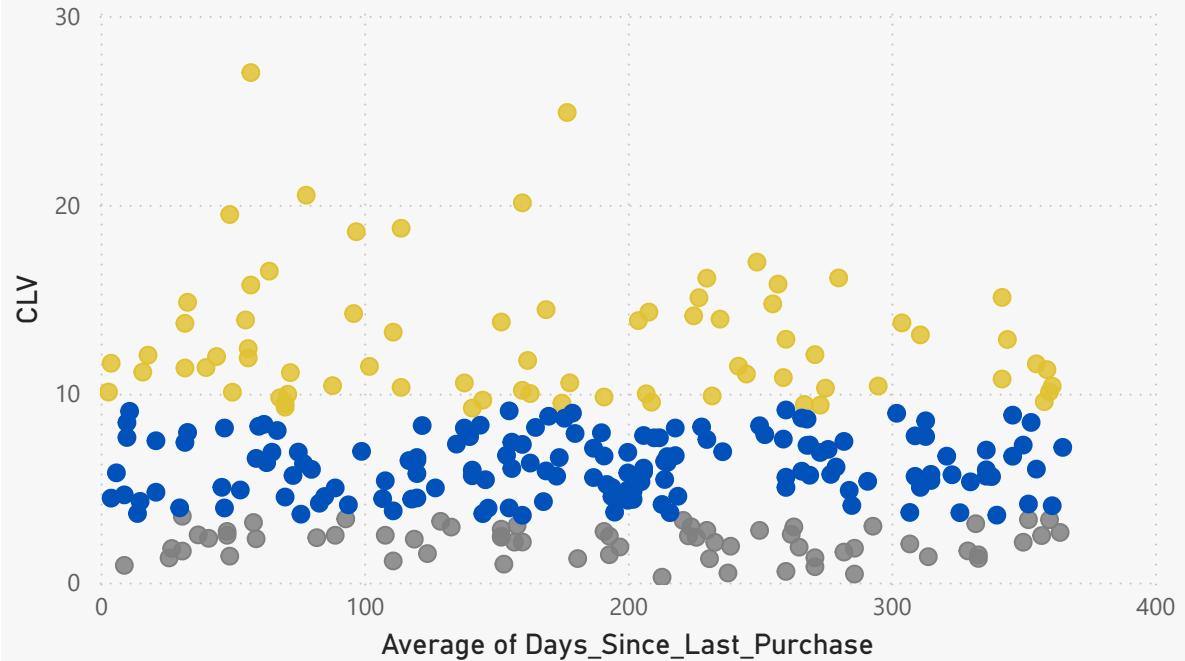


Store & Region Insights

High-CLV customers with long inactivity periods represent silent churn risk and should be prioritized for reactivation

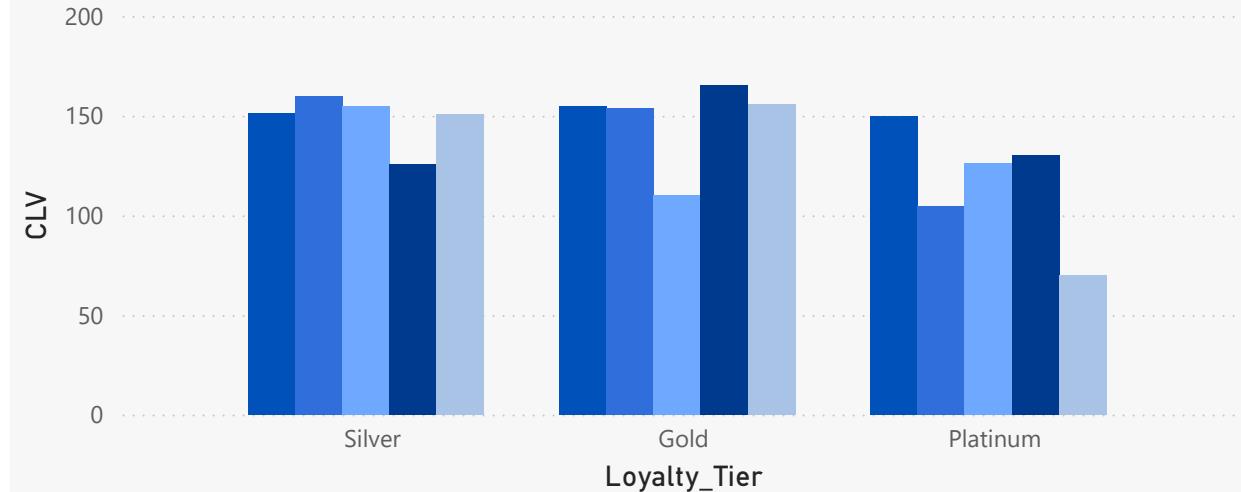
Customer Value vs Inactivity Risk

CLV Segment ● High Value ● Low Value ● Medium Value



CLV Distribution by Loyalty Tier & Region

Region ● Birmingham ● Leeds ● Liverpool ● London ● Manchester



IKEA should stop blanket promotions and instead target high-CLV inactive customers in Liverpool and Birmingham with tier-specific reactivation offers, as promotions alone are not improving retention

Region

Birmingham

Leeds

Liverpool

London

Manchester