**Subscription Tiers: A Case Study on Sales Data Analysis**

# Analyzing Customer Purchase Behavior to Enhance Platinum Membership Sign-ups

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# Executive Summary

This report analyzes five years of historical sales data from a sporting goods store, focusing on customer purchasing behavior across different subscription tiers—Silver, Gold, and Platinum. The objective is to identify strategies to increase the number of Platinum subscribers and optimize customer engagement.

# Data Overview and Methodology

Data Exploration and Cleaning:

The dataset was explored and cleaned using Microsoft Azure Data Explorer and Kusto Query Language (KQL). This involved removing NULL values, duplicates, zeros, and outliers to ensure data integrity.

Data Analysis in Power BI:

The cleaned data was then imported into Power BI using the Kusto import wizard. Adjustments were made to the 'Customer Status' column to unify naming conventions across the subscription tiers. Visualizations were created to compare fields, though initial findings showed little distinction between purchasing habits across tiers.

# Key Findings

Overview of Subscription Tiers: No significant differences in purchasing habits were initially observed across the Silver, Gold, and Platinum tiers.

Customer Purchasing Behaviors: Further analysis revealed that Platinum members tend to purchase family-oriented products, whereas Silver and Gold members are more focused on individual items.

Key Insights from Data: A critical insight is the dramatically lower rate of repeat customers among Platinum tier members compared to Silver and Gold members.

# Detailed Analysis

## Subscription Tier Analysis

A comparative analysis of customer behavior across the three subscription tiers revealed patterns in purchasing that correlate with the type of products bought and the frequency of purchases.

## Customer Purchase Behavior

The analysis highlighted that Platinum members are more likely to shop for family-oriented items, including larger products such as tents. In contrast, Silver and Gold members tend to purchase smaller, individual items.

## Repeat Customer Analysis

Repeat customers were identified and analyzed to understand their purchasing behavior. The data showed 20% repeat customers in Silver and Gold tier with 0.08% repeat customers in Platinum tier suggesting that the Platinum tier has a notably lower percentage of repeat customers, which suggests that the benefits of the Platinum membership may not be compelling enough to encourage repeated purchases.

# Recommendations

## Immediate Actions

To drive Platinum sign-ups, it is recommended to implement tailored promotions, such as discounts on family-oriented products or exclusive limited-edition items for Platinum members.

## Long-Term Strategies

In the long term, consider evaluating and adjusting membership pricing to better reflect the value offered by each tier. Additionally, introducing new products or services that cater specifically to repeat Platinum members could enhance customer engagement in repeat customers and increase the rate of repeat customers upgrading to Platinum tier.

# Conclusion

The findings from this case study suggest that strategic adjustments, particularly in how Platinum membership is marketed and structured, could significantly boost sign-ups and customer loyalty.

# Appendices

Visuals and Graphs: Power BI investigative dashboard

