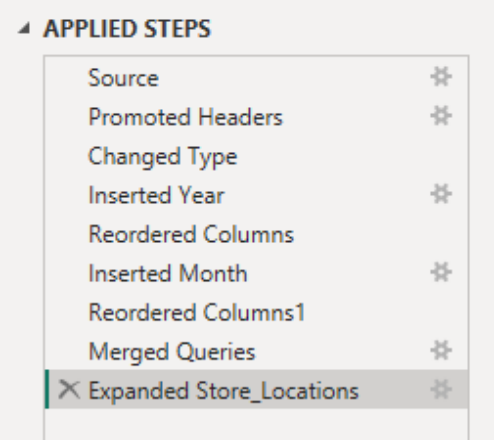
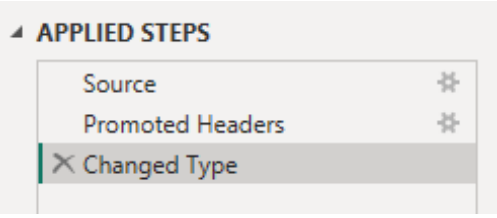
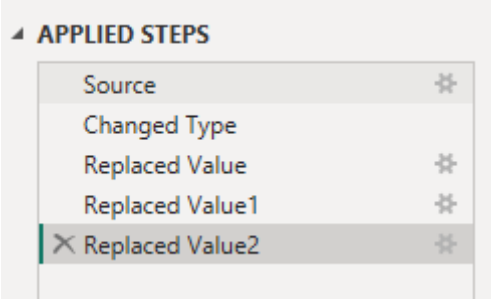
Retail Customer Retention Analytics – ADIDAS

TASK 1







Data Modeling & Cleaning

- Load and transform datasets in Power Query
- Handle duplicates, missing values, and ensure correct data types
- Create calculated columns:
  - Membership_Duration = Today – Membership_Since
  - Extract Transaction_Year, Transaction_Month

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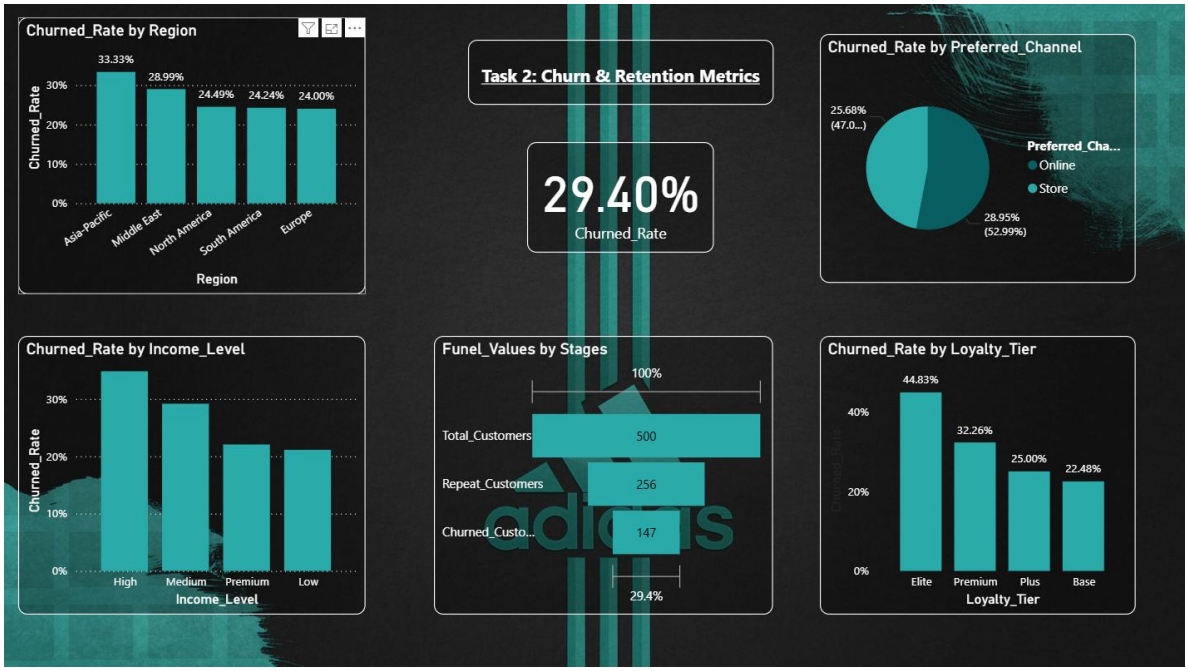
TASK 2



Formulas:

Churn Rate

```
Churned_Rate = DIVIDE([Churned_Customers],[Total_Customers],0)
```

Churned Customers

```
Churned_Customers =
CALCULATE(COUNTROWS(Churn_Labelled_Customers),Churn_Labelled_Customers[Churn_Flag]=1)
```

Repeat Customer

```
Repeat_Customers =
CALCULATE(DISTINCTCOUNT(Customer_Transactions[Customer_ID]),FILTER(VALUES(Customer_Transactions[Customer_ID]),CALCULATE(COUNTROWS(Customer_Transactions))>=2))
```

Total Customer

```
Total_Customers = DISTINCTCOUNT(Churn_Labelled_Customers[Customer_ID])
```

Funnel Value

```
Funel_Values =
IF(SELECTEDVALUE(Funnel_stages[Stages])="Total_Customers",[Total_Customers],IF(SELECTEDVALUE(Funnel_stages[Stages])="Repeat_Customers",[Repeat_Customers],IF(SELECTEDVALUE(Funnel_stages[Stages])="Churned_Customers",[Churned_Customers])))
```

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TASK 3

Formulas:

Avg Purchase Frequency by Loyalty tier

```
AVG frequency by loyalty tire =
CALCULATE(AVERAGE(Customer_Demographics[Transction_Count]),ALLEXCEPT(Loyalty_Program,Loyalty_Program[Loyalty_Tier]))
```

Avg Purchase Frequency by Region

```
AVG frequency by Reagon = AVERAGE(Customer_Demographics[Transction_Count])
```

Loyal Customer Purchase

```
Loyal Customer Purchases =
CALCULATE(COUNTROWS(Customer_Transactions),Customer_Demographics[Purchase_Tire]="High Tire")
```

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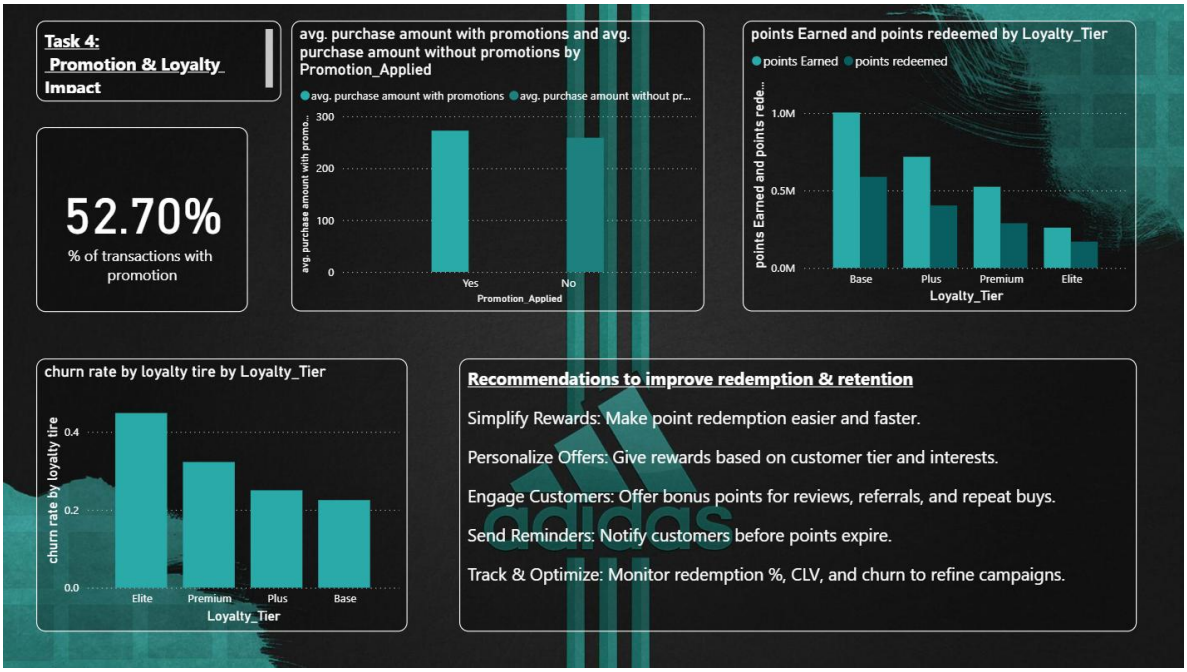
TASK 4



Formulas:

% Transaction With Promotion

```
% of transactions with promotion = DIVIDE([Promo Transactions],[Total_Transaction],0)
```

Avg Amount With Promo

```
avg. purchase amount with promotions =
CALCULATE(AVERAGE(Customer_Transactions[Amount]),Customer_Transactions[Promo_Pin]=1)

avg. purchase amount without promotions =
CALCULATE(AVERAGE(Customer_Transactions[Amount]),Customer_Transactions[Promo_Pin]=0)
```

Points Earned

```
points Earned = SUM(Loyalty_Program[Points_Earned])
```

Points Redeemed

```
points redeemed = SUM(Loyalty_Program[Points_Redeemed])
```

Promo Transactions

```
Promo Transactions =
CALCULATE(COUNTROWS(Customer_Transactions),Customer_Transactions[Promotion_Applied]="Yes"
)
Total_Transaction = COUNTROWS(Customer_Transactions)
```

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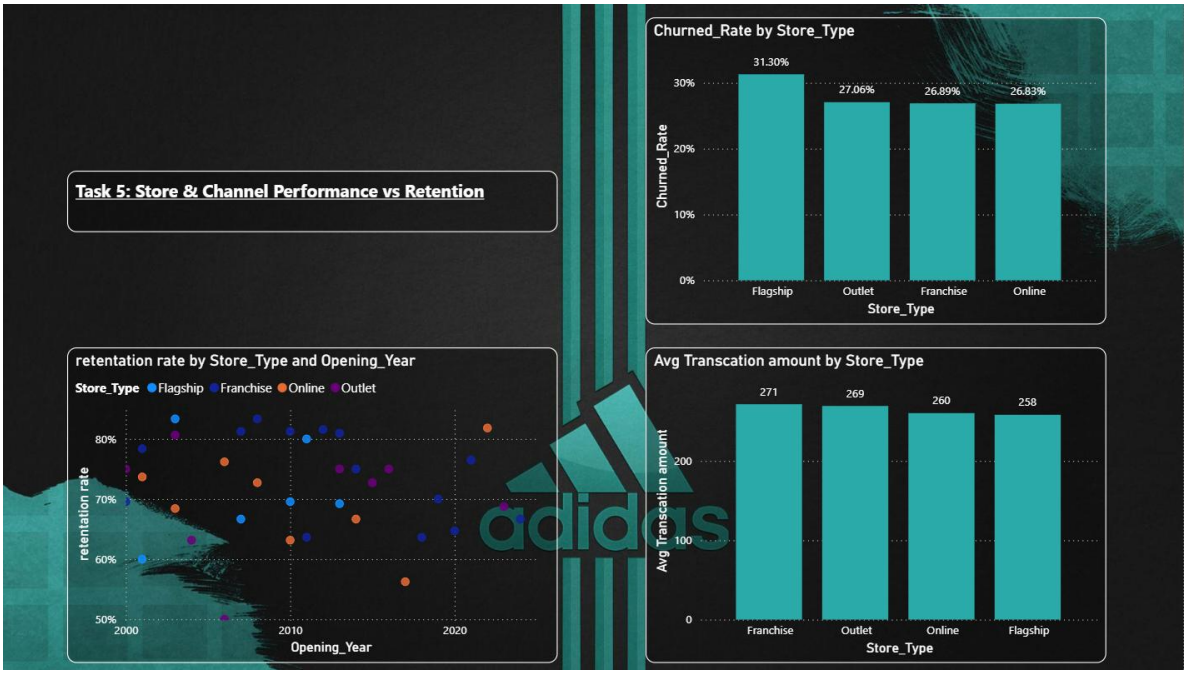
TASK 5



Formulas:

Active Customers

```
Active customer =
CALCULATE(DISTINCTCOUNT(Churn_Labelled_Customers[Customer_ID]),Churn_Labelled_Customers[Churn_Flag]=0)
```

Average Transaction Amount

```
Avg Transcation amount = AVERAGE(Customer_Transactions[Amount])
```

Churn Rate (%)

Churn Rate

```
Churned_Rate = DIVIDE([Churned_Customers],[Total_Customers],0)
```

Retentation Rate

```
retentation rate = DIVIDE([Active customer],[Total_Customers],0)
```

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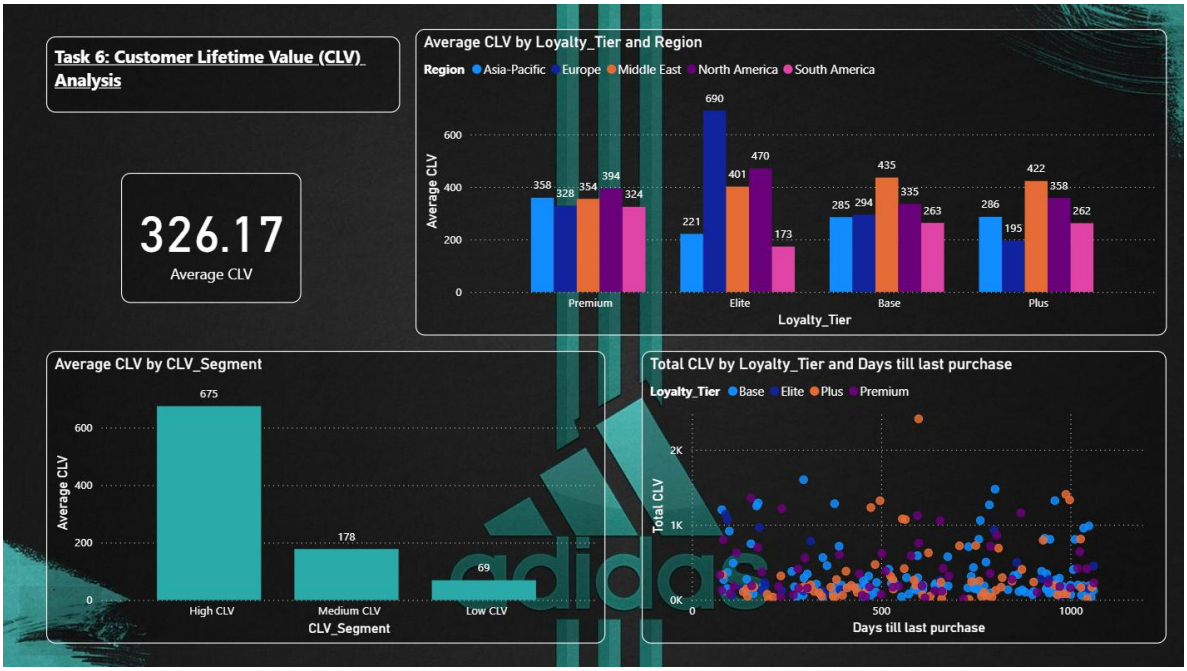
TASK 6



Formulas:

Avg CLV

```
Average CLV = AVERAGE(Customer_Demographics[CLV])
```

Avg CLV by Segment

```
Average CLV by Segment = CALCULATE(AVERAGE(Customer_Demographics[CLV]),ALLSELECTED(Customer_Demographics[CLV_Segment]))
```

Total CLV

```
Total CLV = SUM(Customer_Demographics[CLV])
```

Calculated Table:

CLV

```
CLV = DIVIDE(Customer_Demographics[Total amount spend],IF(Customer_Demographics[Membership_Duration]>0,Customer_Demographics[Membership_Duration],1),0)
```

Avg CLV by Segment

```
CLV_Segment = VAR CLV_Value = 'Customer_Demographics'[CLV] VAR LowLimit = PERCENTILEX.INC( ALL( 'Customer_Demographics' ), 'Customer_Demographics'[CLV], 0.33 ) VAR MidLimit = PERCENTILEX.INC( ALL( 'Customer_Demographics' ), 'Customer_Demographics'[CLV], 0.66 ) RETURN IF(CLV_Value <= LowLimit,"Low CLV", IF( CLV_Value <= MidLimit, "Medium CLV", "High CLV"))
```

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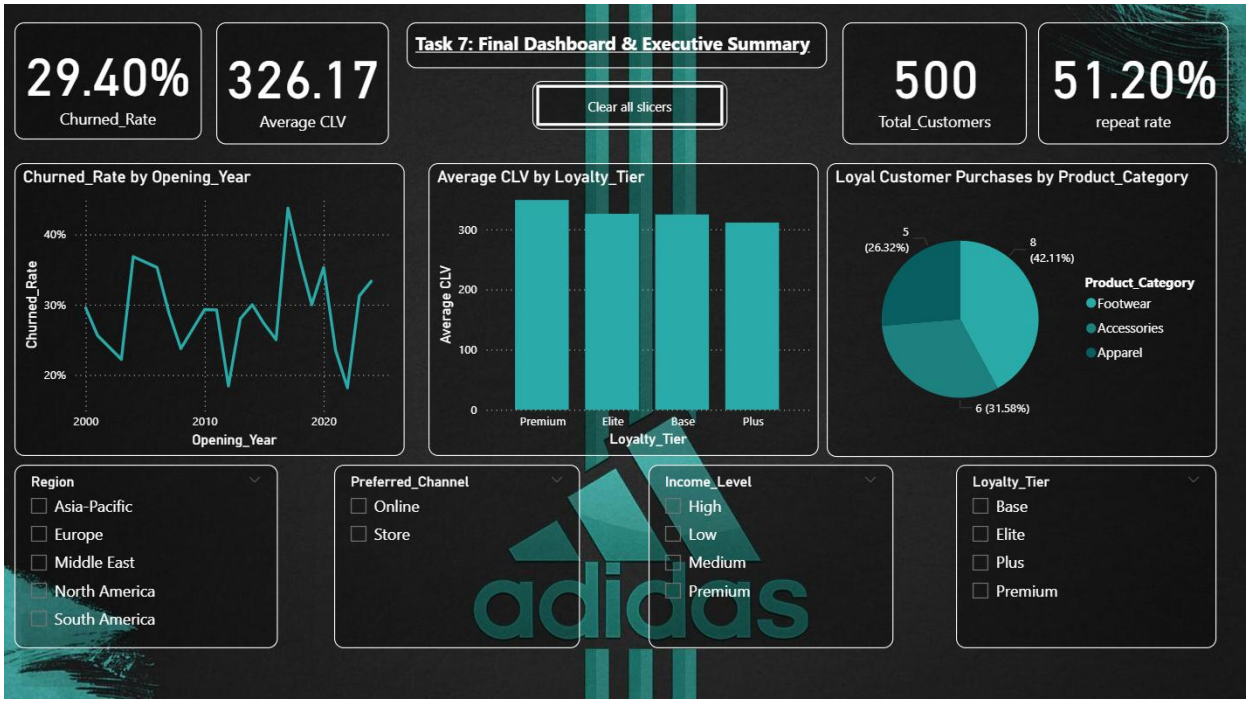
DASHBOARD

KPIs and Slicers



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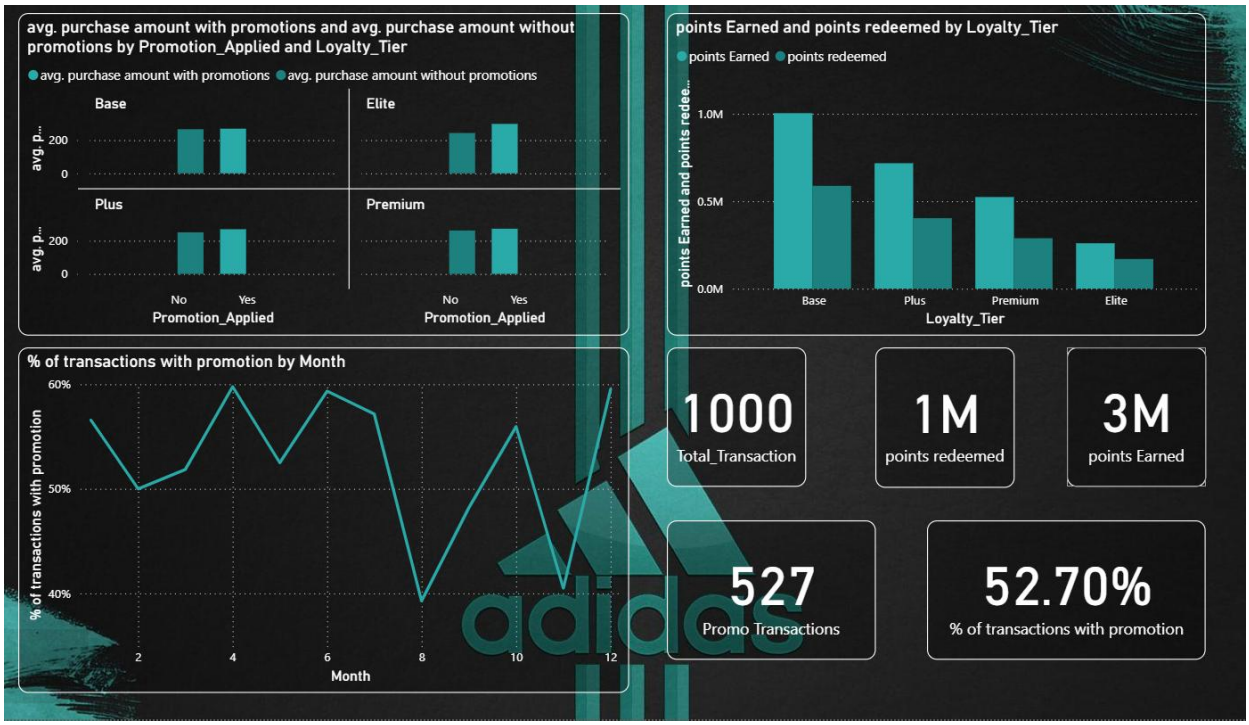
Loyalty & Promotion Impact



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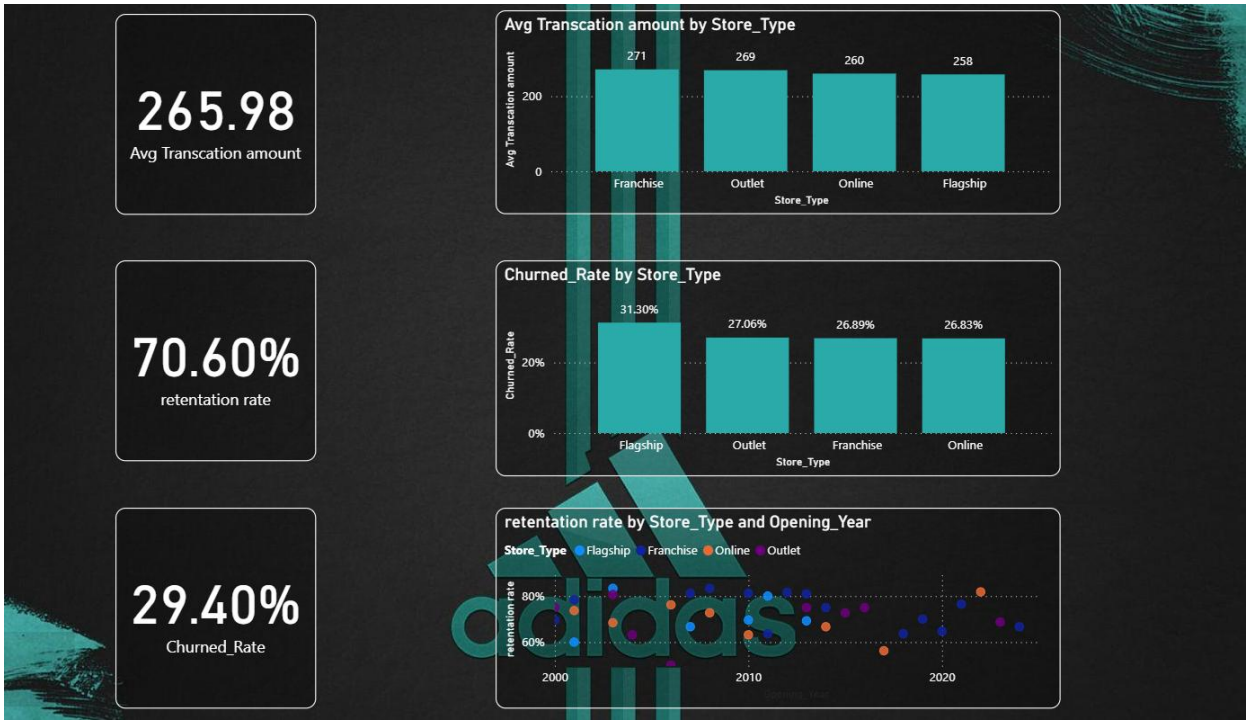
Store/Channel Insights



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Segmentation

Recommendations for Adidas

VIDEO LINK – CLICK HERE