

Retail Customer Retention Analytics – ADIDAS

TASK 1

The image displays three separate windows of the 'Applied Steps' pane from Microsoft Power Query, illustrating the sequence of data transformations:

- Left Pane:** Shows steps applied to the first dataset:
 - Source
 - Promoted Headers
 - Changed Type
 - Inserted Year
 - Reordered Columns
 - Inserted Month
 - Reordered Columns1
 - Merged Queries
 - Expanded Store_Locations** (highlighted with a green border)
- Middle Pane:** Shows steps applied to the second dataset:
 - Source
 - Promoted Headers
 - Changed Type** (highlighted with a green border)
- Right Pane:** Shows steps applied to the third dataset:
 - Source
 - Changed Type
 - Replaced Value
 - Replaced Value1
 - Replaced Value2** (highlighted with a green border)

Data Modeling & Cleaning

- Load and transform datasets in Power Query
- Handle duplicates, missing values, and ensure correct data types
- Create calculated columns:
 - $\text{Membership_Duration} = \text{Today} - \text{Membership_Since}$
 - 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

```
Funnel_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 tier =
`CALCULATE(AVERAGE(Customer_Demographics[Transction_Count]), ALLEXCEPT(Loyalty_Program, Loyalty_Program[Loyalty_Tier]))`

Avg Purchase Frequency by Region

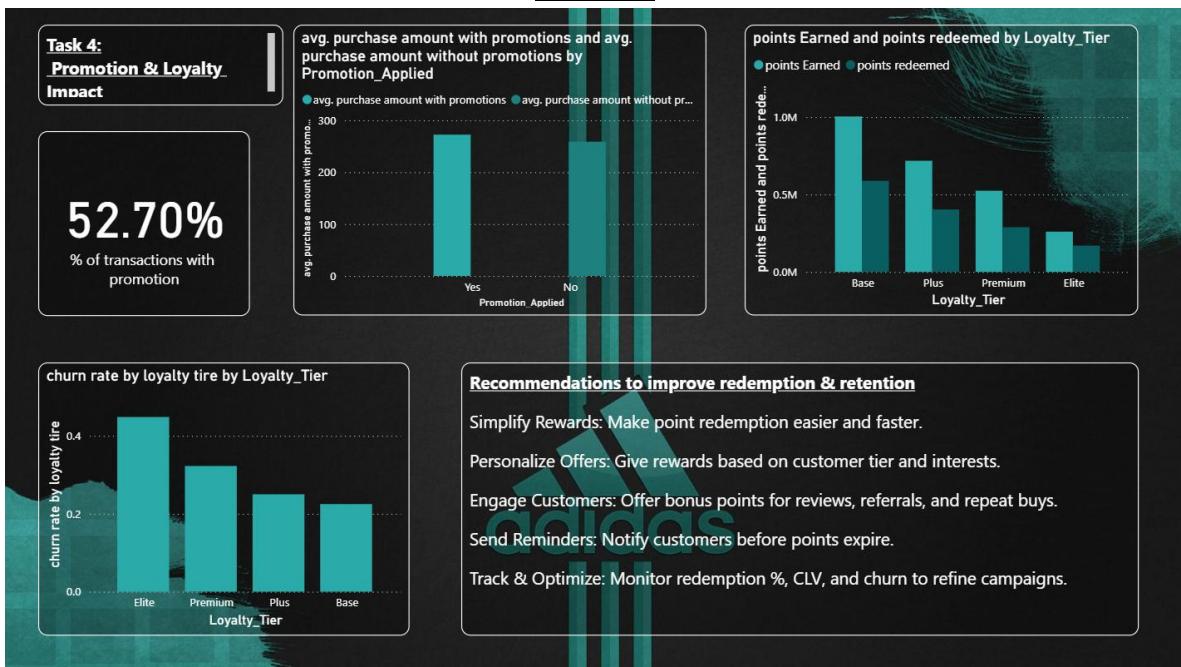
Avg frequency by Reagon = `AVERAGE(Customer_Demographics[Transction_Count])`

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

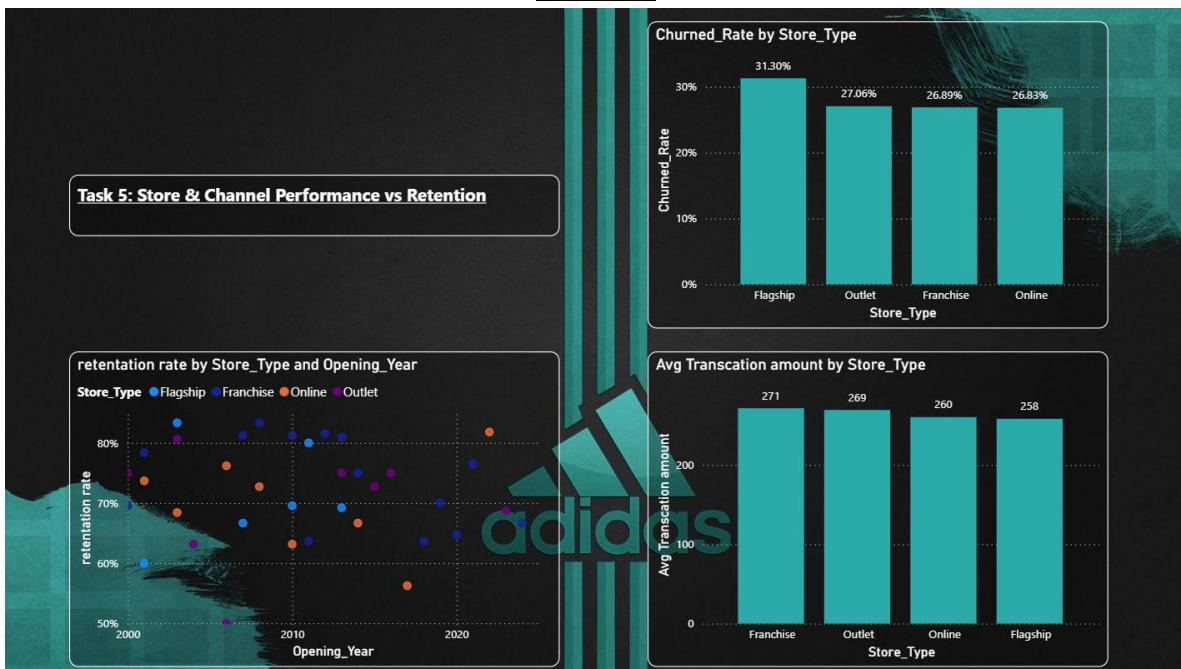
```
Promo Transactions =
```

```
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

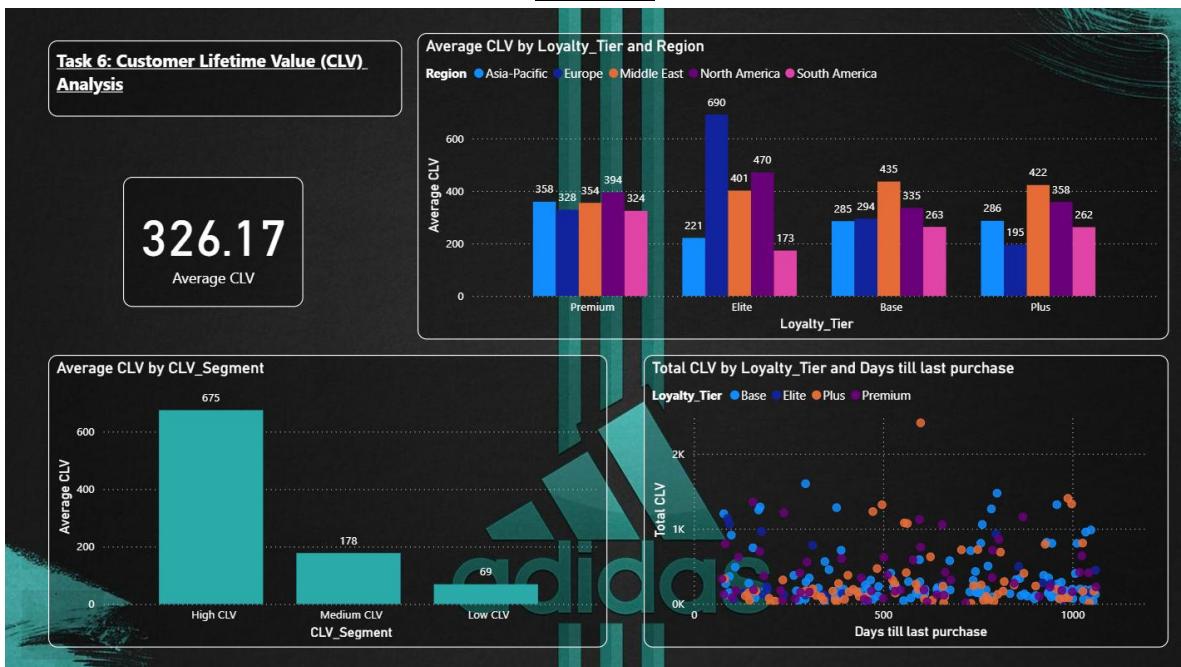
```
Churned_Rate = DIVIDE([Churned_Customers], [Total_Customers], 0)
```

Retention 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"))
```

DASHBOARD

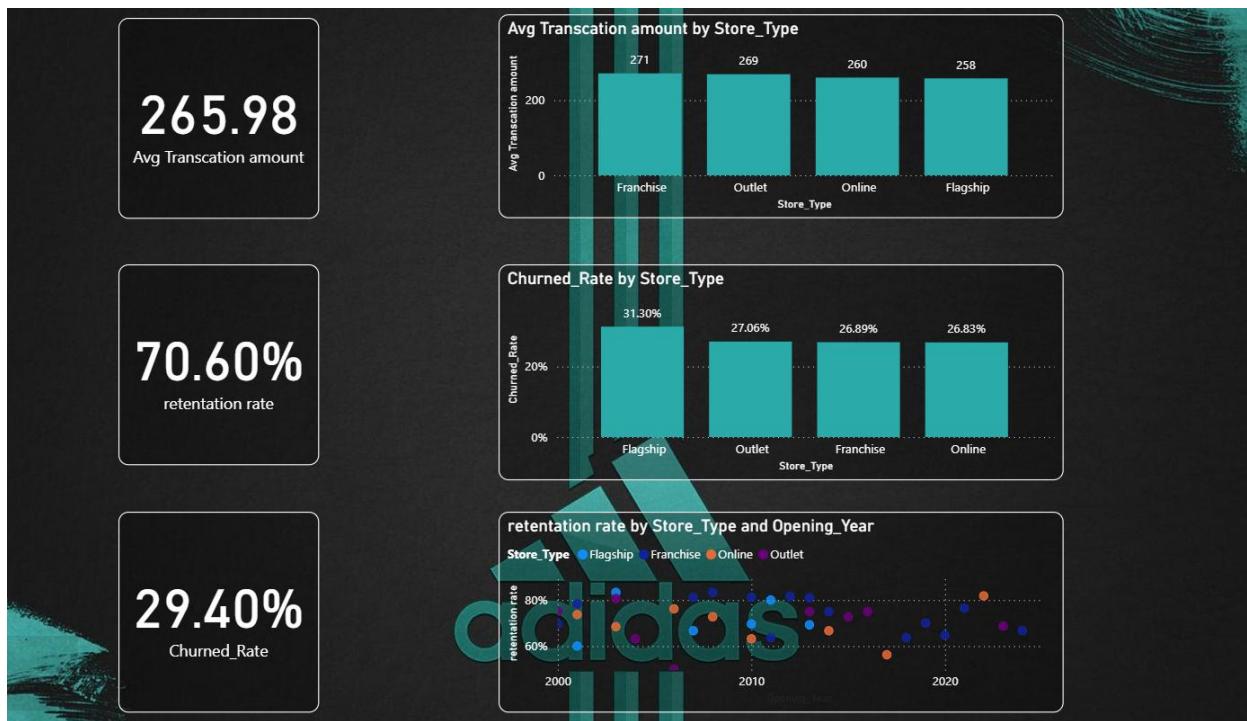
KPIs and Slicers



Loyalty & Promotion Impact



Store/Channel Insights



Segmentation



Recommendations for Adidas



The background features the Adidas logo in white and teal on a dark background. The main title 'Recommendations for Adidas' is centered above a white rectangular box containing three numbered sections. The box has a thin black border and is set against a dark background with faint Adidas stripes.

Recommendations For Adidas:

- 1. Customers to Focus on for Retention:**
Adidas should focus on medium- and high-value customers who have recently stopped buying. They already have a strong relationship with the brand, so offering small personalized discounts, early access to new products, or bonus loyalty points can bring them back easily.
- 2. Channels That Need Improvement:**
Outlet and Franchise stores are not performing as well as Online or Flagship stores. Adidas can improve them by training staff, improving store experience, and running local promotions to attract more loyal buyers.
- 3. Strengthen Loyalty Program:**
Make the loyalty program more exciting and easy to use. Show available points clearly, simplify redemption steps, and send reminders before points expire. Also, give extra points for feedback, referrals, and birthdays to keep customers active.

VIDEO LINK – [CLICK HERE](#)