Customer Dashboard

Average Loyalty Duration by Customer Tier

Customer Loyalty (Days)

Tier	Value
High Value	1076
Mid Value	993
Negative Value	974

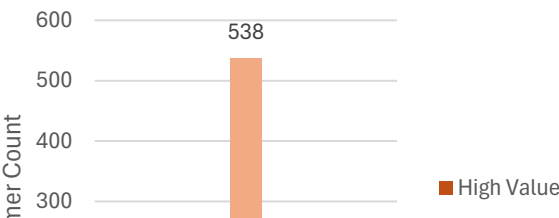Legend: ■ High Value ■ Mid Value ■ Negative Value
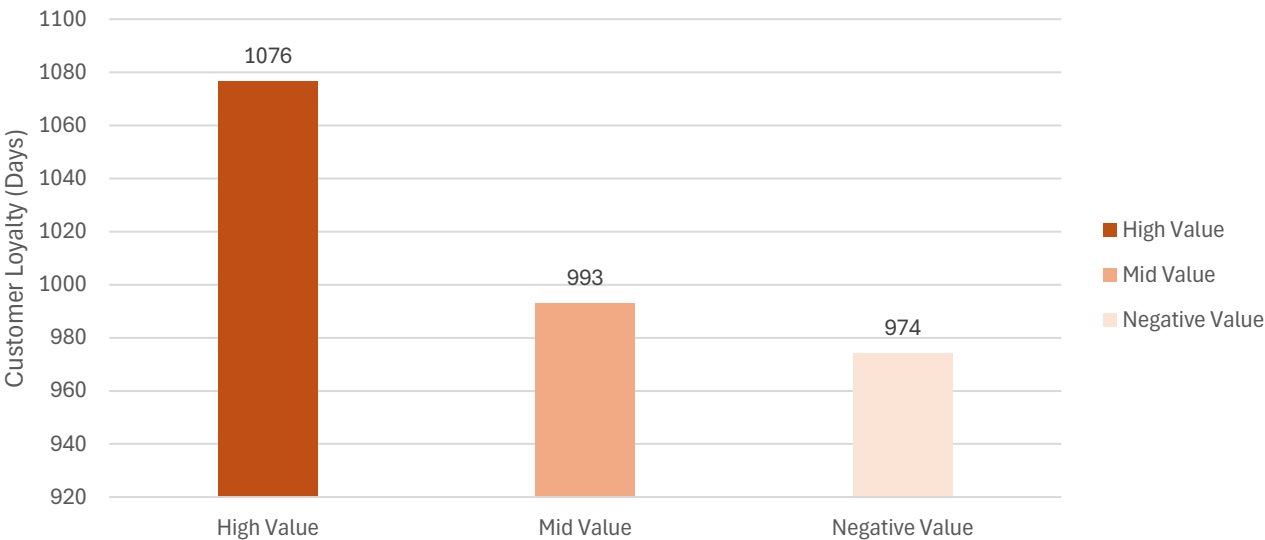
Total Profit by Customer Tier

Total Profit ($)

Legend: ■ High Value ■ Mid Value ■ Negative Value

	High Value	Mid Value	Negative Value
Total	186918	170704	-71212

Discount Given by Tier

Discount ($)

959.44

Legend: ■ High Value

Customer Count by Tier

Customer Count

538

Legend: ■ High Value

Total Di... chart

	High Value	Mid Value	Negative Value
	194.31		407.04

Legend: Mid Value, Negative Value

Custom... chart

	High Value	Mid Value	Negative Value
	100		155

Legend: Mid Value, Negative Value
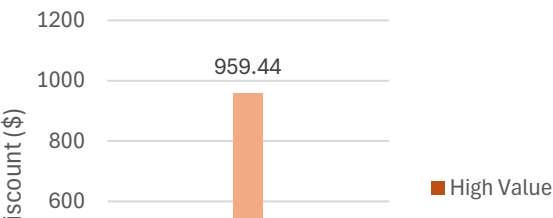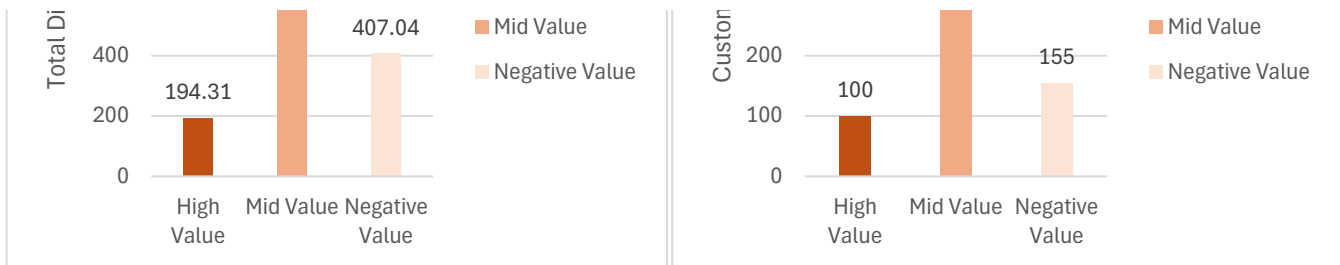
Objective:
This dashboard analyzes customer value by segmenting them into three tiers based on profitability. It helps identify which customer groups drive business success, how long they stay loyal, how much they cost in discounts, and how many fall into each performance category.

Key Metrics:
Average Loyalty Duration (days)
Total Profit by Tier
Total Discount Given
Customer Count

Business Questions Addressed:
Which customer group contributes the most profit?
Do long-term customers provide higher value?
Are discounts efficiently targeted?
What proportion of customers are low- or negative-value?

Insights:
High-value customers (profit > 1000$) stay the longest and generate the most profit, despite receiving fewer discounts.
Mid-value customers (positive profit but less than 1000$) make up the largest group and receive the most discount but are less efficient than the high-value customers.
Negative-value customers (negative profit) result in overall losses and may be over-discounted.

Recommendations:
Reassess discounting strategy for mid- and low-tier customers.
Investigate why negative-value customers persist and if they can be improved or filtered.