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Effectiveness of loyalty card rates dashboard manual

Purpose:

The purpose of this dashboard is to provide key information on loyalty card rates to determine what rate should the loyalty card be set at to gain customers and increase sales. This dashboard is intended to be used by the marketing team.

Instructions of operation:

In this dashboard, there are six visualizations. The nature of the information provided by this dashboard is analytical. The first visualization is a line chart located below the dashboard title. This chart is titled *Loyalty Card % of Net Sales by Enrollment Rate.* The enrollment rate in percentage represents the x-axis, and the y-axis represents the loyalty card % of net sales which is the loyalty card rate. When you hover over a data point on the chart it features the card rate at that particular enrollment rate. For example, if you hover over the enrollment rate of 38 the loyalty card is 2.48%. If you click on the enrollment rate of 38 then you can see how it affects other charts like *Loyalty Card % of Net Sales by Retention Rate*. For example, it compares the rates of enrollment rate and retention rates based on a 2.48% loyalty card rate. The chart has a horizontal scroll to view enrollment rates not visible in the chart. The second visualization is a stat table for loyalty card rates which features the type of measurement(stat name) and loyalty card stats. It is located in the top right-hand corner next to the dashboard title. It also has a vertical scroll to view values not visible on the table. The third visualization is the clustered column chart, located below the stat table and to the right of the line chart. The chart also has a horizontal scroll similar to the line chart. It has the same features as the line chart. For example, if you hover over the retention rate of 47 the loyalty card is 2.50%, and with the 2.50%, you can see what the enrolment rate, the engagement rate, and the net promoter score are at that rate. It is titled as *Loyalty Card % of Net Sales by Retention Rate*.

The fourth visualization is a net promoter score table where if you select a particular score you can see which retention rates have that value and at what loyalty card rate. For instance, if you select a score of 7. In the *Loyalty Card % of Net Sales by Retention Rate*, the retention rates with those values are 32.34.27.26, and 20% with loyalty card rates of 2.41,2.36,2.22,2.09, and 2.04%. This table is located below the *Loyalty Card % of Net Sales by Enrollment Rate* chart. The fifth visualization is text-based information that explains what each net promoter score value represents in terms of the range. For instance, if you wanted to know what an NPS score of 9 represents the *Loyalty Card % of Net Sales by Retention Rate* chart detected that there were 7 rates. If you check the text chart, 9 is considered a promoter. This means all 7 of those retention rates are promoters and have excellent customer satisfaction. The sixth visualization is a stacked area chart called *Loyalty Card % of Net Sales by Engagement Rate* chart. This is located below the retention rate chart and in the bottom right-hand corner of the dashboard. This chart has the same hovering feature as the enrollment chart and the retention chart where the loyalty card rate is displayed for the selected engagement rate.