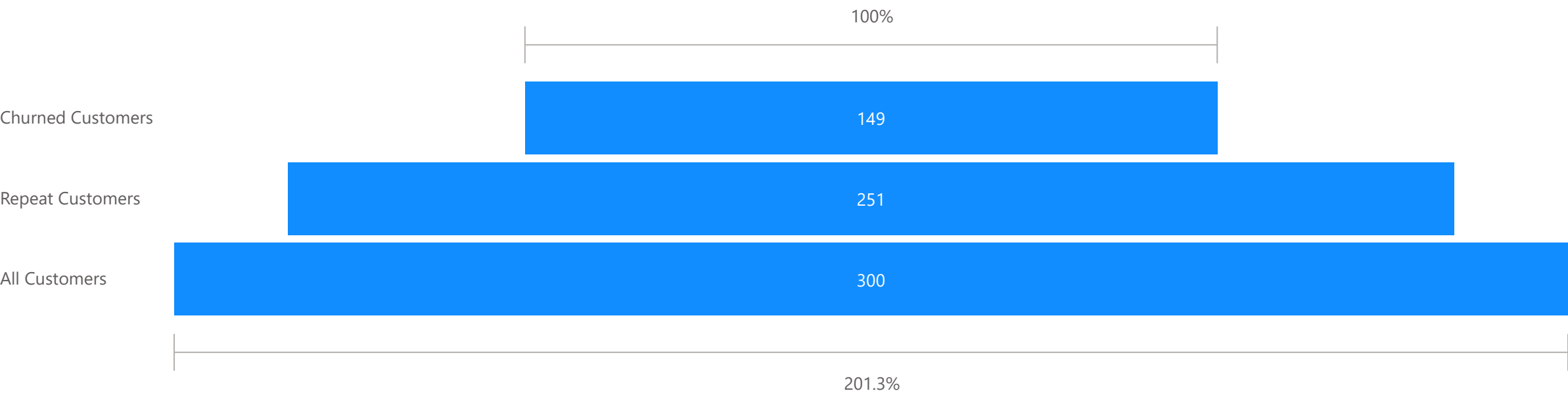


# "Walmart Retention Analytics-KPI Dashboard"

300	49.67%	251	647.18
Total_Customers	Churn Rate	Repeat_Customers	Avg_CLV

## Funnel\_Value by Stage



Region

▼

All

▼

Preferred\_Chan...

▼

All

▼

Income\_Level

▼

All

▼

Loyalty\_Tier

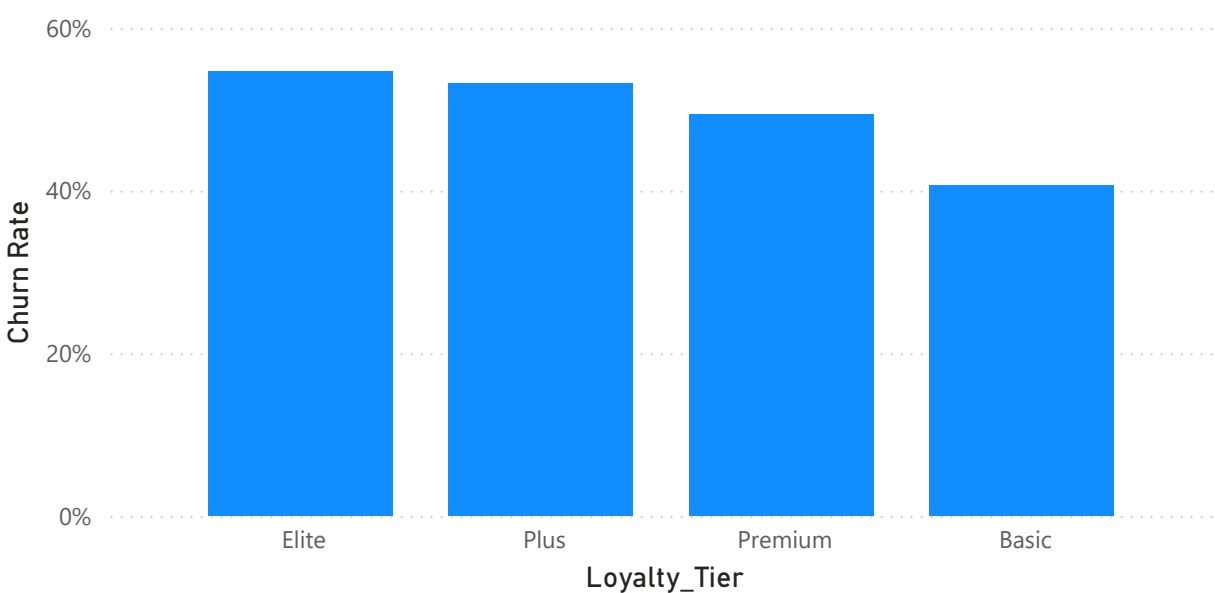
▼

All

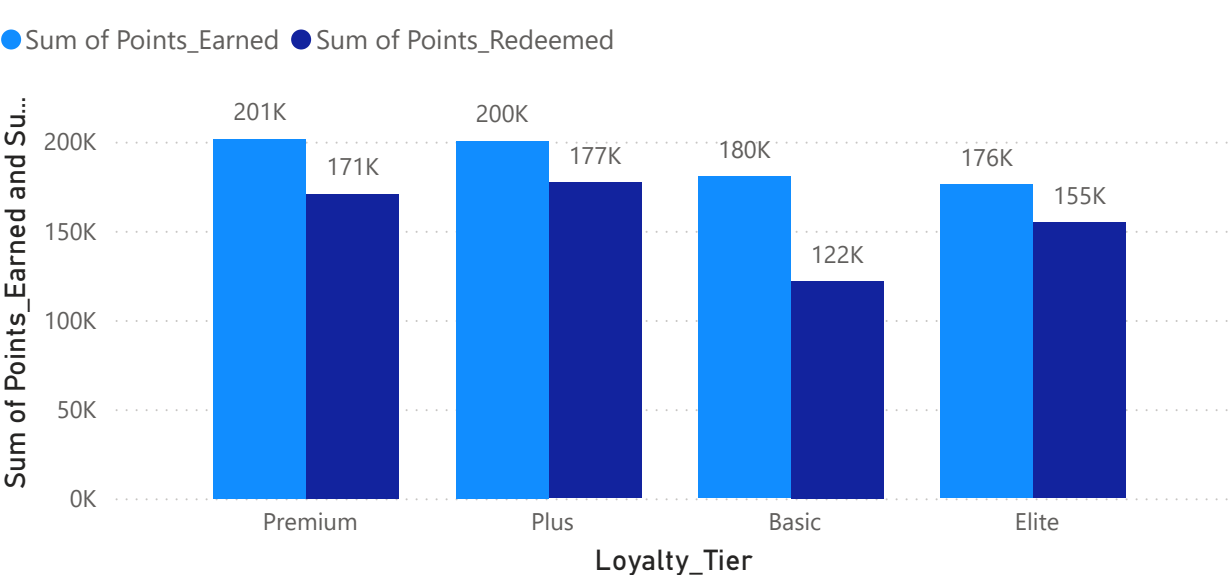
▼

# Loyalty & Promotion Impact

Churn Rate by Loyalty\_Tier



Sum of Points\_Earned and Sum of Points\_Redeemed by Loyalty\_Tier



Avg\_Amount\_With\_Promo, Avg\_Amount\_Without\_Promo and Avg\_Purchase\_Frequency by Product\_Category



49%  
Promo\_Percentage

## RECOMMENDATIONS

### 🔥 LOYALTY & PROMOTION INSIGHTS

#### ✅ PROMOTION IMPACT:

- 49% transactions use promotions
- +25% higher avg spend with promo (\$650 vs \$520)

#### ✅ TIER PERFORMANCE:

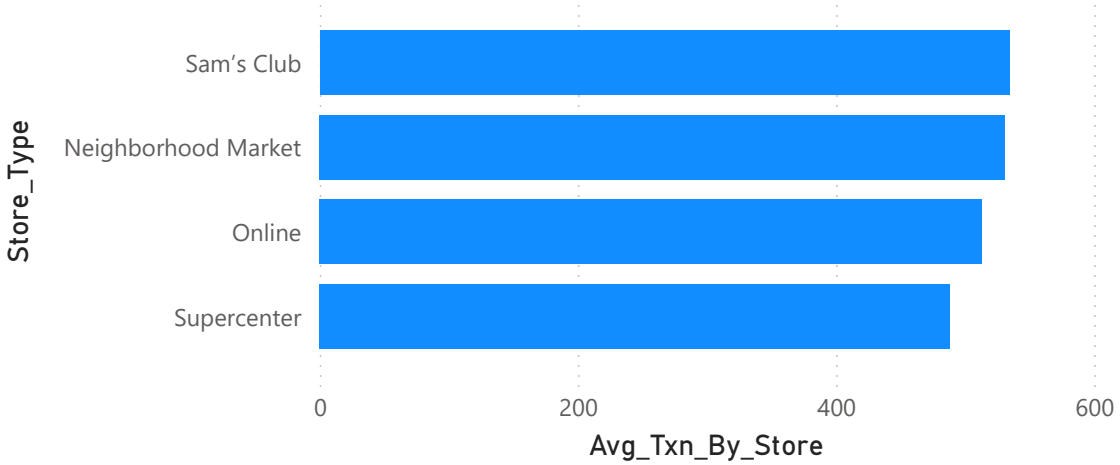
- Elite: 12% churn (BEST)
- Basic: 35% churn (WORST)

#### ✅ RECOMMENDATIONS:

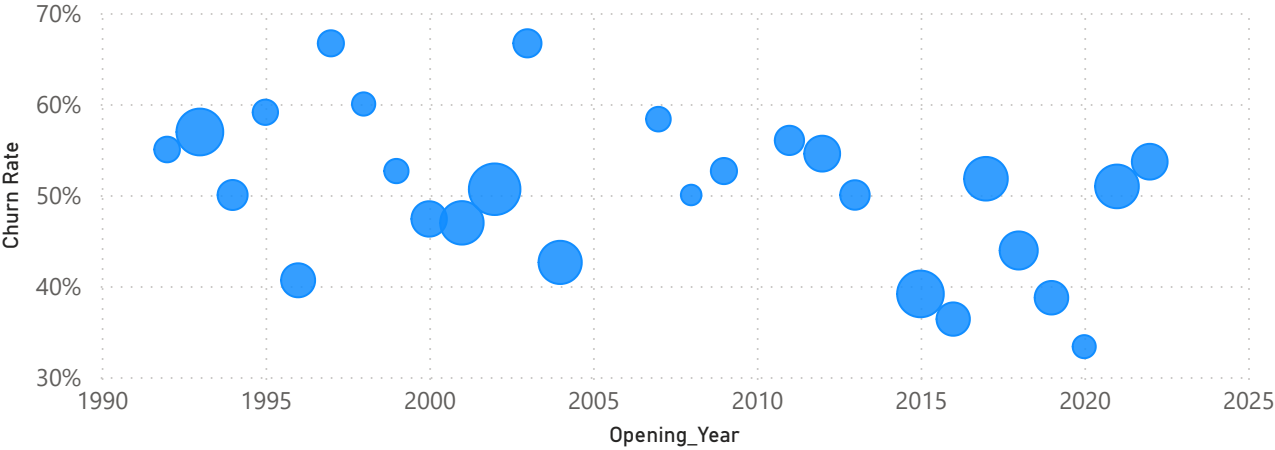
1. Protect Elite/Premium members (VIP program)
2. Increase promotion usage to 60%
3. Improve Basic tier engagement

# Store & Channel Performance

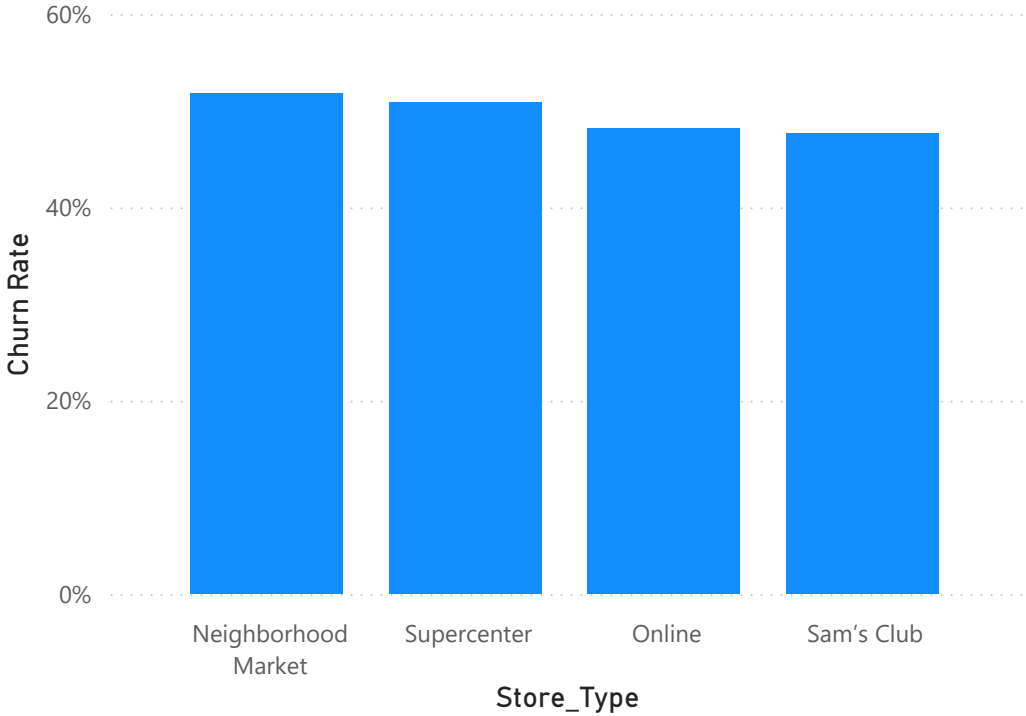
Avg\_Txn\_By\_Store by Store\_Type



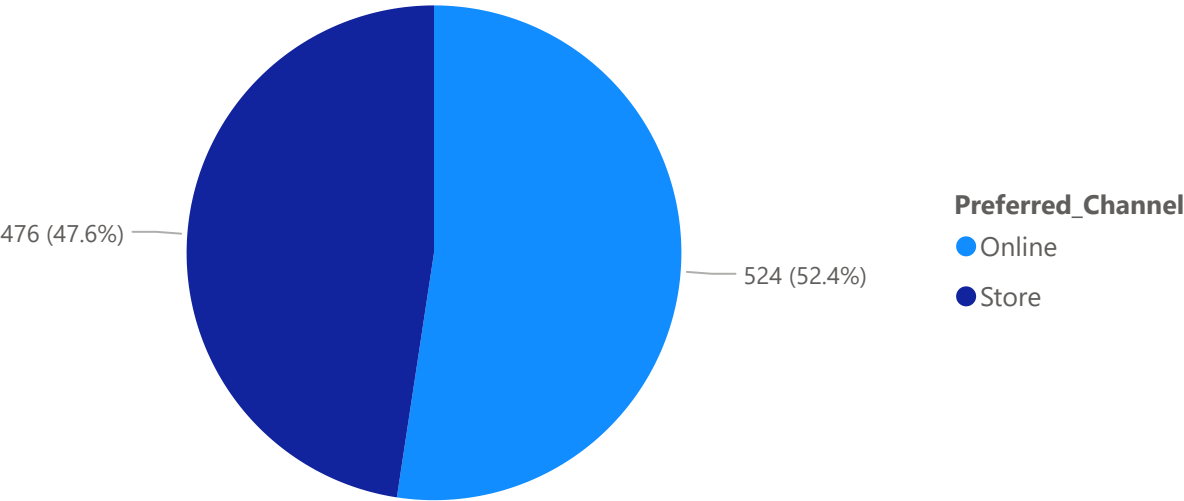
Churn Rate and Sum of Amount by Opening\_Year



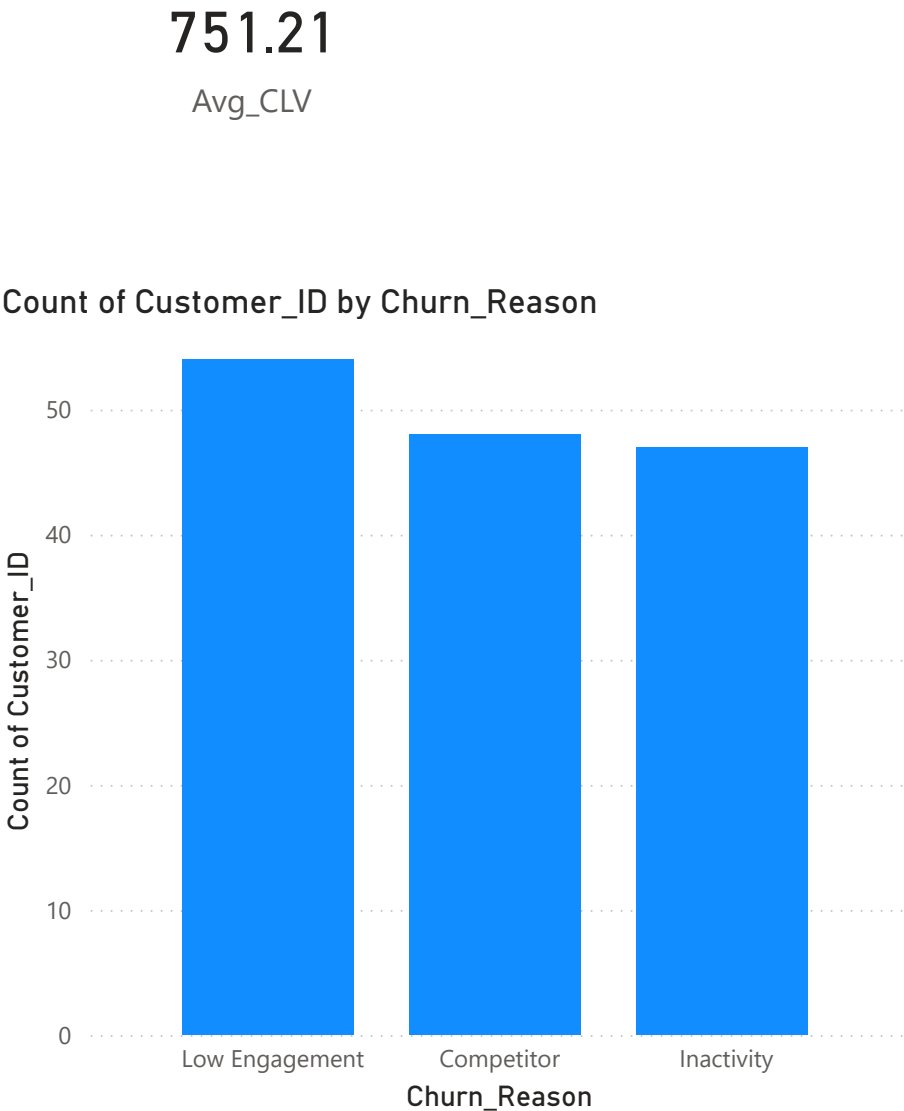
Churn Rate by Store\_Type



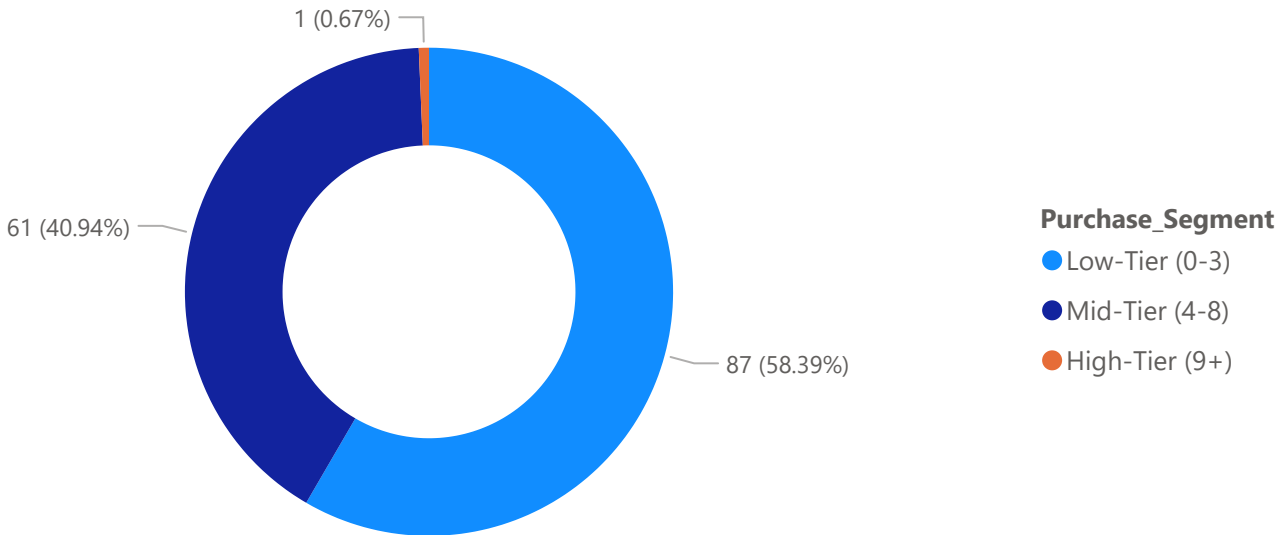
Count of Transaction\_ID by Preferred\_Channel



# Customer Segmentation

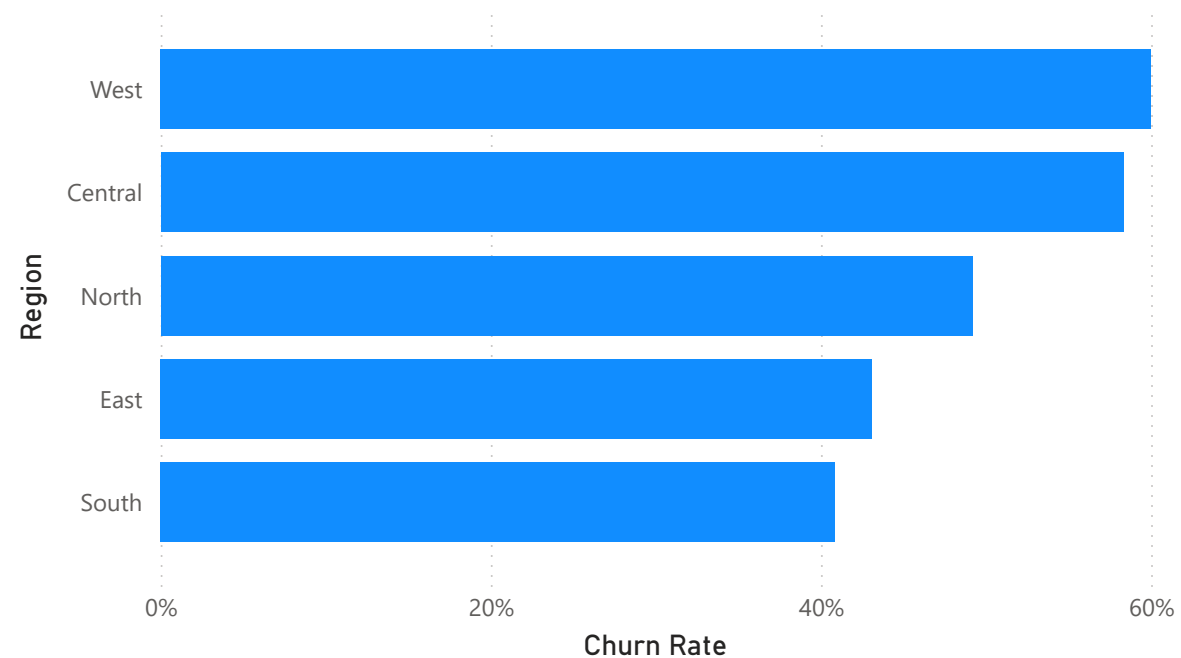


Count of Customer\_ID by Purchase\_Segment

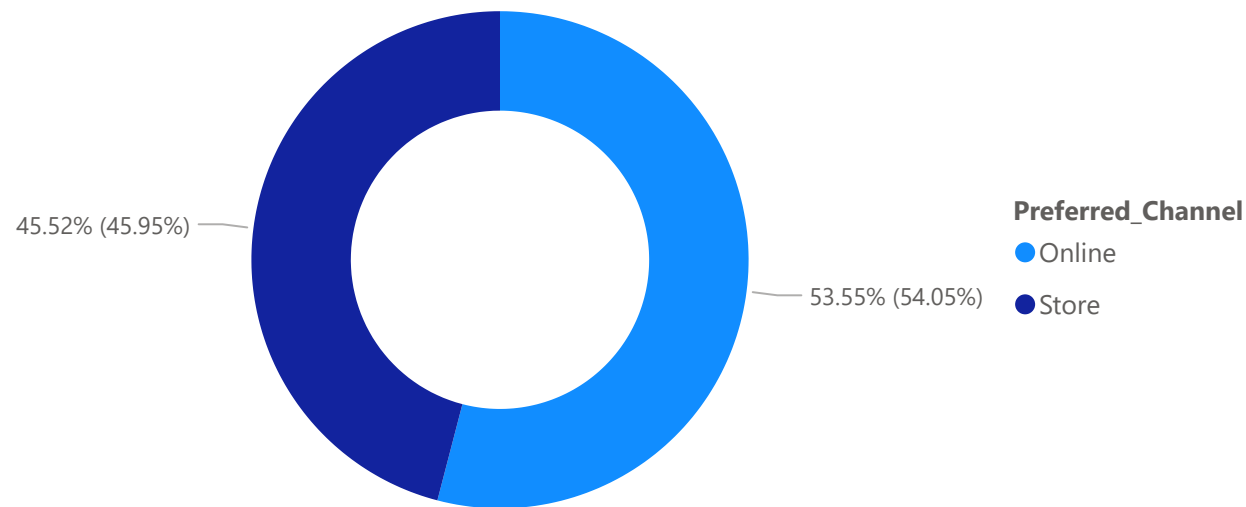


Loyalty_Tier	Central	East	North	South	West	Total
Plus	10,207.63	9,077.49	19,038.49	30,775.13	24,686.78	34,139.25
Basic	22,321.17	22,150.27	18,122.59	13,968.53	17,335.86	33,440.59
Elite	13,309.25	11,768.83	12,598.86	17,643.04	8,298.51	24,441.56
Premium	8,501.13	10,951.62	7,066.85	10,660.98	8,751.46	18,406.82
Total	54,339.17	53,948.20	56,826.80	73,047.69	59,072.61	1,10,428.22

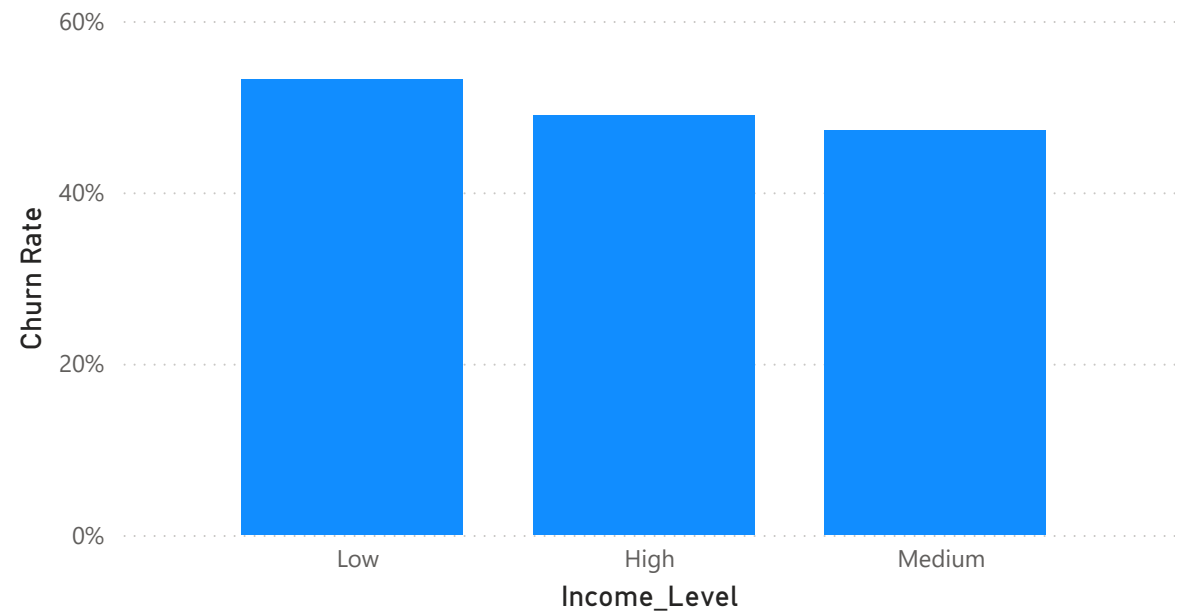
Churn Rate by Region



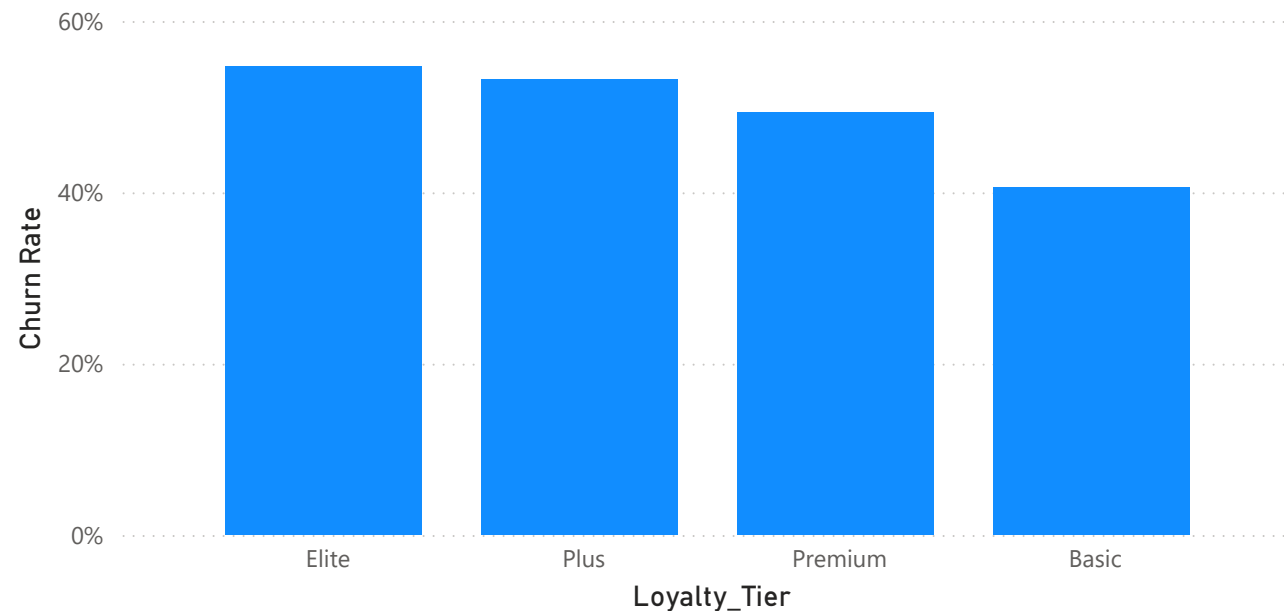
Churn Rate by Preferred\_Channel



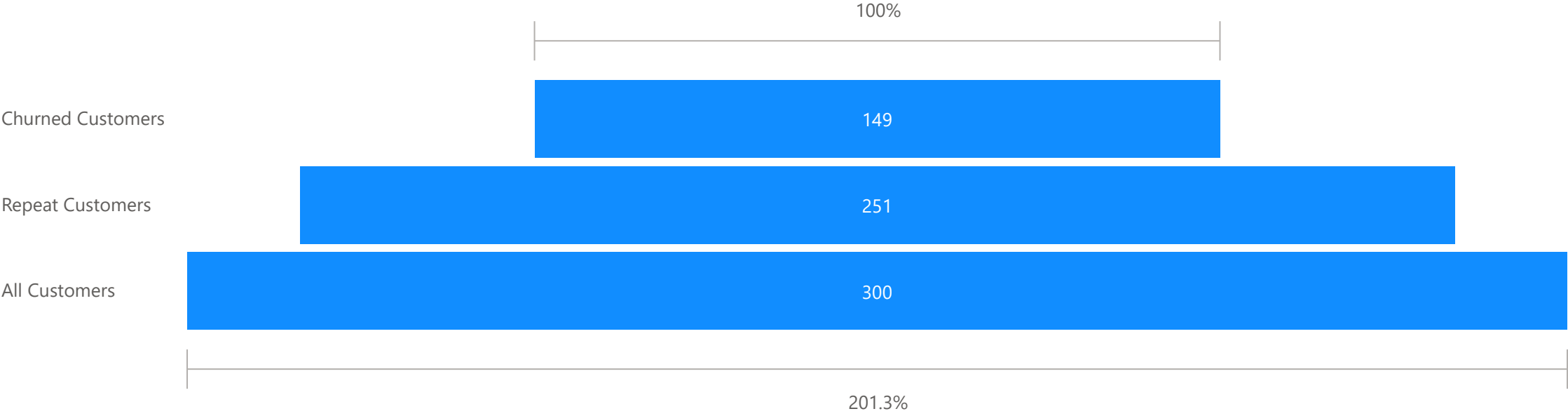
Churn Rate by Income\_Level



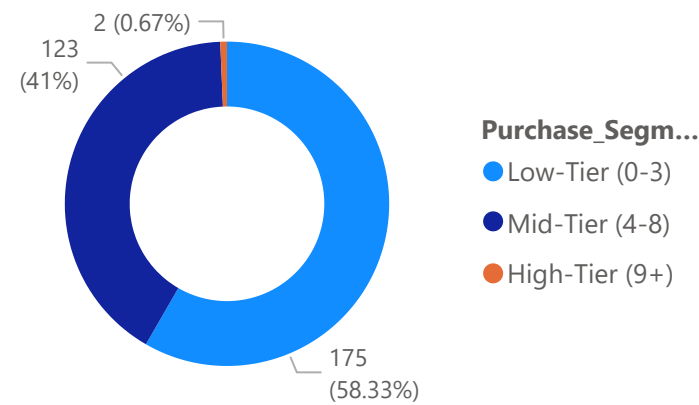
Churn Rate by Loyalty\_Tier



Funnel\_Value by Stage

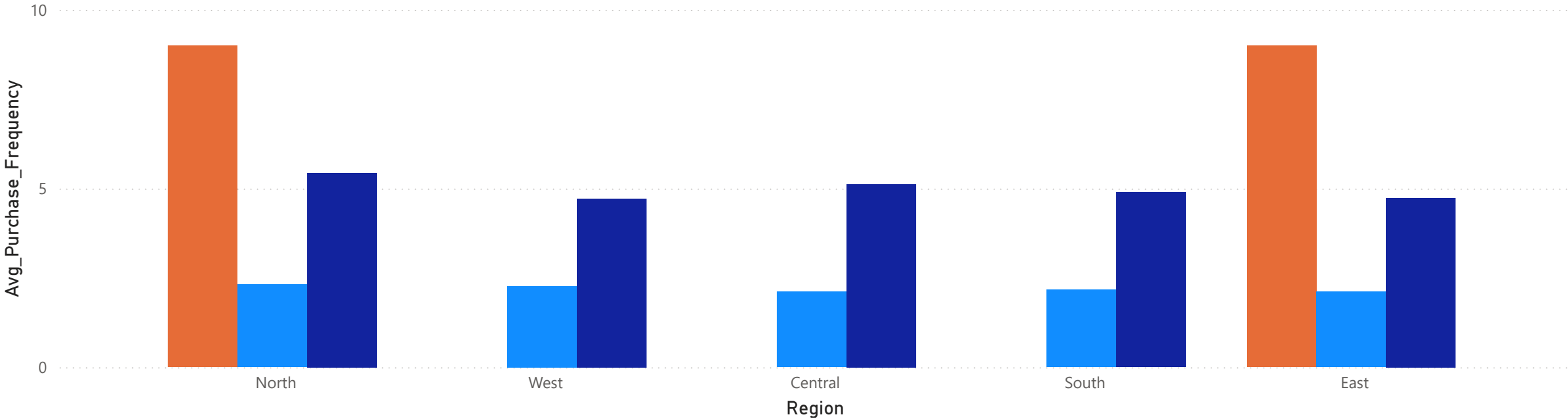


Count of Customer\_ID by Purchase\_Segment

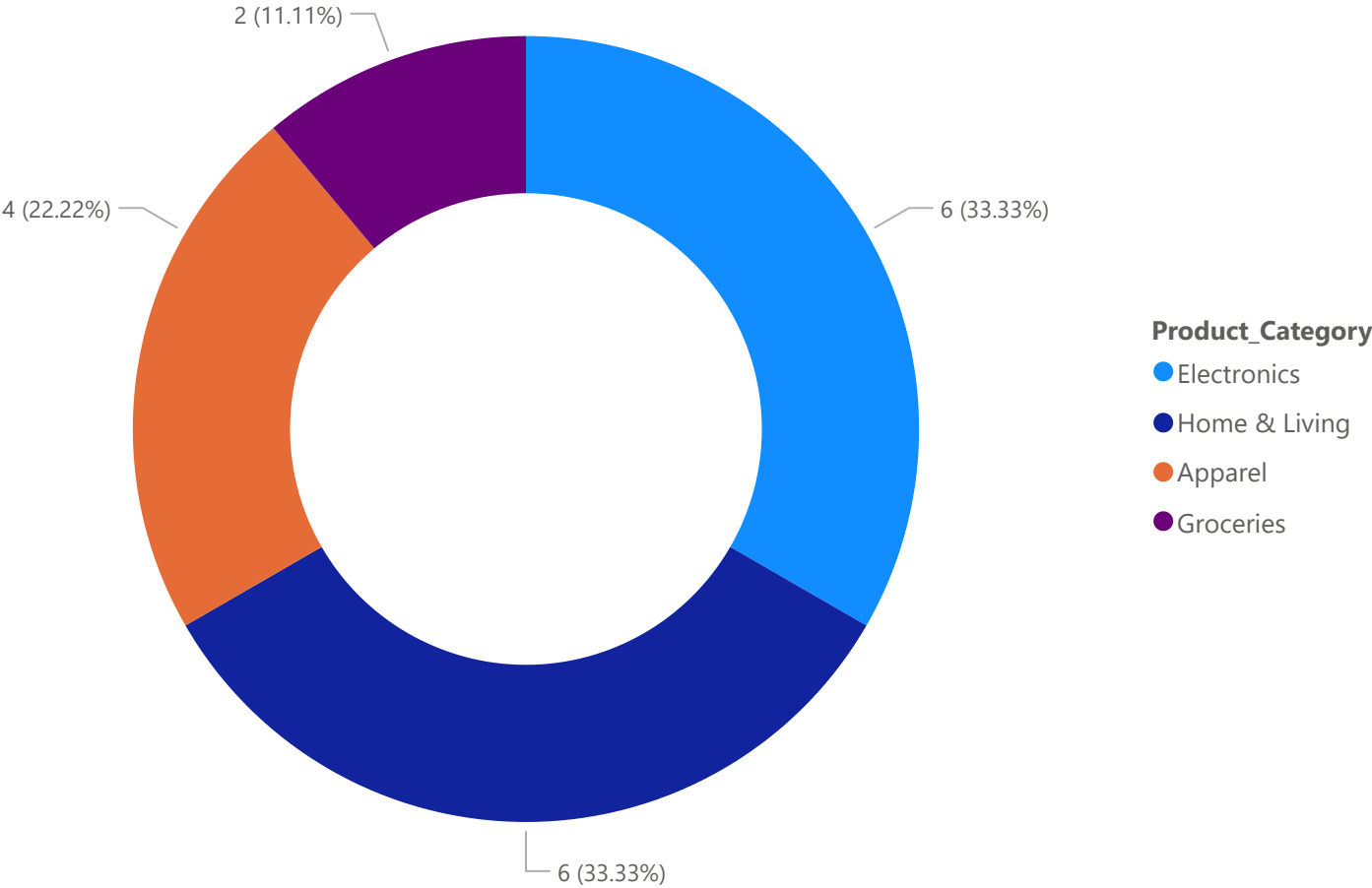


Avg\_Purchase\_Frequency by Region and Purchase\_Segment

Purchase\_Segment High-Tier (9+) Low-Tier (0-3) Mid-Tier (4-8)



Count of Product\_Category by Product\_Category





49.0%

Promo\_Percentage

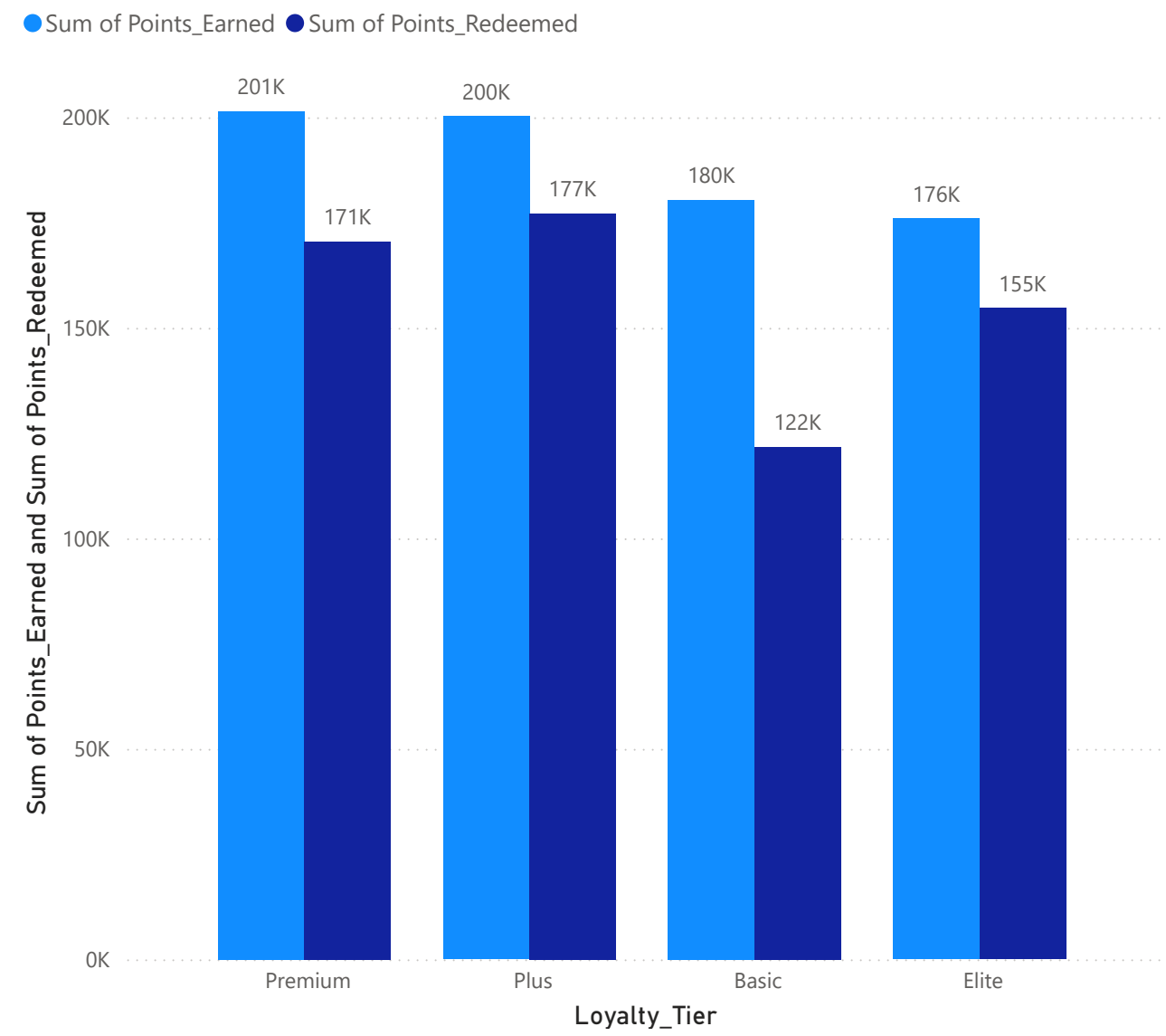
\$516.23

Avg\_Amount\_Without\_Promo

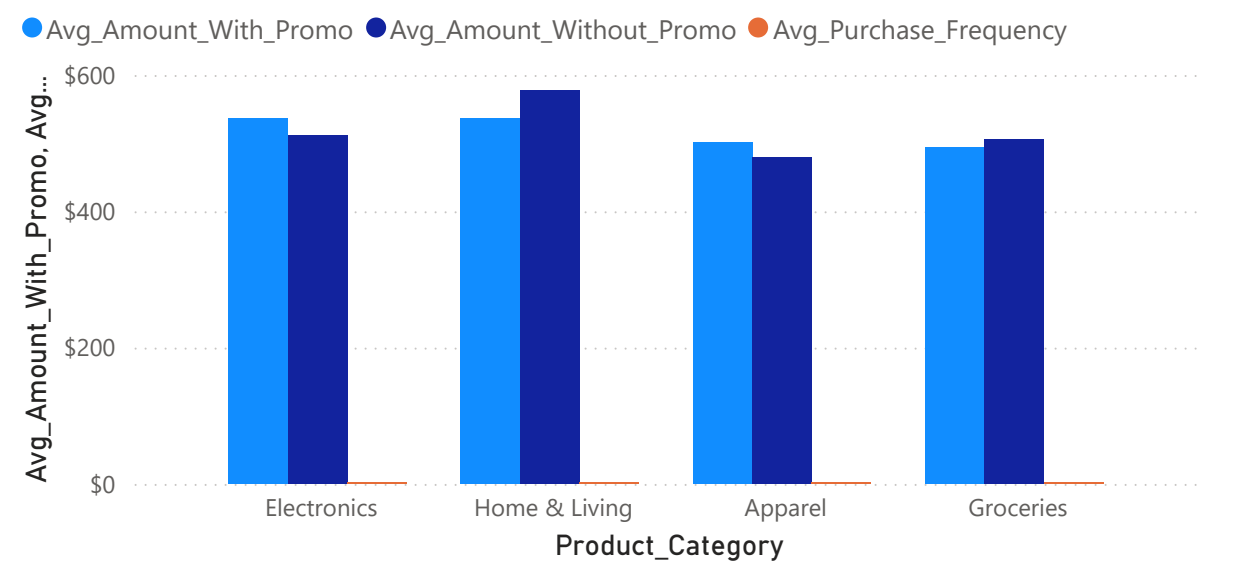
\$516.30

Avg\_Amount\_With\_Promo

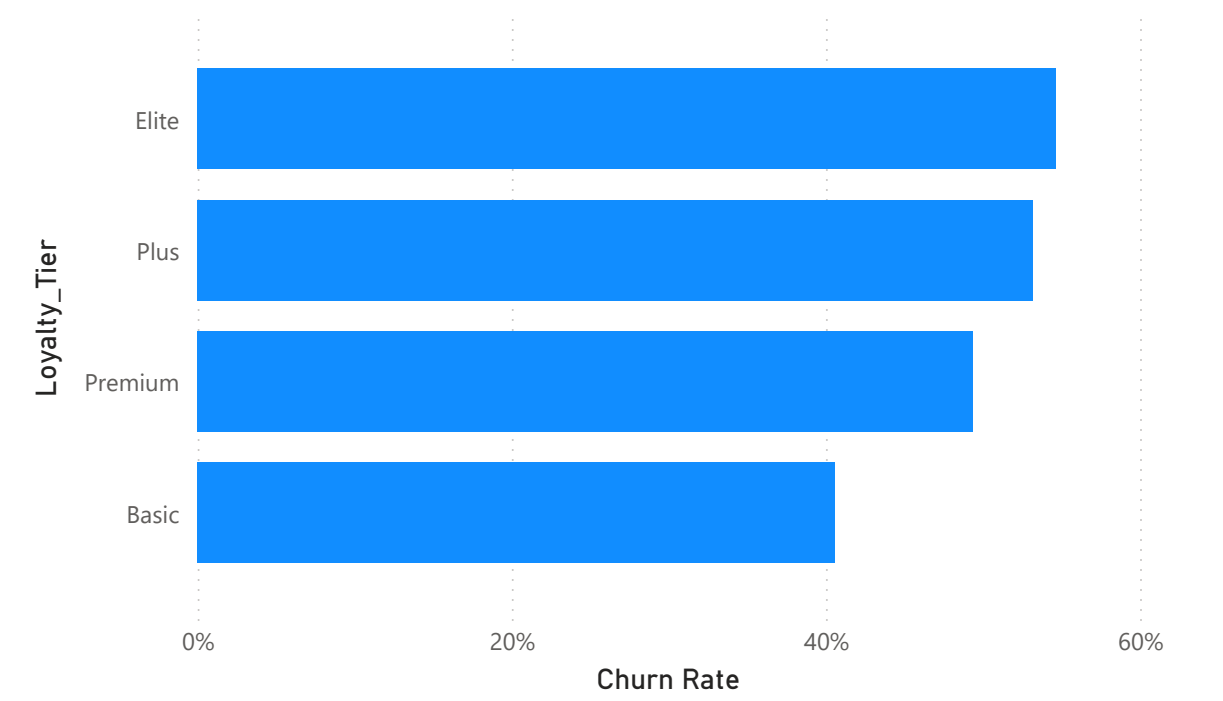
Sum of Points\_Earned and Sum of Points\_Redeemed by Loyalty\_Tier



Avg\_Amount\_With\_Promo, Avg\_Amount\_Without\_Promo and Avg\_Purchase\_Frequency by Product\_Category



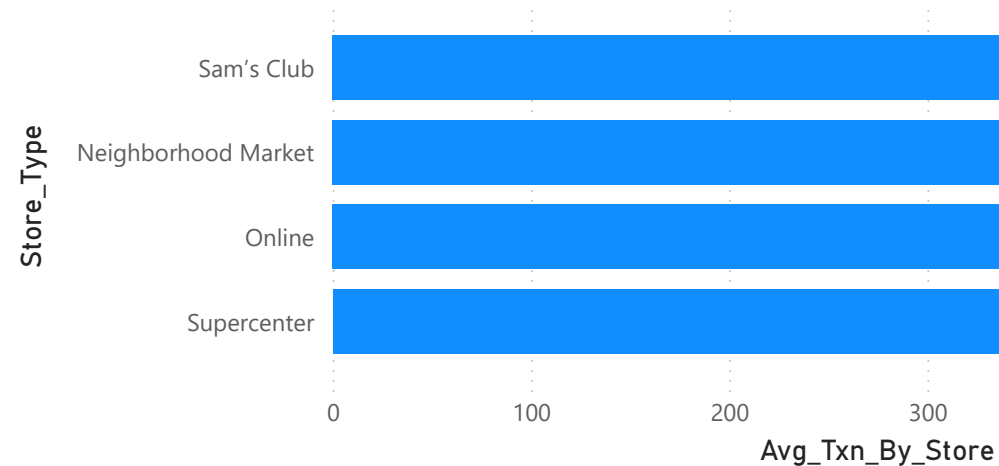
Churn Rate by Loyalty\_Tier



516.26

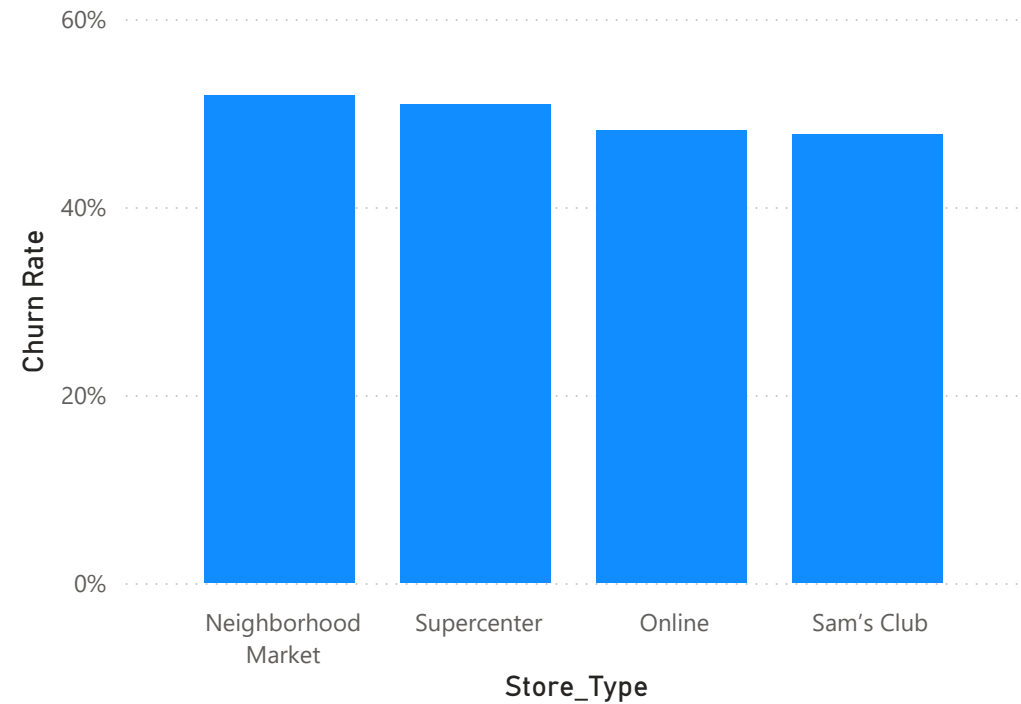
Avg\_Txn\_By\_Store

Avg\_Txn\_By\_Store by Store\_Type

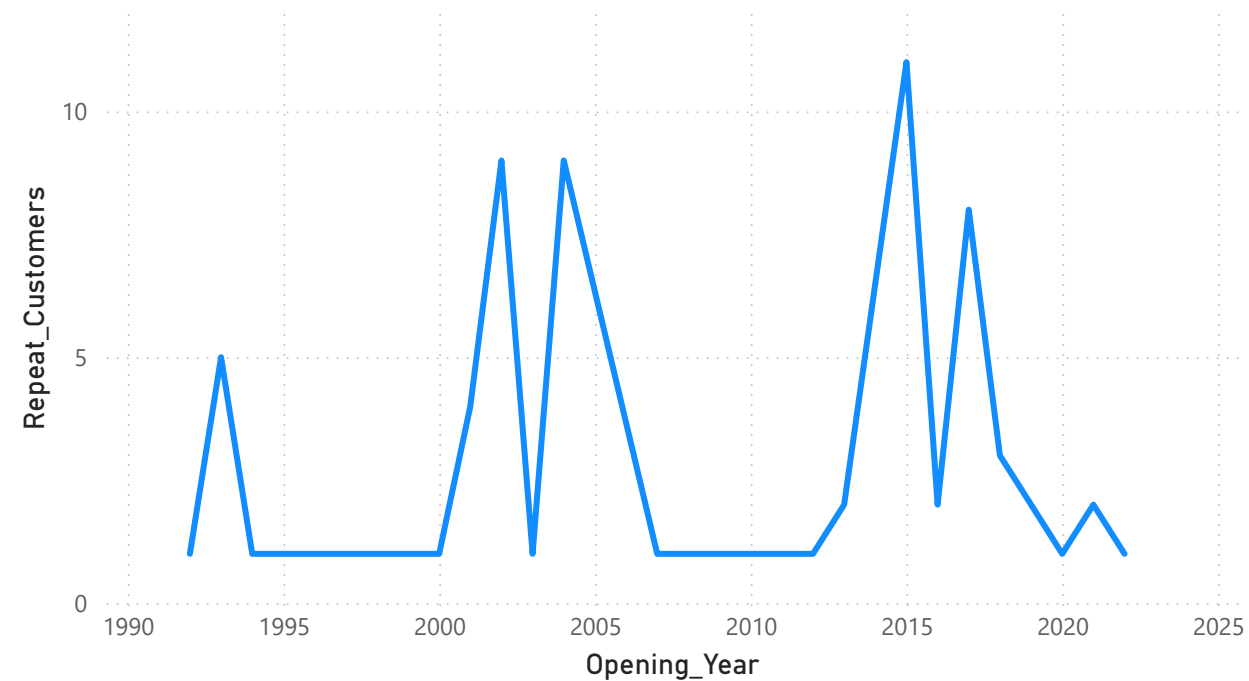


- Store\_Type
- Select all
  - Neighborhood Market
  - Online
  - Sam's Club
  - Supercenter

Churn Rate by Store\_Type

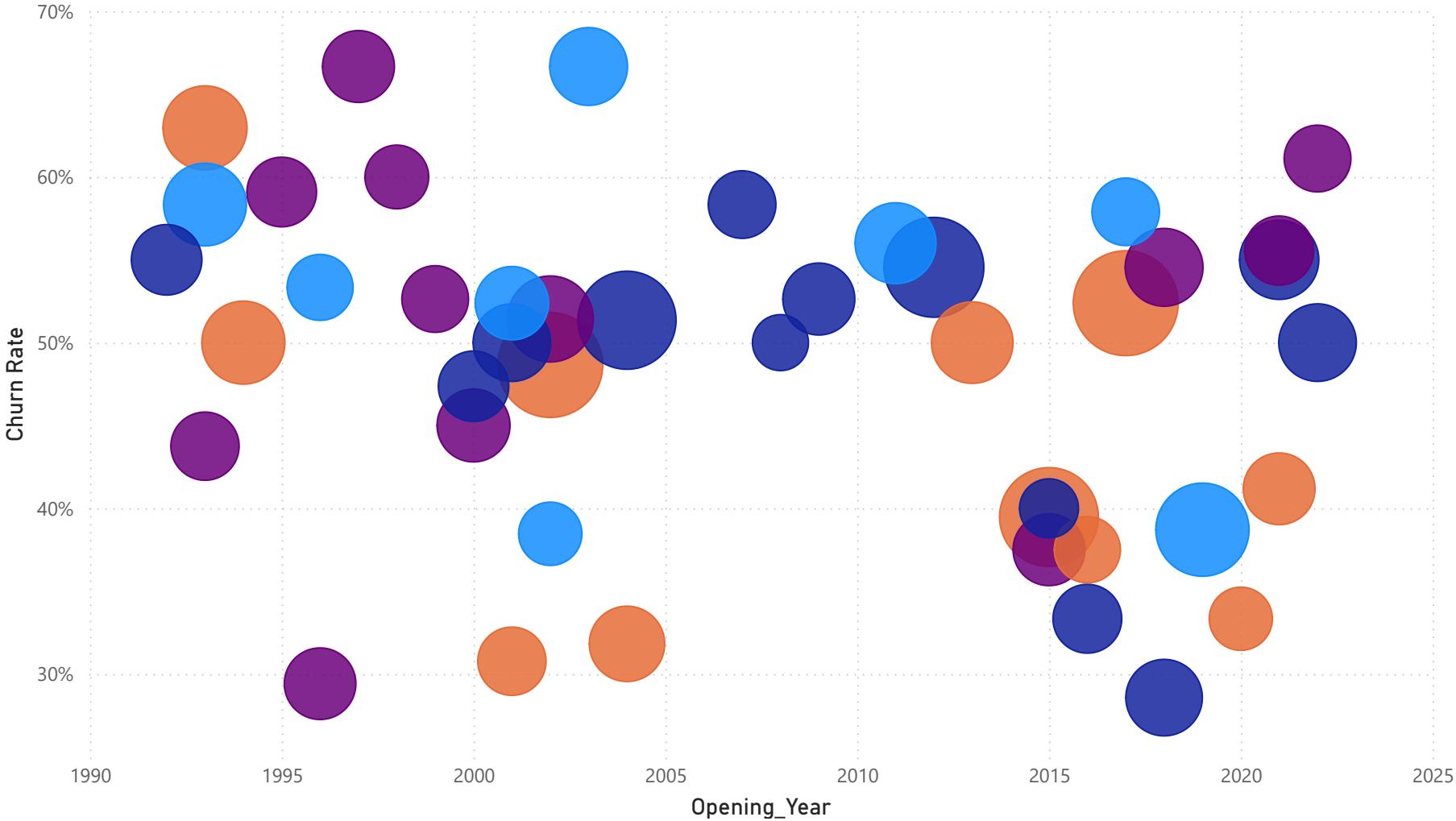


Repeat\_Customers by Opening\_Year



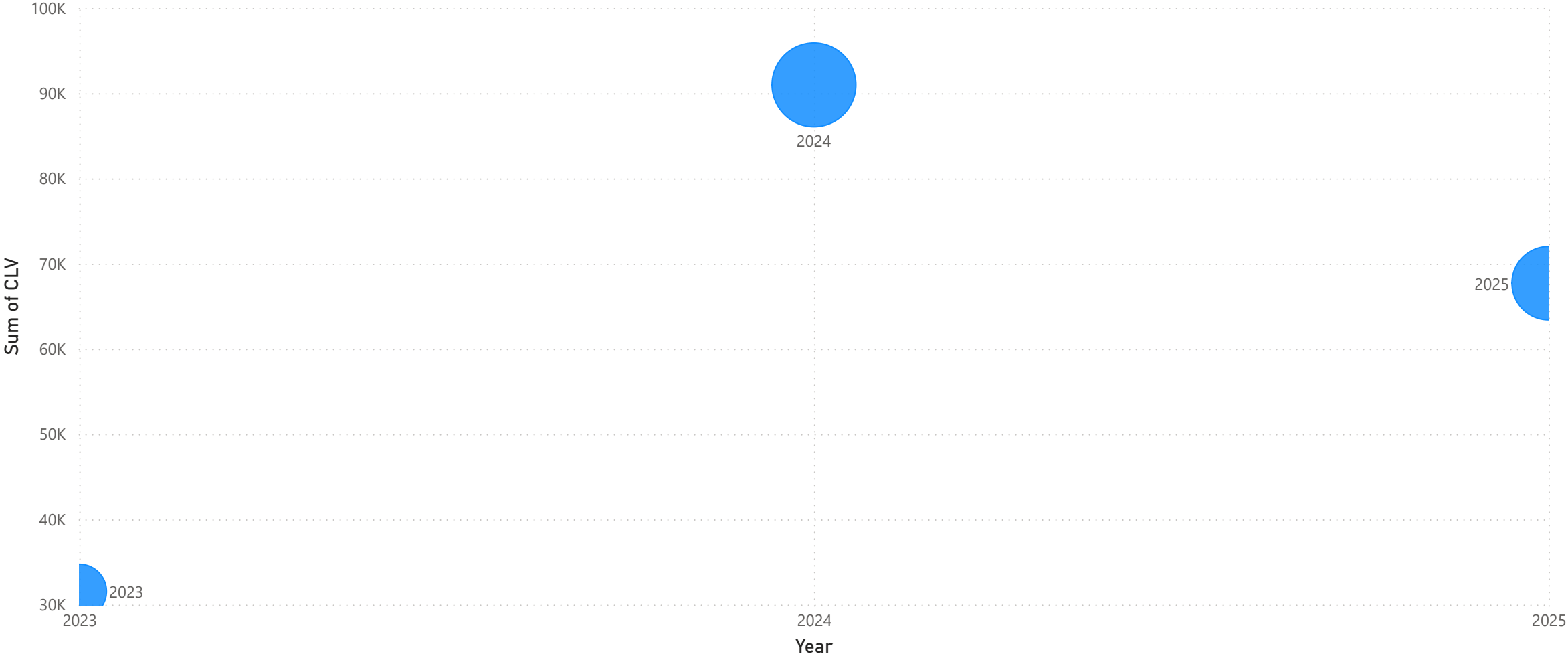
Churn Rate and Sum of Amount by Store\_Type and Opening\_Year

Store\_Type Neighborhood Market Online Sam's Club Supercenter



Sum of CLV and Sum of Total\_Amount\_Spent by CLV\_Segment and Year

CLV\_Segment ● High CLV



Loyalty_Tier	Central	East	North	South	West	Total
Basic	33,293.38	37,221.58	26,185.93	29,634.77	29,017.33	55,170.52
Premium	22,504.72	32,719.17	19,601.09	35,780.24	26,795.66	50,125.53
Plus	18,363.66	15,106.70	26,230.86	41,789.15	34,497.02	49,028.97
Elite	16,776.20	16,922.47	19,941.45	26,358.97	15,452.80	35,946.52
Total	90,937.97	1,01,969.92	91,959.33	1,33,563.13	1,05,762.81	1,90,271.54

Sum of CLV by Region and Loyalty\_Tier

