

"Walmart Retention Analytics-KPI Dashboard"

300

Total_Customers

49.67%

Churn Rate

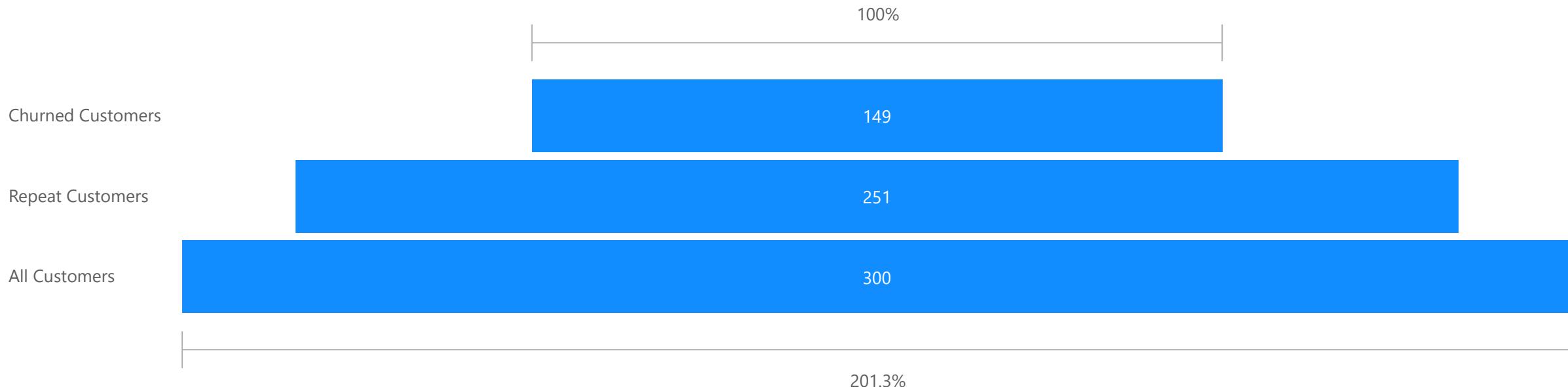
251

Repeat_Customers

647.18

Avg_CLV

Funnel_Value by Stage



Region



Preferred_Chan...



Income_Level



Loyalty_Tier



All



All



All



All



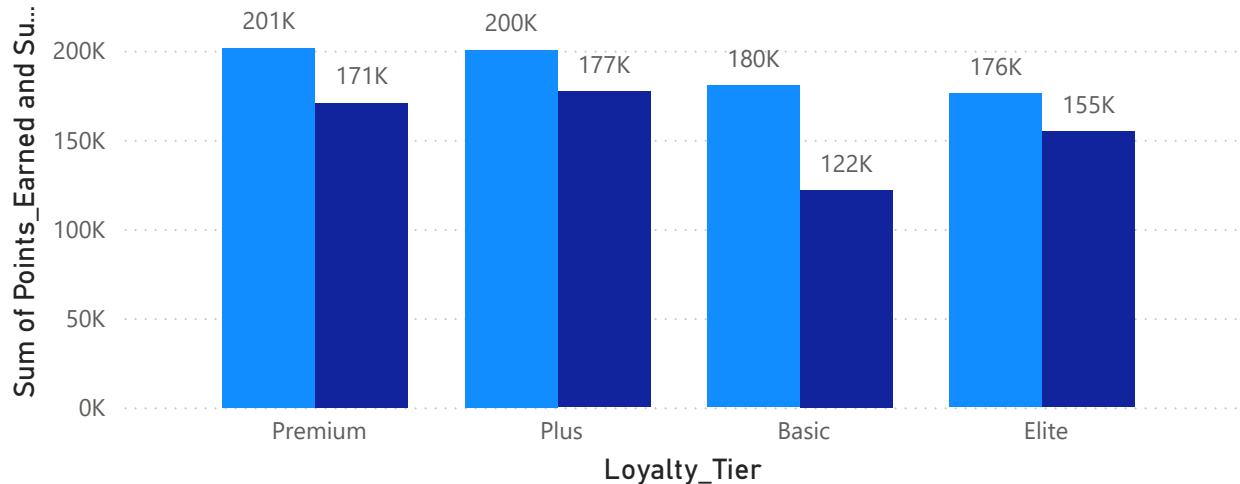
Loyalty & Promotion Impact

Churn Rate by Loyalty_Tier



Sum of Points_Earned and Sum of Points_Redeemed by Loyalty_Tier

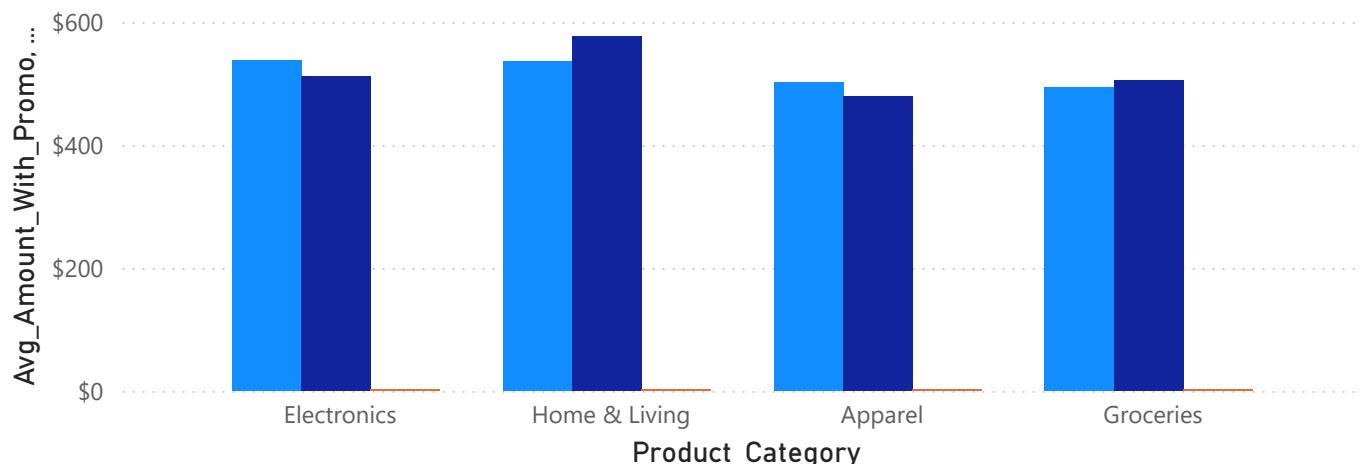
● Sum of Points_Earned ● Sum of Points_Redeemed



49%
Promo_Percentage

Avg_Amount_With_Promo, Avg_Amount_Without_Promo and Avg_Purchase_Frequency by Product_Category

● Avg_Amount_With_Promo ● Avg_Amount_Without_Promo ● Avg_Purchase_Frequency



RECOMMENDATIONS

🔥 LOYALTY & PROMOTION INSIGHTS

✓ PROMOTION IMPACT:

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

✓ TIER PERFORMANCE:

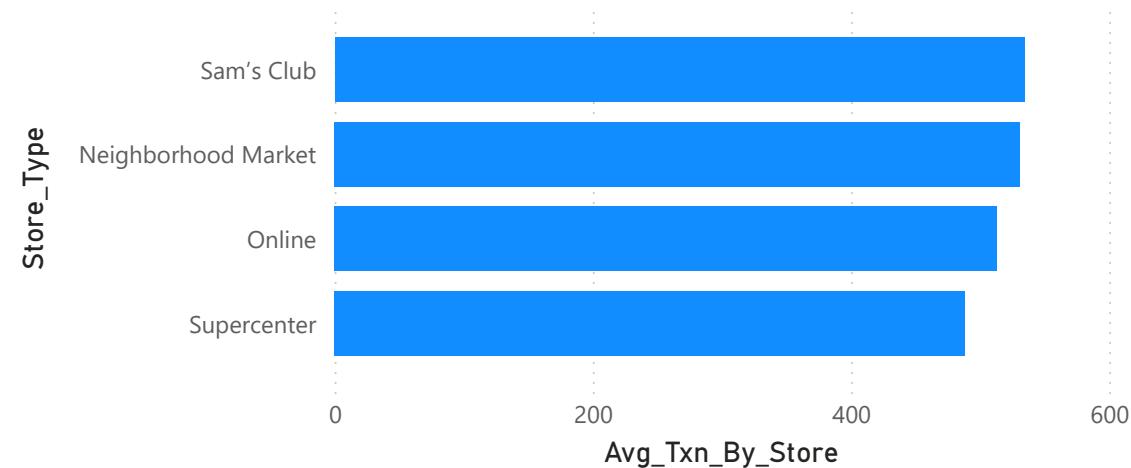
- Elite: 12% churn (BEST)
- Basic: 35% churn (WORST)

✓ RECOMMENDATIONS:

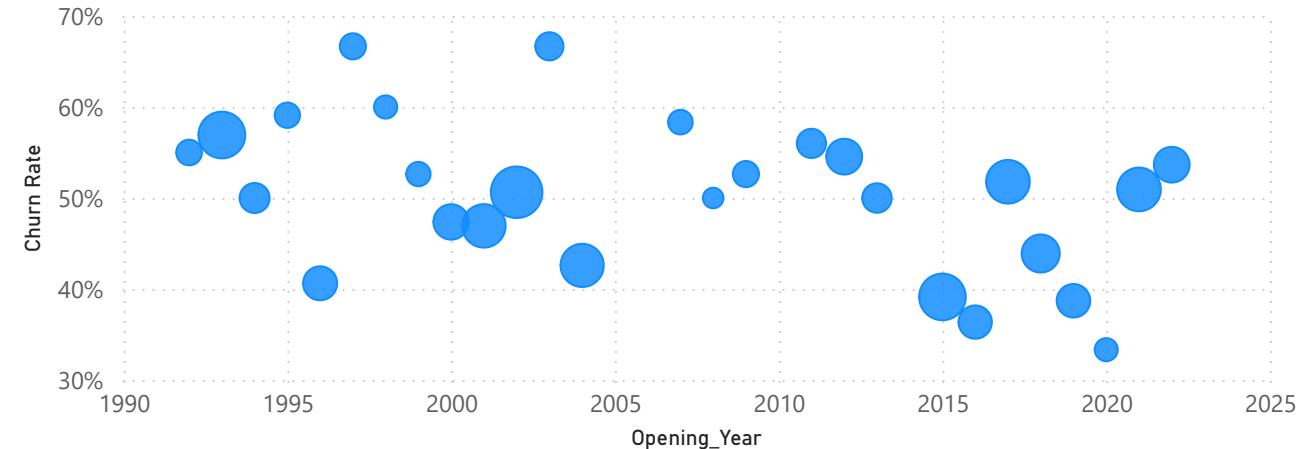
1. Protect Elite/Premium members (VIP program)
2. Increase promotion usage to 60%
3. Improve Basic tier engagement

Store & Channel Performance

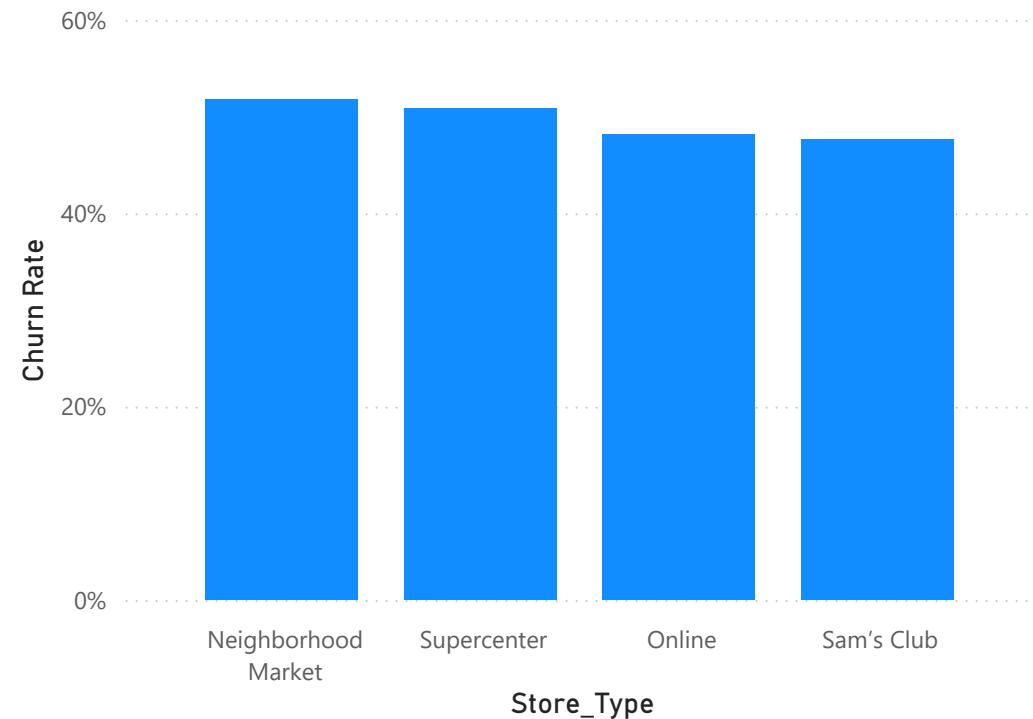
Avg_Txn_By_Store by Store_Type



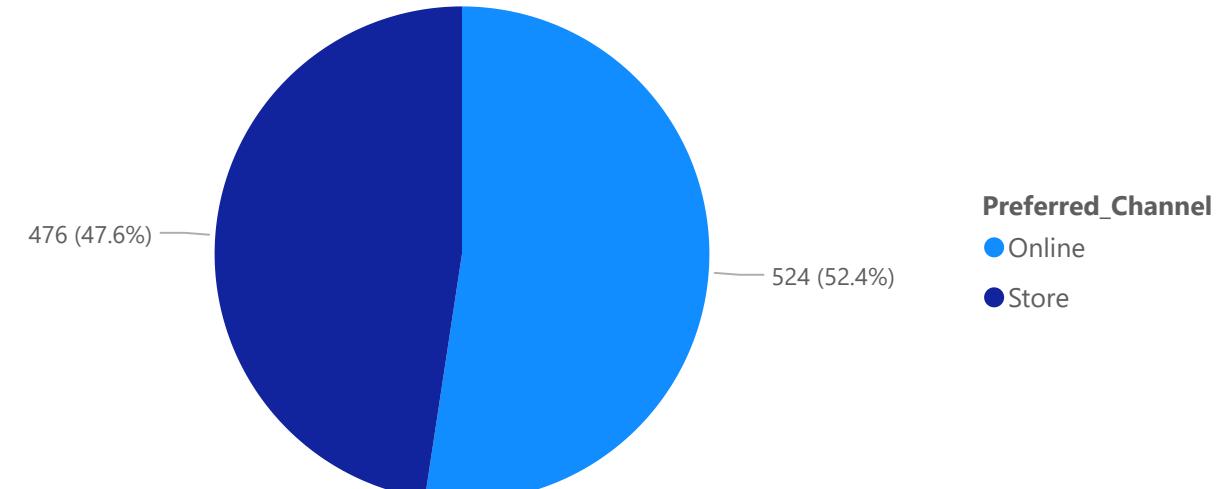
Churn Rate and Sum of Amount by Opening_Year



Churn Rate by Store_Type



Count of Transaction_ID by Preferred_Channel



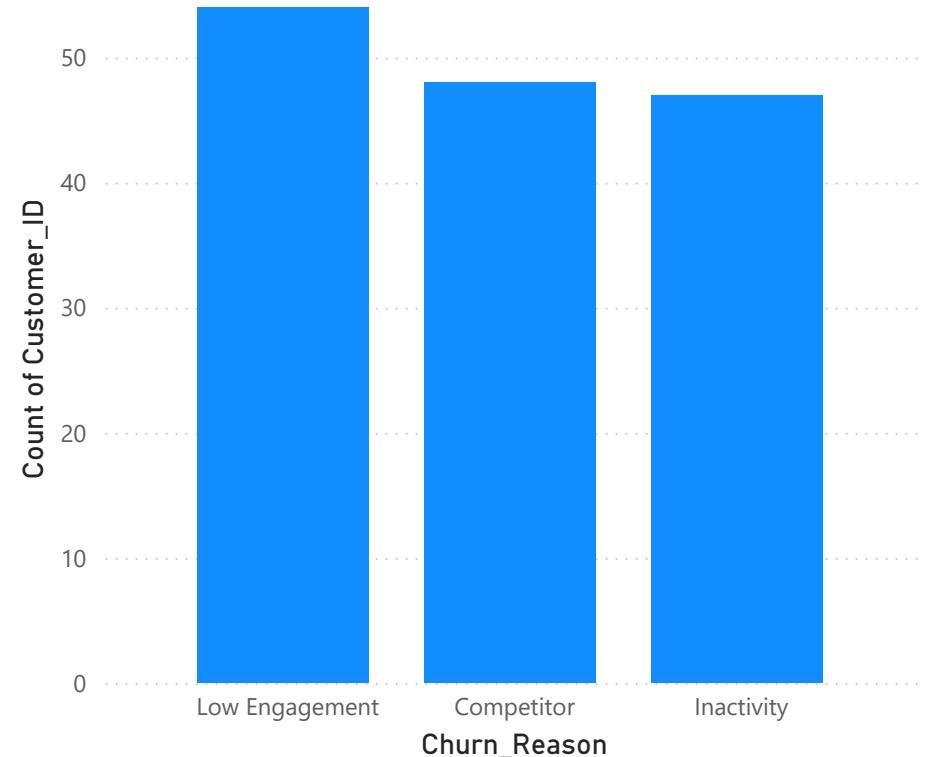
Preferred_Channel
● Online
● Store

Customer Segmentation

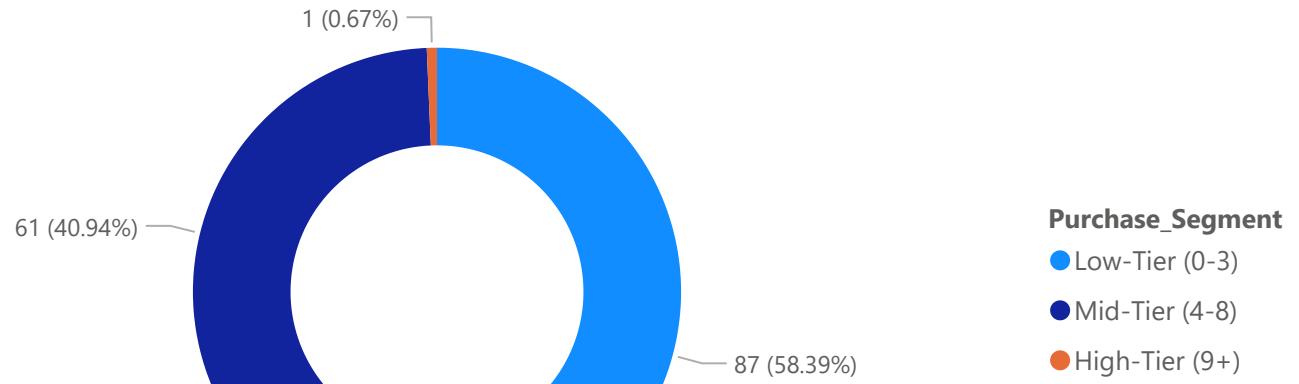
751.21

Avg_CLV

Count of Customer_ID by Churn_Reason

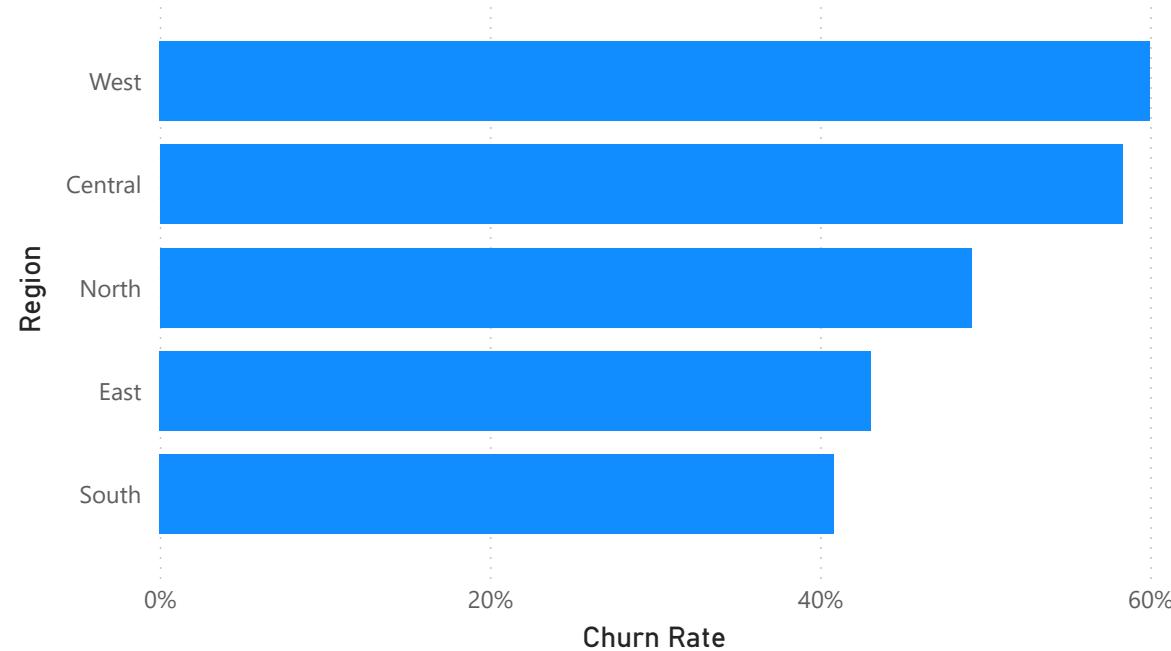


Count of Customer_ID by Purchase_Segment

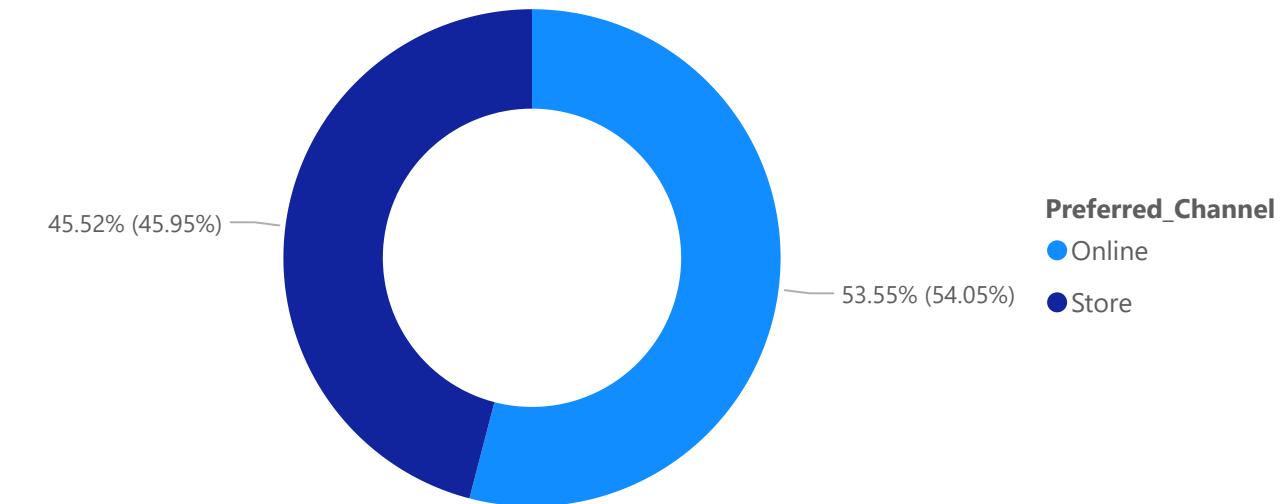


Loyalty_Tier	Central	East	North	South	West	Total
Plus	10,207.63	9,077.49	19,038.49	30,775.13	24,686.78	34,139.25
Basic	22,321.17	22,150.27	18,122.59	13,968.53	17,335.86	33,440.59
Elite	13,309.25	11,768.83	12,598.86	17,643.04	8,298.51	24,441.56
Premium	8,501.13	10,951.62	7,066.85	10,660.98	8,751.46	18,406.82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

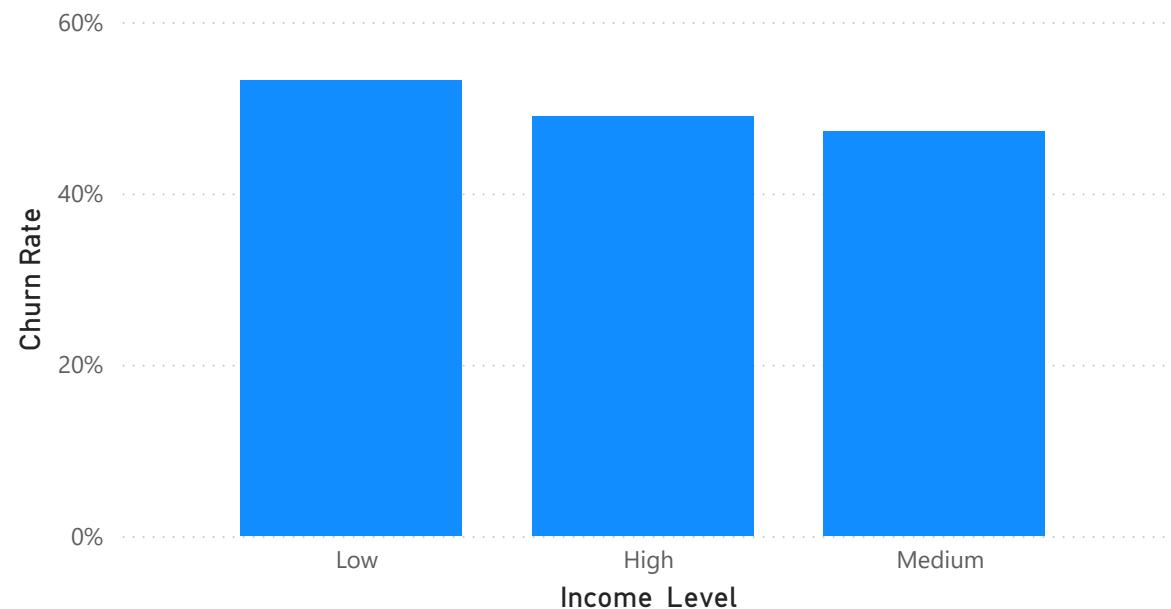
Churn Rate by Region



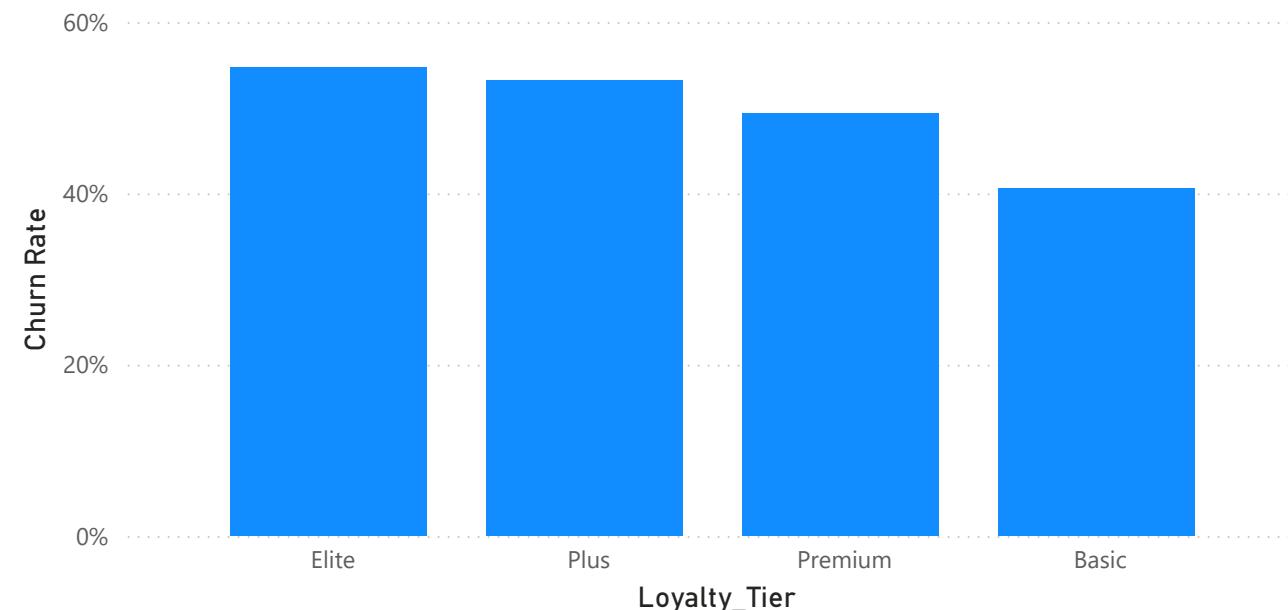
Churn Rate by Preferred_Channel



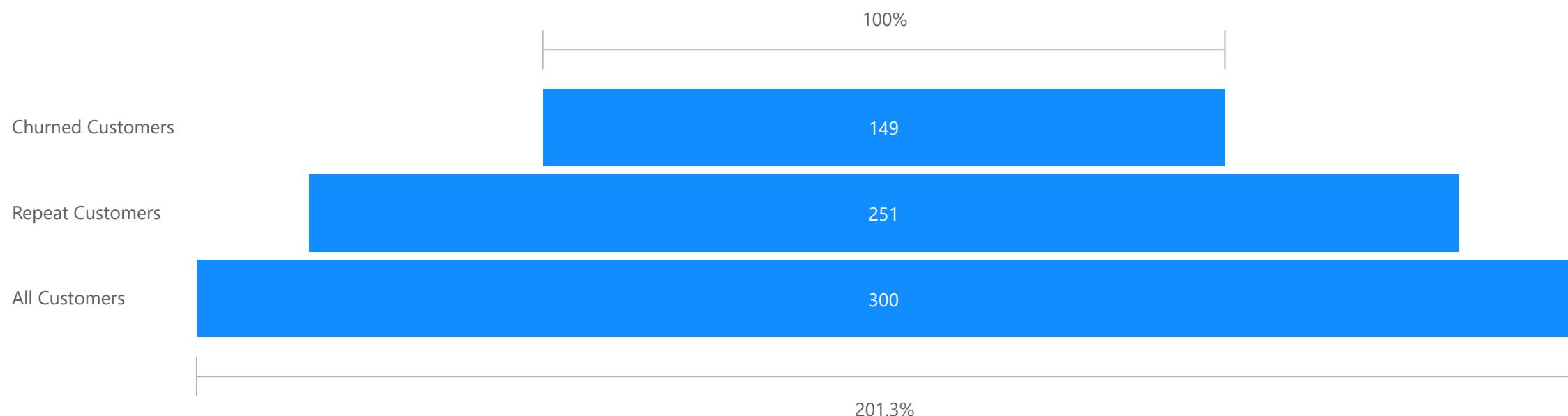
Churn Rate by Income_Level



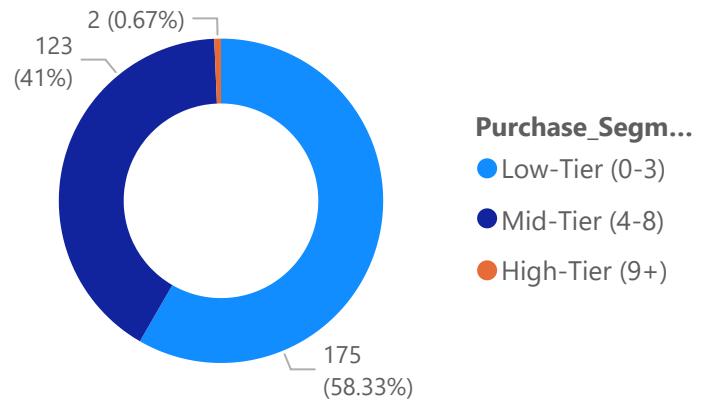
Churn Rate by Loyalty_Tier



Funnel_Value by Stage

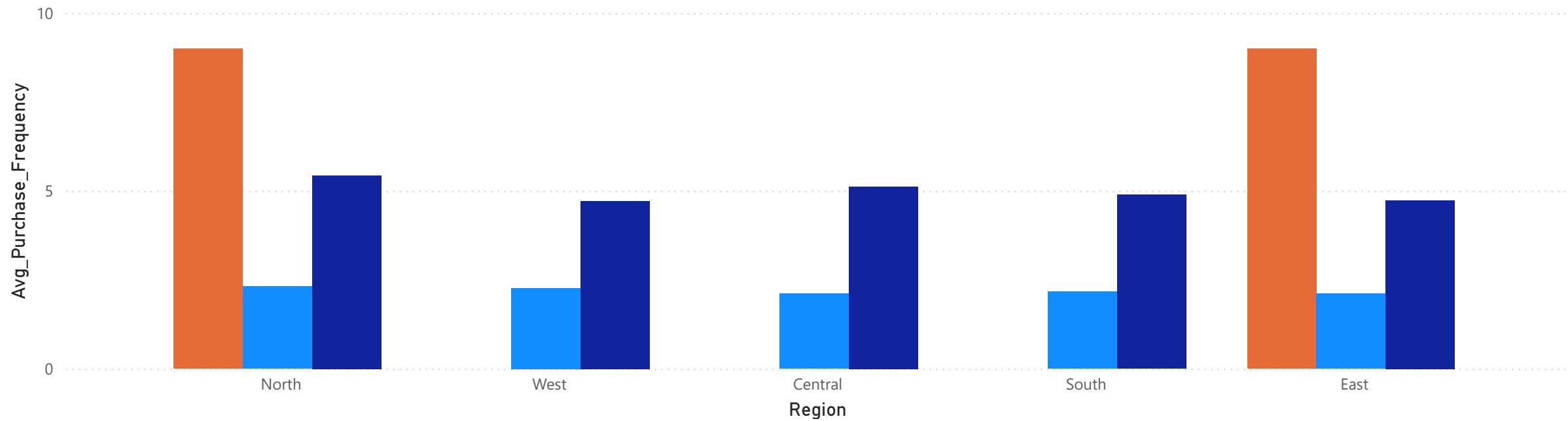


Count of Customer_ID by Purchase_Segment

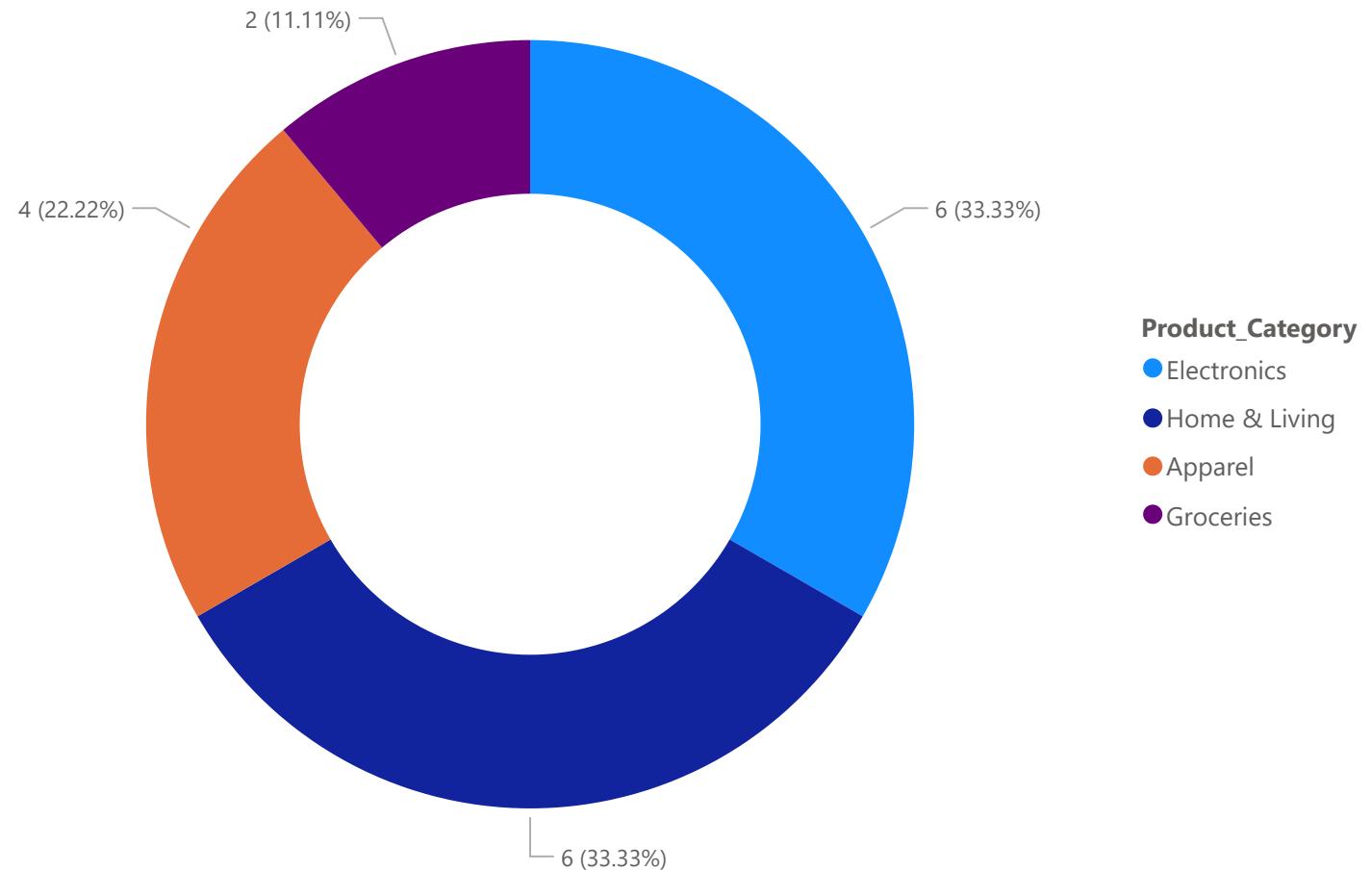


Avg_Purchase_Frequency by Region and Purchase_Segment

Purchase_Segment ● High-Tier (9+) ● Low-Tier (0-3) ● Mid-Tier (4-8)



Count of Product_Category by Product_Category



Product_Category

- Electronics
- Home & Living
- Apparel
- Groceries

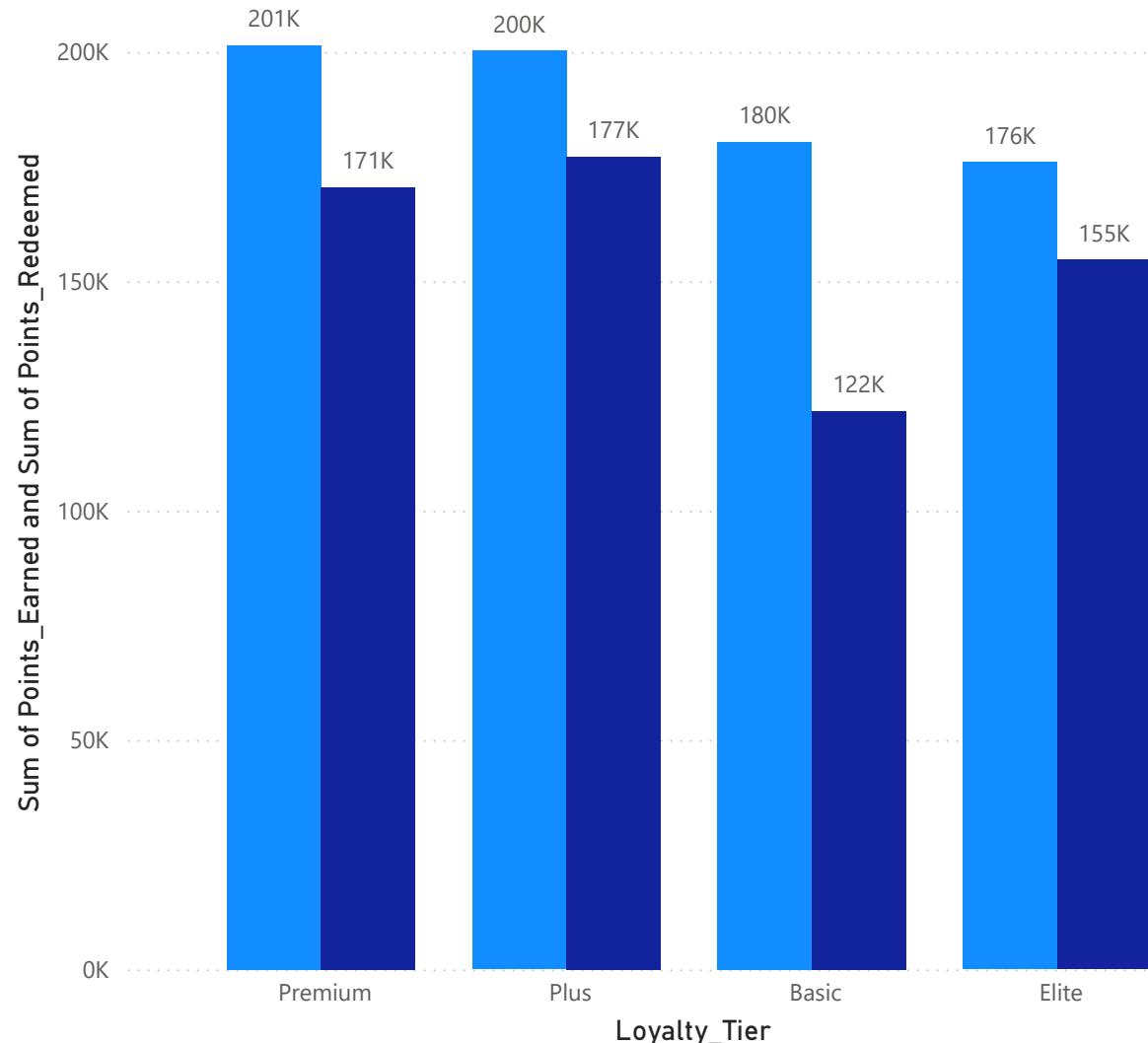
49.0%
Promo_Percentage

\$516.23
Avg_Amount_Without_Promo

\$516.30
Avg_Amount_With_Promo

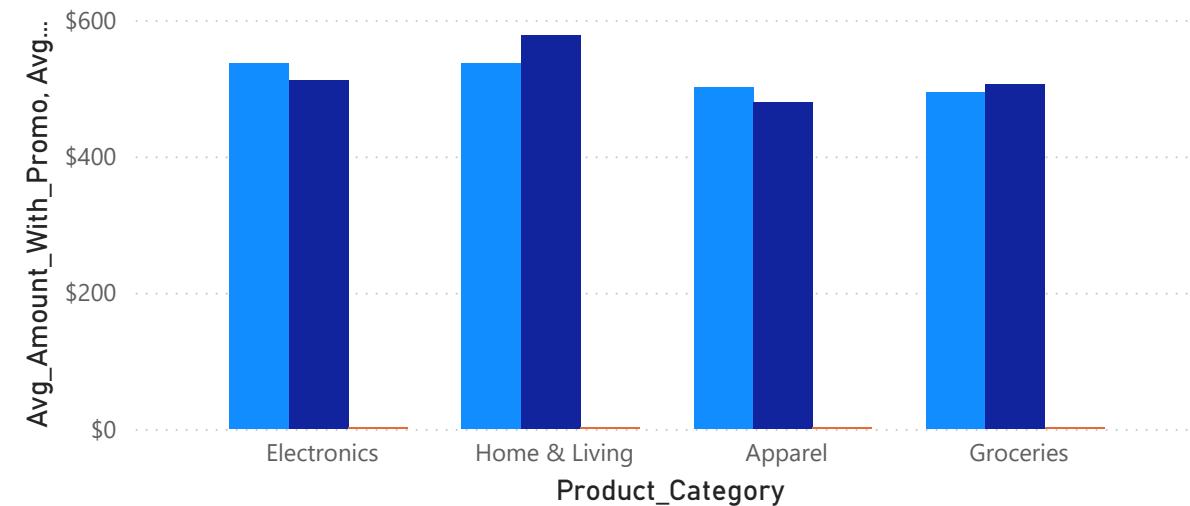
Sum of Points_Earned and Sum of Points_Redeemed by Loyalty_Tier

● Sum of Points_Earned ● Sum of Points_Redeemed

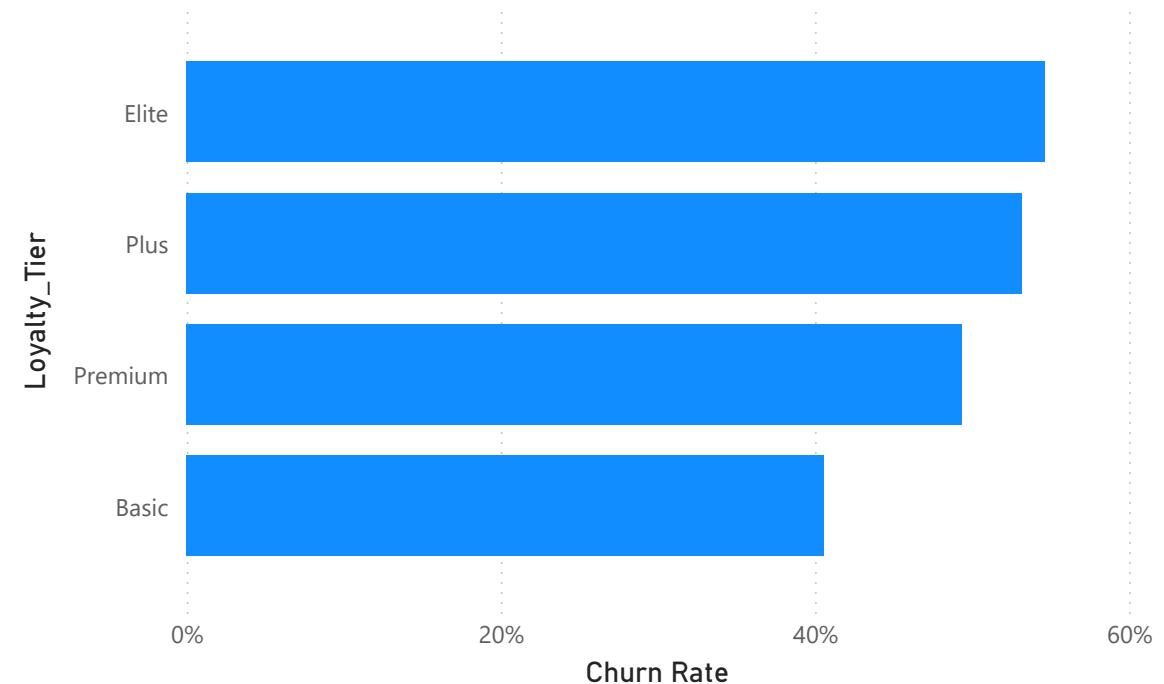


Avg_Amount_With_Promo, Avg_Amount_Without_Promo and Avg_Purchase_Frequency by Product_Category

● Avg_Amount_With_Promo ● Avg_Amount_Without_Promo ● Avg_Purchase_Frequency



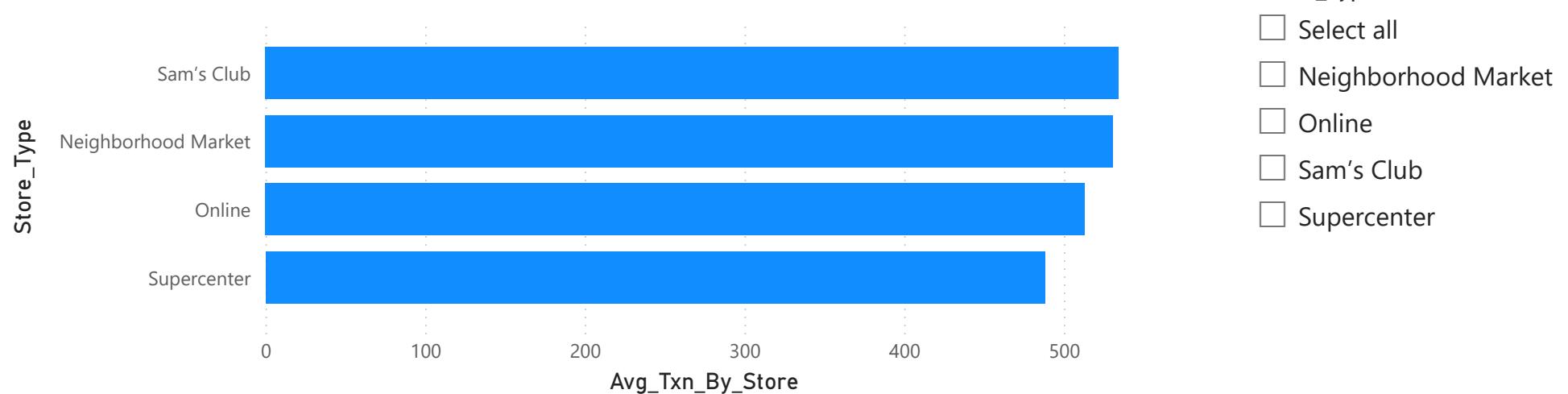
Churn Rate by Loyalty_Tier



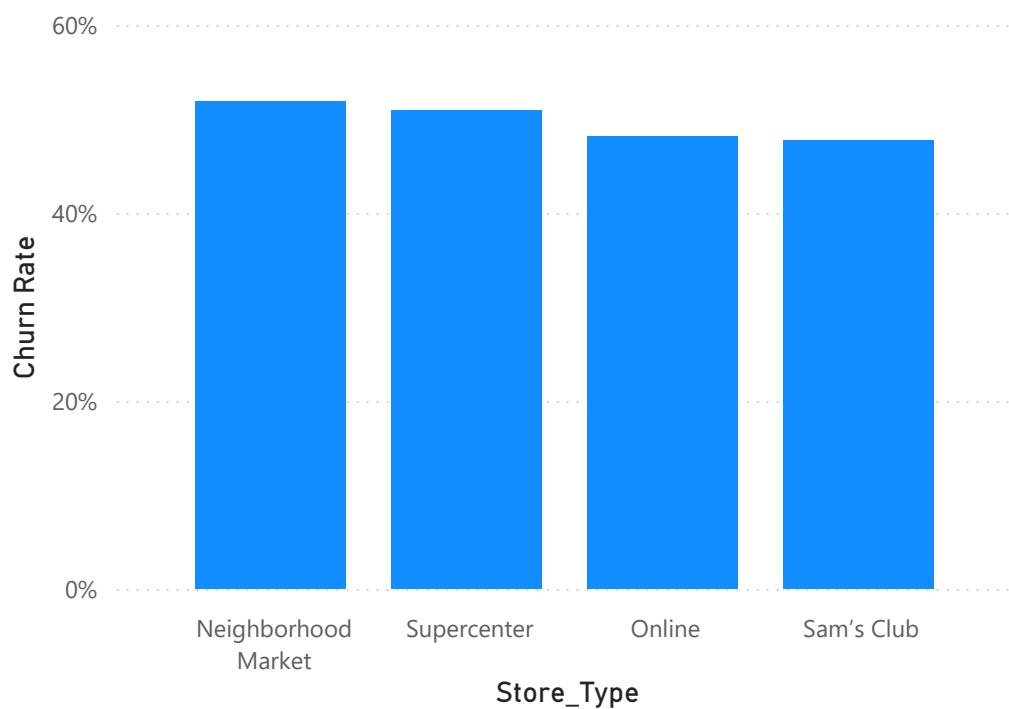
516.26

Avg_Txn_By_Store

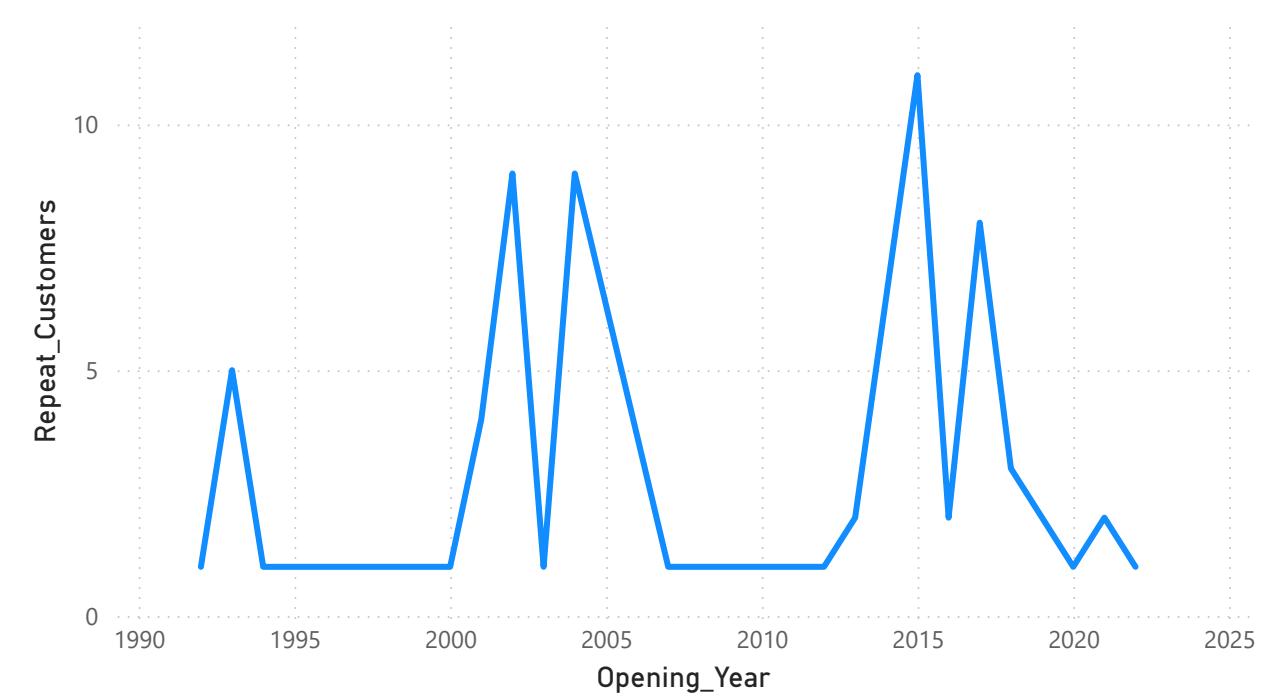
Avg_Txn_By_Store by Store_Type



Churn Rate by Store_Type

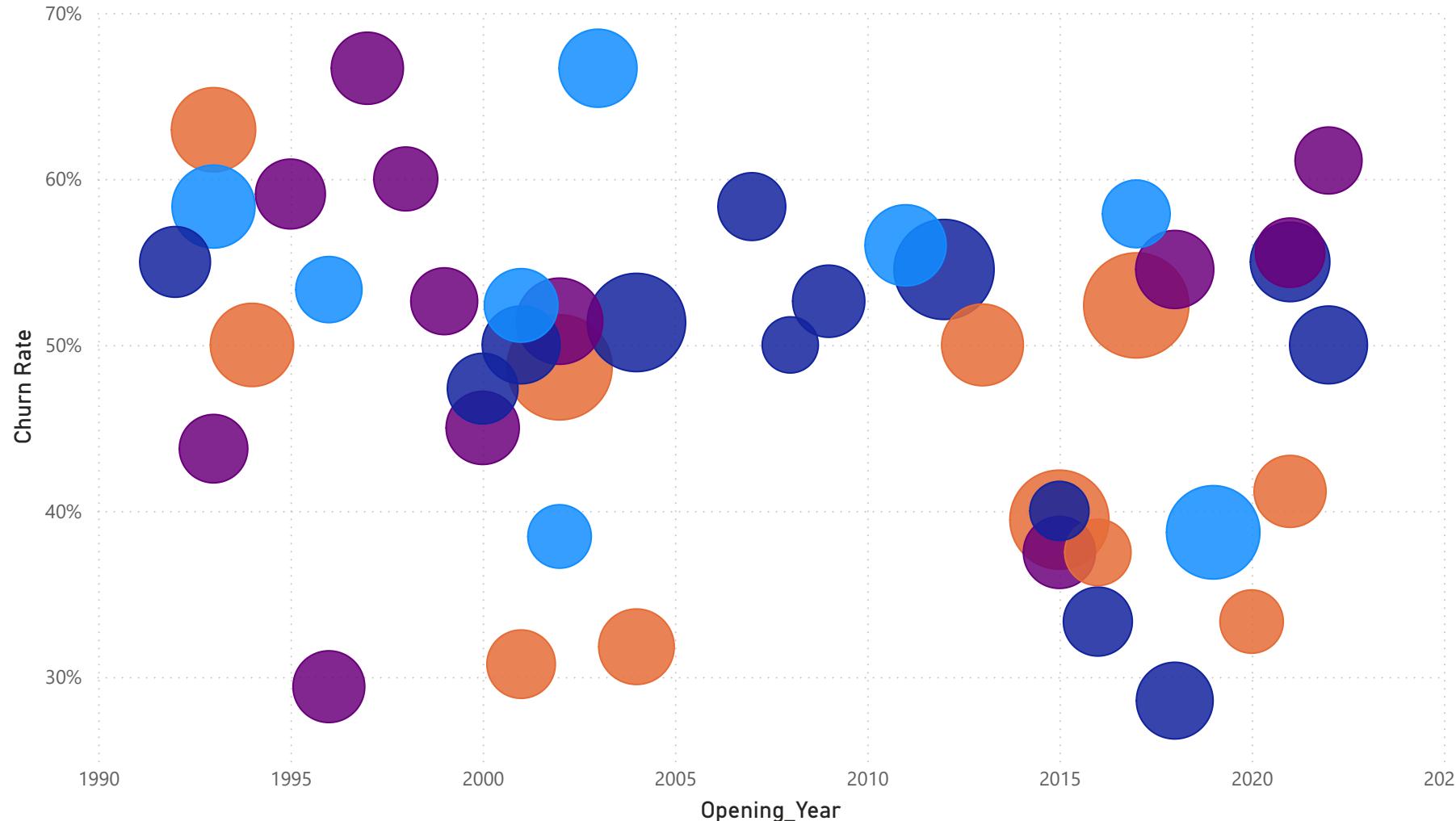


Repeat_Customers by Opening_Year



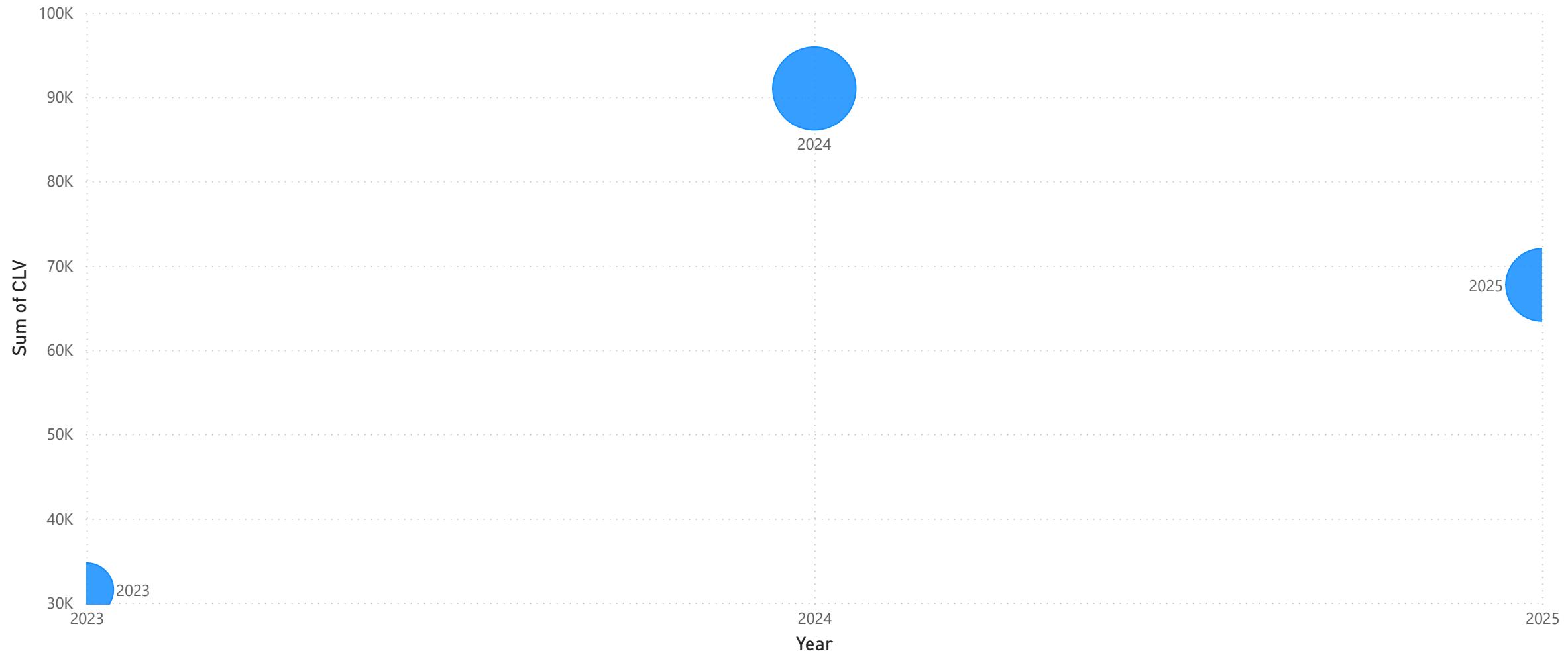
Churn Rate and Sum of Amount by Store_Type and Opening_Year

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

