



# CUSTOMER RETENTION STRATEGIES



# CLOTHING DATASET

```
mysql> select * from clothing_dataset;
```

PRODUCT NAME	GENDER	RATE	SALE	WEEK
Raymond Men Blue Self-Design Single-Breasted Bandhgala Suit	Men	5599	6000	1
Parx Men Brown & Off-White Slim Fit Printed Casual Shirt	Men	759	800	3
DKNY Unisex Black Large Trolley Bag	Unisex	17360	18500	4
Parx Men Red Slim Fit Checked Casual Shirt	Men	752	800	1
HIGHLANDER Men Mustard & Black Slim Fit Checked Casual Shirt	Men	699	750	2
JEWEL JUNCTION Gold-Toned Square Cufflinks	Men	539	620	3
Parx Men Blue Slim Fit Checked Casual Shirt	Men	769	800	1
ANNA SUI Women La Vie De Boheme EDT 75ml	Women	4600	5000	4
ahilya Sterling Silver Textured Bangle	Women	9756	10000	2
JEWEL JUNCTION Gold-Toned Geometric Cufflinks	Men	539	600	3
ID Men Brown Leather Loafers	Men	1218	1300	4
Parx Men Blue Slim Fit Checked Casual Shirt	Men	939	1000	2
DKNY Unisex Black Medium Trolley Bag	Unisex	13320	14000	1
Kazo Women Yellow Floral Print Shirt Dress	Women	1345	1500	2
ID Men Tan Brown Formal Leather Oxfords	Men	1432	1600	4
ahilya Sterling Silver Statement Ring	Women	3875	4200	3
ID Men Brown Leather Loafers	Men	1218	1500	1
JEWEL JUNCTION Gold-Toned & Black Round Cufflinks	Men	539	750	2
ahilya Sterling Silver Statement Ring	Women	3875	4500	3
ID Men Black Leather Formal Derbys	Men	2685	3000	1

```
20 rows in set (0.00 sec)
```

## 4 WEEKS CLOTHING SALES REPORT

```
mysql> SELECT SUM(sale) AS Week_1_sale
-> FROM clothing_dataset
-> WHERE week = 1;
+-----+
| Week_1_sale |
+-----+
|      26100 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 1

```
mysql> SELECT SUM(sale) AS Week_3_sale
-> FROM clothing_dataset
-> WHERE week = 3;
+-----+
| Week_3_sale |
+-----+
|      10720 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 3

```
mysql> SELECT SUM(sale) AS Week_2_sale
-> FROM clothing_dataset
-> WHERE week = 2;
+-----+
| Week_2_sale |
+-----+
|      14000 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 2

```
mysql> SELECT SUM(sale) AS Week_4_sale
-> FROM clothing_dataset
-> WHERE week = 4;
+-----+
| Week_4_sale |
+-----+
|      26400 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 4

## **IMPORTANT STRATEGIES:**

### **Customer Segmentation and Personalization:**

Tailor your marketing and product recommendations based on customer demographics, preferences, and purchase history.

### **Loyalty Programs:**

Implement a loyalty program offering discounts, rewards, or exclusive access to events, encouraging repeat purchases.

### **Special Offers for Returning Customers:**

Provide exclusive discounts or early access to sales to customers who have made multiple purchases;

### **Excellent Customer Service:**

Offer exceptional customer support and address concerns promptly to enhance the overall customer experience.



## **Post-Purchase Follow-Up:**

Reach out to customers after a purchase to collect feedback, offer assistance, or suggest complementary products.

## **Engaging Content and Blogging:**

Create valuable and engaging content related to fashion trends, styling tips, and clothing care, encouraging customers to stay connected with your brand.

## **Email Marketing Campaigns:**

Send personalized email newsletters featuring new arrivals, promotions, and fashion tips to keep customers engaged.

## **Social Media Engagement:**

Maintain an active presence on social media platforms to interact with customers, share updates, and showcase your clothing line.





### **Customer Appreciation Events:**

Host events, either in-store or online, to show appreciation to your loyal customers, share updates, and showcase your clothing line.

### **Quality Products and Consistent Supply:**

Ensure that your clothing line maintains a high standard of quality and is consistently updated with new and trendy options to retain customer interest.

### **Customer Feedback Implementation:**

Act on customer feedback to improve your products, services, and shopping experience, demonstrating that their opinions matter.

### **Surprise Gifts or Discounts:**

Occasionally surprise customers with small gifts, discount vouchers, or personalized notes in their packages, showing appreciation for their loyalty.



# ELECTRONICS DATASET

```
mysql> select * from electronic_dataset;
```

PRODUCT NAME	CATEGORY	RATE	SALES	WEEKS
Samsung Galaxy S20+ (8GB RAM, 128GB) - Cosmic Black	MOBILE	54999	56999	1
Redmi Note 7S (4GB RAM, 64GB) - Onyx Black	MOBILE	12999	13999	2
Oppo F5 (4GB RAM, 32GB) - Blue	MOBILE	17990	18550	4
Redmi Note 7 (4GB RAM, 64GB) - Ruby Red	MOBILE	10990	12000	3
Redmi 5A (3GB RAM, 32GB) - Rose Gold	MOBILE	6999	7500	1
Zebronics SPK-BT3490 Wireless Bluetooth Speaker (Black)	HEADPHONE	2999	3599	4
Philips SPA-1330/37 Wired Portable Speaker (Black)	HEADPHONE	8011	8499	3
Sony SRS-D5 Wired Speaker (Black)	HEADPHONE	78099	79500	2
Portronics Sound Slick II POR-936 Wireless Bluetooth Speaker (Black, Stereo Channel)	HEADPHONE	2999	3500	4
boAt Stone 600 Wireless Portable Bluetooth Speaker (Black, Stereo Channel)	HEADPHONE	2750	3000	1
Panasonic Lumix DMC GH4A DSLR Camera (16MP, Black)	CAMERA	99990	100500	2
Sony ILCE 5000Y DSLR Camera (20.1MP, Black)	CAMERA	45990	46500	4
Ricoh Pentax K-S2 DSLR Camera (20.1MP, Black & Orange)	CAMERA	98201	100000	2
Fujifilm X A5 Digital Camera (24.2MP, Silver)	CAMERA	25000	25999	2
Lenovo Tab 7 Tablet (16GB, 7.6 Inches, WI-FI, Black)	TABLETS	8799	9200	4
Karbonn ST-72 Tablet (4GB, 7 Inches, WI-FI, White)	TABLETS	4499	4800	3
Micromax Canvas P470 Tablet (8GB, 7 Inches, WI-FI, Grey)	TABLETS	7494	7800	1
iBall Slide 6095-Q700 Tablet (16GB, 6.95 Inches, WI-FI, Brown)	TABLETS	5999	6500	1
Swipe Ace Tablet (16GB, 6.95 Inches, WI-FI, White)	TABLETS	4888	5000	4
Micromax Canvas P701 Tablet (16GB, 7 Inches, WI-FI + 4G, Grey)	TABLETS	8590	9000	2

```
20 rows in set (0.00 sec)
```

## 4 WEEKS ELECTRONICS SALES REPORT

```
mysql> SELECT SUM(sales) AS Week_1_sale
-> FROM electronic_dataset
-> WHERE weeks = 1;
+-----+
| Week_1_sale |
+-----+
|      81799 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 1

```
mysql> SELECT SUM(sales) AS Week_2_sale
-> FROM electronic_dataset
-> WHERE weeks = 2;
+-----+
| Week_2_sale |
+-----+
|    328998 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 2

```
mysql> SELECT SUM(sales) AS Week_3_sale
-> FROM electronic_dataset
-> WHERE weeks = 3;
+-----+
| Week_3_sale |
+-----+
|     25299 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 3

```
mysql> SELECT SUM(sales) AS Week_4_sale
-> FROM electronic_dataset
-> WHERE weeks = 4;
+-----+
| Week_4_sale |
+-----+
|     86349 |
+-----+
1 row in set (0.00 sec)
```

WEEK - 4



## **IMPORTANT STRATEGIES:**

### **Product Education and Training:**

Offer educational content, workshops, or webinars to help customers understand how to effectively use and maximize the benefits of their electronics purchases.

### **Extended Warranty and Service Packages:**

Provide extended warranty options or service packages to reassure customers and offer after-sales support, encouraging them to return for future purchases;

### **Personalized Recommendations:**

Leverage customer data and purchase history to provide personalized recommendations for related or complementary electronics, increasing the likelihood of additional purchases.

### **Feedback and Review Requests:**

Ask customers to provide reviews and feedback, and use their responses to improve products and services, demonstrating that their opinions are valued.



## **VIP or Loyalty Programs:**

Establish a tiered loyalty program offering exclusive perks, discounts, or early access to new electronics for repeat customers.

## **Email Campaigns and Newsletters:**

Send regular newsletters with updates, promotions, and helpful tips to keep customers engaged and informed about your latest electronics offerings.

## **Referral Incentives:**

Encourage satisfied customers to refer friends and family by offering discounts, gift cards, or other incentives for successful referrals.

## **Convenient and Easy Returns:**

Ensure a hassle-free return process, making it easy for customers to return or exchange products, thus fostering trust and confidence.



### **Cross-Sell and Upsell Opportunities:**

Suggest accessories, add-ons, or upgraded versions of the electronics during the purchase process to increase the average transaction value.

### **In-Store Demos and Experiences:**

Allow customers to experience electronics firsthand through in-store demonstrations or interactive displays, enhancing their connection with the products.

### **Automated Reorder Reminders:**

Implement automated systems to remind customers when it's time to repurchase consumable items like ink cartridges or batteries.

### **Limited-Time Offers and Flash Sales:**

Occasionally run time-limited promotions or flash sales on popular electronics to create a sense of urgency and encourage immediate purchases.



## **Customized Packaging and Unboxing Experience:**

Enhance the packaging and unboxing experience to leave a lasting positive impression on customers, making them more likely to return.

## **Customer Surveys and Contests:**

Conduct surveys and organize contests to gather insights and engage customers, offering incentives such as discounts or freebies for participation.

## **Holiday and Seasonal Promotions:**

Run special promotions during holidays, seasons, or significant events to boost sales and incentivize repeat purchase during these peak times.





Thank  
You