

Customer Loyalty Engagement

Window: 2025-08-20 → 2026-02-18

Points earned

11

Points redeemed

600

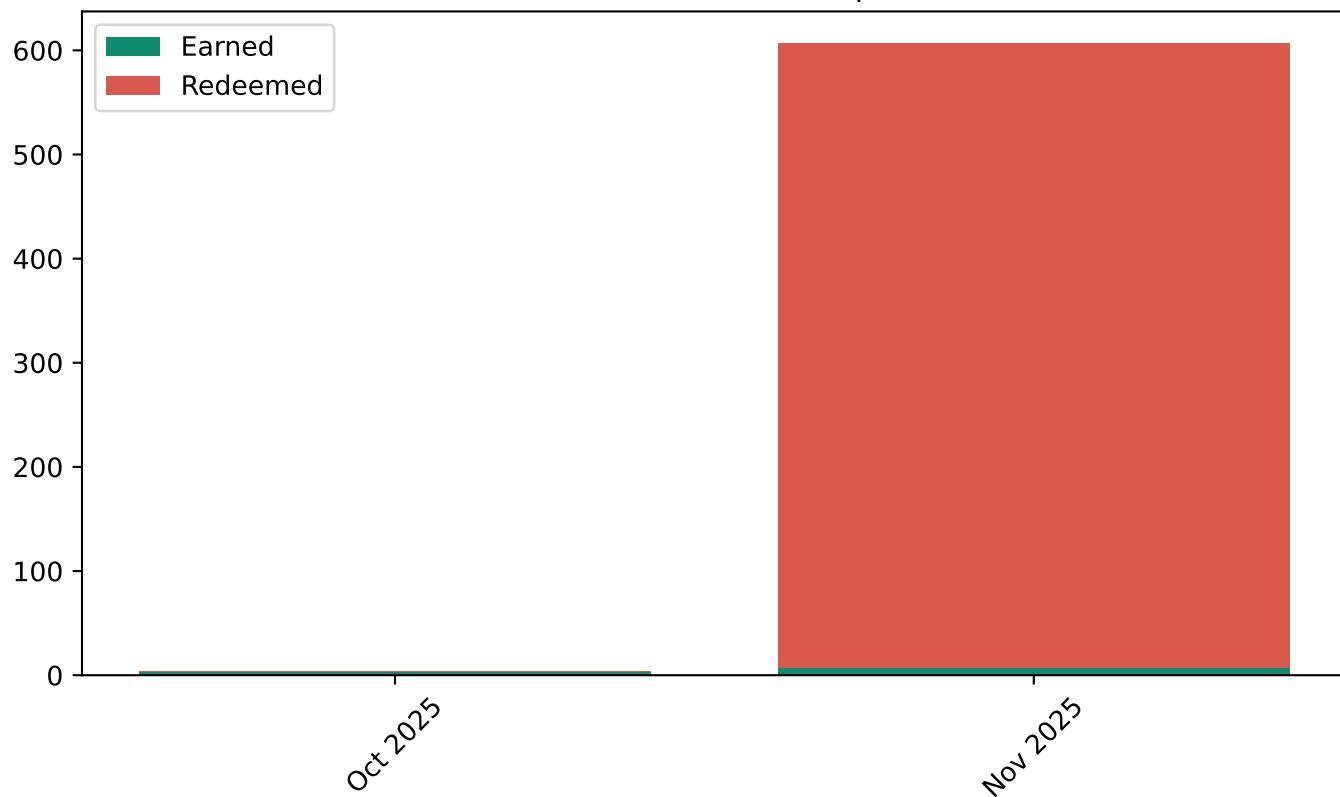
Net change

-589

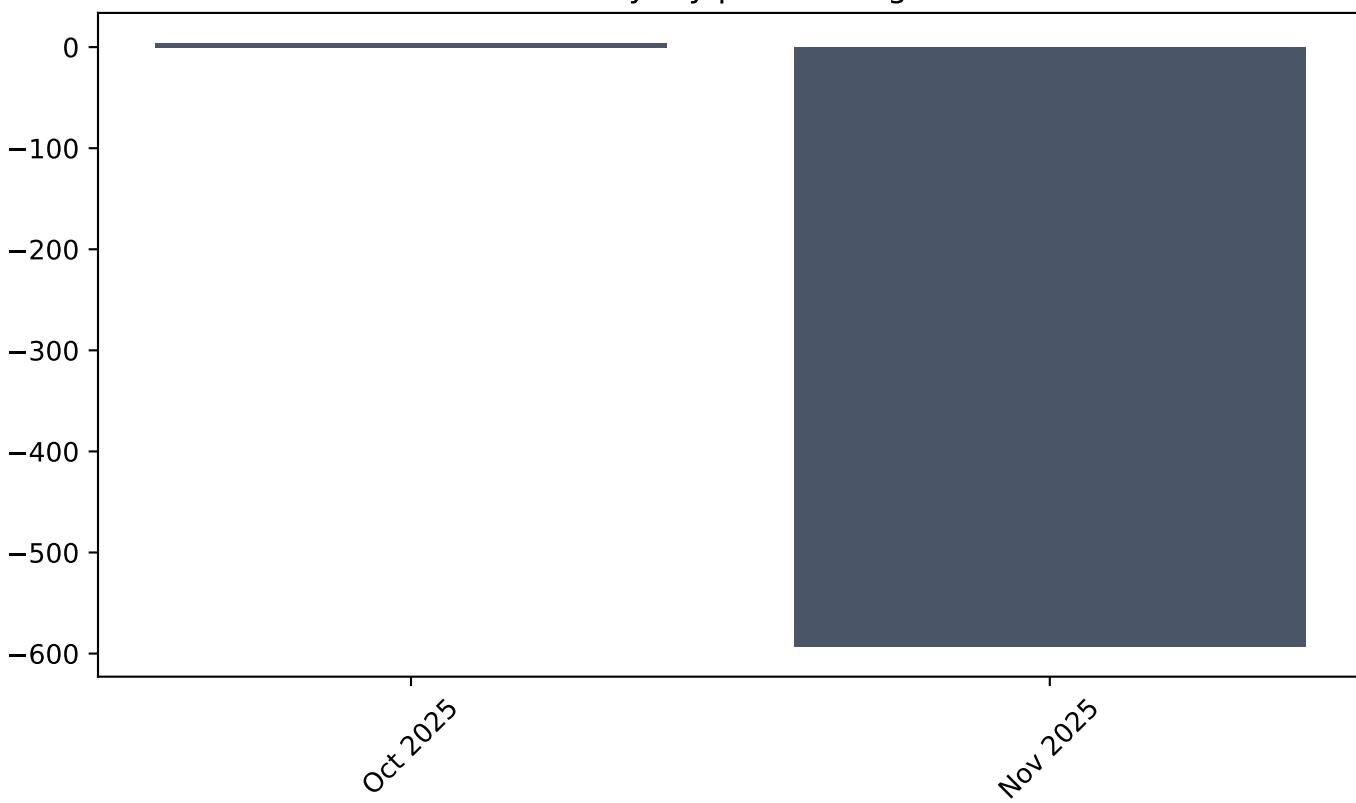
Orders analysed

10

Points earned vs redeemed per month



Net loyalty point change



Month	Points earned	Avg earned/order	Points redeemed	Avg redeemed/order	Orders
Oct 2025	4	1.3	0	0	3
Nov 2025	7	1	600	85.7	7