# LinkedIn Feature Posts: GreenLeaf Florists & RoastCo

## GreenLeaf Florists

GreenLeaf Florists – Donor Segmentation & Retention Strategy

📌 Featured Post:

Why do so many first-time donors vanish after giving once?

For GreenLeaf Florists, a simulated non-profit floral brand, I analysed over 60,000 donation records from 2022 to 2024. The aim was simple: understand what drives donor loyalty, and what pushes people to drop off after just one interaction.

Using Python, I built a segmentation model to define three donor personas and trained a predictive model to identify who was unlikely to return. I then built a Power BI dashboard to surface the findings in a way that decision-makers could actually use.

Who are we losing, and why?

So-what?   
By targeting high-potential first-time donors with tailored follow-ups, we simulated a lift in overall donor retention of up to 12%. That’s not a report, it’s a roadmap.

Tech stack: Python, Pandas, Scikit-learn, Power BI, DAX   
Skills demonstrated: segmentation, predictive modelling, stakeholder reporting, dashboard development

Full walkthrough and dashboard below.

## RoastCo

RoastCo – Behavioural Funnel & Customer Retention

📌 Featured Post:

If the product’s good and the price is right, why aren’t they coming back?

That was the core question behind RoastCo, a fictional specialty coffee brand. I worked with over 45,000 records to explore how customer behaviour shifts after first purchase — and why retention rates stall despite positive reviews and high NPS.

Using Python and cohort analysis, I compared patterns between short-term and long-term customers, then built a Power BI dashboard to map out the moments that mattered. The real insight?

Churn isn’t random. It’s behavioural.

So-what?   
By surfacing these behavioural drop-offs, we were able to simulate interventions that could lift repeat purchase rates by up to 14%. Not bad for a few hours of smart analytics.

Tech stack: Python, SQL, Power BI, DAX   
Skills demonstrated: retention analysis, funnel optimisation, cohort segmentation, stakeholder storytelling

Full analysis and dashboard below.