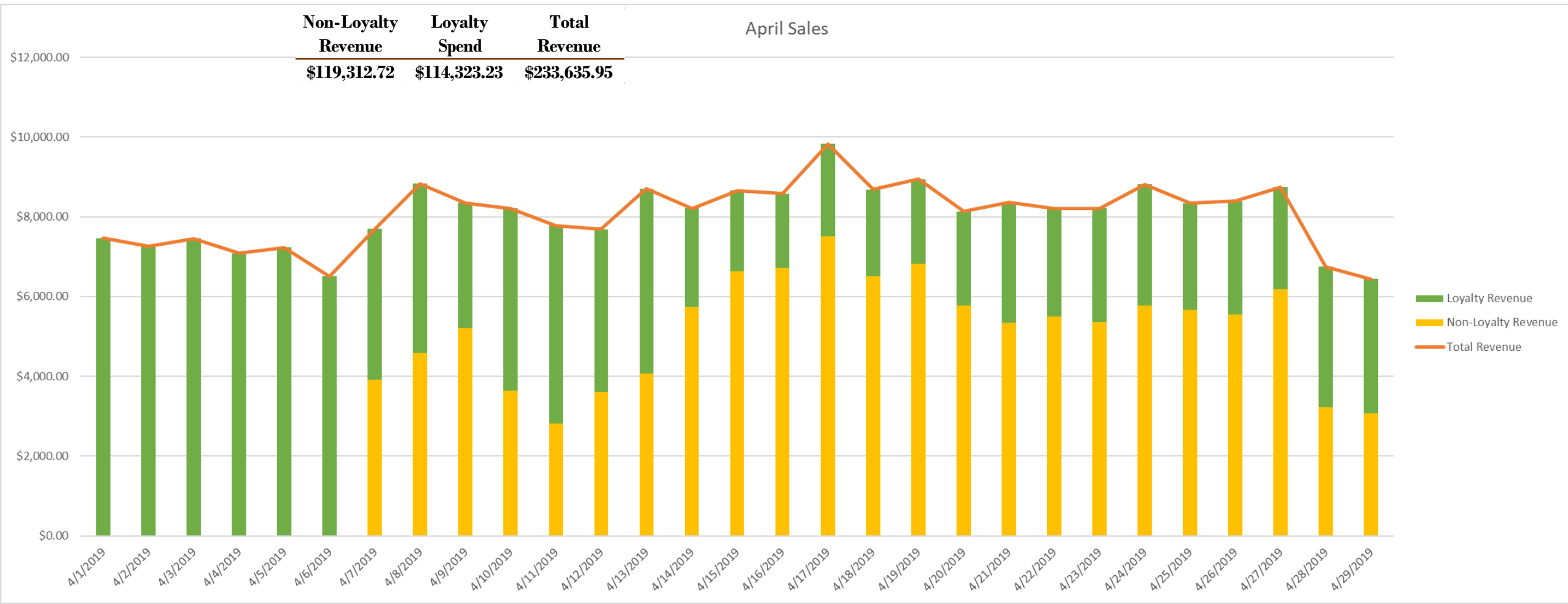




April Customer Loyalty Analysis

A look at recency from loyalty customers

Total April Sales Revenue



Challenge:

- In April there is a decline in loyalty-card customer revenue.





Features Explored

- Lower loyalty program conversion at point of checkout?
- Neighborhood?
- Age?
- Sign up year?
- Gender?



Loyalty Customer Observations:

- We found evidence of sag in new enrollments from month to month
- We see a change in Generation that is signing up for our Loyalty Program
- Using an RFM (Recency, Frequency, Monetary) Analysis, we are able to bucket customers into behavioral buckets. With this we identified a list of customers who qualify as “At-Risk”

At-Risk Customers:

- Within our Data, we have uncovered 556 customers who are “At-Risk”
 - ❖ “At risk” is defined by having not purchased within the average recency of 6.07 days.
- These customers are the most likely to stop purchasing from us altogether
 - The average for this group is 13 days since last purchase.
- The embedded CSV is a list of those customers



Microsoft Excel
ma Separated Valu

At Risk Customer Qualities

Total Percent of Customers At Risk 24.7%

Gender			
M	179	726	24.7%
F	242	977	24.8%
N	135	543	24.9%
	0	0	

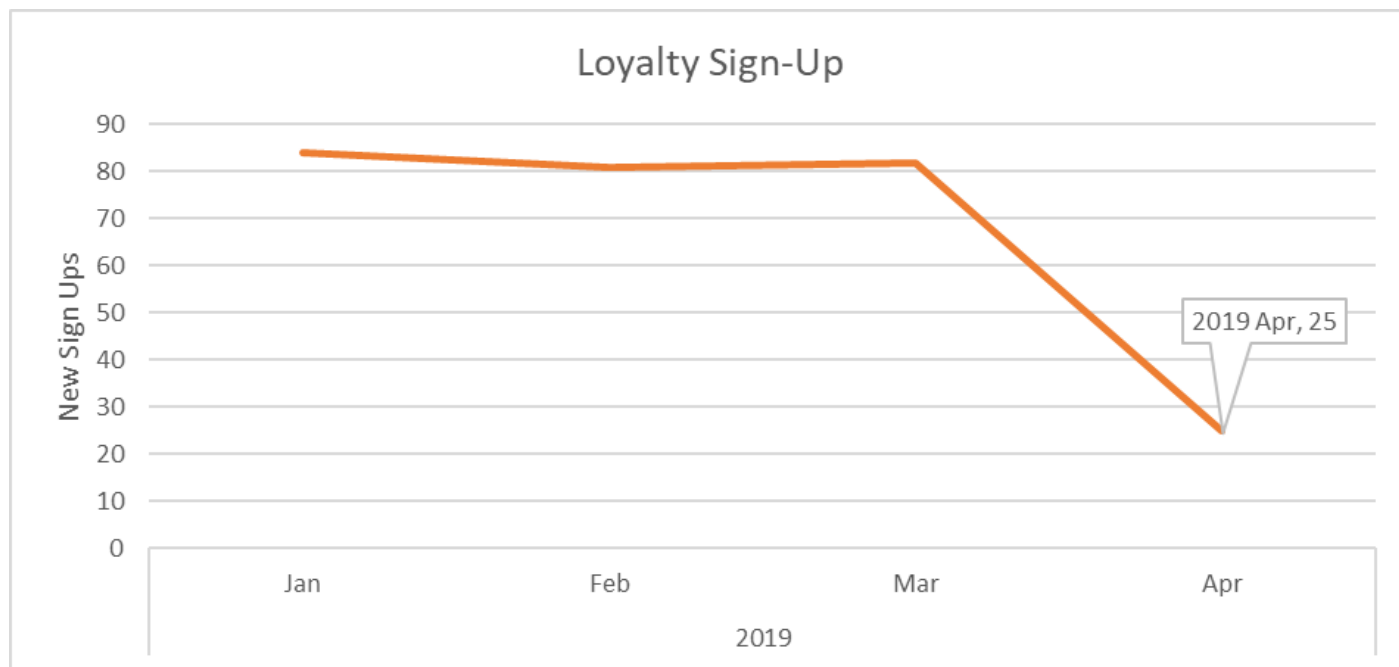
sign up Year:	At risk	Population	%ofPop
2017	235	986	23.83%
2018	253	988	25.61%
2019	68	272	25.00%

Customer Age Bucket	At risk	Population	% ofPop
18-30	185	790	23.42%
31-40	125	470	26.60%
41-50	99	348	28.45%
51-60	72	329	21.88%
61-70	75	309	24.27%

Store	At risk	Population	% ofPop
3	240	800	30.00%
5	228	945	24.13%
8	88	501	17.56%

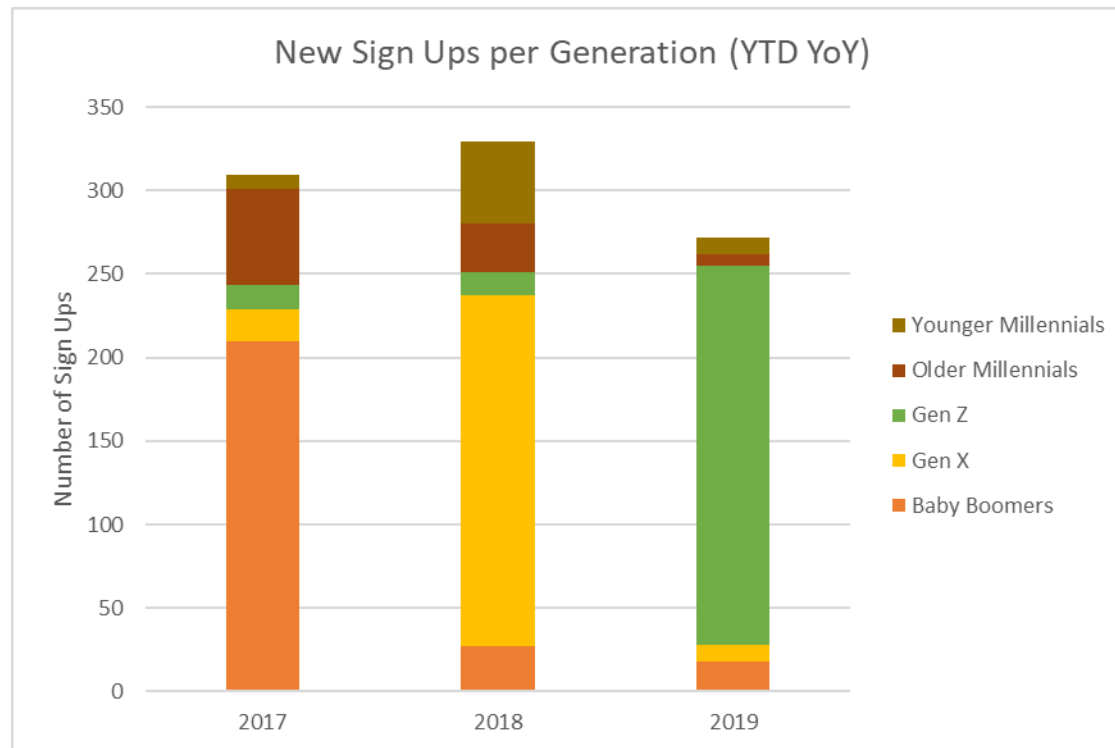
Loyalty Sign-Up, Decrease

- Slump in Loyalty Sign-ups in April. 25 vs monthly avg of 82.25



Loyalty Sign-Up, Generational Change

- Loyalty Customer Age Demographic has Changed in 2019:
 - Gen Z represent the largest increase of Loyalty Sing-ups

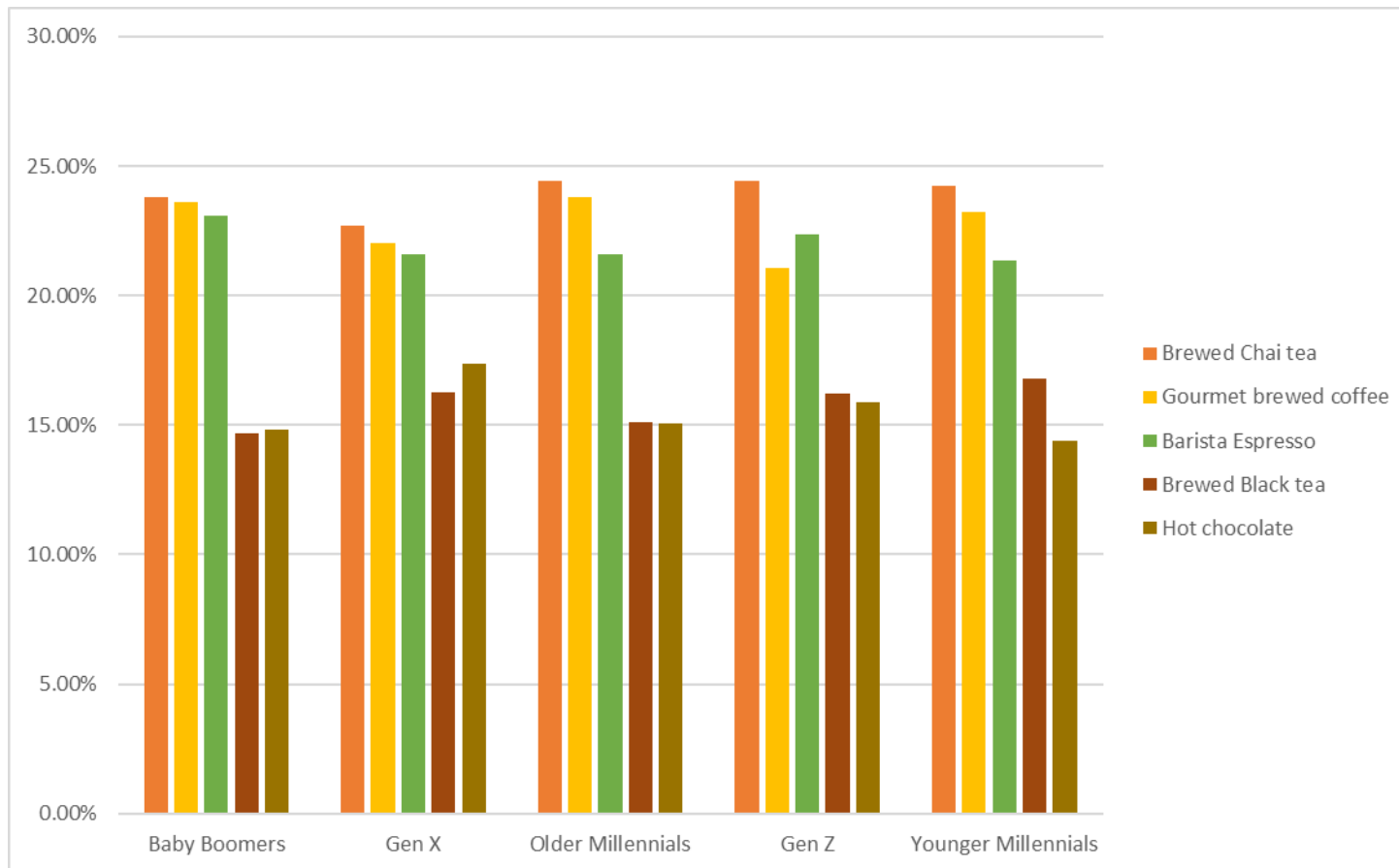


CYTD vs PY1 YTD, PY2 YTD: January through April

Generation	Birth Years
Baby Boomers	1946 – 1964
Gen X	1965 – 1979
Older Millennials	1980 – 1989
Younger Millennials	1990-1994
Gen Z	1995 - 2015

Generational Preferences

- Generations have different preferences on Products:



Generation	Birth Years
Baby Boomers	1946 – 1964
Gen X	1965 – 1979
Older Millennials	1980 – 1989
Younger Millennials	1990-1994
Gen Z	1995 - 2015



Solutions:

- Because of our shift in demographic, we have an opportunity to begin tailoring our loyalty signup/rewards towards GenZ (age: 18-24, 1995-2001)
- Despite consistent sales numbers throughout the month, we believe Revenue could be improved by utilizing a re-engagement campaign for at-risk customers.
- We should look deeper at cause for higher than average “At-Risk” in Astoria (Store 3) to identify potential improvements.



Questions?



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Customer Demographics

Summary Counts:

customer_since_year		
2017	986	43.9%
2018	988	44.0%
2019	272	12.1%
0	0	0.0%

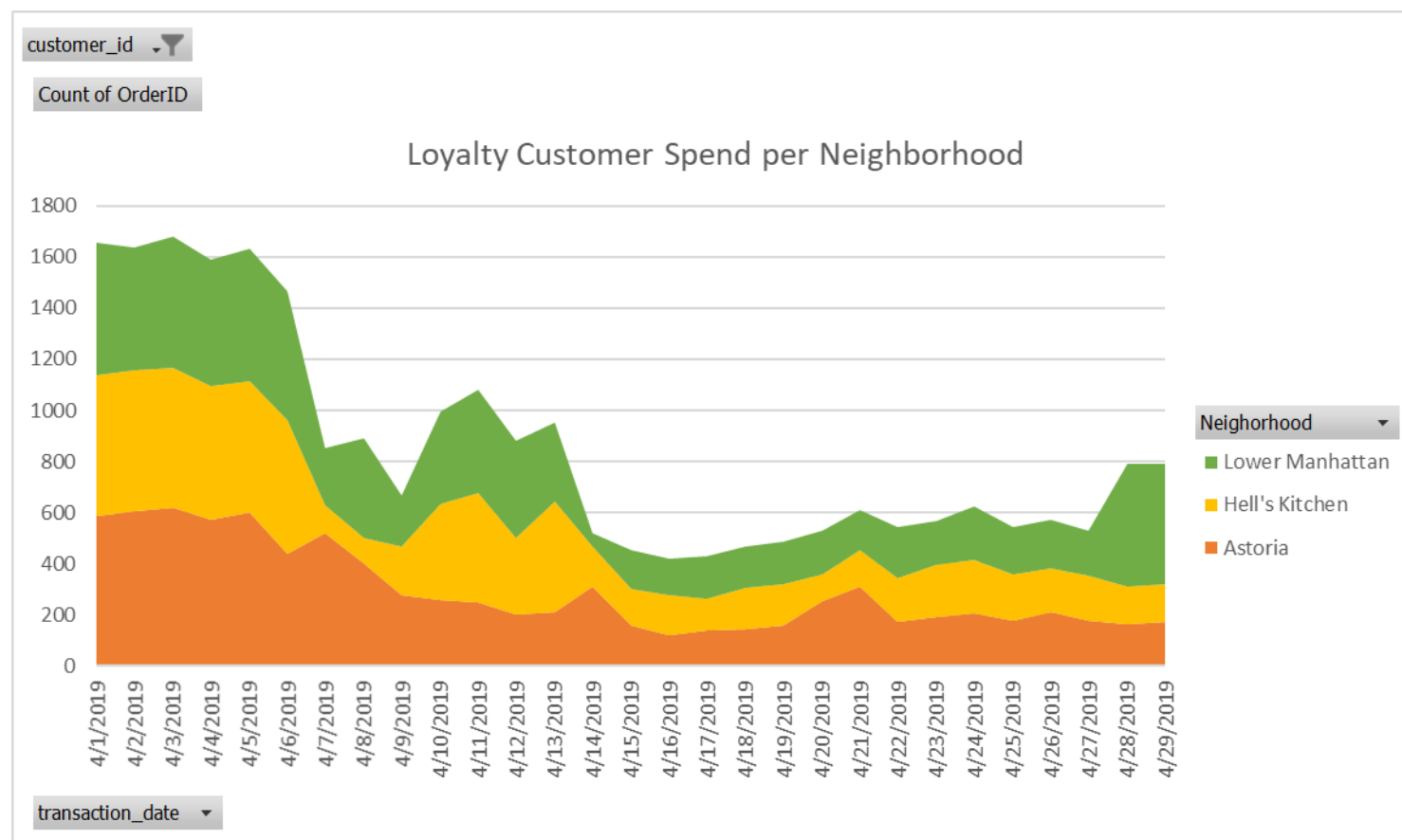
gender		
M	726	32.3%
F	977	43.5%
N	543	24.2%
0	0	0.0%

Age buckets		
61-70	309	13.8%
51-60	329	14.6%
41-50	348	15.5%
31-40	470	20.9%
18-30	790	35.2%
0	0	0.0%

Neighborhood Sales

Store	At risk	Population	% ofPop
3	240	800	30.00%
5	228	945	24.13%
8	88	501	17.56%

- Store 3 has a higher than normal “At-Risk” population.



Revenue Breakdown By Date

Non-Loyalty			
Date	Revenue	Loyalty Revenue	Total Revenue
4/1/2019		\$7,462.00	\$7,462.00
4/2/2019		\$7,269.10	\$7,269.10
4/3/2019	\$5.00	\$7,456.25	\$7,461.25
4/4/2019	\$8.00	\$7,078.45	\$7,086.45
4/5/2019		\$7,236.25	\$7,236.25
4/6/2019		\$6,513.75	\$6,513.75
4/7/2019	\$3,920.78	\$3,772.95	\$7,693.73
4/8/2019	\$4,588.06	\$4,249.48	\$8,837.54
4/9/2019	\$5,201.25	\$3,154.23	\$8,355.48
4/10/2019	\$3,642.43	\$4,568.05	\$8,210.48
4/11/2019	\$2,822.38	\$4,961.36	\$7,783.74
4/12/2019	\$3,609.53	\$4,081.00	\$7,690.53
4/13/2019	\$4,063.33	\$4,637.43	\$8,700.76
4/14/2019	\$5,745.93	\$2,464.93	\$8,210.86
4/15/2019	\$6,627.76	\$2,032.88	\$8,660.64

Non-Loyalty			
Date	Revenue	Loyalty Revenue	Total Revenue
4/16/2019	\$6,723.61	\$1,864.68	\$8,588.29
4/17/2019	\$7,510.80	\$2,318.50	\$9,829.30
4/18/2019	\$6,513.70	\$2,173.33	\$8,687.03
4/19/2019	\$6,828.03	\$2,116.11	\$8,944.14
4/20/2019	\$5,781.13	\$2,351.68	\$8,132.81
4/21/2019	\$5,350.38	\$3,010.58	\$8,360.96
4/22/2019	\$5,503.38	\$2,708.38	\$8,211.76
4/23/2019	\$5,362.38	\$2,855.11	\$8,217.49
4/24/2019	\$5,782.35	\$3,037.35	\$8,819.70
4/25/2019	\$5,664.10	\$2,676.75	\$8,340.85
4/26/2019	\$5,550.13	\$2,846.30	\$8,396.43
4/27/2019	\$6,196.33	\$2,547.75	\$8,744.08
4/28/2019	\$3,235.85	\$3,512.30	\$6,748.15
4/29/2019	\$3,076.10	\$3,366.30	\$6,442.40
Grand Total	\$119,312.72	\$114,323.23	\$233,635.95

Gender

Gender	Number of customers	Revenue	Dollars per Customer by gender
F	977	\$50,217.68	\$51.40
M	726	\$37,644.16	\$51.85
N	543	\$26,418.39	\$48.65
Grand Total	2246	\$114,280.23	\$50.88

Gender	New Customers
F	10
M	10
N	5
Grand Total	25

