



Customers Analysis

A look at recency from dedicated customers

Challenge:

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

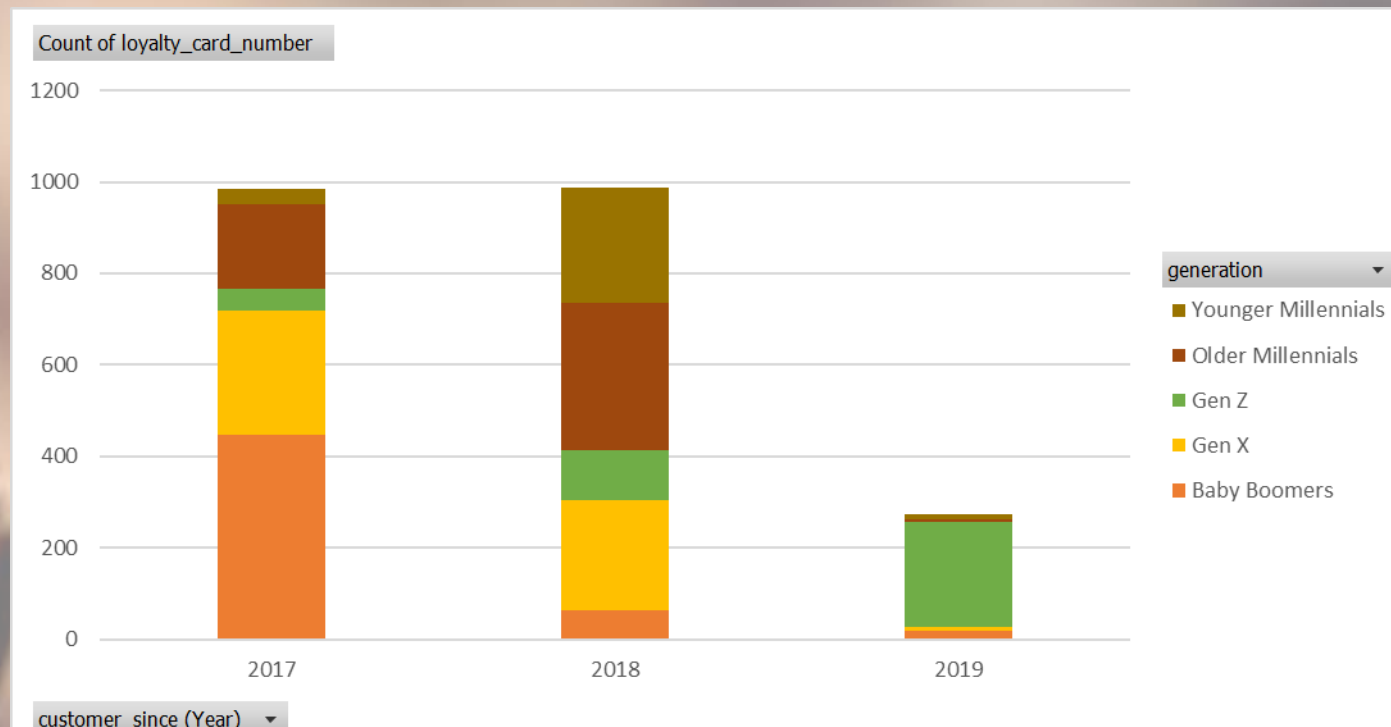


Customer Behavior Change:

- Using an RFM (Recency, Frequency, Monetary) Analysis, we are able to bucket customers into behavioral buckets.
- We found evidence of sag in new enrollments from week to week with only 25 new customers signing in in April 2019. There is an average of 82.25 signups per month. The reduction is consistent through all home store locations.
- Additionally, we were able to identify a list of 556 customers who are deemed “At-Risk” (they have not purchased within 6.07 days, the average recency in April)

Generational Change:

- Baby Boomers, Gen X, and Older Millennials have the highest rates of enrollment in 2017 and 2018.
- In 2019, Millennials represent the largest increase of Loyalty Sing-ups.



At-Risk Customers:

- The Average Age of customers in our “At Risk” list is 40 years old.
- Within our Data, we have uncovered 556 customers who are “At-Risk”, or have not purchased within the average recency of 6.07 days. The average for this group is 13 days since last purchase.

Recommendations:

- Because of our shift in demographic, we should consider tailoring our loyalty signup process towards GenZ and younger Patrons.
- We should organize a re-engagement campaign for at-risk customers.





Questions?