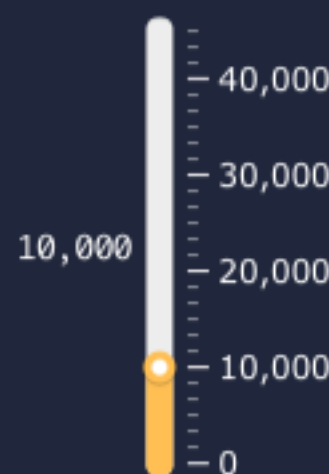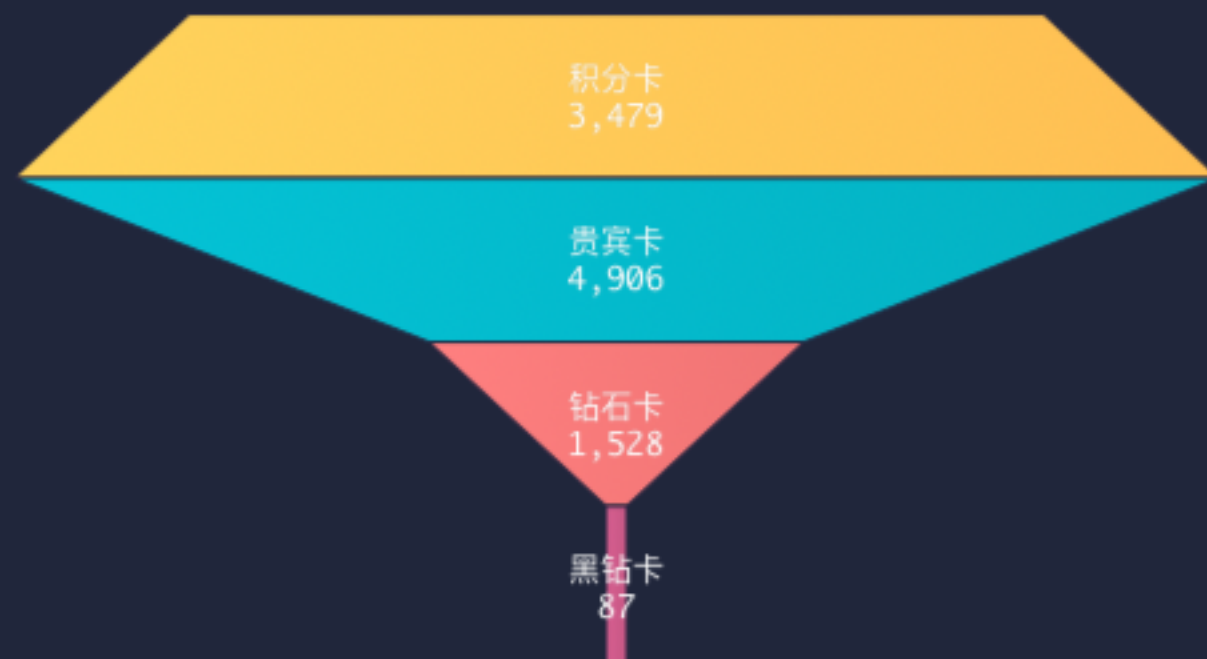# S Depart A Mall, Membership Analysis

By Tony

1. Membership Monitor

a) Mall A has 41890 memberships in total since September 2020.

b) The structure of membership tunnel is unreasonable. The reason is the expansion on membership in previous step. We are going to control the membership card upgrading rates to guarantee the value of membership.

c) The churn rate is higher than the average of industry churn rate. We should start a plan to maintain our memberships.
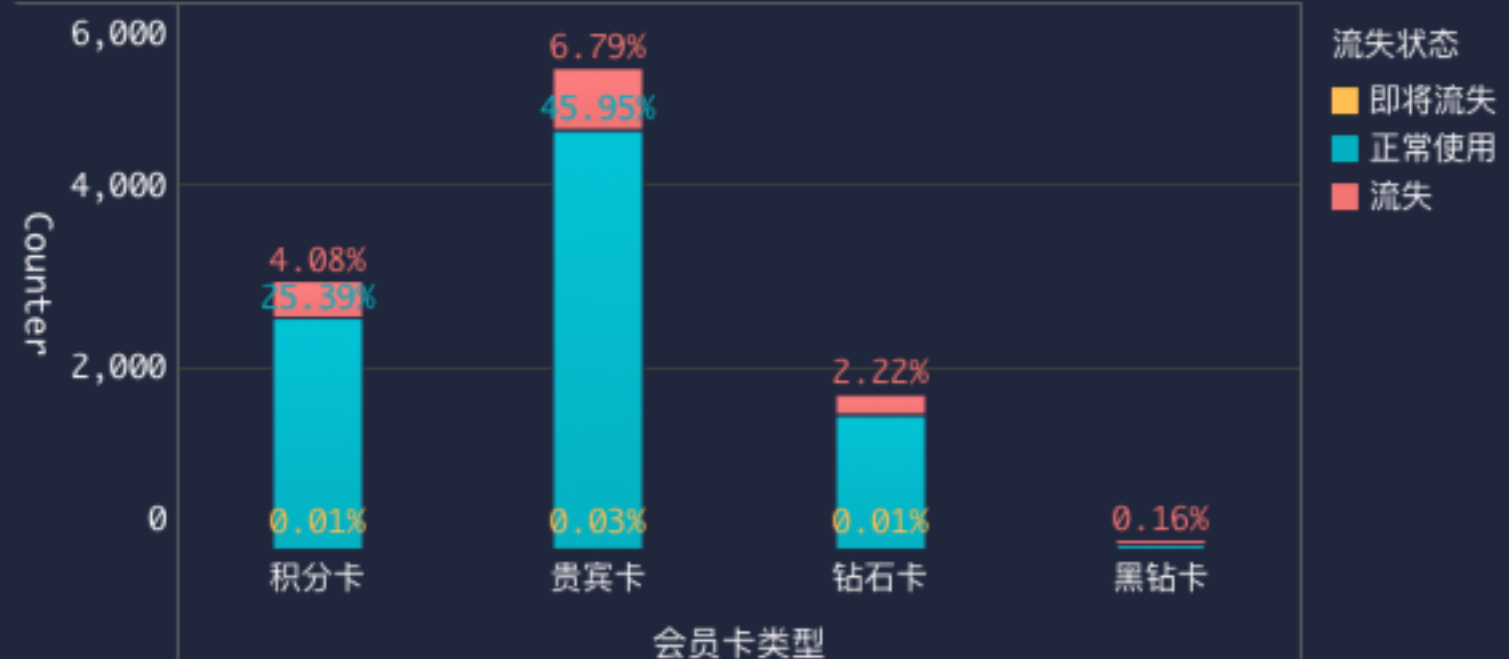
会员数量

10,000 — 40,000 / 30,000 / 20,000 / 10,000 / 0

会员类型分布

积分卡 3,479
贵宾卡 4,906
钻石卡 1,528
黑钻卡 87

Unnamed component

流失状态
- 即将流失
- 正常使用
- 流失

积分卡 4.08% / 25.38% / 0.01%
贵宾卡 6.79% / 45.95% / 0.03%
钻石卡 2.22% / 0.01%
黑钻卡 0.16%

会员卡类型

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sion of the memberships and the lack of maintenance afterwards.

2) There are a number of 110 members in Diamond card holders and Black Diamond card holders. There might be multiple use on single cards. We needs to check them and prevent it happening.
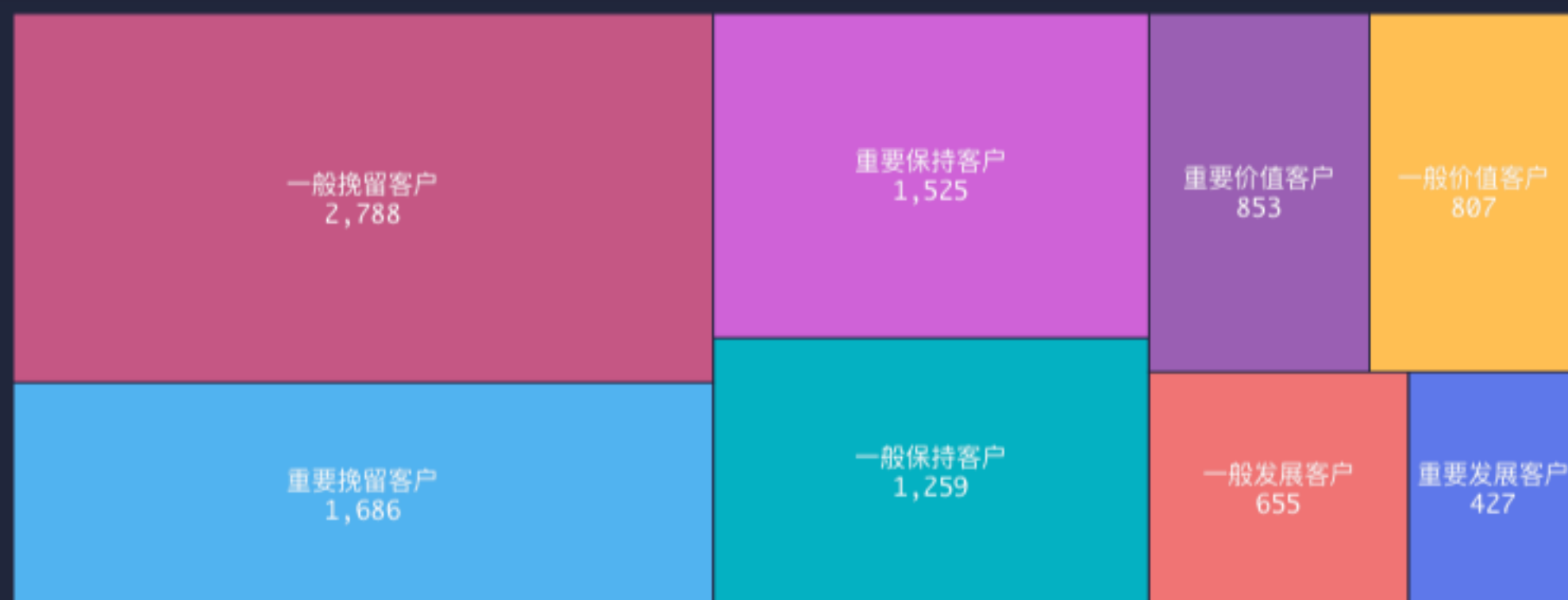
b) Solutions

1) The important valuable customer (111): Offer more services; provides more scarce products.

2) The important maintainable customer (011): Targeted recommendations.

3) The important developable customer (101): Start membership loyalty plan by upgrading their memberships, personal services, etc.

4) The important keepable customer (001): Keep connection. Improve the retention rate.

5) General valuable customer (110):

6) General developable customer (100):

7) General keepable & maintainable customer (100 & 010): Allmost gone. Send greater value vouchers to re-acticate. Give up if they donot respond.
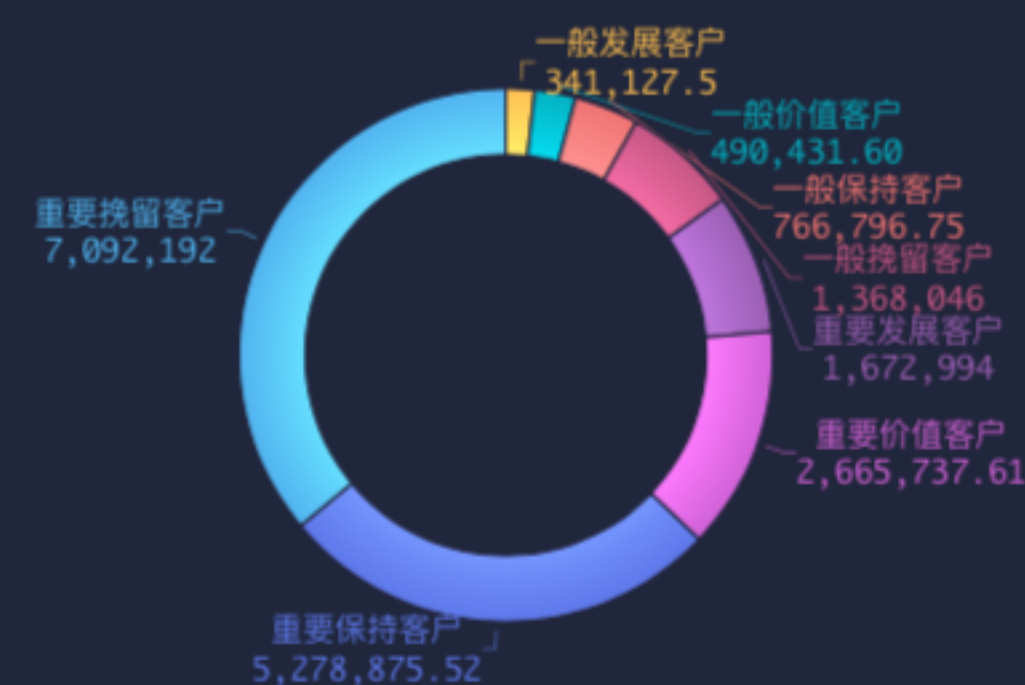
...

RFM明细表

会员卡类型	RFM客户价值类型	RFM	计数	卡折扣率
	重要发展客户	101	80	0.85
	一般发展客户	100	41	0.85
	重要价值客户	111	38	0.85
	重要保持客户	011	32	0.85
	一般价值客户	110	14	0.85
	一般挽留客户	000	9	0.85
	重要挽留客户	001	6	0.85
	一般保持客户	010	5	0.85
黑钻卡	重要发展客户	101	5	0.85
	一般发展客户	100	3	0.85

RFM矩形图

一般挽留客户 2,788
重要保持客户 1,525
重要价值客户 853
一般价值客户 807
重要挽留客户 1,686
一般保持客户 1,259
一般发展客户 655
重要发展客户 427

RFM销售额分布

一般发展客户 341,127.5
一般价值客户 490,431.60
一般保持客户 766,796.75
一般挽留客户 1,368,046
重要发展客户 1,672,994
重要价值客户 2,665,737.61
重要保持客户 5,278,875.52
重要挽留客户 7,092,192

3. Membership Preference Analysis

a) Send activity messages to members according to their consuming preference. E.g. Focus on Channel and Lancôme to attract members who hold point cards.

b) Send different vouchers according to the amount of consumptions of different memberships. E.g. Send $300 voucher to VIP Card holders and send $2000 vouchers to Dimond card holders.

会员偏好1

品类名: 化妆品部 / 国际精品部 / 男装部 / 淑女装部 / 钟表眼镜部 / 运动部 / 少淑部 / 潮流名品 / 女鞋部

会员卡类型: 积分卡 / 贵宾卡 / 钻石卡 / 黑钻卡

品类偏好分析

CD 127
香奈儿 126
兰蔻 121
兰蔻 71
Burberry 64

积分卡 / 贵宾卡

会员卡类型 / 品牌名

消费金额分布

积分卡: 500-1000 = 657, 0-300 = 639
贵宾卡: 0-300 = 1,443, 500-1000 = 1,290
钻石卡: 0-300 = 446, 1000-2000 = 434
黑钻卡: 2000-3000 = 26, 1000-2000 = 22

会员卡类型 / 消费金额区间分布