BUSINESS REPORT

Subject: Evaluation of Preferred Customer Data to Enhance Loyalty Program and Increase Customer Retention.

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Date: November 9, 2024

Purpose

The **Preferred Customers Report** identifies key customers who frequently purchase products and have been granted a "Preferred" status, making them eligible for special discounts. This report aids in managing loyalty programs and enhancing customer retention strategies.

Requirements Met:

This report addresses the following requirements:

1. Customer Management:
   - Tracks and stores detailed customer information, including customer type (Retail or Corporate) and purchase history, aiding in targeted marketing.
2. Order Creation and Tracking:
   - Monitors repeat purchases and spending patterns, allowing the bakery to offer personalized services and promotions.
3. Product Management:
   - Provides data on product preferences, helping the bakery adjust offerings based on high-value customers' preferences.

Report Fields

- Customer ID: A unique identifier for each preferred customer.
- Customer Name: The full name of the customer.
- Customer Type: Retail or Corporate.
- Total Orders: The total number of orders placed by the customer.
- Total Spend: The cumulative amount spent by the customer.
- Discount Applied: The percentage of discount offered (typically 10%).
- Last Order Date: The date of the most recent order placed.

- Employee Responsible: The employee who last handled the customer's order.

Sample Report

Customer ID	Customer Name	Customer Type	Total Orders	Total Spend	Discount Applied	Last Order Date	Employee Responsible
C01	John Doe	Retail	12	$2,000.00	10%	10/25/2024	James
C02	Jame Smith	Corporate	8	$3,500.00	10%	10/30/2024	James
C03	Bob Johnson	Retail	15	$1,500.00	10%	11/01/2024	Emily

Usage

- Loyalty Programs: Helps identify top customers for rewards and special promotions.
- Customer Retention: Provides insights into customer loyalty and spending habits.
- Sales Strategy: Enables personalized marketing and upselling opportunities based on customer preferences.