BUSINESS REPORT

Subject: Returning Customers

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Purpose

This report analyzes the key details for returning customers, including their ordering patterns and customer type, to assist in identifying trends and supporting customer engagement initiatives.

Fields

The following fields are included in the **Returning Customers** report:

- Customer ID: The unique identifier for each customer
- Customer Name: The full name of the customer who placed the order.
- Customer Type: Retail or Business.
- Total Orders: Total count of all previous orders placed by the customer.
- Last Order Date: The date of the customer's most recent order.

Conclusion

The **Returning Customers** report helps gain a better understanding of returning customer behavior and preferences. It serves as a vital tool for tailoring marketing strategies, enhancing customer loyalty, and driving revenue.

- **Marketing Strategy**: The report provides insight into frequently ordered products and ordering habits, which can aid in creating/adjusting future promotions and marketing efforts. Separate marketing strategies can be created based on customer type.
- **Customer Retention**: By identifying loyal customers (customers who order frequently), Emily Bakes Cakes can target returning customers using methods that increase repeated business and customer loyalty.
- **Revenue Growth**: By identifying trends in order and customer behavior, Emily Bakes Cakes can explore opportunities for future growth, leading to increased revenue.