Loyalty KPI Dashboard

everyday rewards | **Woolworths**

Number of Customer	No. of Transactions	Total Points Earned	Total Points Redeemed	Transaction Amount
Registered in CY23	Unit in FY23	Everyday Rewards	Everyday Rewards	in AUD
1000	**5508**	**874K**	**42K**	**1876K**

Customer Registration
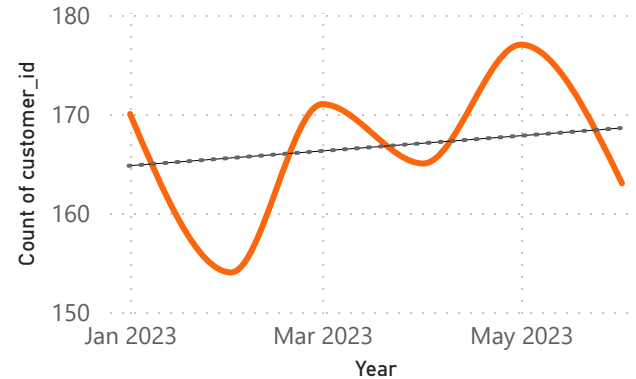
Points By Time

- points_earned
- points_redeemed
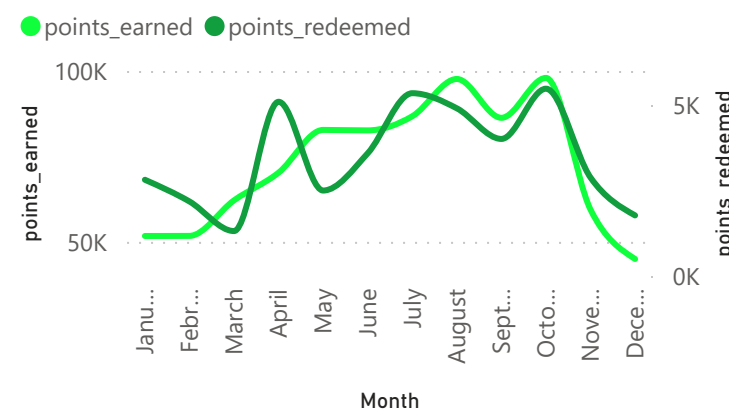
Points Earned By Store Location

Parramatta 88K	Campbelltown 84K	Blacktown
Bondi 85K	Hornsby 82K	82K

Points Redeemed Type

- Qant... 6.08%
- Fuel D... 20.93%
- Shopping Discount 67.51%
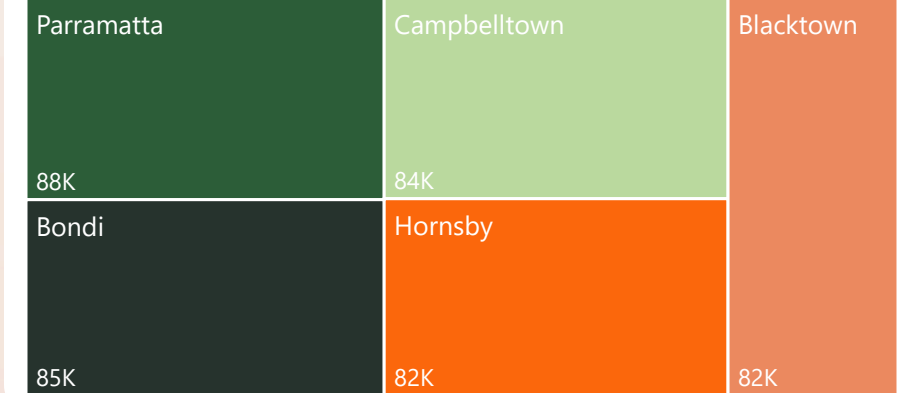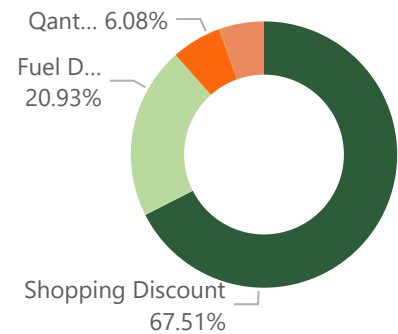
Customer Membership Status

- Suspended 5.5%
- Active 89.3%

Top 10 Redeemer's

- Marti...
- Diaz ...
- Flore...
- Coffe...
- Jorda...
- Tuck...
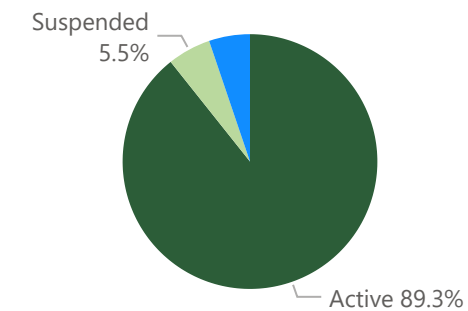
Sum of points_redeem...
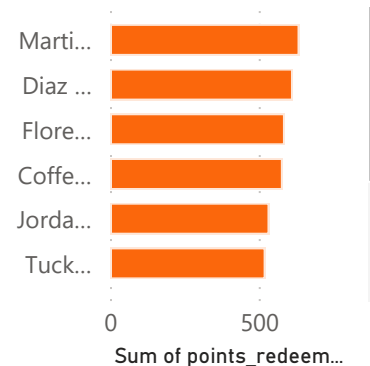
Point Earned Vs Point Redeemed

Manly, Chatswood, Campbelltown, Blacktown, Bankstown, Hornsby, Sydney, Penrith, Liverpool, Bondi, Parramatta

Sum of points_earned / Sum of points_redeemed
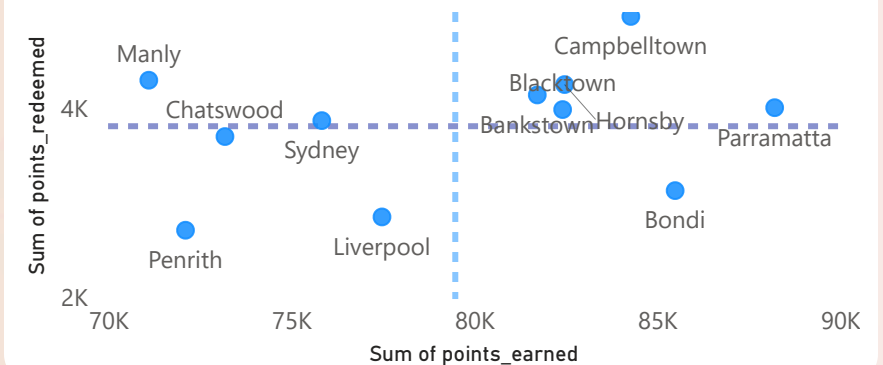
Loyalty KPI Dashboard

Campbelltown

Woolworths

% of Point Redeemed

5.90% ✓

Goal: 4.79% (+23.1%)

4.79%

Point redemption threshold

9.62%

Market Share of the Point Earned

11.87%

Market Share of the Point Redeemed

Sum of Point Redeemed

Flores Aus...
Brown Cry...
Diaz Joseph
Monroe A...
Rodriguez ...
Eaton Rob...
Serrano Je...

Fullname

0 — 500
Sum of points_redeemed

Sum of Point Earned

Henderso...
Young Kris...
Lee Alyssa
Johnson L...
Green Cory
Pierce Rich...
Flores Aus...

Fullname
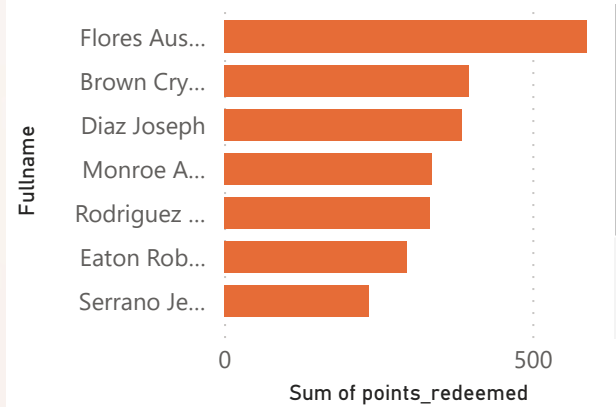
0K — 1K
Sum of Point Earned
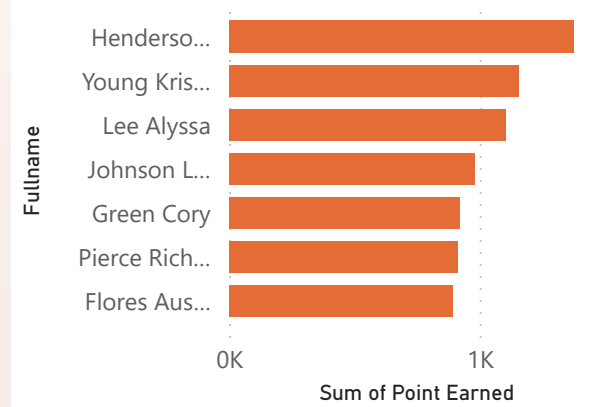
In this store, Campbelltown, Henderson John is the highest point earner. Flores Austin has redeemed the most points.

The this store has great redemption compared to all the store in the country.

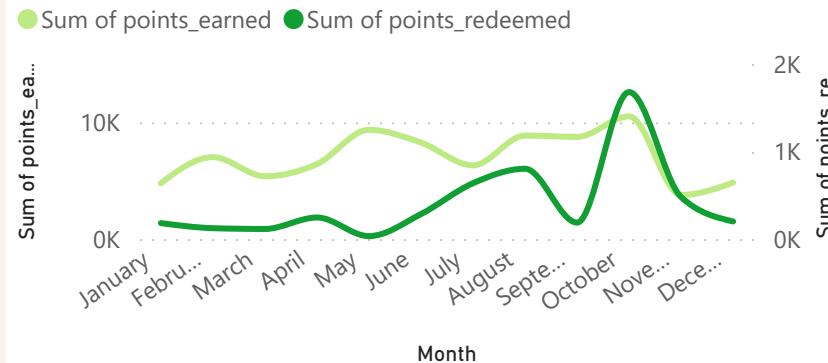## Points Earned and Redeemed

● Sum of points_earned ● Sum of points_redeemed

January, Febru..., March, April, May, June, July, August, Septe..., October, Nove..., Dece...

Month

everyday rewards

Woolworths

Henderson John

Total Points Earned

1670

% of Point Redeemed

12.87%

Total points Redeemed

215

Threshold points redeemed

4.79%

Registration Date

Tuesday, 10 January 2023

The favorite type of redemption for **Henderson John** is **Shopping Discount**. The highest number of points redeemed is in the month of **February 2024**. The number of store visited are **10**.

Redemption Type

Shopping Discount 100%

Locationwise Transactions

Store Location	Transaction Count ▼
Campbelltown	4
Chatswood	2
Parramatta	2
Blacktown	1
Hornsby	1

Points Earned and Redeemed Over Time

● Points Redeemed   ● Points Earned