

# CUSTOMER VALUE & RETENTION ANALYSIS

---

DECEMBER 28

---

[Rawat.a.work@gmail.com](mailto:Rawat.a.work@gmail.com)



---

# **Customer Value & Retention Analysis**

## **E-commerce Customer Analytics Dashboard**

### **OBJECTIVE**

This project analyzes customer behavior to identify key drivers of revenue, engagement, and churn risk. The goal is to support data-driven decisions around membership strategy, discounting, and customer retention.

**Author:** Anshul Rawat

**Role:** Data Analyst

**Tools:** Python, SQL (DuckDB), Tableau

---

## BUSINESS PROBLEM STATEMENT

E-commerce platforms often struggle to balance growth, discounts, and retention. While memberships and promotions are commonly used, their actual impact on customer value and churn risk is often unclear.

This analysis answers the following business questions:

1. Which customer segments generate the most value?
2. Does the membership program improve engagement and retention?
3. Do discounts increase customer value or reduce it?
4. Which customers are at risk of churning?

---

## DATASET & VALIDATION

### Dataset Overview

1. Records: 350 customers
2. Each row represents one unique customer
3. Data includes demographics, spending behavior, satisfaction, and recency

### Key Fields

1. Total Spend
2. Items Purchased
3. Days Since Last Purchase
4. Membership Type
5. Satisfaction Level
6. Discount Applied

### Data Validation

1. No missing values in core metrics.
2. Valid ranges confirmed for ratings and recency.
3. Dataset deemed analysis-ready after minimal handling.

---

## KEY PERFORMANCE INDICATORS

### Customer Value

1. Average Customer Spend
2. Average Items Purchased

### Retention & Risk

1. Average Recency (Days Since Last Purchase)
2. % At-Risk Customers

### Experience

1. Average Rating
2. Satisfaction Distribution
3. Strategy Effectiveness
4. Membership Value Lift
5. Discount Impact on Spend

Total Customers	Avg Customer Spend
350 people	\$845.38
Average Recency	At Risk Customer
26.59 Days	34.57% At Risk 0.86% Churned

## INSIGHT 1: MEMBERSHIP DRIVES VALUE

### Insight

Gold members significantly outperform Silver and Bronze customers across all key metrics.

### Evidence

1. Highest average spend
2. Highest number of items purchased
3. Lowest recency (most engaged)

### Business Implication

The membership program is effective, especially at the Gold tier.

### Recommendation

1. Focus on upgrading high-potential Silver customers to Gold.
2. Protect Gold members with proactive retention strategies.



**Figure 1: Gold members significantly outperform Silver and Bronze across spend and engagement.**

## INSIGHT 2: DISCOUNTS REDUCE VALUE

### Insight

Customers who did not receive discounts show higher average spend and slightly higher satisfaction.

### Evidence

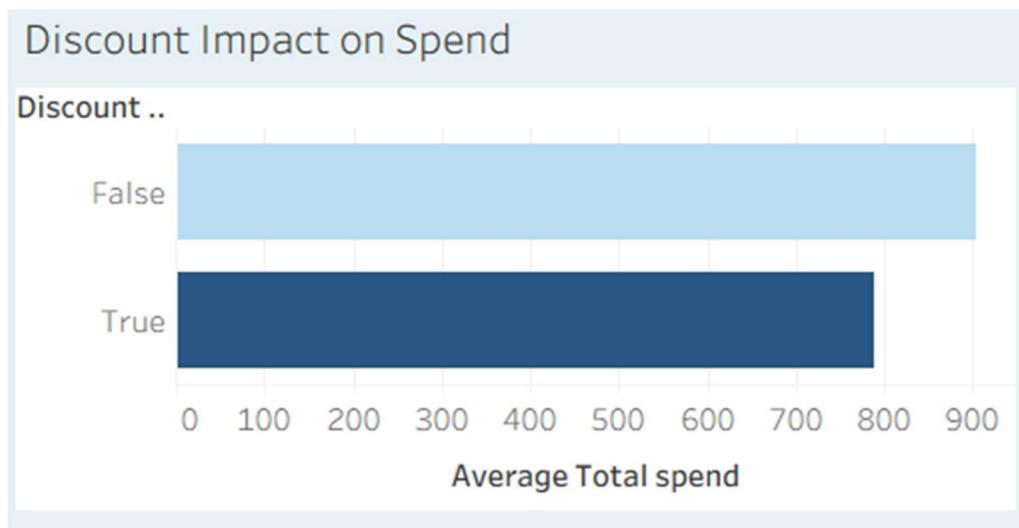
1. Lower average spend among discounted customers
2. No meaningful improvement in satisfaction

### Business Implication

Discounts are not driving long-term customer value.

### Recommendation

1. Reduce blanket discounting
2. Use discounts selectively for acquisition or reactivation only



**Figure 2** Discounted customers show lower average spending without improved satisfaction.

## INSIGHT 3: SATISFACTION PREDICTS CHURN

### Insight

Customer satisfaction strongly correlates with retention.

### Evidence

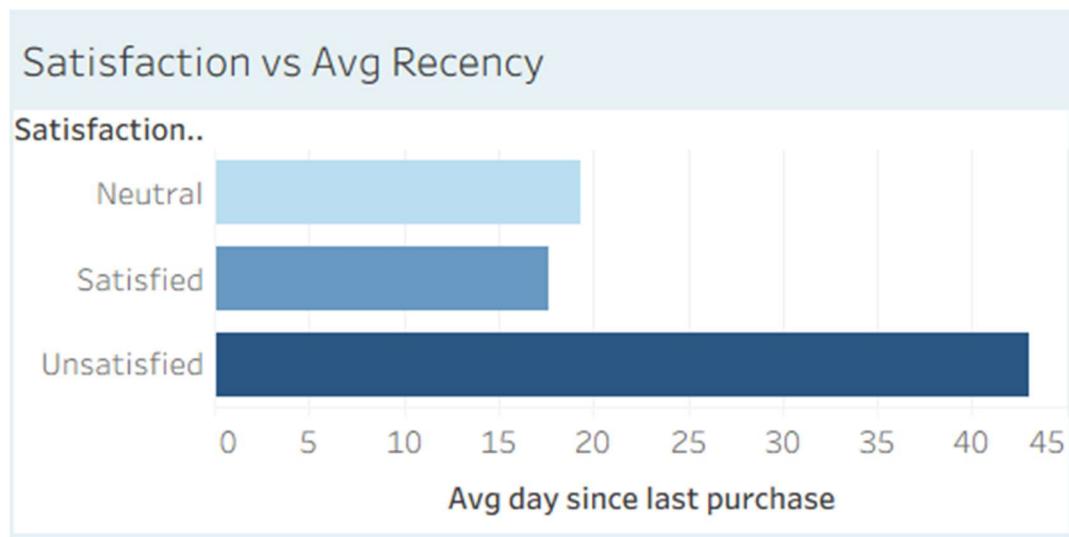
1. Unsatisfied customers have ~2.4x higher recency than satisfied customers
2. Satisfied customers show both higher spending and higher engagement

### Business Implication

Poor experience directly translates to churn risk.

### Recommendation

1. Track satisfaction as a leading churn indicator
2. Prioritize experience improvements over price incentives



*Figure 3: Unsatisfied customers disengage significantly faster than satisfied users.*

---

## INSIGHT 4 & 5: CHURN RISK SEGMENTS

### Insight 4: Size of Risk

~35% of customers fall into the “At Risk” category

### Insight 5: Who Is Most at Risk

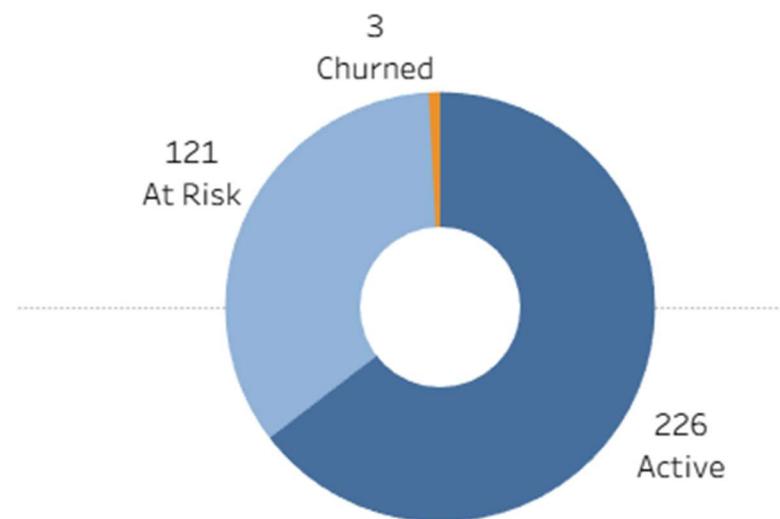
All high churn-risk customers belong to the Silver membership tier

### Business Implication

Silver members are the most fragile but still valuable segment.

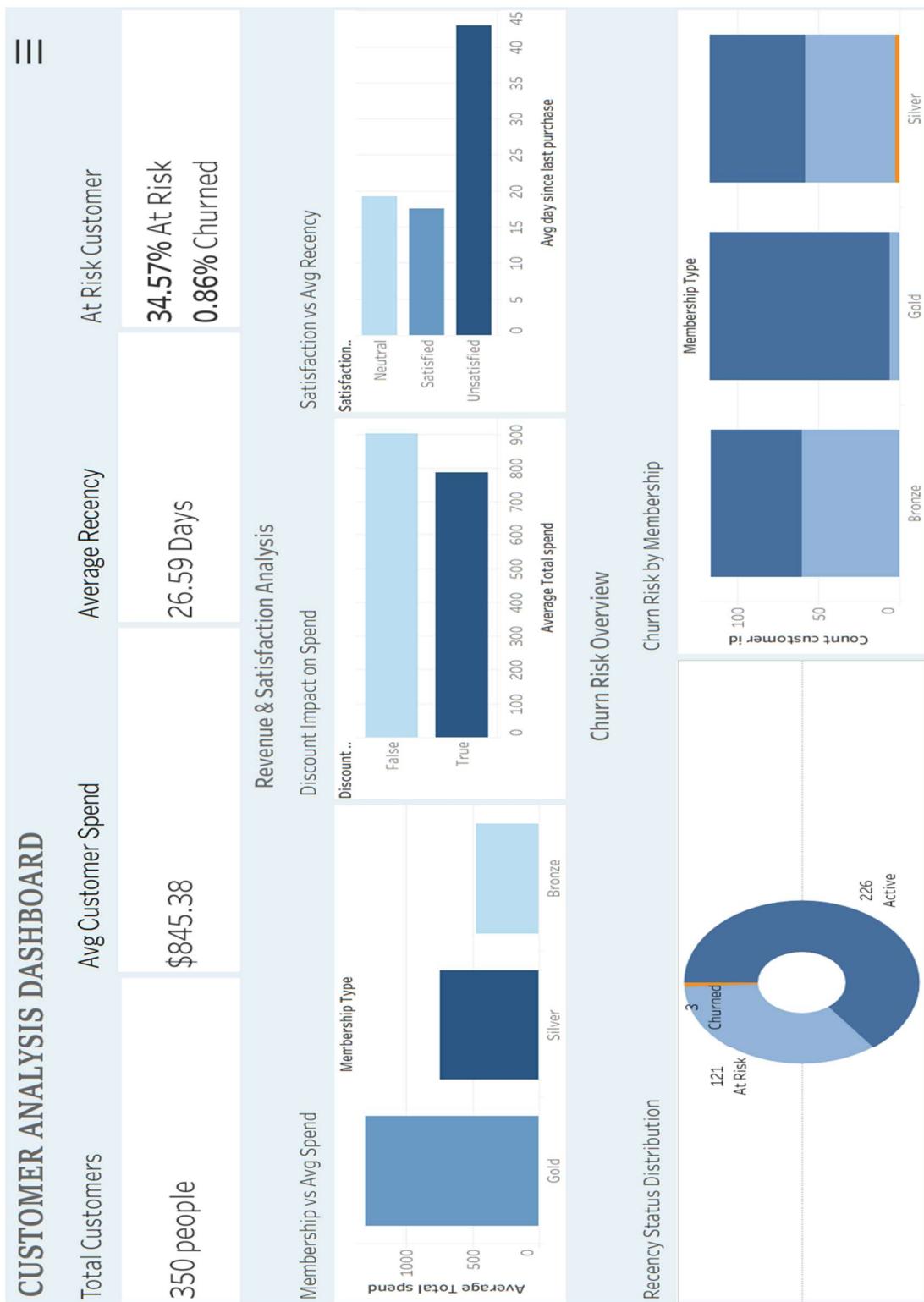
### Recommendation

1. Target Silver members with engagement nudges and upgrade incentives.
2. Intervene early before customers fully churn.



*Figure 4: A substantial portion of customers is drifting toward churn.*

## CUSTOMER ANALYSIS DASHBOARD



**Figure 5: Executive-level customer analytics dashboard highlighting value drivers and churn risk.**

---

## LIMITATIONS & NEXT STEPS

### Limitations

1. Synthetic dataset
2. No time-series transaction history
3. No cost or margin data

### Next Steps

1. Incorporate real transaction-level data
2. Track behavior over time
3. Build predictive churn scoring

---

**GitHub Repository:**

<https://github.com/ranshull/customer-value-retention>

**Interactive Tableau Dashboard:**

[https://public.tableau.com/app/profile/anshul.rawat6788/viz/CustomerAnalysisDashboard\\_17667647716880/Dashboard1](https://public.tableau.com/app/profile/anshul.rawat6788/viz/CustomerAnalysisDashboard_17667647716880/Dashboard1)