

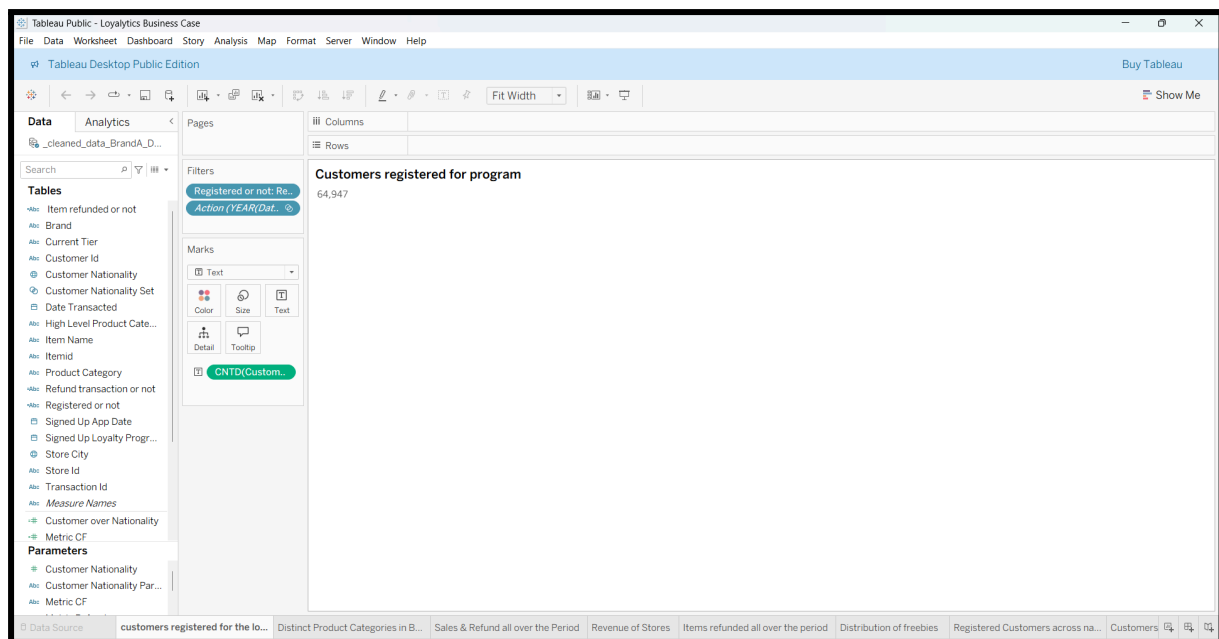
Loyalty Business Case: Customer Analytics with Tableau

This project showcases a comprehensive data analysis of Loyalty's customer transaction data from 2020 to 2022, focusing on key business insights and customer behavior. Using Tableau, I performed a detailed exploration of over 500,000 transactions from Brand A stores in the UAE and Qatar. The project highlights my ability to handle, clean, and visualize data to address specific business questions and provide actionable insights.

To Explore the Dashboard - Click here 

[Loyalty Interactive Dashboard | Tableau Public](#)

1. Find the number of customers registered for the loyalty program.

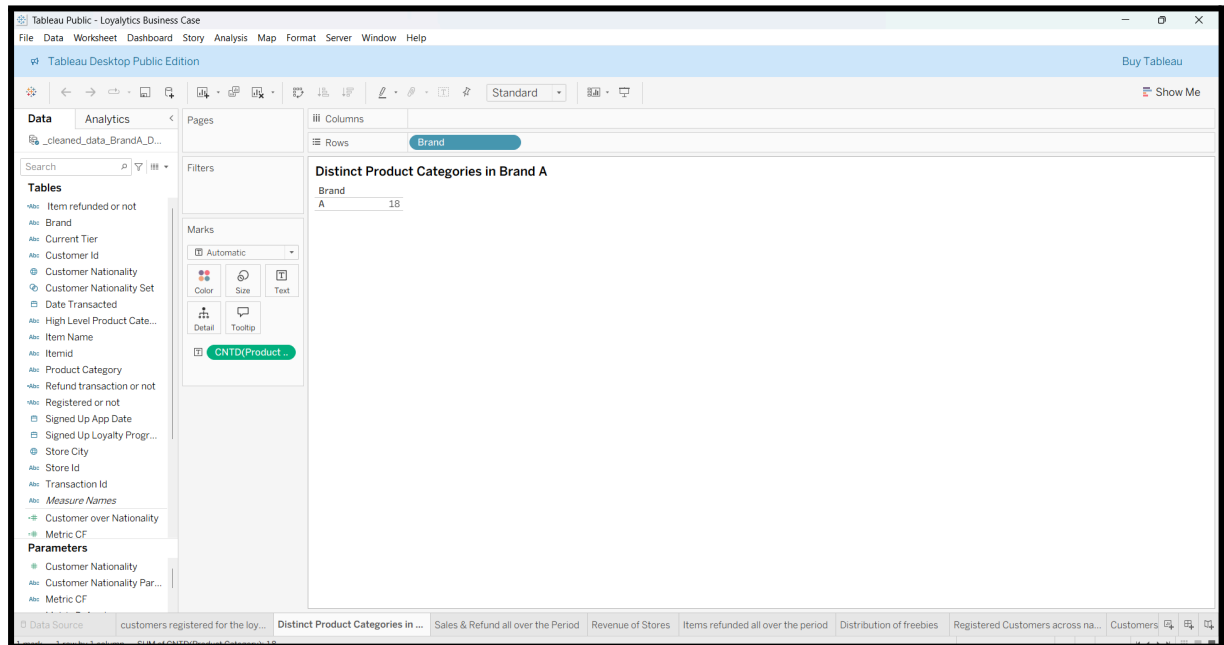


Insight :

Registered Customers: 64,947

This indicates a strong customer base enrolled in the loyalty program.

2. Brand A has how many distinct product categories?

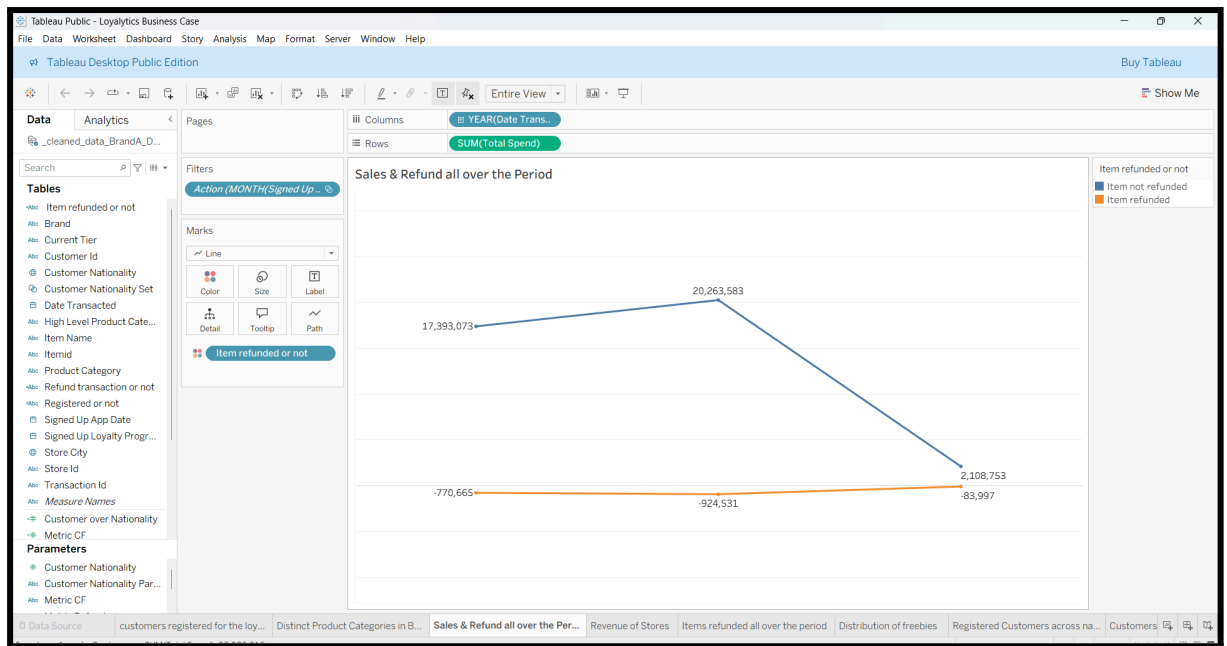


Insights:

Brand A offers 18 distinct product categories.

This shows good diversification in the product portfolio.

3. In the year 2020, what was the total amount of sales and refunds made?

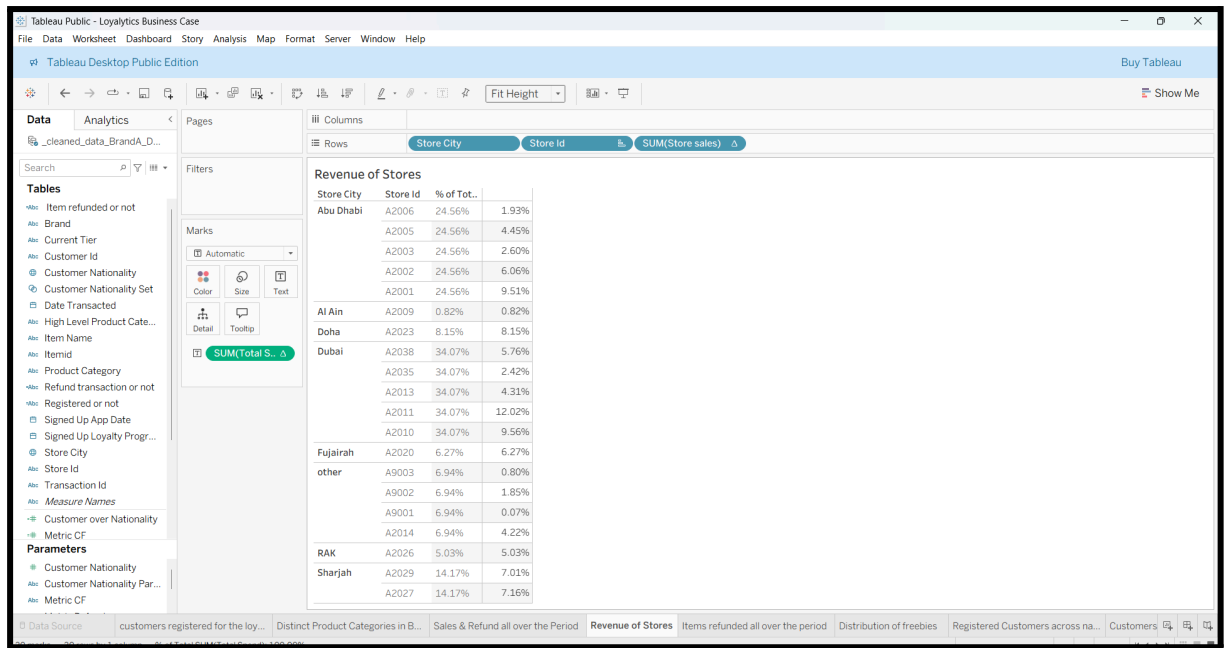


Insights:

Sales volatility suggests possible seasonal demand patterns or campaign-driven spikes.

Refunds reduced drastically toward the end, which could imply better quality control, fewer product issues, or stricter return policies.

- Find the store city with the highest percentage contribution to overall sales and the store ID within that city with the highest contribution to overall sales.



Top contributors:

Dubai stores (up to 34.07%)

Abu Dhabi (24.56%)

Low contributors:

Fujairah (6.27%), RAK (5.03%)

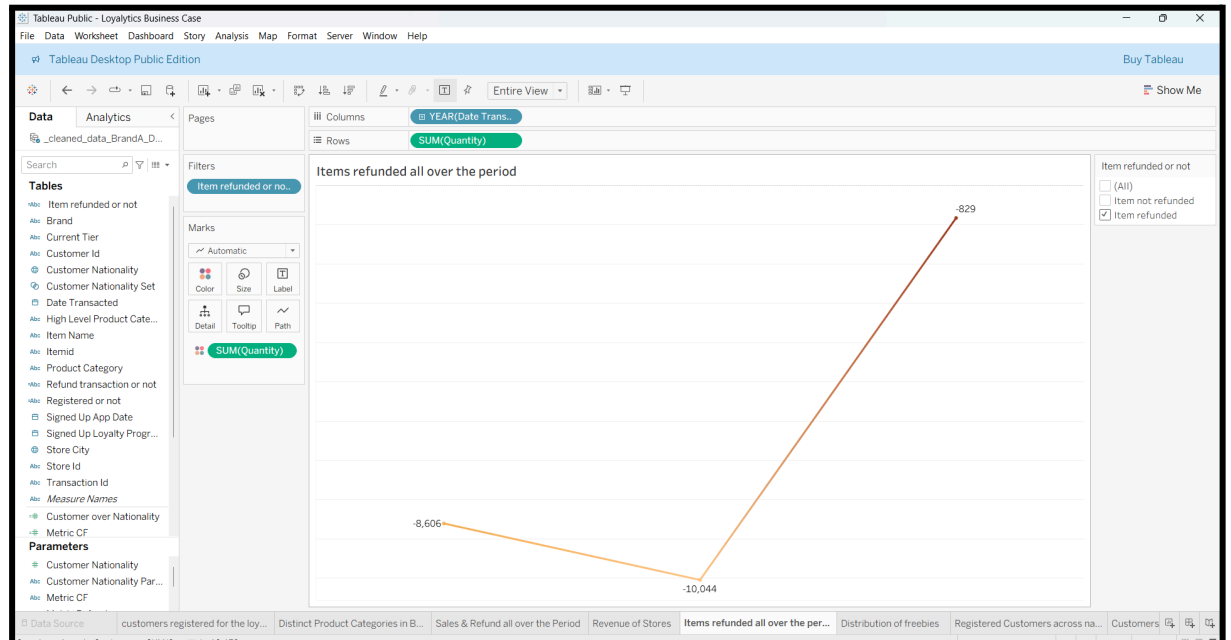
Insights:

Business is heavily concentrated in Dubai & Abu Dhabi.

Smaller cities contribute little but could hold untapped growth potential.

Loyalty campaigns could be localized to boost revenue in underperforming regions.

5. Determine the total number of items refunded in the year 2022 ?



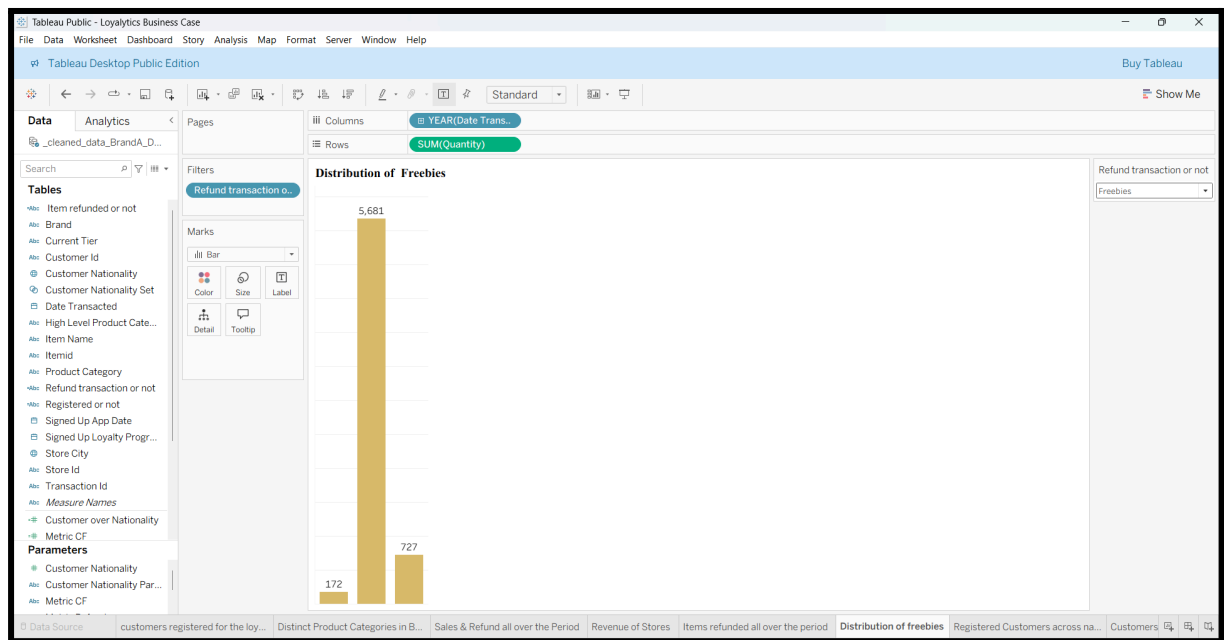
Insights:

Huge improvement in product acceptance & customer satisfaction over time.

Indicates company's refund policy or product quality improvements are working.

Can use this to build customer trust messaging (e.g., "We've reduced returns by 90% thanks to improved quality").

6. Determine the total number of freebies distributed in the year 2020 ?



Insights:

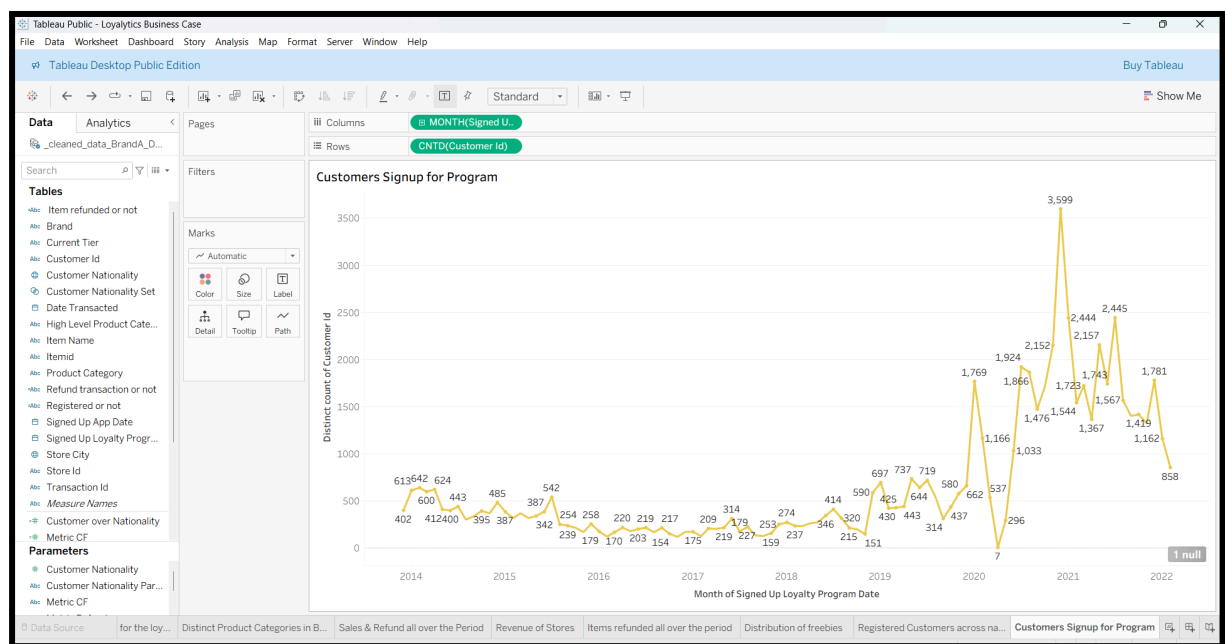
Distribution count: 5,681, 727, 172 across different instances.

The majority of freebies were concentrated in one campaign (5,681).

Freebies are used strategically in bulk promotions.

Could indicate customer acquisition or retention campaigns.

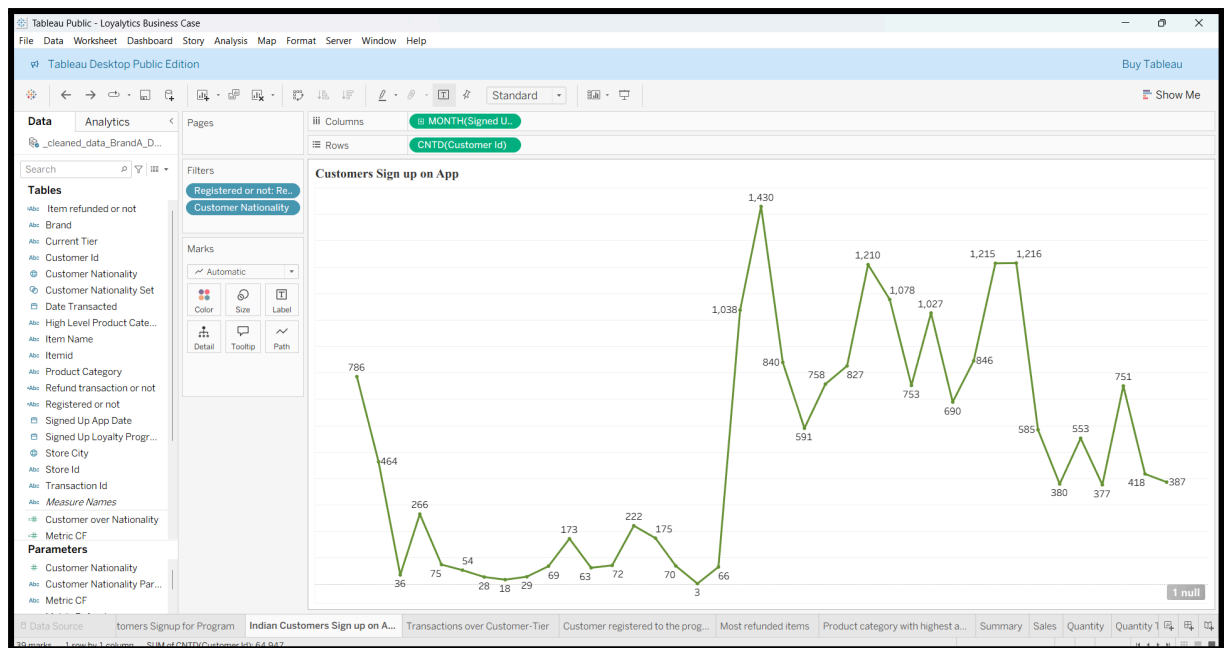
7. Determine the month and year when the majority of people signed up for the program ?



Insights:

The program gained strong traction post-2019, possibly due to better marketing or digital adoption.

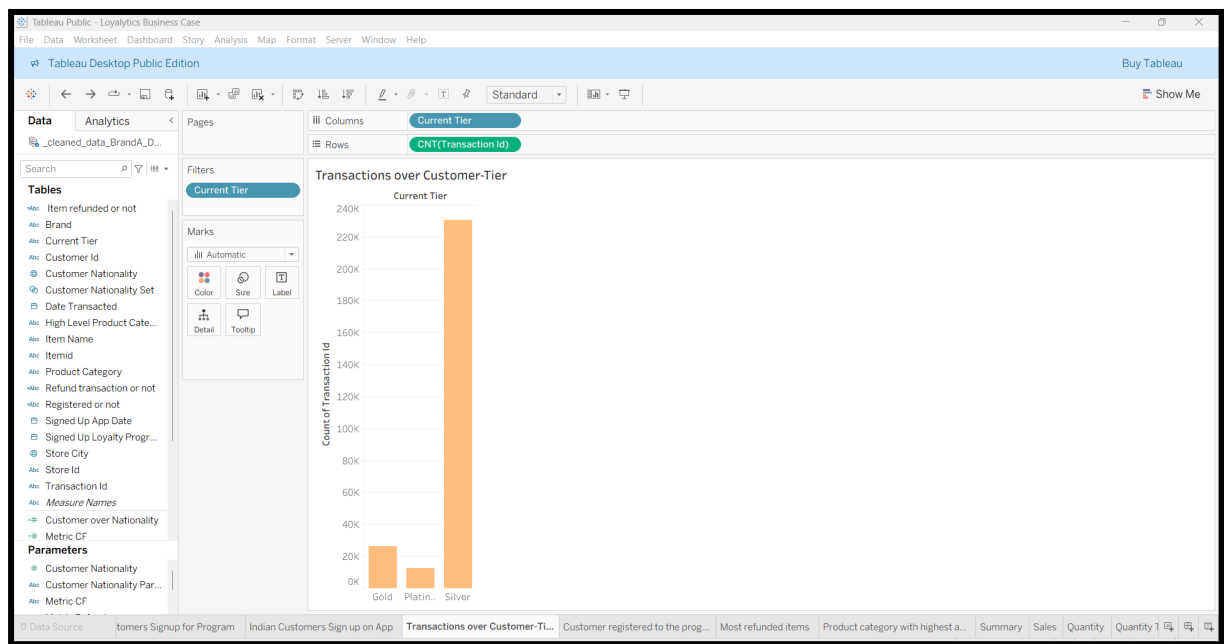
- Find the month and year when the majority of registered Indian customers signed up on the app ?



Insights:

App adoption among Indian customers surged during/after 2019 (maybe due to smartphone penetration or promotions). Drop later suggests saturation or competition.

9. Determine which customer tier currently performs the most transactions ?



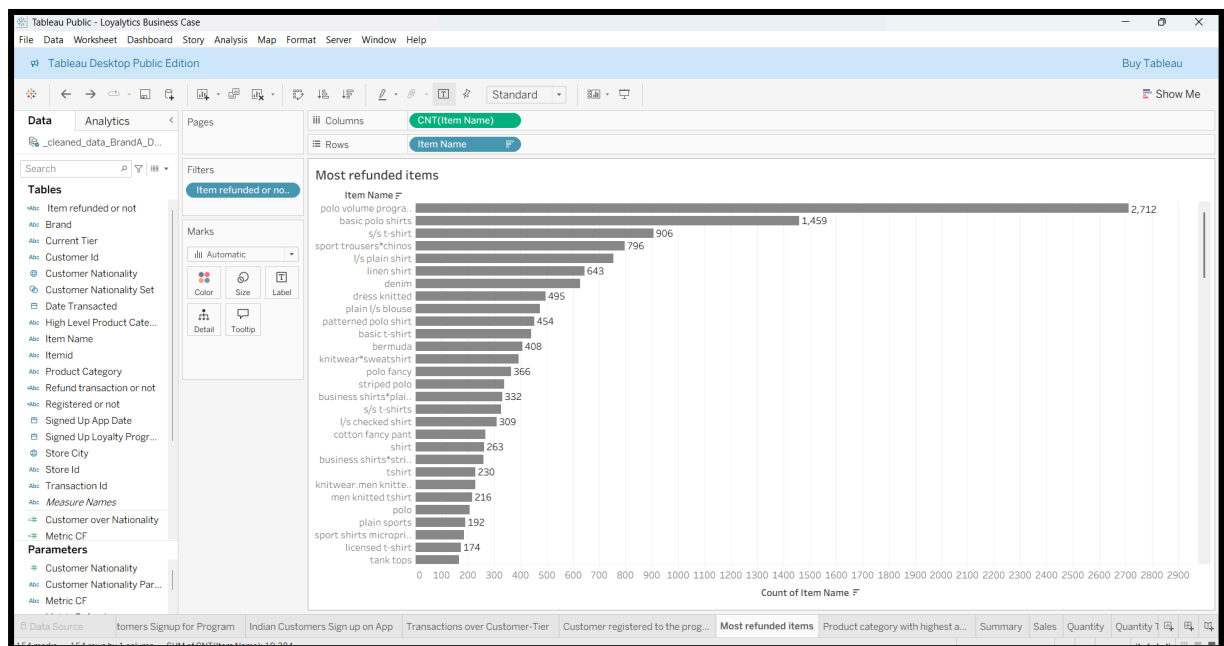
Insights:

Silver tier dominates → ~240K+ transactions.

Gold tier ~30K, Platinum ~10K.

Most customers are in Silver, meaning engagement is high at the entry level, but very few customers upgrade to Gold/Platinum. Possible loyalty program imbalance.

10. Choose the item that has received the most refunds ?



Insights:

Refund counts are concentrated in a few specific product categories/items.

Refund-prone items may indicate quality issues or customer dissatisfaction

→ Can guide product improvements.