

**29.4**

Churn Rate %

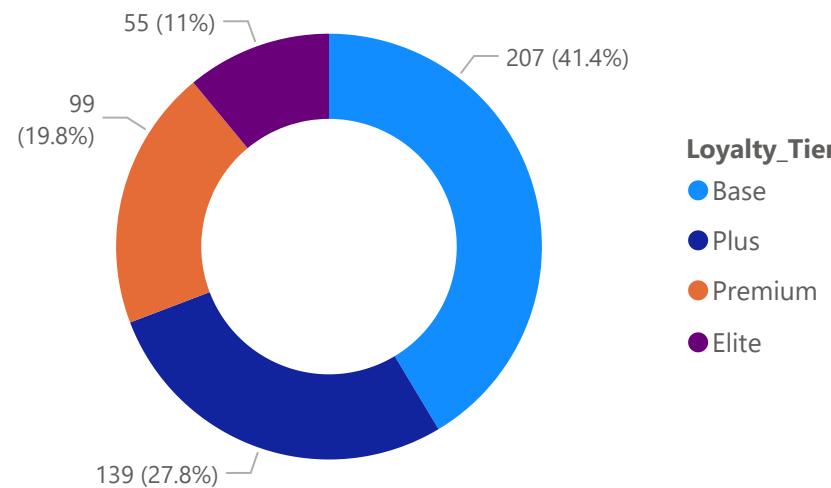
**₹ 368.5**

Average CLV

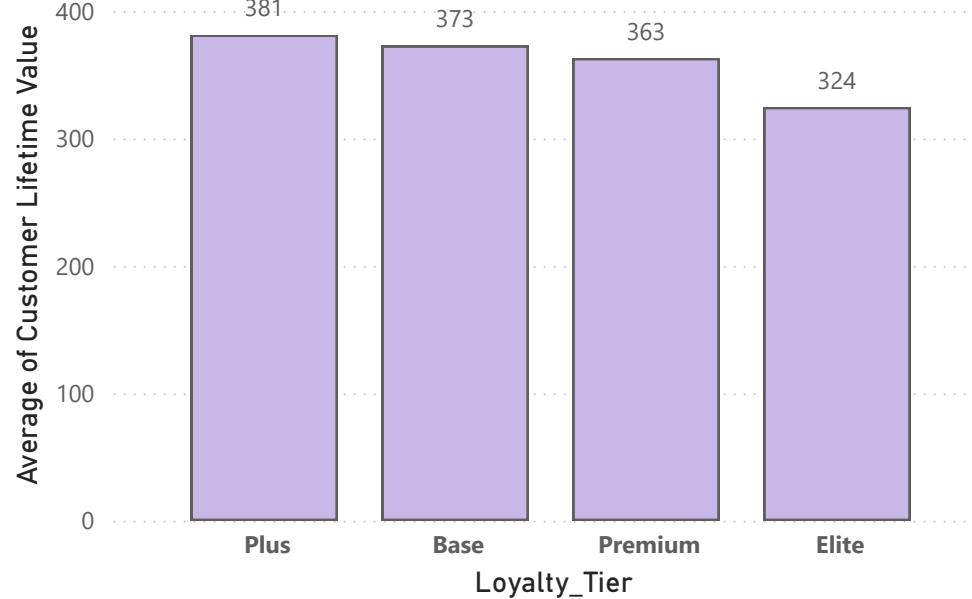
**90.8%**

Repeat Rate

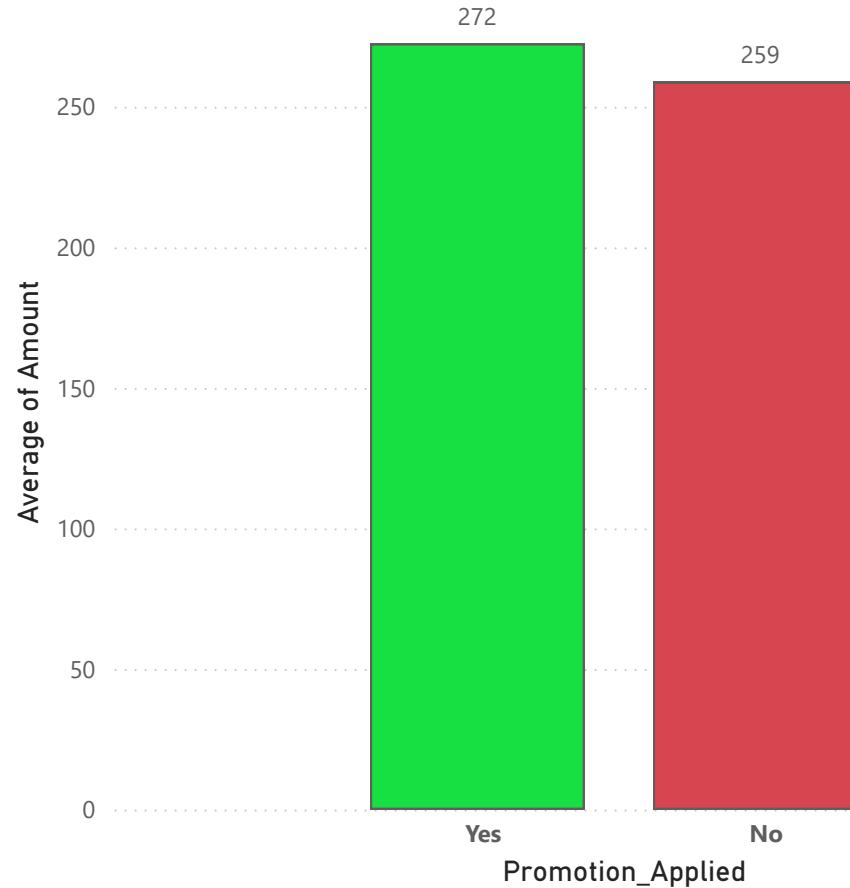
## Tier Distribution



## Tier Performance



## Promo Effect



**5.27%**

Promo Uplift %

## Loyalty Metrics Summary

**2503820**

Total Points Earned

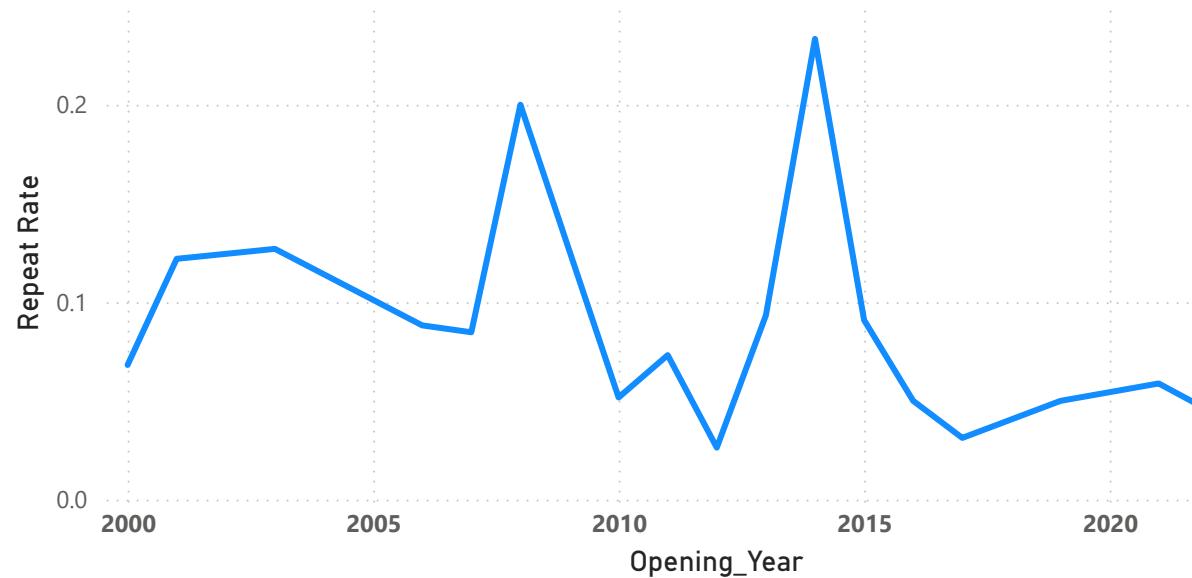
**1448802**

Total Points Redeemed

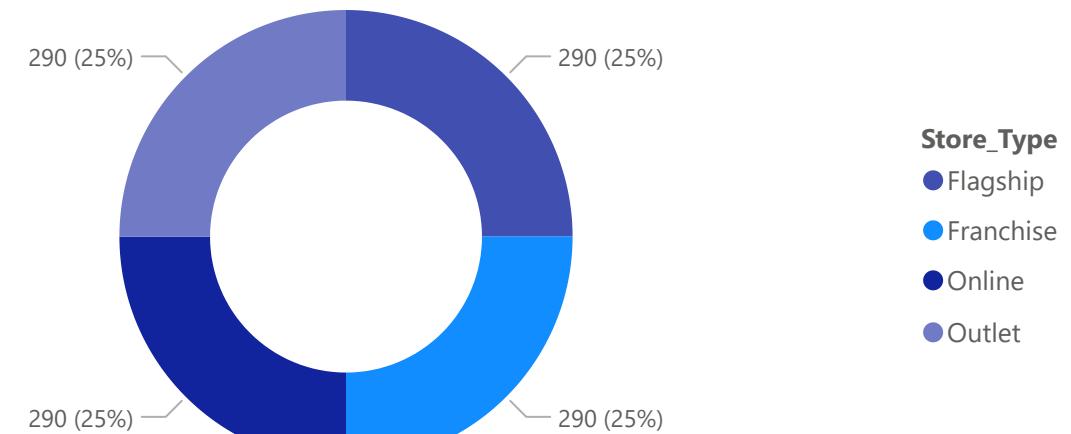
## Slicer

- ✓  Asia-Pacific
- ✓  Europe
- ✓  Middle East
- ✓  North America
- ✓  South America

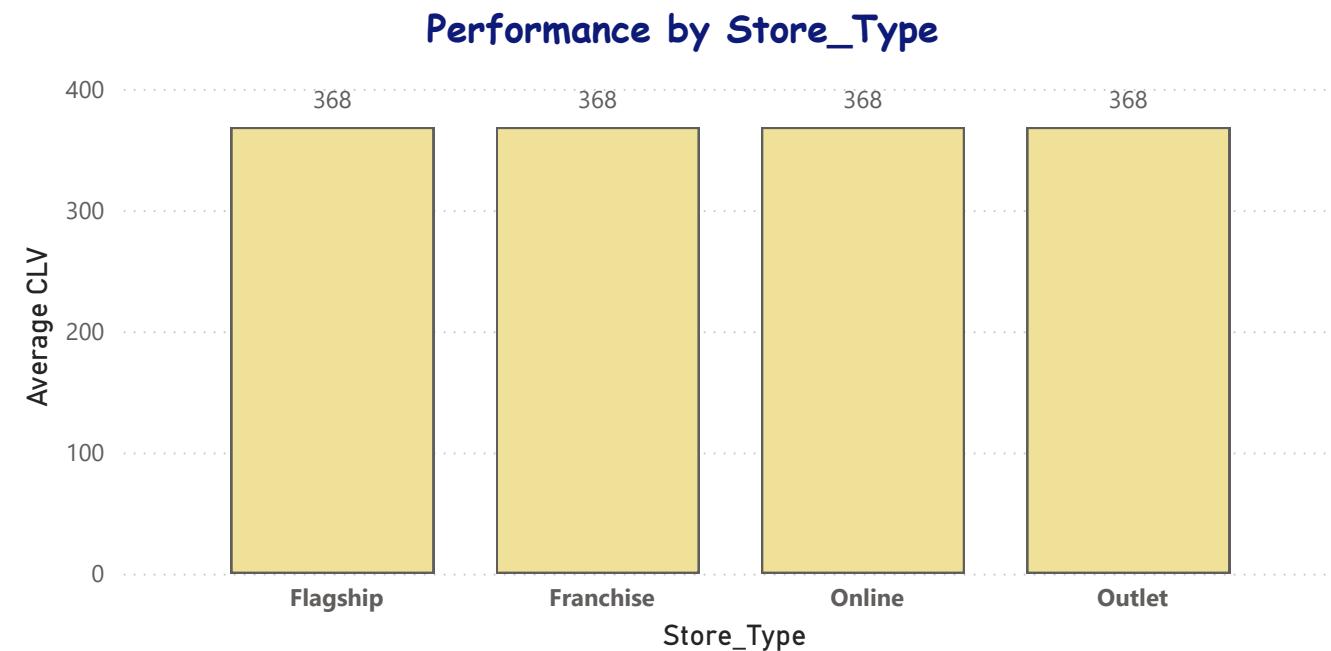
### Retention Trend by Store Age

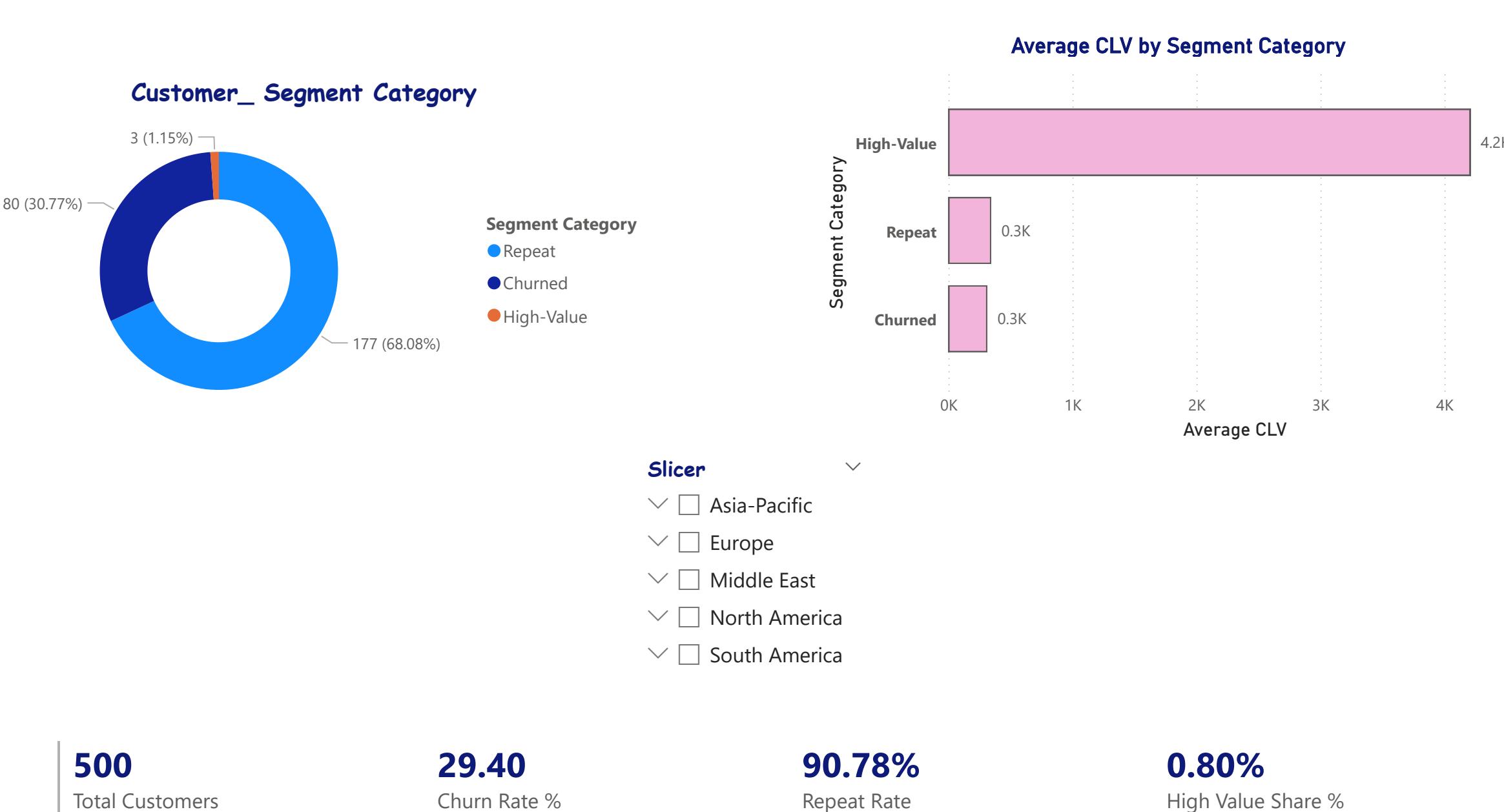


### Online Vs Offline split



- Slicer** ▾
- ✓  Asia-Pacific
  - ✓  Europe
  - ✓  Middle East
  - ✓  North America
  - ✓  South America





## RECOMMENDATIONS:

1. Customers to be Targeted for Retention : Elite and Premium high value customers should be prioritised, as they have high churn rates and contribute most to revenue and loyalty points but are leaving faster.
2. Channel Performance : The online channel show higher churn compared to stores and flagship store type shows lower retention rates for newer stores, indicating underperformance.
3. Tip for strengthening loyalty program engagement : Encourage high loyalty tier customers to redeem more points, as they earn more but redeem less, and offer targeted promotions to boost engagement and repeat purchases. Personalised offers and improved reward communication can close the redemption gap.