

29.4

Churn Rate %

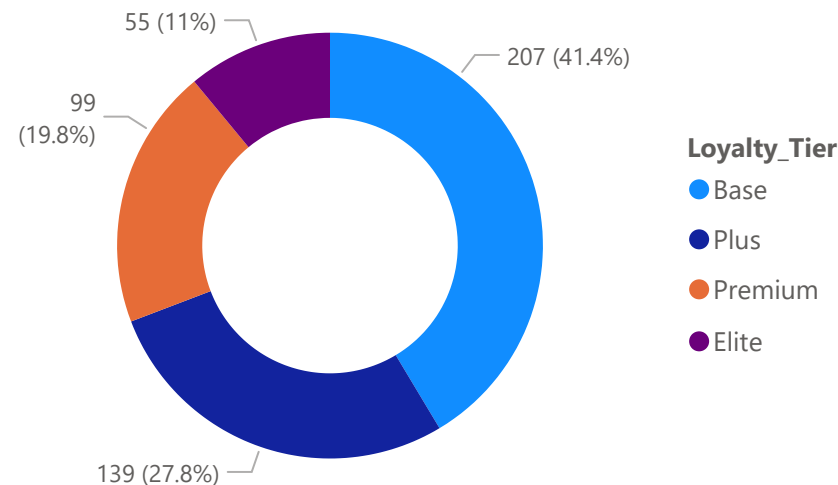
₹ 368.5

Average CLV

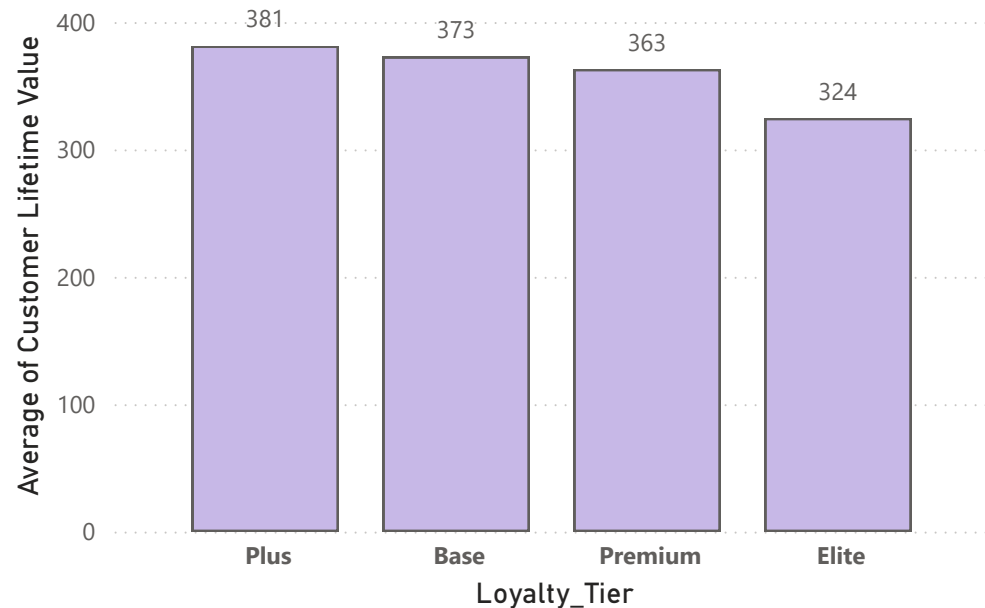
90.8%

Repeat Rate

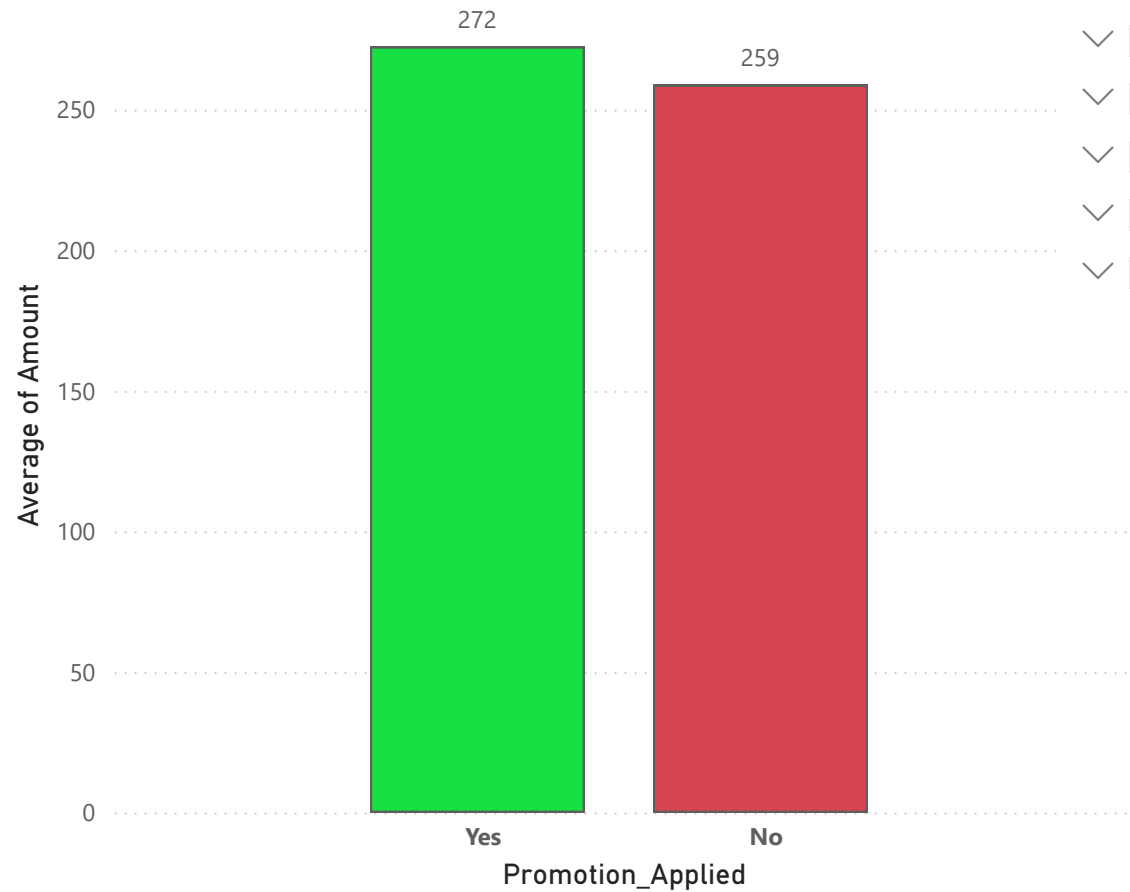
Tier Distribution



Tier Performance



Promo Effect



Slicer

Asia-Pacific

Europe

Middle East

North America

South America

5.27%

Promo Uplift %

Loyalty Metrics Summary

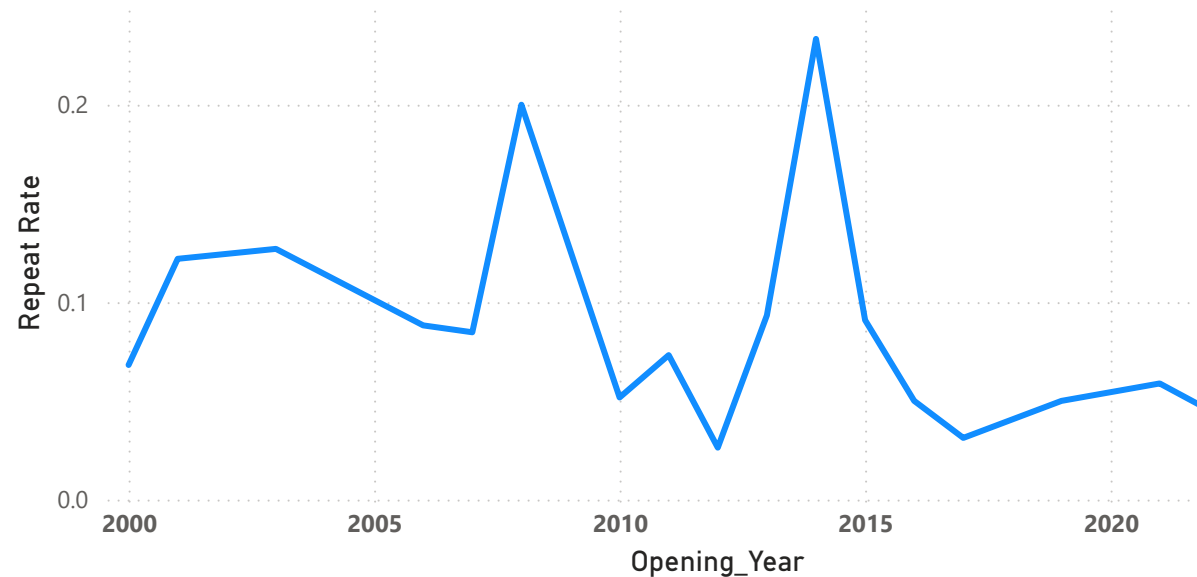
2503820

Total Points Earned

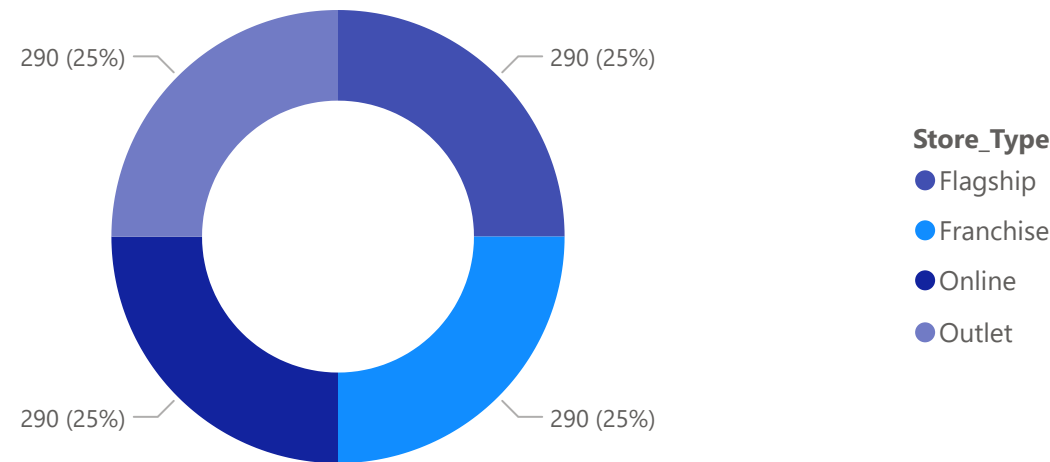
1448802

Total Points Redeemed

Retention Trend by Store Age



Online Vs Offline split



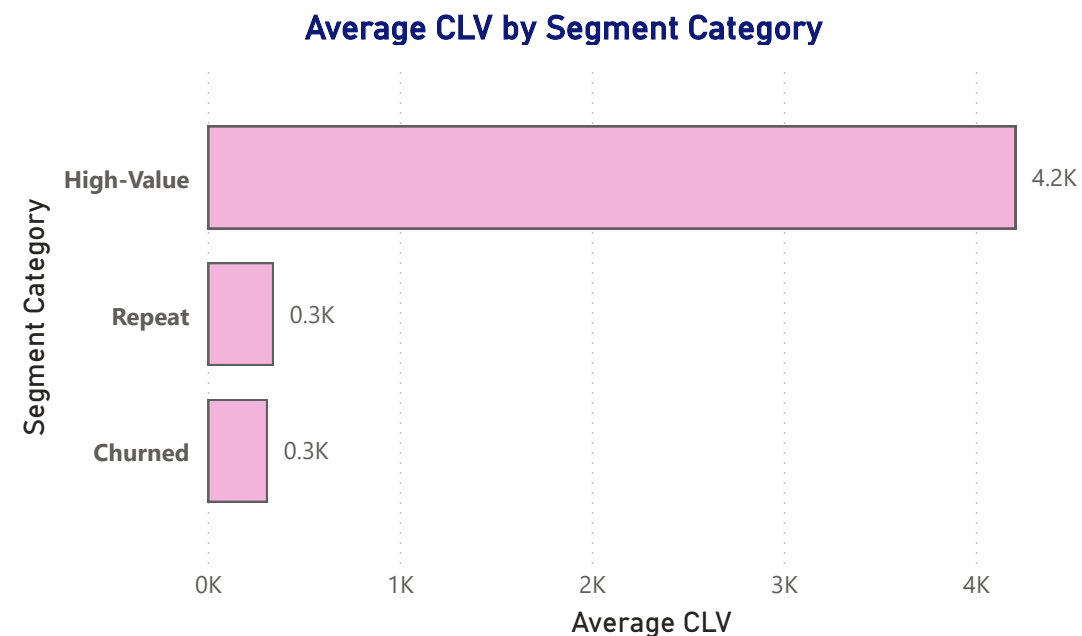
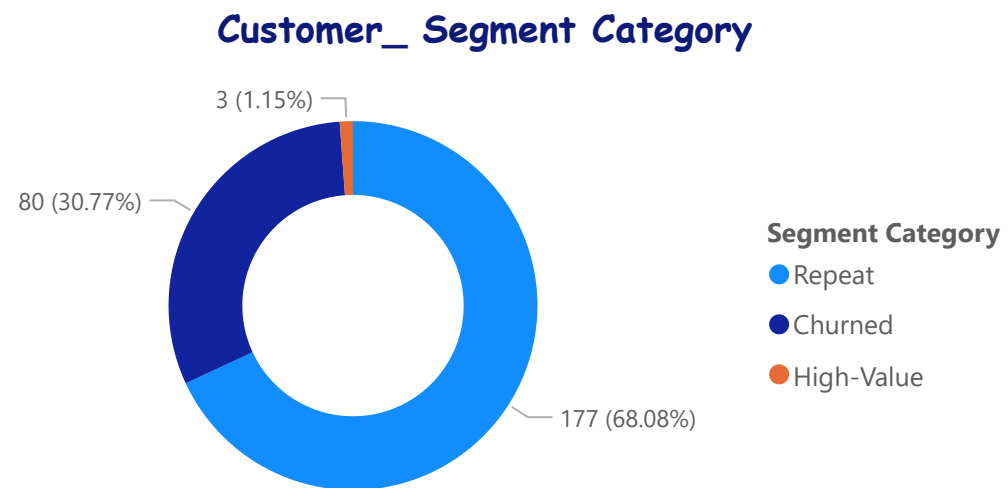
- Store_Type**
- Flagship
 - Franchise
 - Online
 - Outlet

Performance by Store_Type



Slicer

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



- ### Slicer
- ▼
- ▼ ☐ Asia-Pacific
 - ▼ ☐ Europe
 - ▼ ☐ Middle East
 - ▼ ☐ North America
 - ▼ ☐ South America

500

Total Customers

29.40

Churn Rate %

90.78%

Repeat Rate

0.80%

High Value Share %

RECOMMENDATIONS:

1. Customers to be Targeted for Retention : Elie 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.