

52.70%

% of Transactions with Promo Applied

Comparison of Avg Purchase with and without Promo

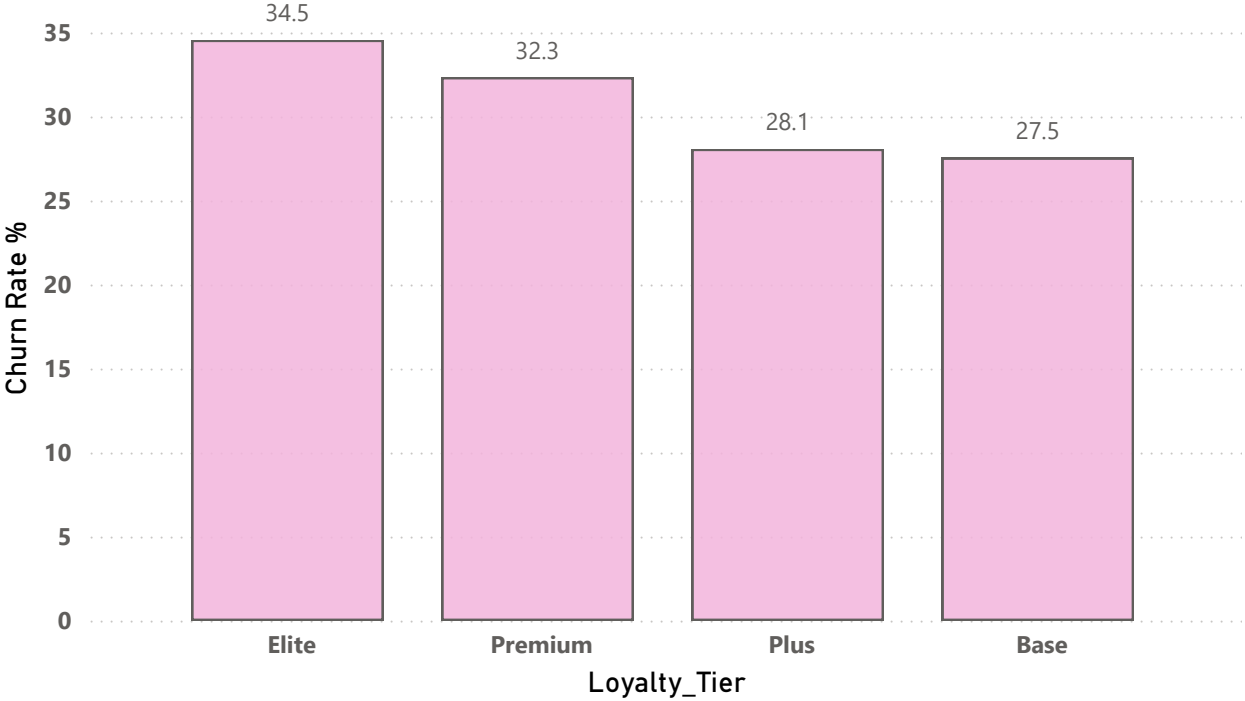
₹ 272.43

Avg Purchase with Promo

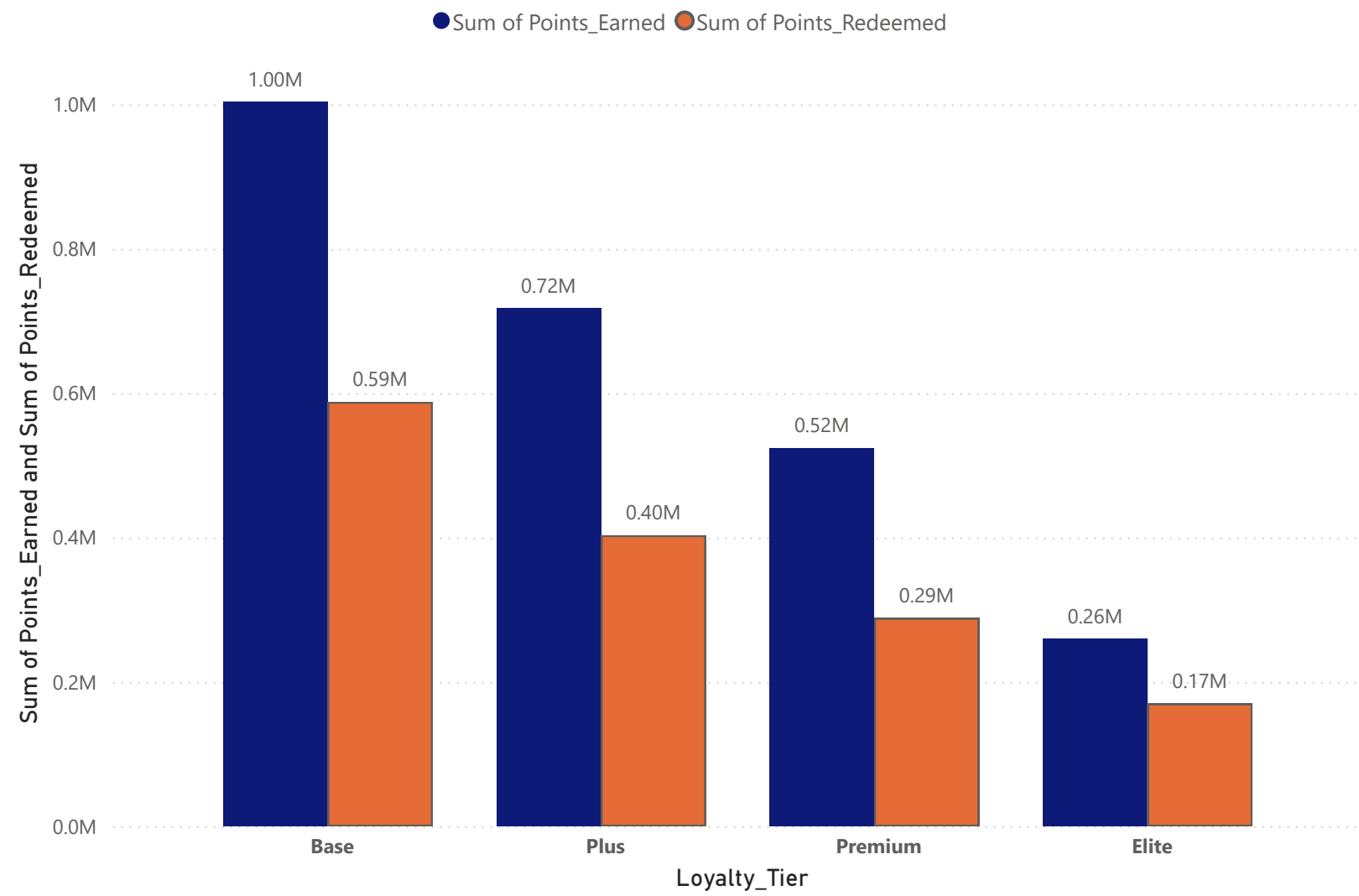
₹ 258.79

Avg Purchase without Promo

Churn Rate % by Loyalty_Tier



Points_Earned Vs Points_Redeemed by Loyalty_Tier



Findings:

- 52.7% of transactions had promotions applied
- Avg purchase with promo: ₹272.43 | without promo: ₹258.79 → ~5% uplift
- Churn rate rises with tier: Elite 34.5% → Base 27.5%
- Points Redemption gap: Higher tiers earn more but redeem less

Recommendations:

1. Promotion Optimization
 - Target promos to mid/high tiers for better ROI
 - Personalize offers & avoid over-discounting
2. Loyalty & Retention Enhancement
 - Reduce Elite/Premium churn via exclusive benefits & reactivation offers
3. Redemption Improvement
 - Simplify redemption, send point expiry alerts, add premium rewards
4. Tier Structure Optimization
 - Review tier thresholds & clearly communicate benefits

Overall Strategy:

Shift from "promo-driven" spending to "loyalty-driven engagement".