

CUSTOMER TRANSACTION BEHAVIOUR RETURN



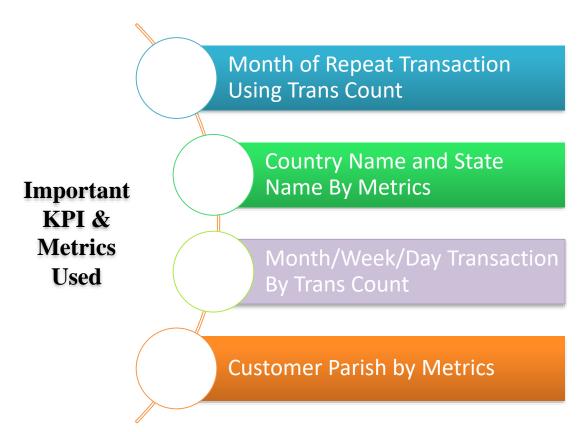


CUSTOMER TRANSACTION BEHAVIOUR RETURN

The APN D2B RETURN CUSTOMER TRANSACTION BEHAVIOUR dashboard provides a comprehensive analysis of return customer transaction behavior for APN D2B. It focuses on key metrics such as repeat purchase rates, customer retention trends, transaction frequency, and revenue contributions from returning customers. The dashboard is designed to help businesses identify patterns in customer loyalty and purchasing habits, enabling data-driven decisions to enhance customer engagement and optimize marketing strategies. Interactive features and customizable filters allow users to drill down into specific customer segments, time periods, and geographic locations to uncover valuable insights.

Benefits to the End User

- ✓ The APN D2B Return Customer Transaction Behavior" Power BI dashboard provides valuable insights into customer transaction behaviors, enabling businesses to understand customer loyalty and purchase patterns effectively.
- ✓ By segmenting customers based on their transaction histories, the dashboard facilitates targeted marketing strategies and personalized customer engagement.
- ✓ It supports data-driven decision-making by visualizing trends in return rates and transaction frequencies, helping businesses optimize retention efforts and refine marketing campaigns.
- ✓ The interactive features allow users to explore detailed analytics and forecast future customer behaviors, ensuring proactive business planning and operational efficiency.





CUSTOMER REGISTRATION





APN D2B CUSTOMER REGISTRATION MAP

