



Perfex Framework Sample Client Relationship Management (CRM) Business Area

THE RICHEST DATABASE OF BEST PRACTICE KPIS
FOR YOUR CLIENT RELATIONSHIP

Limited Edition

FIND ALL YOU NEED TO KNOW ABOUT YOUR CUSTOMER INSIDE

CRM is one of over 20 business areas included into Perfex Framework

**WANT TO KNOW MORE?
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RETAIL COMPANY STRUCTURE BY BUSINESS FUNCTIONS

Function	Business Areas			
EXECUTIVE MANAGEMENT	REVENUE MANAGEMENT	FINANCE MANAGEMENT	EXPENSE MANAGEMENT	LT ASSET MANAGEMENT
Marketing and Commerce	Customer Relationship Management	Product Management	Communication and Promotion	Inventory Management
	Market and Competitors	Pricing	Merchandising	
E-Commerce	Website and Online orders	Online Promotion and Social Networks		
Customer Service	Customer Service Quality	Customer Feedback	Call Centre and Online Support	Order Handling and Processing
Stores and Channels	Chain Staff	Retail Chain Development		
Logistics and Distribution	Warehouse Equipment	Warehouse Management	Transportation	Loading Operations





BUSINESS AREA

Customer Relationship Management

Definition

Customer Relationship Management business area includes indicators that help to manage and improve relationships with customers by analyzing customer interactions and behavior.

KPIs included

- | | | |
|---|--|---------------|
| <ul style="list-style-type: none">• Active customers• Average purchase value with loyalty cards• Average purchase value without loyalty cards• Churn rate• Customer purchase frequency• Customer satisfaction level• New customers• Repeat customers | <ul style="list-style-type: none">• Returned customers• Sales per customer• Sales revenue from customers with loyalty cards• Sales revenue from customers without loyalty cards• Transactions with loyalty cards• Transactions without loyalty cards• Used bonuses | Target |
|---|--|---------------|

- | | | |
|--|---|---------------|
| <ul style="list-style-type: none">• Accrued bonuses• Activated customers• Advanced customers• Advanced transactions• Average balance of bonuses on customers' accounts• Average customer acquisition cost• Average customer retention cost• Average lifetime value• Average number of accrued bonuses per customer• Average number of active cards and key fobs• Average number of available cards and key fobs per customer• Average number of days between purchases• Average number of purchases during lifecycle• Average number of stores per customer• Balance of bonuses• Cancelled bonuses• Conversion into second purchase• Cumulative activated customer total• Cumulative total of registered customers• Customer churn• Customer lifetime• Customers who used bonuses• Deactivated cards | <ul style="list-style-type: none">• Loyal customers• New customer transactions• New customers' sales• NPS (Net Promoter Score)• Proportion of activated customers• Proportion of active customers• Proportion of advanced customers• Proportion of advanced transactions• Proportion of churn+• Proportion of new customers• Proportion of repeat and returned customers to registered customers• Proportion of returned customers• Proportion of temporary inactive customers• Registered customers• Retention• Share of accrued bonuses from sales revenue with loyalty cards• Share of new customer sales revenue• Share of sales with loyalty cards• Share of transactions made by new customers• Share of transactions with loyalty cards• Share of used bonuses from sales revenue with loyalty cards• Share of used to accrued bonuses• Temporary inactive customers | Metric |
|--|---|---------------|



Active customers

Definition	Shows the number of unique customers who purchased at least once within a reporting period.
Classification	Target
Calculation Formula	Active customers = New customers + Repeat customers + Returned customers
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	• “Loyalty program” attribute	• LFL attribute
	• Age	• Monetary segments
	• Card type	• Period
	• Customer activation status	• Recency segments
	• Customer purchasing frequency	• Region
	• Customer segment	• Size of settlement
	• Day of the week	• Store format
	• Frequency segments	• Store format by size
	• Gender	• Time range
	• Household size	• Type of customer

Related KPIs	<u>Influencing KPIs</u>	<u>Influenced KPIs</u>
	• New customers	• Transactions with loyalty cards
	• Repeat customers	
	• Returned customers	



Average purchase value with loyalty cards

Definition	Measures the average purchase value of transactions with loyalty cards. Calculated as the sum of sales revenue generated from transactions with loyalty cards divided by the total number of transactions with loyalty cards within a reporting period.
Classification	Target
Calculation Formula	Average purchase value with loyalty cards = Sales revenue from customers with loyalty cards / Transactions with loyalty cards
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• “Loyalty program” attribute• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender• Household size	<ul style="list-style-type: none">• LFL attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer
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Related KPIs	<u>Influencing KPIs</u> <ul style="list-style-type: none">• Average number of products per transaction• Retail price weighted average	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Sales revenue from customers with loyalty cards
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Average purchase value without loyalty cards

Definition	Measures the average purchase value of transactions without loyalty cards. Calculated as the sum of sales revenue generated from transactions without loyalty cards divided by the total number of transactions without loyalty cards within a reporting period.
Classification	Target
Calculation Formula	Average purchase value without loyalty cards = Sales revenue from customers without loyalty cards / Transactions without loyalty cards
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Day of the week• LFL attribute• Period• Region• Size of settlement	<ul style="list-style-type: none">• Store format• Store format by size• Time range• Type of customer
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Related KPIs	<u>Influencing KPIs</u> <ul style="list-style-type: none">• Average number of products per transaction• Retail price weighted average	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Sales revenue from customers without loyalty cards
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Churn rate

Definition	Indicates the proportion of customers who discontinued purchasing at a company's stores within a reporting period. Churn rate is calculated as a ratio of churned customers within a reporting period to the number of active and inactive customers within a previous reporting period.
Classification	Target
Calculation Formula	$\text{Churn rate} = \frac{\text{Customer churn}}{(\text{Active customers} + \text{Temporary inactive customers within a previous reporting period})}$
Unit of measure	%
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<p><u>Influencing KPIs</u></p> <ul style="list-style-type: none">• Average effective product availability• Average product availability• Average wait time in line• Competitor's market share• Competitor's new stores• Competitor's stores• Customer churn• Customer response rate to marketing campaigns• Customer response to marketing campaigns• Customer satisfaction level• Discounts per transaction• Frequency of violation of the schedule of cash registers• Hourly products per cash register• NPS (Net Promoter Score)• Number of man-hours• Number of renewed stores• Proportion of returned customers• Proportion of temporary inactive customers• Retail price weighted average• Returned customers• Service employee number• Share of damaged products• Share of delisted SKUs• Share of discounts• Share of new SKUs• Share of positive interactions• Share of substandard stores• Share of written off products in received inventory• SKUs from categories listed for the first time• Temporary inactive customers <p><u>Influenced KPIs</u></p> <ul style="list-style-type: none">• Returned customers
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Customer purchase frequency

Definition	Measures how many purchases on average customers made. This KPI is calculated as the ratio of the total number of transactions made with loyalty cards to the total number of active customers within a reporting period.
Classification	Target
Calculation Formula	Customer purchase frequency = Transactions with loyalty cards / Active customers
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• “Loyalty program” attribute• Age• Card type• Customer activation status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<p><u>Influencing KPIs</u></p> <ul style="list-style-type: none">• Advanced customers• Advanced transactions• Average effective product availability• Average number of active cards and key fobs• Average number of days between purchases• Average number of products per transaction• Average number of stores per customer• Average product availability• Conversion into second purchase• Customer response to marketing campaigns• Customer satisfaction level• Discounts per transaction• Frequency of violation of the schedule of cash registers• Hourly products per cash register• Loyal customers• NPS (Net Promoter Score)• Number of man-hours• Number of positive interactions• Number of renewed stores• Number of special offers• Number of stores• Offer conversions• Proportion of advanced customers• Proportion of advanced transactions• Retail price weighted average• Service employee number• Share of damaged products• Share of delisted SKUs• Share of discounts• Share of new SKUs• Share of written off products in received inventory• SKUs from categories listed for the first time• Visits• Visits conversion rate <p><u>Influenced KPIs</u></p> <ul style="list-style-type: none">• Sales per customer• Transactions with loyalty cards
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Customer satisfaction level

Definition	Indicates the level of customer satisfaction, which is measured by regular customer surveys within a reporting period.
Classification	Target
Calculation Formula	Customer satisfaction level = Share of customers with high, medium and low levels of satisfaction within a reporting period
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• “Loyalty program” attribute• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<p><u>Influencing KPIs</u></p> <ul style="list-style-type: none">• Average effective product availability• Average product availability• Average wait time in line• Discounts per transaction• Frequency of violation of the schedule of cash registers• Hourly products per cash register• NPS (Net Promoter Score)• Number of man-hours• Number of renewed stores• Retail price weighted average• Service employee number• Share of damaged products• Share of delisted SKUs• Share of discounts• Share of new SKUs• Share of substandard stores• Share of written off products in received inventory	<p><u>Influenced KPIs</u></p> <ul style="list-style-type: none">• Average number of products per transaction• Average transaction value of product category• Churn rate• Customer purchase frequency• New customers• Number of positive interactions• Product category penetration• Repeat customers• Share of positive interactions• Transactions without loyalty cards• Visits conversion rate
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New customers

Definition	Shows how many customers made their first purchase with a loyalty card within a reporting period.
Classification	Target
Calculation Formula	New customers = Total number of customers with loyalty cards making their first purchase within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions

- Acquisition source
- Age
- Card type
- Customer activation status
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Period
- Region
- Size of settlement
- Store format
- Store format by size
- Type of customer

Related KPIs

Influencing KPIs

- Customer response to marketing campaigns
- Customer satisfaction level
- Market size (in transactions)
- NPS (Net Promoter Score)
- Number of new stores
- Number of renewed stores
- Number of stores
- Visits

Influenced KPIs

- Active customers



Repeat customers

Definition	Shows how many customers are repeated within a reporting period. Calculated as the number of unique loyalty program customers who made purchases within a reporting period with their purchase made in the previous reporting period.
Classification	Target
Calculation Formula	Repeat customers = Number of unique loyalty program customers who made purchases within a reporting period, but also made purchases in the previous reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none"> • Age • Card type • Customer activation status • Customer activity status • Customer purchasing frequency • Customer segment • Frequency segments • Gender • Household size • LFL attribute 	<ul style="list-style-type: none"> • Loyalty program attribute • Monetary segments • Period • Recency segments • Region • Size of settlement • Store format • Store format by size • Type of customer
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Related KPIs	<p><i>Influencing KPIs</i></p> <ul style="list-style-type: none"> • Average balance of bonuses on customers' accounts • Average effective product availability • Average product availability • Average wait time in line • Competitor's market share • Competitor's new stores • Conversion into second purchase • Customer response to marketing campaigns • Customer satisfaction level • Discounts per transaction • Frequency of violation of the schedule of cash registers • Hourly products per cash register • NPS (Net Promoter Score) <p><i>Influenced KPIs</i></p> <ul style="list-style-type: none"> • Active customers 	<ul style="list-style-type: none"> • Number of man-hours • Number of positive interactions • Number of renewed stores • Proportion of temporary inactive customers • Retail price weighted average • Service employee number • Share of damaged products • Share of delisted SKUs • Share of discounts • Share of new SKUs • Share of written off products in received inventory • Temporary inactive customers • Visits • Visits conversion rate
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Returned customers

Definition	Shows how many customers started to purchase after not doing any purchases for a specified period (e.g., one or more months). Calculated as the sum of inactive customers who made at least one purchase within a reporting period.
Classification	Target
Calculation Formula	Returned customers = Customers who started to purchase from those who was churn, churn + or temporary inactive
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size	<ul style="list-style-type: none">• LFL attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<u>Influencing KPIs</u> <ul style="list-style-type: none">• Average balance of bonuses on customers' accounts• Average number of special offers• Churn rate• Competitor's market share• Competitor's stores• Customer response to marketing campaigns• Number of new stores• Number of renewed stores• Number of special offers• Promotional expenses• Proportion of returned customers	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Active customers• Churn rate
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Sales per customer

Definition	Measure the average spending of one customer within a reporting period. This KPI is calculated as the ratio of sales revenue generated from customers with loyalty cards to the number of active customers in a reporting period.
Classification	Target
Calculation Formula	Sales per customer = Sales revenue from customers with loyalty cards / Active customers
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• “Loyalty program” attribute• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Related KPIs	<u>Influencing KPIs</u> <ul style="list-style-type: none">• Average number of products per transaction• Customer purchase frequency• Retail price weighted average
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Sales revenue from customers with loyalty cards

Definition	Indicates the proportion of a company's sales revenue generated from transactions made with loyalty cards. Calculated as the sum of the value of all transactions made with loyalty cards within a reporting period.
Classification	Target
Calculation Formula	Sales revenue from customers with loyalty cards = Sum of the value of all transactions made with loyalty cards within a reporting period
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender• Household size• LFL attribute	<ul style="list-style-type: none">• Loyalty program attribute• Monetary segments• Payment type• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer
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Related KPIs	<p><i>Influencing KPIs</i></p> <ul style="list-style-type: none">• Average purchase value with loyalty cards• Transactions with loyalty cards
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Sales revenue from customers without loyalty cards

Definition	Indicates the proportion of a company's sales revenue generated from transactions made without loyalty cards. Calculated as the sum of the value of all transactions made without loyalty cards within a reporting period.
Classification	Target
Calculation Formula	Sales revenue from customers without loyalty cards = Sum of the value of all transactions made without loyalty cards within a reporting period
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Brand• Cash register• Cash register type• Day of the week• LFL attribute• New product• Payment type• Period• Premium product• Price segment• Private label	<ul style="list-style-type: none">• Product classifier• Promoted product• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer• Type of product in the food group
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Related KPIs	<u>Influencing KPIs</u> <ul style="list-style-type: none">• Average purchase value without loyalty cards• Transactions without loyalty cards	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Sales revenue
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Transactions with loyalty cards

Definition	Shows the number of purchases made using loyalty cards in all retail channels within a reporting period.
Classification	Target
Calculation Formula	Transactions with loyalty cards = Total number of transactions made with loyalty cards within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• “Loyalty program” attribute• Age• Card type• Cash register• Cash register type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• LFL attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Transaction type• Type of customer
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Related KPIs	<u><i>Influencing KPIs</i></u> <ul style="list-style-type: none">• Active customers• Customer purchase frequency	<u><i>Influenced KPIs</i></u> <ul style="list-style-type: none">• Average daily sales volume• Sales revenue from customers with loyalty cards• Transactions
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Transactions without loyalty cards

Definition	Shows the number of purchases made without using loyalty cards in all retail channels within a reporting period.
Classification	Target
Calculation Formula	Transactions without loyalty cards = Total number of transactions made without loyalty cards within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Day of the week• LFL attribute• Period• Region• Size of settlement	<ul style="list-style-type: none">• Store format• Store format by size• Time range• Type of customer
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Related KPIs

Influencing KPIs

- Average effective product availability
- Average product availability
- Average wait time in line
- Competitor's market share
- Competitor's new stores
- Customer response to marketing campaigns
- Customer satisfaction level
- Discounts per transaction
- Frequency of violation of the schedule of cash registers
- Hourly products per cash register
- Market size (in transactions)
- NPS (Net Promoter Score)
- Number of man-hours
- Number of new stores
- Number of positive interactions
- Number of renewed stores
- Number of stores
- Retail price weighted average
- Service employee number
- Share of damaged products
- Share of delisted SKUs
- Share of discounts
- Share of new SKUs
- Share of written off products in received inventory
- SKUs from categories listed for the first time
- Visits
- Visits conversion rate

Influenced KPIs

- Average daily sales volume
- Sales revenue from customers without loyalty cards
- Transactions



Used bonuses

Definition	Shows intensity of a customer involvement in a loyalty program. Calculated as the sum of all bonuses used within a reporting period.
Classification	Target
Calculation Formula	Used bonuses = Total value of used bonuses within a reporting period
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions

- "Loyalty program" attribute
- Age
- Bonus type
- Card type
- Customer activation status
- Customer activity status
- Customer purchasing frequency
- Customer segment
- Day of the week
- Frequency segments
- Gender
- Household size
- LFL attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Time range
- Type of customer

Related KPIs

Influencing KPIs

- Accrued bonuses
- Average balance of bonuses on customers' accounts
- Balance of bonuses
- Customers who used bonuses

Influenced KPIs

- Value of discounts



Accrued bonuses

Definition	Shows the sum of all bonuses' values accrued to loyalty program customers' accounts within a reporting period.
Classification	Metric
Calculation Formula	Accrued bonuses = Total value of accrued bonuses within a reporting period
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions

- Age
- Bonus type
- Card type
- Customer activation status
- Customer activity status
- Customer inactivity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Type of customer

Related KPIs

- Influenced KPIs*
- Used bonuses



Activated customers

Definition	Shows how many new unique customers became activate during a reporting period.
Classification	Metric
Calculation Formula	Activated customers = Total number of activated customers within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Advanced customers

Definition	Indicates the number of heavy buyers: loyalty program members, regular purchases, average purchase value higher than average.
Classification	Metric
Calculation Formula	Advanced customers = Total number of advanced customers within a reporting period
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• LFL attribute• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency
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Advanced transactions

Definition	Indicates how many transactions exceeded the average purchase value. The excess above average could be 10% or it could be defined based on distribution analysis.
Classification	Metric
Calculation Formula	Advanced transactions = Total number of advanced transactions within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender• Household size• LFL attribute• Loyalty program attribute• Monetary segments• Payment type• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency
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Average balance of bonuses on customers' accounts

Definition	Measures amount of money that is reserved as bonuses on customers' accounts. Calculated as the sum of the value of all bonuses on customers' accounts at the end of the reporting period, divided by the total number of registered customers.
Classification	Metric
Calculation Formula	Average balance of bonuses on customers' accounts = Balance of bonuses / Cumulative total of registered customers
Unit of measure	\$
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• "Loyalty program" attribute• Age• Bonus type• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• LFL attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Repeat customers• Returned customers• Used bonuses
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Average customer acquisition cost

Definition	Measures the average amount of money a company spent on attracting new customers (customer response to acquisition marketing campaigns) within a reporting period.
Classification	Metric
Calculation Formula	Average customer acquisition cost = Costs for customer acquisition / Customer response to marketing campaigns
Unit of measure	\$
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Acquisition source• Marketing campaign• Marketing campaign type• Period	<ul style="list-style-type: none">• Region• Size of settlement• Type of customer
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Average customer retention cost

Definition	Measures the average amount of money a company needed to retain one customer within a reporting period.
Classification	Metric
Calculation Formula	Average customer retention cost = Costs for retaining active customers / (Active customers - New customers)
Unit of measure	\$
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Marketing campaign• Marketing campaign type• Period	<ul style="list-style-type: none">• Region• Size of settlement• Type of customer
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Average lifetime value

Definition	Measures the average sales revenue generated from one unique customer. Calculated as the sum of the value of all transactions made with loyalty cards since the start of a loyalty program divided by the total cumulative number of registered customers at the end of a reporting period.
Classification	Metric
Calculation Formula	Average lifetime value = Sales revenue of all transactions with loyalty cards since the loyalty program started / Cumulative total of registered customers
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Type of customer
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Average number of accrued bonuses per customer

Definition	Measures how many bonuses were accrued per customer on average. Calculated as the sum of all accrued bonuses divided by the total number of active customers within a reporting period.
Classification	Metric
Calculation Formula	Average number of accrued bonuses per customer = $\text{Accrued bonuses} / \text{Active customers}$
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions

- Age
- Bonus type
- Card type
- Customer activation status
- Customer activity status
- Customer inactivity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Type of customer



Average number of active cards and key fobs

Definition	Shows the average number of cards and fobs used by one customer. Calculated as a sum of cards and fobs used for purchases during a reporting period divided by the number of active customers within a reporting period.
Classification	Metric
Calculation Formula	Average number of active cards and key fobs = Cards and key fobs used for purchases / Active customers
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency
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Average number of available cards and key fobs per customer

Definition	Shows the average number of cards and key fobs issued per customer. Calculated as the sum of all cards and fobs that were issued and not blocked, divided by the total number of registered customers at the end of the reporting period.
Classification	Metric
Calculation Formula	Average number of available cards and key fobs per customer = Total number of available cards and key fobs at the end of a reporting period / Cumulative total of registered customers
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size	<ul style="list-style-type: none">• LFL attribute• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Average number of days between purchases

Definition	Shows how often customers made purchases within a reporting period. Calculated as the sum of average number of days between purchases for every customer divided by the total number of active customers within a reporting period. Analysed for customers with more than one purchase within a reporting period.
Classification	Metric
Calculation Formula	Average number of days between purchases = Sum of the average number of days between transactions for every active customer within a reporting period / Active customers
Unit of measure	#
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency
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Average number of purchases during lifecycle

Definition	Measures how many purchases customers made on average since registering for a loyalty program. Calculated as the ratio of the total number of transactions made with loyalty cards since the start of a loyalty program to the total cumulative number of registered customers at the end of a reporting period.
Classification	Metric
Calculation Formula	Average number of purchases during lifecycle = Total number of transactions in loyalty program since its start / Cumulative total of registered customers
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Average number of stores per customer

Definition	Shows how many stores a customer visited on average. Calculated as the sum of the number of unique stores where each active customer made purchases within a reporting period divided by the total number of active customers within a reporting period.
Classification	Metric
Calculation Formula	Average number of stores per customer = Sum of unique stores where each active customer made purchases / Active customers
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size	<ul style="list-style-type: none">• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency
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Balance of bonuses

Definition	Shows the total value of all valid bonuses on registered customers' accounts at the end of a reporting period.
Classification	Metric
Calculation Formula	Balance of bonuses = Total value of unused bonuses on customers' accounts at the end of a reporting period
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Bonus type• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Used bonuses
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Cancelled bonuses

Definition	Shows how many bonuses were cancelled because they expired within a reporting period.
Classification	Metric
Calculation Formula	Cancelled bonuses = Total value of cancelled bonuses within a reporting period
Unit of measure	\$
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Bonus type• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• LFL attribute• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Conversion into second purchase

Definition	Indicates the proportion of customers who returned to make a second purchase after their first one. This KPI is calculated as the ratio of customers who made a second purchase within a defined period to the total number of customers who made a first purchase within a given period of acquisition.
Classification	Metric
Calculation Formula	Conversion into second purchase = Total number of customers who made a second purchase within a defined number of days after first purchase / Total number of new customers who made their first purchase within a period of acquisition
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Acquisition source• Age• Card type• Customer activation status• Customer activity status• Gender• Household size	<ul style="list-style-type: none">• Marketing campaign• Period• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency• Repeat customers
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Cumulative activated customer total

Definition	Shows the total number of customers that have activated their loyalty cards since the loyalty program's launch to the end of the reporting period.
Classification	Metric
Calculation Formula	Cumulative activated customer total = Total number of all activated customers since the start of the loyalty program
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Cumulative total of registered customers

Definition	Shows total cumulative number of registered customers of the loyalty program since its launch.
Classification	Metric
Calculation Formula	Cumulative total of registered customers = Total number of all registered customers since the start of a loyalty program
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Acquisition source• Age• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Customer churn

Definition	Shows how many customers became inactive for a given period. This KPI is calculated as the total number of customers who didn't purchase in the last churn period but did purchase within the previous churn period. For example, if churn period is defined as 40 days then churned customers are those who made no purchases during the last 40 days before the end of a reporting period but purchased within a period of 41-80 days before the end of the reporting period.
Classification	Metric
Calculation Formula	Customer churn = Total number of customers who didn't purchase in the last churn period but did purchase within the previous churn period
Unit of measure	#
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Churn rate
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Customer lifetime

Definition	Measures average period between the first purchase and the last purchase made by a customer.
Classification	Metric
Calculation Formula	Customer lifetime = Average number of months from the first purchase to the last purchase made with a loyalty card
Unit of measure	mo
Tendency	Positive when increasing

Related Dimensions

- Age
- Card type
- Customer activation status
- Customer activity status
- Customer inactivity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Type of customer



Customers who used bonuses

Definition	Shows how many unique customers used bonuses within a reporting period.
Classification	Metric
Calculation Formula	Customers who used bonuses = Total number of unique customers who used bonuses within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Bonus type• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• LFL attribute• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Time range• Type of customer
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Related KPIs	<i>Influenced KPIs</i> <ul style="list-style-type: none">• Used bonuses
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Deactivated cards

Definition	Shows how many loyalty cards were deactivated within a reporting period.
Classification	Metric
Calculation Formula	Deactivated cards = Total number of loyalty program cards deactivated within a reporting period
Unit of measure	#
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Type of customer
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Loyal customers

Definition	Indicates how many customers are loyal to a retail chain. Loyal customers are those who regularly make purchases, have a high level of satisfaction and whose average sales revenue per month is above the average (or other criteria of loyalty).
Classification	Metric
Calculation Formula	Loyal customers = Loyal customers who made a purchase within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• LFL attribute	<ul style="list-style-type: none">• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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New customer transactions

Definition	Shows the number of purchases made by new customers within a reporting period.
Classification	Metric
Calculation Formula	New customer transactions = Total number of transactions made by new customers within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions

- Age
- Card type
- Customer activity status
- Day of the week
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Payment type
- Period
- Region
- Size of settlement
- Store format
- Store format by size
- Time range
- Type of customer



New customers' sales

Definition	Measures the sales revenue a company made from purchases by new customers within a reporting period.
Classification	Metric
Calculation Formula	New customers' sales = Sales from new customers within a reporting period
Unit of measure	\$
Tendency	Positive when increasing

Related Dimensions

- Age
- Card type
- Customer activation status
- Customer activity status
- Day of the week
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Payment type
- Period
- Region
- Size of settlement
- Store format
- Store format by size
- Time range
- Type of customer



NPS (Net Promoter Score)

Definition	Shows the willingness of customers to recommend a retail chain. Calculated as the difference between the percentage of promoters and the percentage of detractors within a reporting period. This is measured based on customer surveys.
Classification	Metric
Calculation Formula	$NPS \text{ (Net Promoter Score)} = \text{Proportion of promoters} - \text{Proportion of detractors}$
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• LFL attribute• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Related KPIs	<p><i>Influenced KPIs</i></p> <ul style="list-style-type: none">• Churn rate• Customer purchase frequency• Customer satisfaction level• New customers• Repeat customers• Transactions without loyalty cards
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Proportion of activated customers

Definition	Indicates share of registered customers that become activated customers. Calculated as the ratio of the number of cumulative activated customers to the cumulative number of registered customers at the end of a reporting period.
Classification	Metric
Calculation Formula	Proportion of activated customers = Cumulative activated customer total / Cumulative total of registered customers
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Type of customer
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Proportion of active customers

Definition	Indicates the proportion of active customers within a reporting period. Calculated as the ratio of active customers to the cumulative total of registered customers in the reporting period.
Classification	Metric
Calculation Formula	Proportion of active customers = Active customers / Cumulative total of registered customers
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions

- "Loyalty program" attribute
- Age
- Card type
- Customer activation status
- Customer activity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- LFL attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Store format
- Store format by size
- Type of customer



Proportion of advanced customers

Definition	Indicates the proportion of heavy buyers among active customers. Calculated as the ratio of advanced customers to the number of active customers within a reporting period.
Classification	Metric
Calculation Formula	Proportion of advanced customers = Advanced customers / Active customers
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions

- Age
- Card type
- Customer activation status
- Customer activity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Store format
- Store format by size
- Type of customer

Related KPIs

- Influenced KPIs*
- Customer purchase frequency



Proportion of advanced transactions

Definition	Indicates how many transactions exceeded the average purchase value. Calculated as the ratio of transactions that exceeded a given purchase value to total number of transaction within a reporting period. The excess above average could be 10% or it could be defined based on distribution analysis.
Classification	Metric
Calculation Formula	Proportion of advanced transactions = Advanced transactions / Transactions
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• “Loyalty program” attribute• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender• Household size• LFL attribute• Monetary segments• Payment type• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Customer purchase frequency
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Proportion of churn+

Definition	Indicates the proportion of churn+ customers within a reporting period. Calculated as the ratio of churn+ customers to the cumulative total of registered customers in the reporting period.
Classification	Metric
Calculation Formula	Proportion of churn+ = Churn+ customers / Cumulative total of registered customers
Unit of measure	%
Tendency	Positive when decreasing

Related Dimensions

- Age
- Card type
- Customer activation status
- Customer activity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Type of customer



Proportion of new customers

Definition	Indicates the proportion of new customers within a reporting period. Calculated as the ratio of new customers to the active customers in the reporting period.
Classification	Metric
Calculation Formula	Proportion of new customers = New customers / Active customers
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions

- Acquisition source
- LFL attribute
- Loyalty program attribute
- Period
- Region
- Size of settlement
- Store format
- Store format by size
- Type of customer



Proportion of repeat and returned customers to registered customers

Definition	Indicates retention level of acquired customers. Calculated as the ratio of repeat and returned customers within a reporting period to the total cumulative number of registered customers at the beginning of the reporting period.
Classification	Metric
Calculation Formula	Proportion of repeat and returned customers to registered customers = (Repeat customers + Returned customers) / Cumulative total of registered customers at the beginning of a reporting period
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• LFL attribute	<ul style="list-style-type: none">• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Proportion of returned customers

Definition	Indicates the proportion of returned customers within a reporting period. Calculated as the ratio of returned customers to the sum of inactive, churn or churn+ customers within the previous reporting period.
Classification	Metric
Calculation Formula	Proportion of returned customers = Returned customers / Sum of inactive customers within the previous reporting period
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Churn rate• Returned customers
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Proportion of temporary inactive customers

Definition	Indicates the proportion of temporary inactive customers within a reporting period. Calculated as the ratio of inactive customers to the active customers within the previous reporting period.
Classification	Metric
Calculation Formula	Proportion of temporary inactive customers = Temporary inactive customers / Active customers within previous reporting period
Unit of measure	%
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Churn rate• Returned customers
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Registered customers

Definition	Shows how many new unique customers registered within a reporting period.
Classification	Metric
Calculation Formula	Registered customers = Total number of registered customers within a reporting period
Unit of measure	#
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Acquisition source• Age• Card type• Customer activation status• Customer activity status• Day of the week• Gender	<ul style="list-style-type: none">• Household size• Loyalty program attribute• Period• Region• Size of settlement• Time range• Type of customer
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Retention

Definition	Indicates the proportion of regular customers. Calculated as the ratio of the sum of repeated and temporary inactive customers to the sum of active temporary inactive customers at the end of the previous reporting period.
Classification	Metric
Calculation Formula	$\text{Retention} = \frac{\text{Repeat customers} + \text{Returned customers from temporary inactive}}{\text{Active customers} + \text{Temporary inactive customers within a previous reporting period}}$
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Card type• Customer activation status• Customer purchasing frequency• Customer segment• Frequency segments• Monetary segments	<ul style="list-style-type: none">• Period• Recency segments• Region• Size of settlement• Type of customer
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Share of accrued bonuses from sales revenue with loyalty cards

Definition	Indicates the amount of discounts that was issued to customers in the form of bonuses. Calculated as the ratio of accrued bonuses to the sales revenue generated from all transactions made with loyalty cards within a reporting period.
Classification	Metric
Calculation Formula	Share of accrued bonuses from sales revenue with loyalty cards = $\frac{\text{Accrued bonuses}}{\text{Sales revenue from customers with loyalty cards}}$
Unit of measure	%
Tendency	Optimal

Related Dimensions	<ul style="list-style-type: none">• Age• Bonus type• Card type• Customer activation status• Customer purchasing frequency• Customer segment• Frequency segments• Gender• Household size• LFL attribute	<ul style="list-style-type: none">• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Type of customer
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Share of new customer sales revenue

Definition	Indicates the share of sales revenue generated by new customers. Calculated as the ratio of sales revenue from new customers to total sales revenue within a reporting period.
Classification	Metric
Calculation Formula	Share of new customer sales revenue = New customers' sales / Sales revenue
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions

- Age
- Card type
- Customer activity status
- Day of the week
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Payment type
- Period
- Region
- Size of settlement
- Store format
- Store format by size
- Time range
- Type of customer



Share of sales with loyalty cards

Definition	Indicates the share of sales revenue generated from loyalty program participants. Calculated as the ratio of sales revenue from customers with loyalty cards to the total sales revenue within a reporting period.
Classification	Metric
Calculation Formula	Share of sales with loyalty cards = Sales revenue from customers with loyalty cards / Sales revenue
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender• Household size• LFL attribute	<ul style="list-style-type: none">• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer
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Share of transactions made by new customers

Definition	Indicates the percentage of transactions made by new customers. Calculated as the ratio of transactions made by new customers to the total number of transactions made within a reporting period.
Classification	Metric
Calculation Formula	Share of transactions made by new customers = New customer transactions / Transactions
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Acquisition source• Age• Card type• Customer activation status• Customer activity status• Gender• Household size• LFL attribute	<ul style="list-style-type: none">• Loyalty program attribute• Period• Region• Size of settlement• Store format• Store format by size• Type of customer
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Share of transactions with loyalty cards

Definition	Indicates the share of sales revenue generated from the transactions made with loyalty cards. Calculated as the ratio of transactions made with loyalty cards to the total number of transactions within a reporting period.
Classification	Metric
Calculation Formula	Share of transactions with loyalty cards = Transactions with loyalty cards / Transactions
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions

- Age
- Card type
- Customer activation status
- Customer activity status
- Customer purchasing frequency
- Customer segment
- Day of the week
- Frequency segments
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Store format
- Store format by size
- Time range
- Type of customer



Share of used bonuses from sales revenue with loyalty cards

Definition	Indicates the amount of discounts used by customers in the form of bonuses. Calculated as the ratio of used bonuses offered by the loyalty program to the sum of sales revenue generated from transactions with loyalty cards and used bonuses within a reporting period.
Classification	Metric
Calculation Formula	Share of used bonuses from sales revenue with loyalty cards = $\frac{\text{Used bonuses}}{\text{Used bonuses} + \text{Sales revenue from customers with loyalty cards}}$
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions	<ul style="list-style-type: none">• Age• Bonus type• Card type• Customer activation status• Customer activity status• Customer purchasing frequency• Customer segment• Day of the week• Frequency segments• Gender• Household size	<ul style="list-style-type: none">• LFL attribute• Loyalty program attribute• Monetary segments• Period• Recency segments• Region• Size of settlement• Store format• Store format by size• Time range• Type of customer
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Share of used to accrued bonuses

Definition	Indicates share of accrued bonus that was used by customers. Calculated as the ratio of used bonuses offered by the loyalty program to accrued bonuses within a reporting period.
Classification	Metric
Calculation Formula	Share of used to accrued bonuses = Used bonuses / Accrued bonuses
Unit of measure	%
Tendency	Positive when increasing

Related Dimensions

- Age
- Bonus type
- Card type
- Customer activation status
- Customer activity status
- Customer purchasing frequency
- Customer segment
- Frequency segments
- Gender
- Household size
- LFL attribute
- Loyalty program attribute
- Monetary segments
- Period
- Recency segments
- Region
- Size of settlement
- Type of customer



Temporary inactive customers

Definition	Shows how many customers are temporary inactive within a reporting period.
Classification	Metric
Calculation Formula	Temporary inactive customers = Customers with status temporary inactive within reporting period
Unit of measure	#
Tendency	Positive when decreasing

Related Dimensions	<ul style="list-style-type: none">• Age• Card type• Customer activation status• Customer activity status• Customer inactivity status• Customer purchasing frequency• Customer segment• Frequency segments	<ul style="list-style-type: none">• Gender• Household size• Loyalty program attribute• Monetary segments• Period• Recency segments• Type of customer
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Related KPIs	<u>Influenced KPIs</u> <ul style="list-style-type: none">• Churn rate• Repeat customers
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