Customer Transaction Analysis Checklist

Pre-Analysis Preparation:

- Define Objectives:
    - Clearly outline the objectives of the Customer Transaction Analysis.
    - Identify key questions you want to answer through the analysis.
- Data Collection:
    - Gather relevant transaction data from various sources (e.g., CRM, POS system, online platforms).
    - Ensure data accuracy and completeness.
- Data Security:
    - Implement measures to ensure the security and confidentiality of customer transaction data.
    - Comply with data protection regulations.

Transaction Volume and Frequency:

- Total Transaction Volume:
    - Calculate the total number of transactions over a specified period.
- Transaction Frequency:
    - Determine the average frequency of transactions per customer.
    - Identify patterns in transaction frequency (e.g., peak times, seasonality).

Revenue and Profitability Analysis:

- Total Revenue:
    - Calculate the overall revenue generated from customer transactions.
- Average Transaction Value:
    - Determine the average value of each transaction.
- Profit Margins:
    - Analyze profit margins associated with different products or services.

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Customer Segmentation:
- Segment Customers:
    - Group customers based on transaction behavior, demographics, or other relevant criteria.
    - Identify high-value and low-value customer segments.
- Lifetime Value (LTV):
    - Calculate the lifetime value of customers in different segments.
    - Assess the profitability of long-term relationships.

Transaction Channels:
- Channel Analysis:
    - Identify the channels through which transactions occur (e.g., online, in-store).
    - Analyze the performance of each channel.
- Omni-Channel Integration:
    - Evaluate the integration of different transaction channels for a seamless customer experience.

Purchase Patterns:
- Product/Service Preferences:
    - Identify the most and least popular products or services.
    - Analyze the correlation between specific products and customer segments.
- Purchase Timing:
    - Examine the timing of transactions to identify peak hours or days.
    - Consider any seasonality or event-driven patterns.

Customer Behavior Analysis:
- Shopping Cart Analysis:
    - Assess items frequently purchased together (cross-selling opportunities).
    - Identify abandoned carts and reasons for abandonment.
- Repeat Transactions:
    - Analyze the percentage of repeat transactions.
    - Understand customer loyalty and retention.