

## 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.

### 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.