

# Retail Store Loyalty Program Performance Report

## Key Metrics Summary

Total Members	14,524
Active Members	7,384
New Sign-ups (This Month)	962
Churn Rate	3.8%
Redemption Rate	22.5%

Report Period	May 1, 2024 - May 31, 2024	Store Location	Main Street Branch
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## Member Activity

Activity	Count	Change (MoM)
Total Transactions by Members	18,245	+5.2%
Points Earned	421,800	+4.5%
Points Redeemed	94,510	+7.1%
Average Transaction Value	\$37.25	+2.1%

## Top Performing Rewards

Reward	Redemptions	% of Total
10% Off Coupon	623	32%
Free Coffee	515	27%
\$5 Gift Card	412	21%
Merchandise Discount	244	12%
Other	154	8%

## Enrollment Channel Breakdown

Channel	Sign-Ups	Share
In-Store	672	70%
Online	211	22%
Mobile App	79	8%

