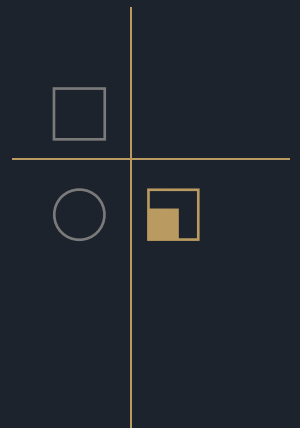


LOYALTY MARKOV FUNNEL



THE CLIENT PROBLEM

The **Markov funnel helps in understanding the migration pattern of customers** from one engagement level to another. Predicting migration behavior **helps understand which customers are moving to lower engagement levels** so that they can be adequately targeted with offers. A solution was required to **track customer migration behavior**.

THE AQ SOLUTION

1

Member level data (membership tiers, co-branded cards held, ancillary product customers)

2

Historical member transactions (paid nights and stays, redeemed nights, revenue spends)

3

Dashboard design

4

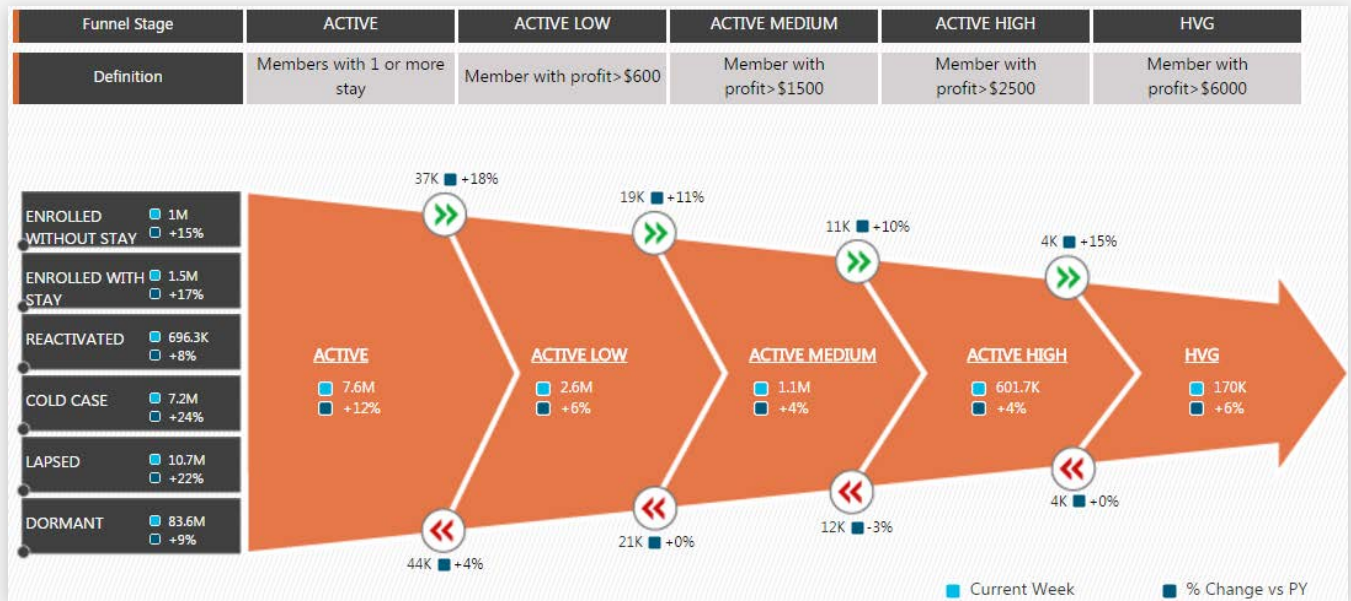
Calculations for engagement stages and movement across stages for each time period, metric and filter

5

Building simulation within the tool

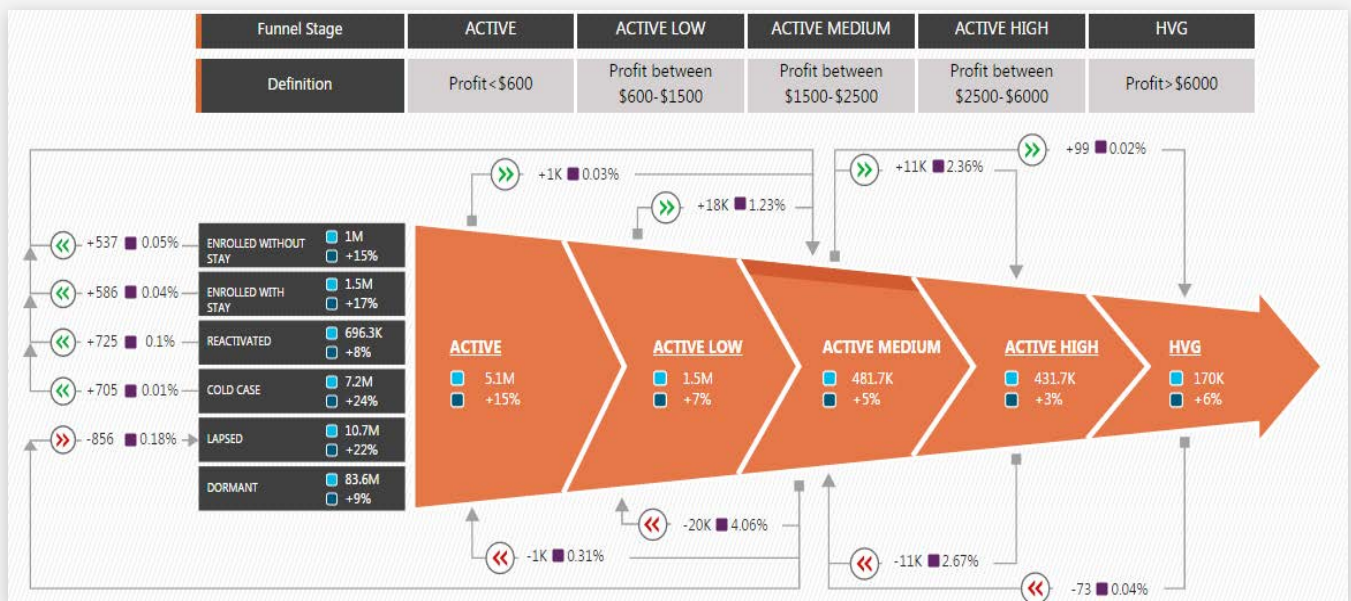
Net in-flux and out-flux

This view illustrates net in-flux into each engagement band as well as out-flux from the band.



Migration details

When the user clicks on an engagement band, details of % and movements across bands are illustrated.





Thank You

For any queries, get in touch with us.

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