alteryx

Execute Data-Driven Loyalty Analytics with Ease

Drive higher engagement, smarter targeting, and greater loyalty with data

Smarter Loyalty, Stronger Insights

Retailers are under pressure to personalize at scale — and loyalty programs are the proving ground.

- 71% of retail customers expect personalization and 76% will walk away if they don't get personalization (McKinsey & Company)

- Loyalty program members generate 12–18% more revenue annually than non-members (Accenture)

- 70% of consumers modify spending to maximize loyalty program benefits (The Loyalty Report)

Loyalty programs often suffer from fragmented data, inconsistent targeting, and siloed execution, limiting their ability to deliver measurable value. Many retailers struggle to determine what drives loyalty, how to personalize outreach, or how to incorporate loyalty data into broader customer insights. Manual reporting and static dashboards delay decision-making, and loyalty insights are rarely integrated with marketing, supply chain, or pricing strategies.

Alteryx enables retailers to build, analyze, and refine loyalty programs using automated data workflows. By unifying POS, CRM, and behavioral data, teams can segment customers, track engagement trends, and identify drivers of retention. Predictive models forecast churn and ROI, while loyalty data seamlessly feeds into pricing, assortment, and marketing use cases. With Alteryx, loyalty becomes a dynamic asset—not just a static rewards system.

See how Chick-fil-A streamlined analytics for its loyalty app using automated data workflows ▶

Common Challenges

Alteryx solves the following common loyalty analytics challenges

- Loyalty data is fragmented across CRM, POS, and eCommerce systems, making it hard to build a unified customer view

- Static segmentation models age quickly and require too much manual upkeep to stay relevant

- Personalization efforts are delayed by slow analytics cycles and disconnected data pipelines

- Loyalty insights rarely make it to pricing, merchandising, or operations—limiting enterprise-wide impact

5 Myths About Loyalty Program Analytics

1. Loyalty data requires advanced data science skills to be useful or actionable

2. More points and rewards always equal more loyalty

3. Loyalty data can't support enterprise analytics or AI efforts

4. Manual dashboards are sufficient for loyalty performance tracking

5. Loyalty can't influence supply chain or inventory strategy

Optimize Loyalty Impact Through Five Strategic Data Applications

CREATE ADAPTIVE LOYALTY MODELS WITH UNIFIED DATA
Retailers often struggle with fragmented data across loyalty platforms, POS systems, and eCommerce. Alteryx blends these sources to provide a comprehensive view of customer behavior. Retail teams can identify top drivers of loyalty and adapt programs—segmenting audiences, tracking reward redemptions, and optimizing value for both the customer and business.

IDENTIFY AND TARGET HIGH-VALUE CUSTOMER SEGMENTS
Alteryx empowers teams to apply clustering, RFM, and behavioral analysis to loyalty members. This enables more precise segmentation—such as differentiating between discount-driven shoppers and brand advocates. Personalized offers can then be deployed based on spend level, tenure, or behavioral triggers, significantly increasing campaign ROI and improving retention.

USE LOYALTY INSIGHTS TO INFORM MERCHANDISING DECISIONS
Loyalty data isn't just for marketing—it can power decisions across retail operations. Alteryx integrates loyalty trends into merchandising workflows, helping retailers understand which promotions drive repeat purchases. Teams can refine product mix, adjust pricing strategies, and align inventory decisions with customer loyalty behaviors.

FORECAST CHURN AND MAXIMIZE RETENTION
Predictive modeling in Alteryx enables retailers to proactively identify customers likely to disengage. By analyzing historical purchase patterns, engagement scores, and redemption history, teams can flag churn risks early and deploy retention strategies. Loyalty leaders use these models to reduce attrition and increase customer lifetime value.

CONNECT LOYALTY WITH BROADER CUSTOMER ANALYTICS
Alteryx makes loyalty data usable across departments. It can be piped into customer 360 dashboards, marketing mix models, and even supply chain forecasts. This connection ensures that insights from loyalty programs enhance other strategic efforts—from campaign attribution to store layout decisions—creating an ecosystem of insights that drives long-term value.

See how Kurt Geiger increased annual customer retention by 20% and increased purchase frequence by 15% with Alteryx ▶

What You Will Need

- Access to raw loyalty data across mobile apps, POS systems, and eCommerce platforms

- Customer consent policies and frameworks aligned with data privacy regulations

- Internal knowledge of program structure, tiers, rewards logic, and engagement drivers

- At least one business process—marketing, merchandising, etc.—that can apply loyalty insights

What Alteryx Provides

1. Unified data prep and blending across loyalty, CRM, eCommerce, and POS systems

2. Segmentation and modeling tools to drive smarter loyalty campaigns and retention workflows

3. Automated insight sharing across departments for broader program influence

4. Predictive analytics for churn, spend forecasting, and loyalty program optimization

5. Repeatable workflows to refine programs and unlock new revenue opportunities

"We were trying to move to a process that we could launch in a few months, which led us to the big question: How are we going to actually do this? **The answer for us was Alteryx.** *We realized that our Chick-fil-A analysts could actually build out the customer personalization aspects themselves, like how we're going to give free food to customers. It made sense to have the analysts who already know the financials, or the customer response build out those aspects."*

- Justin Winter, Supply Chain Management

For a complete list of system requirements and supported data sources, visit
https://www.alteryx.com/products/alteryx-platform

About Alteryx

Alteryx offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Business analysts and data scientists alike can discover, share and prep data, perform analysis, and deploy and manage analytic models. Enterprises all over the world rely on Alteryx to deliver actionable insights daily.

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