TIBCO® Reward

Analytics User Guide

Version 22.3.0
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Contents

TIBCO® Reward Analytics Overview

TIBCO Reward analytics offers various insights that can be leveraged to maintain and improve your loyalty program - specifically around your customer base, program performance, and key business metrics.

TIBCO Reward analytics includes the following dashboards:

- Business Insights
- Member Insights
- Offer Analysis
- Tier Analysis

> **ⓘ Note:** The visualizations on the UI reflect the TIBCO Reward database. This database is updated weekly or monthly with the scheduled tasks. If the specified period for a visualization is not complete, then the data in the report might reflect only the most recent update by the task.

Business Insights

The **Business Insights** tab provides access to the following parameters:

Parameter	Description
Total Members	The total number of loyalty and nonloyalty members present in the rewards program.
Loyalty / Non Loyalty	The ratio of loyalty members to nonloyalty members in the rewards program.
Average Spend-Loyalty	The average spend by customers in the previous week who are active loyalty members.
Average Spend-Non Loyalty	The average spend by customers in the previous week who are inactive or non-loyalty members.
Live offer	The number of live offers as of last update.
New Loyalty Members	The new members enrolled into the loyalty program in the previous week.

Visualization	Description
Growth Rate	A line graph that indicates the number of new loyalty members in a given month. For example, a 10% growth rate in February indicates that your overall loyalty member base has grown by 10% compared to the month of January.
New and Returning Customers	The bar graph that compares the count of new customers enrolled in a month to the number of existing customers that made a transaction in the same month.
Churn Rate	Churn rate refers to the percentage rate at which the loyalty members stop

Visualization	Description
	making as many purchases, or spending as much as one of the loyal customers would do. Members who have changed their shopping habits and do not value as high or as frequent as a loyal customer are considered to be the lost customers.
	Lost customers are defined as the members that have not been shopping as frequently or spending as much as a shopper in the loyal customers segment.
	For example, a 30% churn rate in March means that 30% of loyalty members are not shopping like a loyal customer would.
	For more information, see Member Segmentation in Member Insights.

Visualization	Description
Retention Rate	Retention refers to the shoppers who have maintained their shopping habits of a loyal customer. For example, a 30% retention rate in March means that 30% of shoppers continue to spend as much, or shop as often, as a member of the loyal customer's segment.
Top Products-Revenue	A list of the top five selling products by revenue in the previous week by all shoppers. You can sort the value by SKU, product name (listed if SKU is mapped to the product name in TIBCO Reward database) or revenue.
Top Products-Volume	A list of the top 5 selling products by quantity in last week by all shoppers. You can sort the value by SKU or product name (listed if SKU is mapped to product name in rewards database) or quantity.
Top Brands-Revenue	A list of the top five selling brands by revenue in the previous week by all shoppers. You can sort the value by Brand ID, brand name or revenue (only the brands mapped to SKU in rewards database are considered).
Top Brands-Volume	A list of the top five selling brands by quantity in the previous week by all shoppers. You can sort the value by Brand ID, brand name or quantity (only the brands mapped to SKU in rewards database are considered).

Member Insights

The **Member Insights** tab provides access to the following parameters:

Parameter	Description
Member Segmentation	In TIBCO Reward analytics, customers who made transactions in the previous year are categorized into different segments based on the following parameters: • Recency: How many days have passed since a shopper has made a transaction. • Frequency: How often a shopper makes a transaction. • Monetory: How much has a shopper spent in all their transactions. The Member Segmentation section has the following subsections: • **Segment Distribution Graph:** Displays the different segments and sizes according to shopper count in the corresponding segment. You can apply the filter provided on the left pane and narrow the result displayed in the graph. In case of invalid or incorrect values provided in the filter, an error is displayed in a tooltip or in the notification area • **Segment Details:** Displays the **Total Segment Spend** and **Average Segment Spend** by all shoppers included in the Segment Distribution Graph. The values are updated based on the filter criteria • **Segment Shopper:** You can select the segment from segment distribution and corresponding shoppers based on filter criteria are displayed in this visualization. You can export the shopper list for each segment and save it as .csv file in the local disk. This list can be imported in the CRMS (by using the required Shopper Identifier from the .csv file) to target an offer for selected shoppers. **Note:** Top 100k shoppers for the selected segment and filter criteria are displayed in the table. To get access to the complete list contact the TIBCO support services.

Visualization	Description
Segment Size over Time	Displays the segments and corresponding shopper count for each month. This helps you to monitor segment performance over the past months.

The member segments are described in the following table:

Segment	Description
Champions	Most active shoppers. Highest recency, highest frequency.
Loyal Customers	Frequent shoppers, not as active as champions. High recency, high frequency.
Potential Loyalist	Shoppers who have recently started shopping more, primed to become loyal customers or champions. High recency, average frequency.
Customers Needing Attention	Shoppers on the fence. Average recency, average frequency.
About to Sleep	Shoppers who visit now and then. Average frequency, low recency.
At Risk	Shoppers who used to be active at one point, but have shown a recent drop off. Low recency, average frequency.
Hibernating	No longer active. Lowest recency, lowest frequency.

Offer Analysis

The **Offer Analysis** tab provides access to the following parameters:

Visualization	Description
Offer Performance	Shows the offers and corresponding points awarded to all the shoppers and total revenue spent by those shoppers. You can select multiple offers from the filter on the left but only top five offers (sorted by points) are displayed in the visualization.
Offer Acceptance	This visualization is an extension to the Offer Performance. This visualization shows the comparison between shoppers targeted in the offer versus shoppers that availed the offer. Tooltip displays the details of the offer acceptance.
Offer Trend	This visualization shows the trend for points awarded and revenue spent by all shoppers over past two years for the offer selected in the Offer Performance section. You can adjust the duration using the filter on the left. The details shown in the visualization change according to the filter settings.

Tier Analysis

The **Tier Analysis** tab provides access to the following parameters:

Visualization	Description
Tier Details	Tier Details section shows the comparison between shopper balance (points) and shopper count of each tier configured in the system.
Tier Size over Time	Tier Size over time section shows the shoppers count for each tier over the past two years. You can select tiers and duration from the filter on the left. The display adjusts automatically based on the filter setting.

TIBCO Documentation and Support Services

For information about this product, you can read the documentation, contact TIBCO Support, and join TIBCO Community.

How to Access TIBCO Documentation

Documentation for TIBCO products is available on the TIBCO Product Documentation website, mainly in HTML and PDF formats.

The TIBCO Product Documentation website is updated frequently and is more current than any other documentation included with the product.

Product-Specific Documentation

Documentation for TIBCO® Reward is available on the TIBCO® Reward Product Documentation page.

To directly access documentation for this product, double-click the following file:

TIBCO_HOME/release_notes/TIB_loyalty_22.3.0_docinfo.html where *TIBCO_HOME* is the top-level directory in which TIBCO products are installed. On Windows, the default *TIBCO_HOME* is C:\tibco. On UNIX systems, the default *TIBCO_HOME* is /opt/tibco.

The following documents for this product can be found in the TIBCO Documentation site:

- *TIBCO® Reward Release Notes*
- *TIBCO® Reward User Guide*
- *TIBCO® Reward User Guide V3*
- *TIBCO® Reward CSR User Guide*
- *TIBCO® Reward Integration Guide*
- *TIBCO® Reward API Reference Guide*
- *TIBCO® Reward Analytics User's Guide*

How to Contact TIBCO Support

Get an overview of TIBCO Support. You can contact TIBCO Support in the following ways:

- For accessing the Support Knowledge Base and getting personalized content about products you are interested in, visit the TIBCO Support website.

- For creating a Support case, you must have a valid maintenance or support contract with TIBCO. You also need a user name and password to log in to TIBCO Support website. If you do not have a user name, you can request one by clicking **Register** on the website.

How to Join TIBCO Community

TIBCO Community is the official channel for TIBCO customers, partners, and employee subject matter experts to share and access their collective experience. TIBCO Community offers access to Q&A forums, product wikis, and best practices. It also offers access to extensions, adapters, solution accelerators, and tools that extend and enable customers to gain full value from TIBCO products. In addition, users can submit and vote on feature requests from within the TIBCO Ideas Portal. For a free registration, go to TIBCO Community.

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