

Wine Club Retention

This report will show the average number of months customers are in your clubs and movement totals over the last 6 and 12 months. The data will display by individual club and by all clubs.

This report will list:

Wine Club

Current Total Members-

If by individual club: Will count the number of customer records that have that wine club active.

If by <All Clubs>: Will count current total members, only including individual customers once. If the customer belongs to more than one Wine Club, they will be counted as 1 and not 1 for each club.

Average Member Months-based on the member's first sign-up date in their customer record.

Last 12 months:

New - the number of actual new member sign-ups and does not include members who switched from another club.

Canceled-Members that cancel their wine club and do not have another active wine club in their customer record.

Retention-Retention is actual (e.g. Percentage of members at end of the period that were members at the start of period).

Last 6 Months

New - the number of actual new member sign-ups and does not include members who switched from another club.

Canceled-Members that cancel their wine club and do not have another active wine club in their customer record.

Retention-Retention is actual (e.g. Percentage of members at end of the period that were members at the start of period).



Club Created-The date the Wine Club Product was created.

Total Sign Ups-The total number of sign-ups for the club and total clubs.