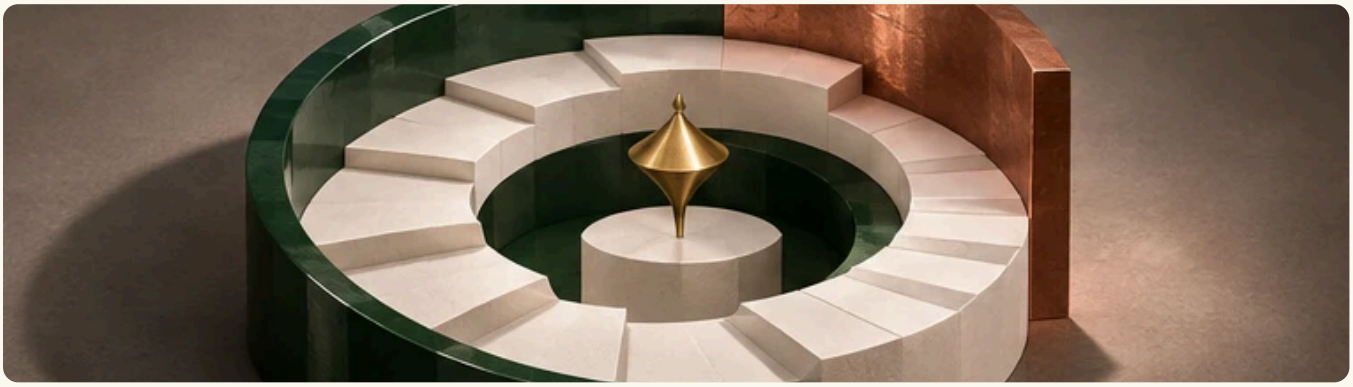
BUSINESS CASE WHITEPAPER · DAT-014

Customer retention dashboard

See which customer groups come back to buy again.



The decision

Repeat purchase reports compare customers with unequal time to return.

What the fee buys

We build cohort and repeat-purchase views from one transaction history and document assumptions.

When to commission

Buy when a minimised transaction history and a stable pseudonymous customer key are available.

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71–75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom
routineworks.co.uk · contact@routineworks.co.uk · support@routineworks.co.uk

SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A January cohort has twelve weeks of history while a March cohort has only four.

In this illustrative case

Compare repeat purchase over a common four-week observation window and state the limitation.

Inputs and ownership

Provide one minimised transaction history, a pseudonymous repeat-customer key and an agreed definition of repeat purchase.

1. Review transaction history
2. Set cohort rules
3. Document repeat-purchase views

Using the handover

Use cohort views to see where repeat activity changes and which assumptions affect the comparison.

An alternative to buying

Use existing cohort reporting if its definition and window match the business question.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£999 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Licences, hosting and extra data sources require separate agreement. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 24.98 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Compare repeat purchase by cohort over an equal observation window and track missing customer keys. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 5–10 working days.

Approval test

Buy when a minimised transaction history and a stable pseudonymous customer key are available. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification DAT-014, GBP catalogue fee and an illustrative working case. View service scope.

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