'Cafe Rewards' Offers Performance Report

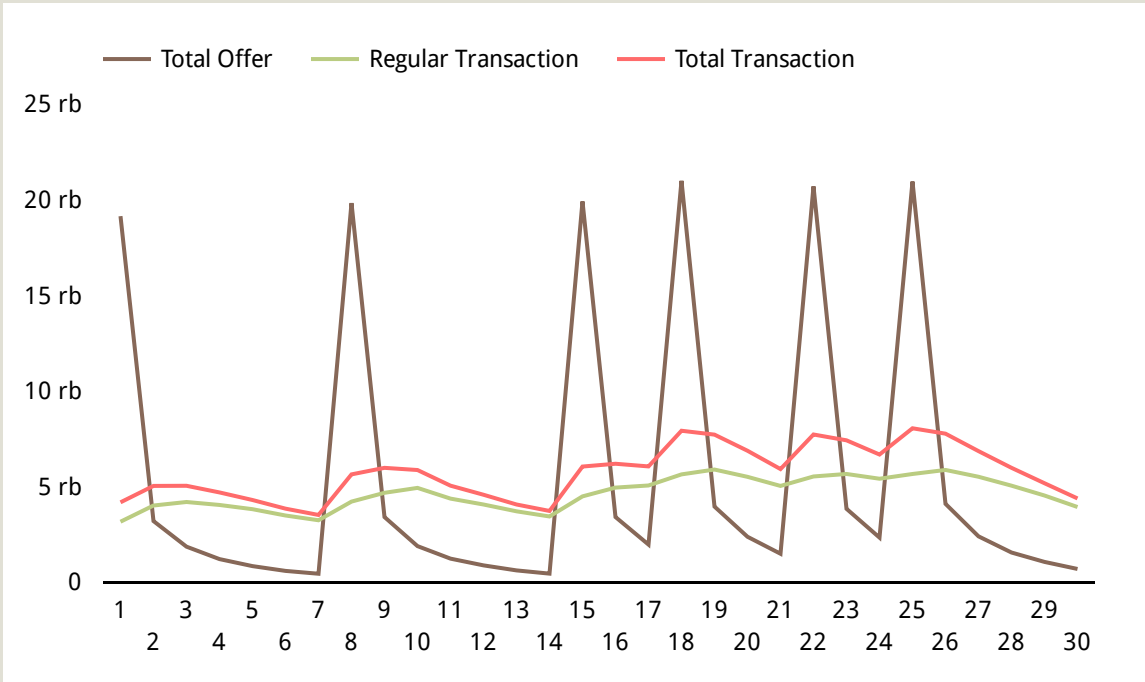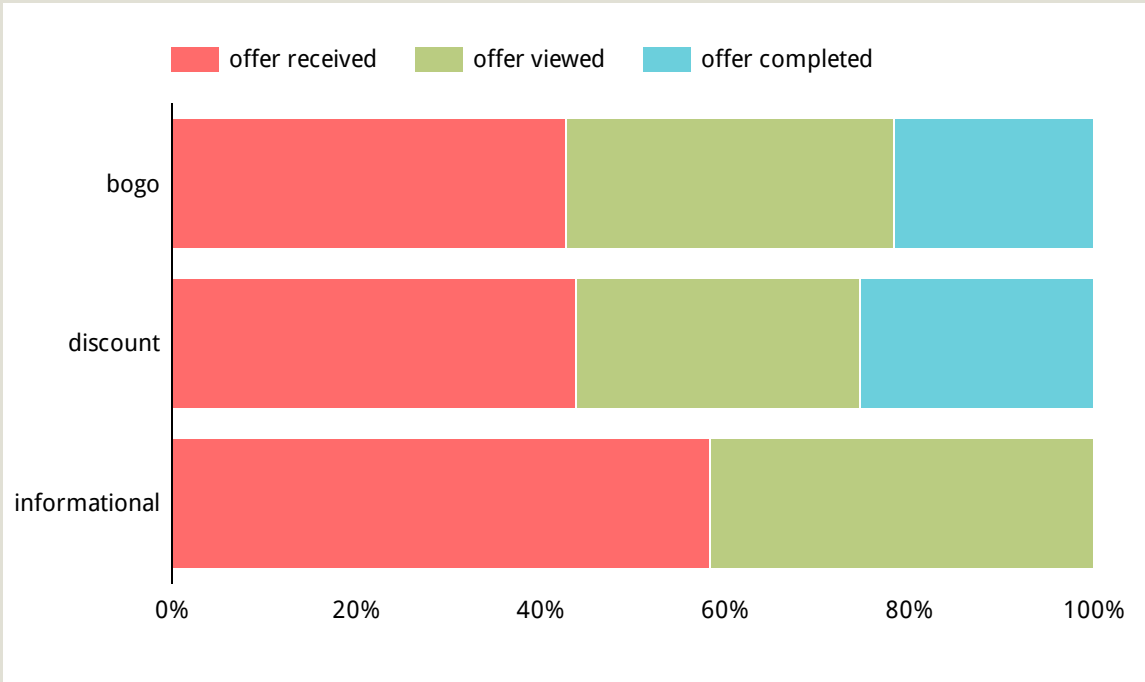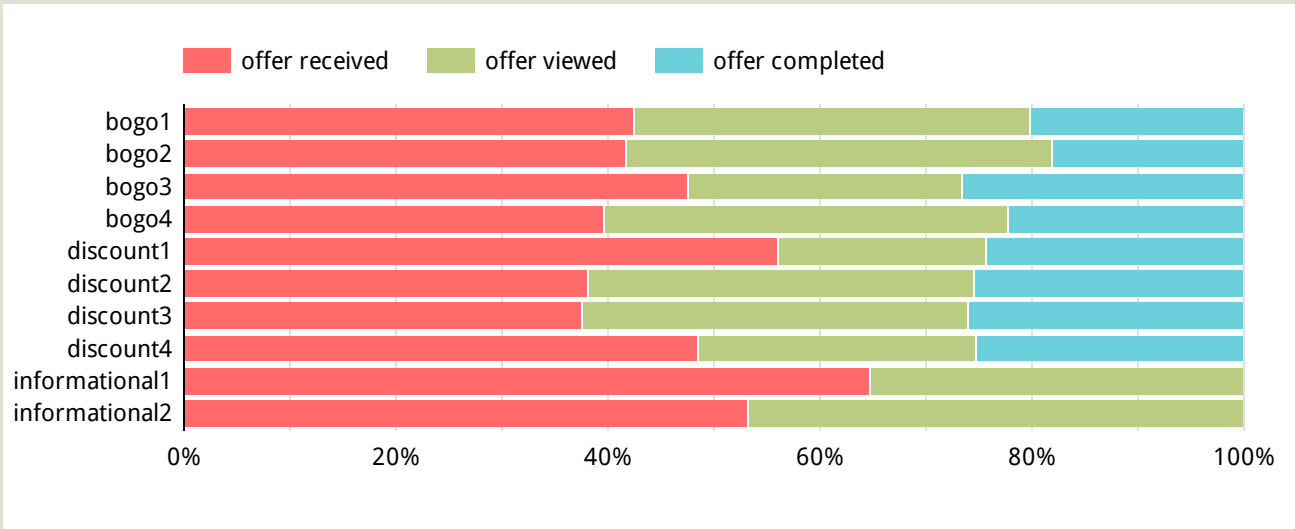| Total Customer	Total Sales	Sales with Offer	ATV	Conversion Rate	Completion Rate
17,0 rb	2,1 jt	307,1 rb	12,1	34,5%	36,5%

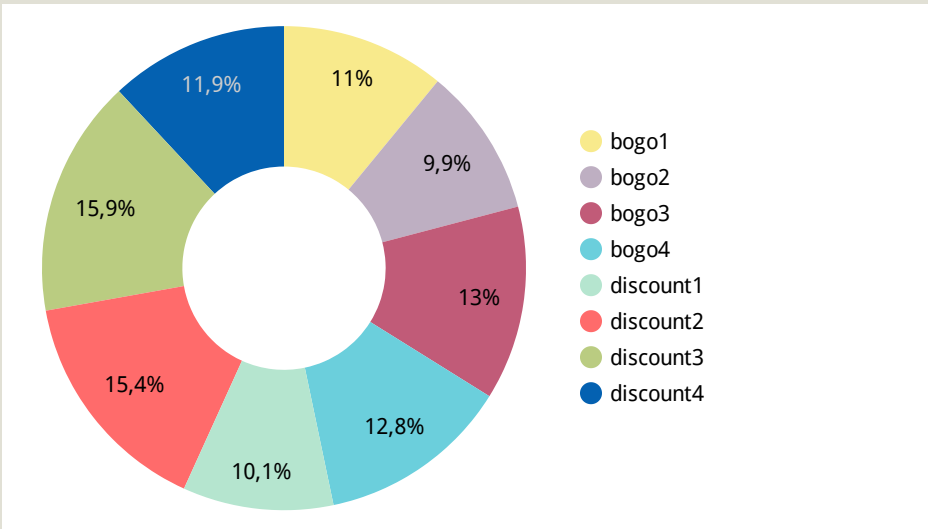## Daily Transaction Trends and Offer Impact

Customers Interaction with Offers

Customers Interaction with Specific Offers

Completed Offer's Popularity

Detail Offers

	Offer ▲	Min Amount	Reward	Duration	Channels	Total Completed Offers	Total Sales
1.	bogo1	10	10	7	['email', 'mobile', 'social']	3,6 rb	31,8 rb
2.	bogo2	10	10	5	['web', 'email', 'mobile', 'social']	3,3 rb	28,9 rb
3.	bogo3	5	5	7	['web', 'email', 'mobile']	4,3 rb	18,9 rb
4.	bogo4	5	5	5	['web', 'email', 'mobile', 'social']	4,3 rb	18,7 rb
5.	discount1	20	5	10	['web', 'email']	3,3 rb	59,6 rb
6.	discount2	7	3	7	['web', 'email', 'mobile', 'social']	5,1 rb	30,9 rb
7.	discount3	10	2	10	['web', 'email', 'mobile', 'social']	5,3 rb	45,3 rb
8.	discount4	10	2	7	['web', 'email', 'mobile']	4 rb	34,8 rb
9.	informational1	0	0	4	['web', 'email', 'mobile']	0	0
10.	informational2	0	0	3	['email', 'mobile', 'social']	0	0

Customer Interaction

- completed
- only viewed
- only received

75,1%
24,3%
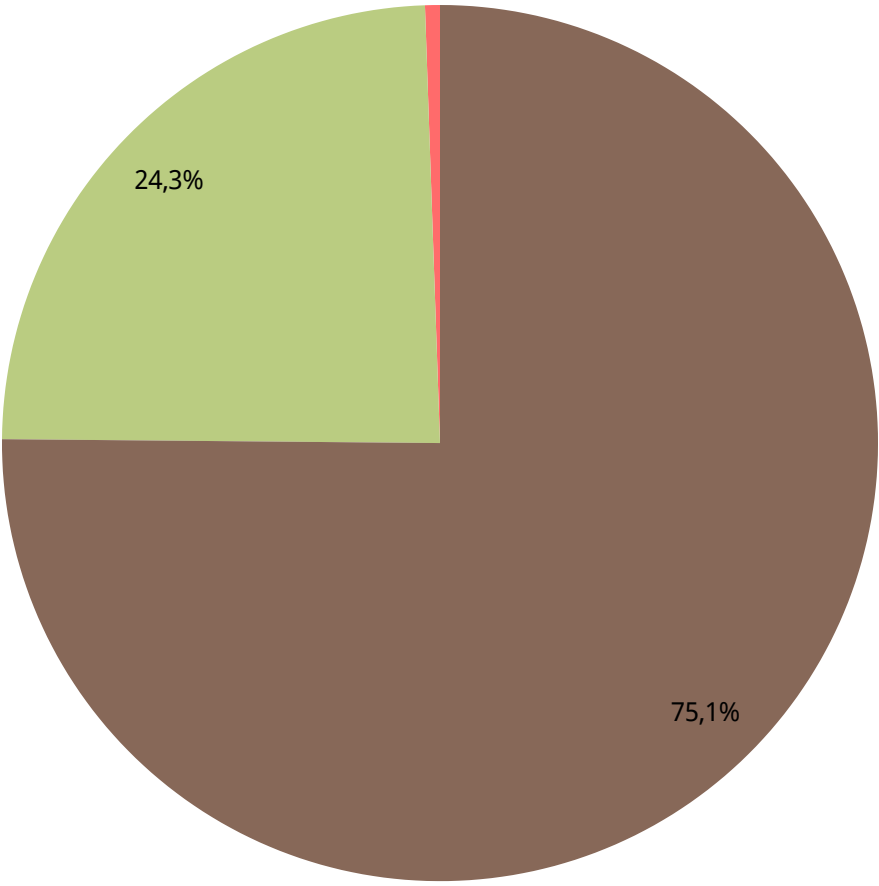
Customer Segmentation by Income

— completed — only viewed — only received

3 rb
2 rb
1 rb
0

30k-40k | 51k-60k | 61k-70k | 71k-80k | 81k-90k | 91k-100k | > 100k
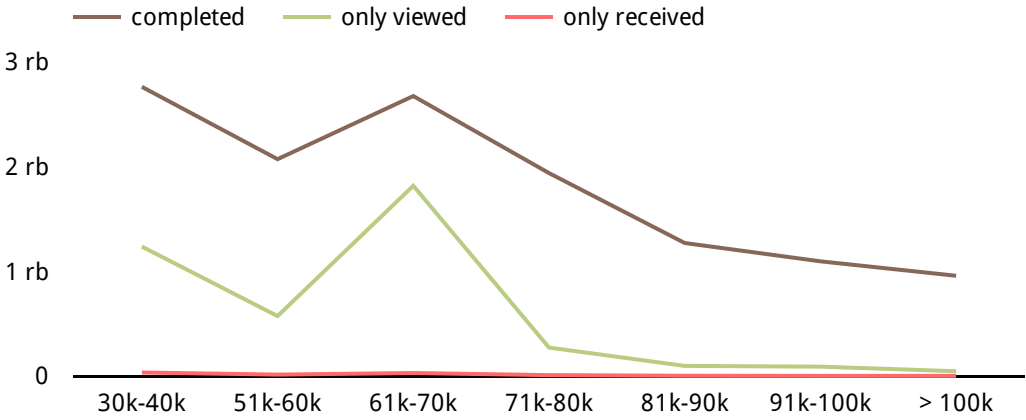
Customer Segmentation by Membership Period

completed | only viewed | only received

0
1
2
3
4

0 | 2 rb | 4 rb | 6 rb | 8 rb | 10 rb | 12 rb

Customer Segmentation by Age

completed | only viewed | only received

4 rb
3 rb
2 rb
1 rb
0

11-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71-80 | 81-90 | 91-100 | > 100
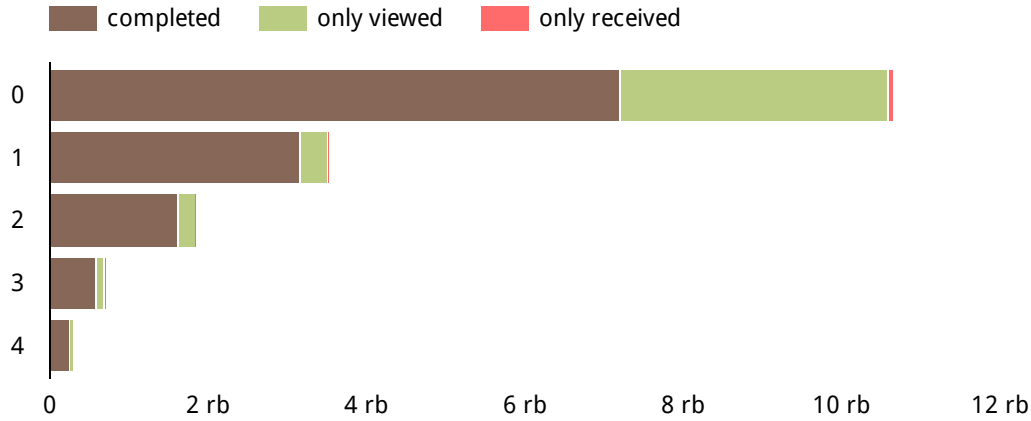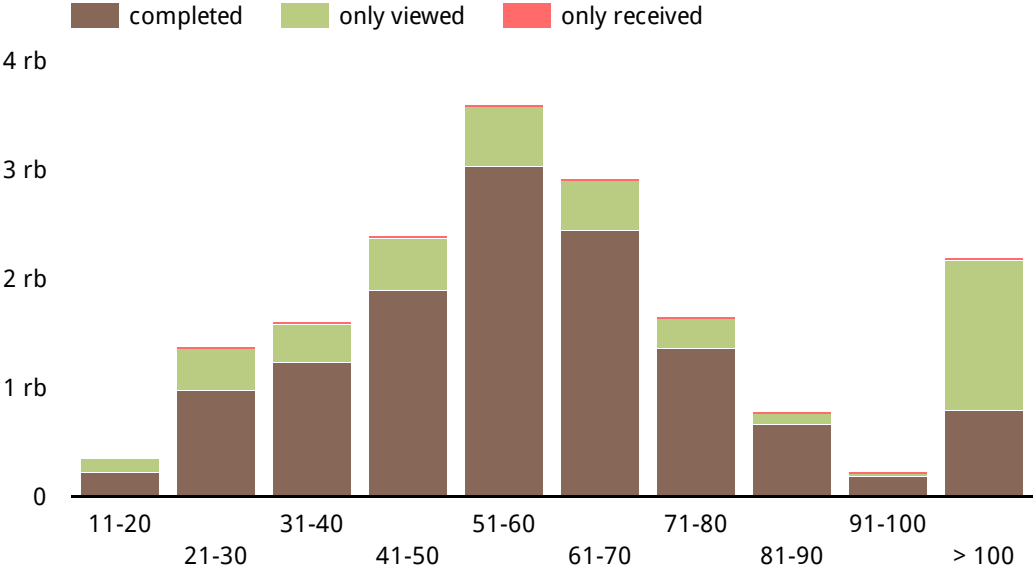
Customer Segmentation by Gender

completed | only viewed | only received

8 rb
6 rb
4 rb
2 rb
0

M | F | not mentioned | O
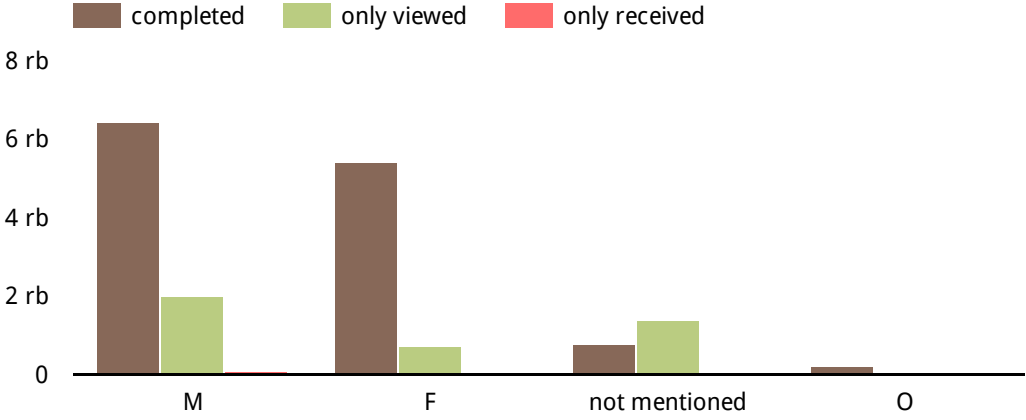
	Customer_ID	Interaction Label	Gender	Membership period	Age	Income	Total Sales ▾
1.	3c8d541112a74af99e88abbd0692f00e	completed	M	0	77	97000	1,6 rb
2.	f1d65ae63f174b8f80fa063adcaa63b7	completed	M	0	32	64000	1,4 rb
3.	73afdeca19e349b98f09e928644610f8	completed	M	1	50	86000	1,4 rb
4.	626df8678e2a4953b9098246418c9cfa	completed	M	2	53	103000	1,4 rb
5.	ae6f43089b674728a50b8727252d3305	completed	F	0	36	71000	1,4 rb
6.	52959f19113e4241a8cb3bef486c6412	completed	M	1	55	111000	1,3 rb
7.	d240308de0ee4cf8bb6072816268582b	completed	F	0	43	94000	1,3 rb
8.	ad1f0a409ae642bc9a43f31f56c130fc	completed	M	0	66	80000	1,3 rb
9.	946fc0d3ecc4492aa4cc06cf6b1492c3	completed	M	0	58	79000	1,3 rb
10.	6406abad8e2c4b8584e4f68003de148d	completed	M	1	67	79000	1,2 rb

1 - 100 / 17000 ‹ ›