

Cafe Rewards
2013-2018

Transactions

Customers

Filter by Year

All

Filter by Income Category

All

Filter by Age Category

All

306.53K

Total Transactions

38.32K

Average Transactions Per Year

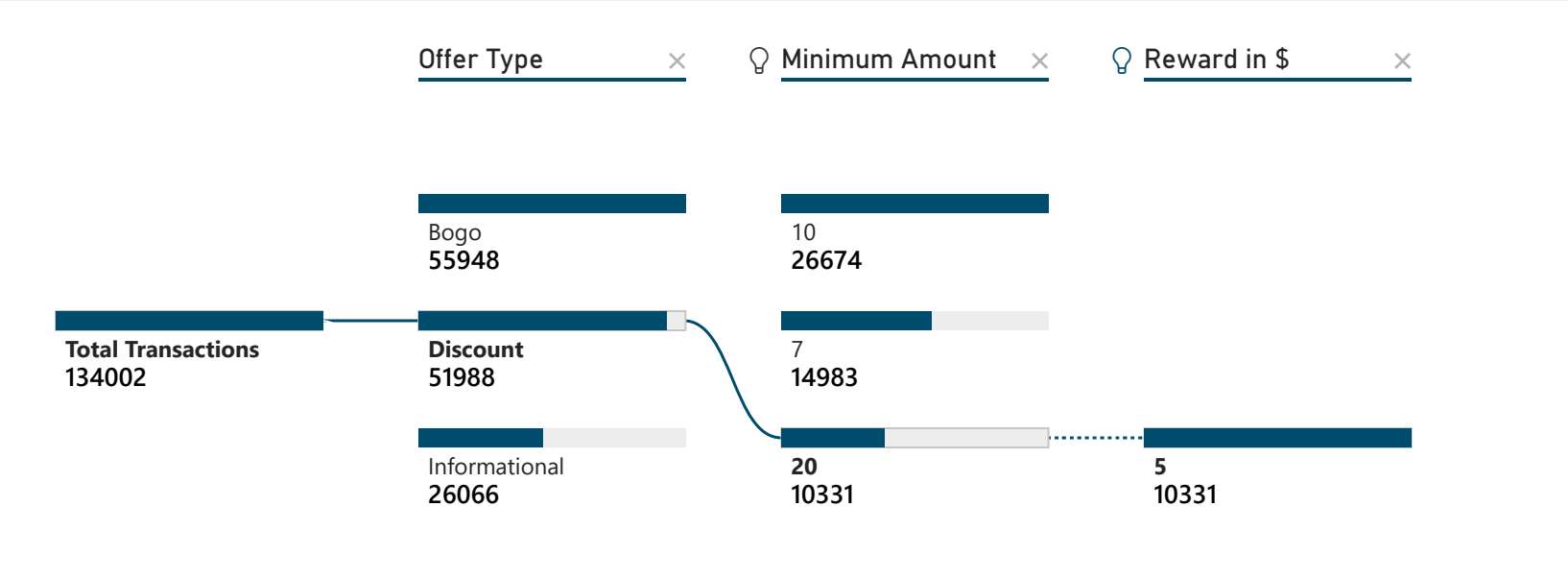
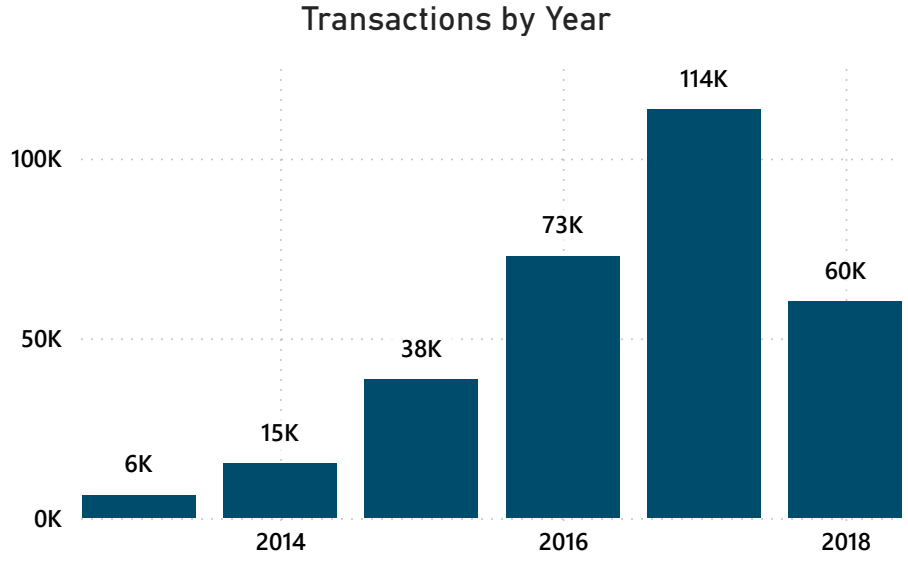
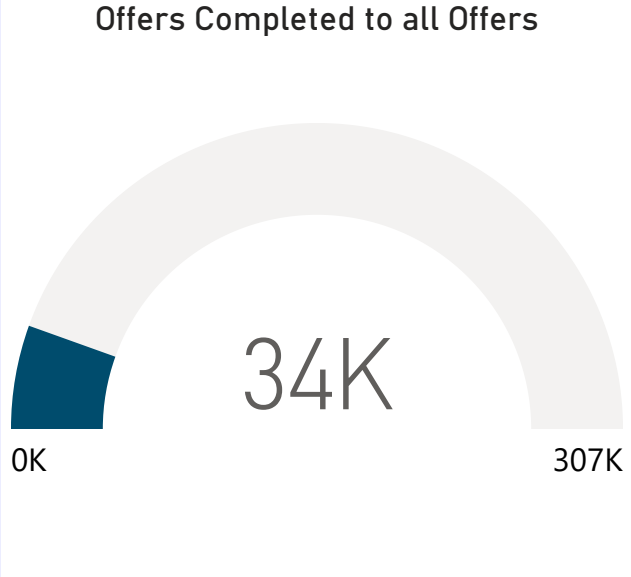
Bogo

Highest offer

4

Count of event

Channels	Events	Count Offers
['web', 'email']	offer received	7668
['web', 'email']	offer viewed	2663
['web', 'email', 'mobile']	offer received	22926
['web', 'email', 'mobile']	offer viewed	12433
['web', 'email', 'mobile', 'social']	offer received	30407
['web', 'email', 'mobile', 'social']	offer viewed	29226
['email', 'mobile', 'social']	offer received	15276
['email', 'mobile', 'social']	offer viewed	13403



Cafe Rewards 2013-2018



Transactions

Customers

Filter by Year

All

Filter by Income Category

All

Filter by Age Category

All

62.53

Average Age

17.00K

Total Customers

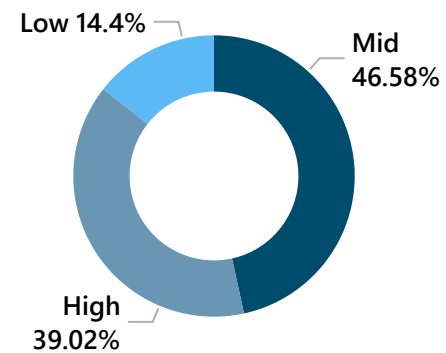
65.40K

Average Income

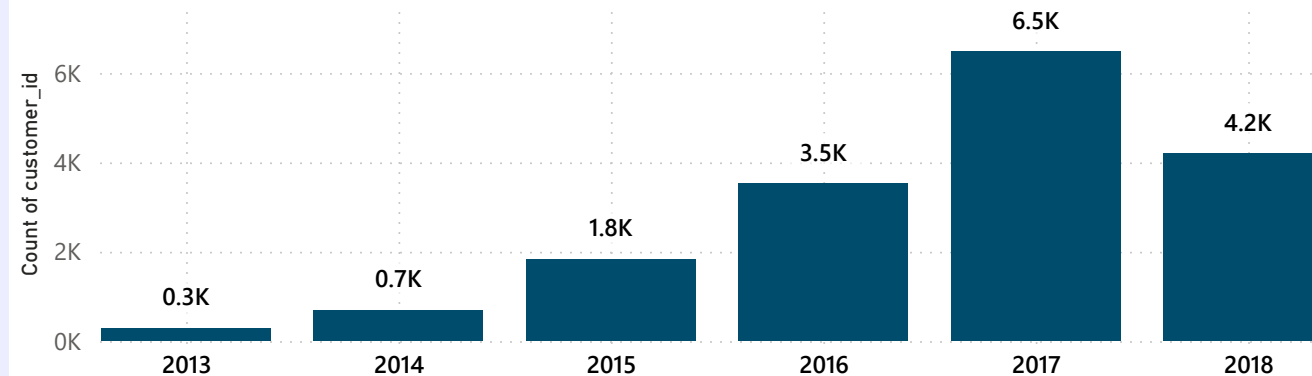
Bogo

Most Loved Offer

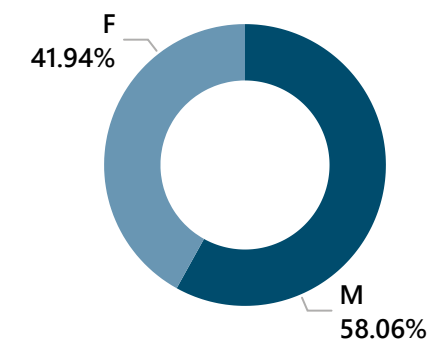
Income Category



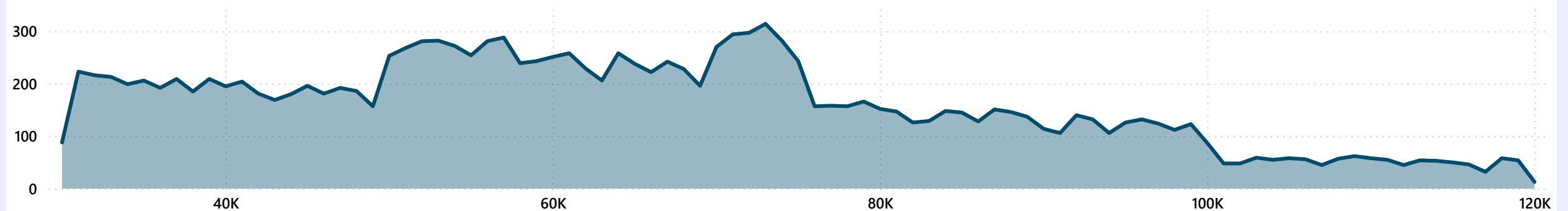
New Customers by Year



Gender



Income Distribution



Age Distribution

