

[HOME](#)[Report - 1](#)[Report - 2](#)[Summary](#)

MAVEN CAFE ANALYSIS

Offer Type

All

Gender

All

Marketing Channels

All

Total Customers

17K

Salaried Customers

14.83K

Non-Salaried Customers

2175

Total Revenue

\$1.78M

Total Rewards Earned

\$162.68K

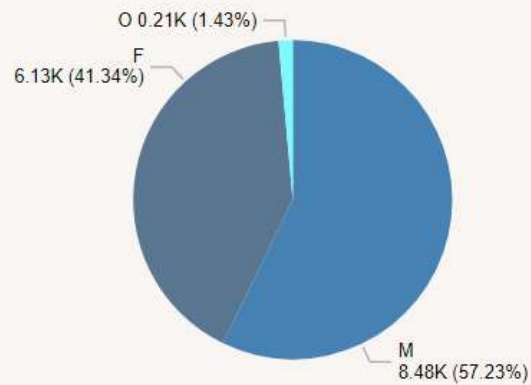
Avg. Amount (offer complete)

\$9.25

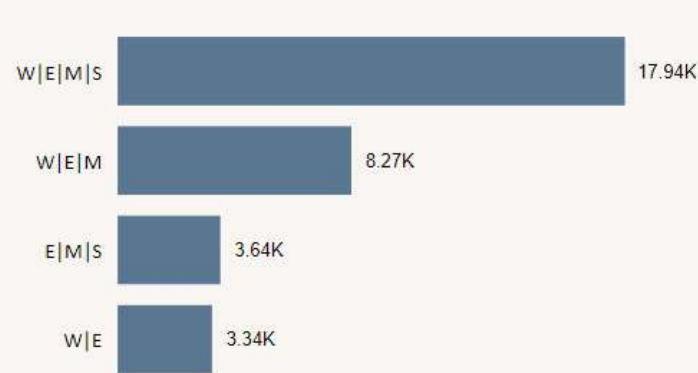
Avg. days (offer complete)

7.32

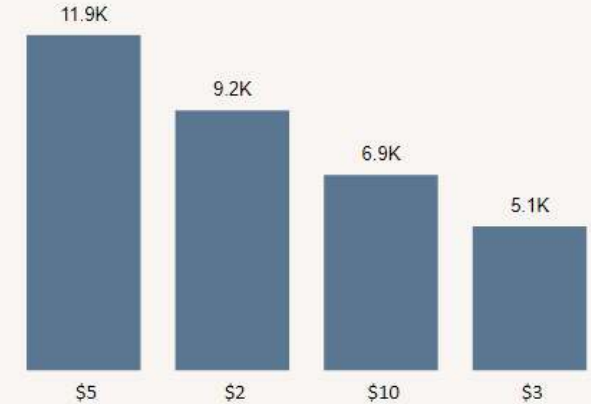
Gender Distribution



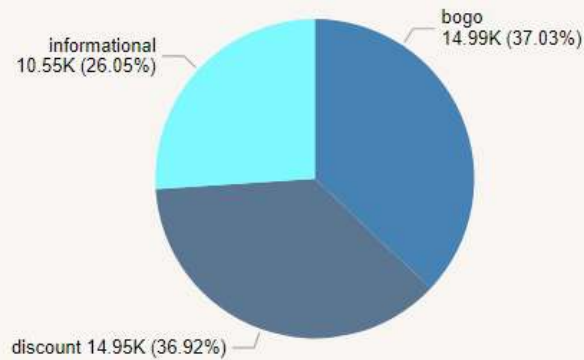
Most Effective Marketing Channels



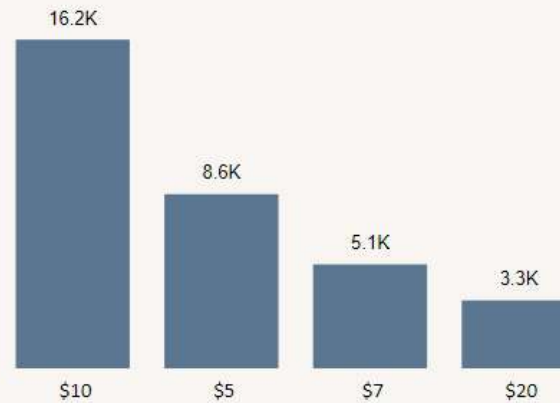
Rewards for Offer Completion



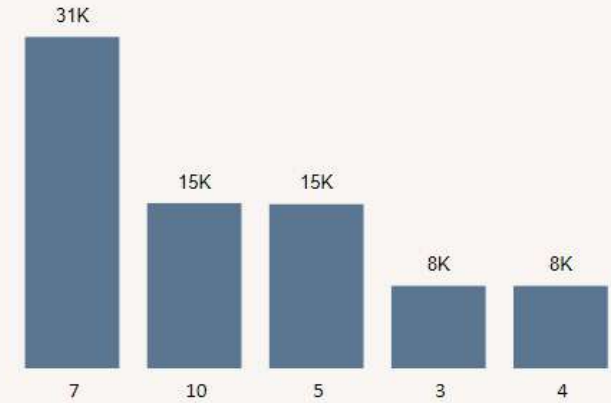
Offer Type Distribution



Min Amount Spent to Complete Offer



Days to Complete Offer Once Received



[HOME](#)[Report - 1](#)[Report - 2](#)[Summary](#)

MAVEN CAFE ANALYSIS 1

Offer Type

All

Gender

All

Marketing Channels

All

Total Customers	Salaried Customers	Non-Salaried Customers	Total Revenue	Total Rewards Earned	Avg. Amount (offer complete)	Avg. days (offer complete)
17K	14.83K	2175	\$1.78M	\$162.68K	\$9.25	7.32

Weekly Revenue



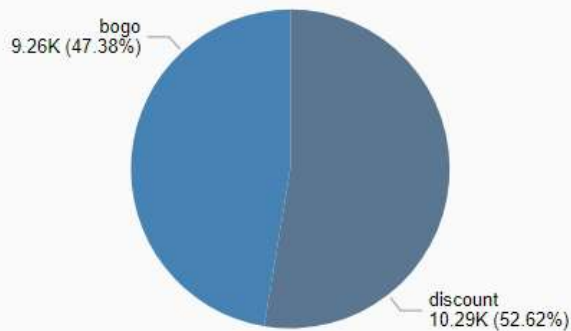
Weekly No. of Offer Completed



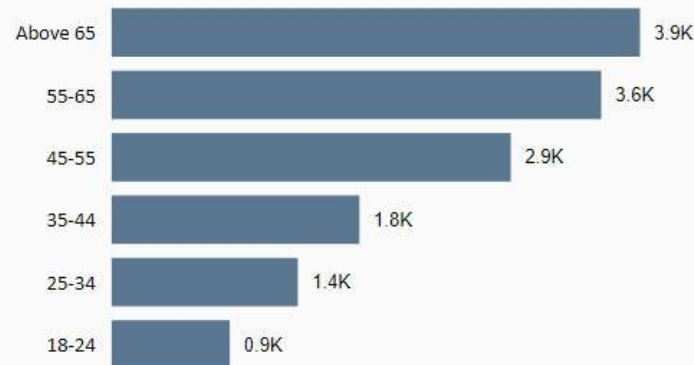
Weekly Counts (offer Completed)



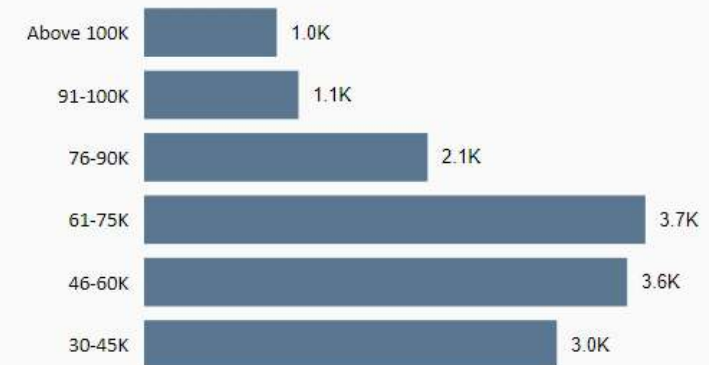
Offer Distribution (Offer Completed)



Age Group (Offer Completed)



Income Group (Offer Completed)



[HOME](#)[Report - 1](#)[Report - 2](#)[Summary](#)

MAVEN CAFE ANALYSIS 2

Offer Type

All

Gender

All

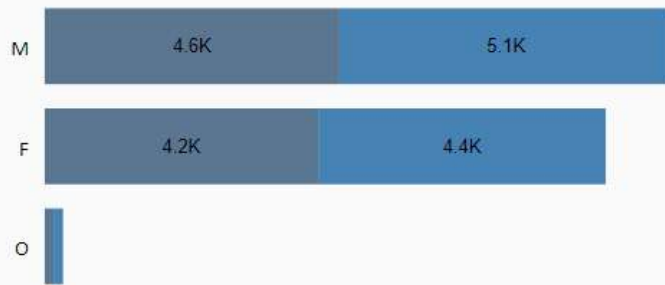
Marketing Channels

All

Total Customers	Salaried Customers	Non-Salaried Customers	Total Revenue	Total Rewards Earned	Avg. Amount (offer complete)	Avg. days (offer complete)
17K	14.83K	2175	\$1.78M	\$162.68K	\$9.25	7.32

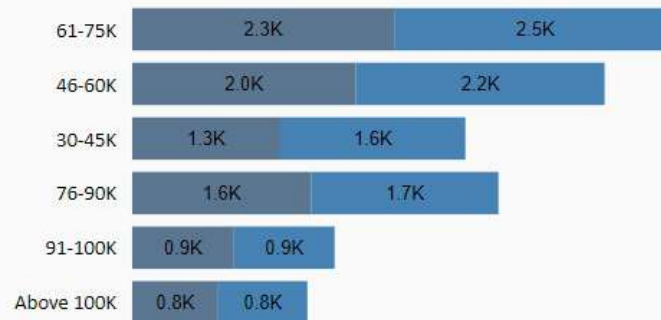
Gender Specific Offer Type

● bogo ● discount



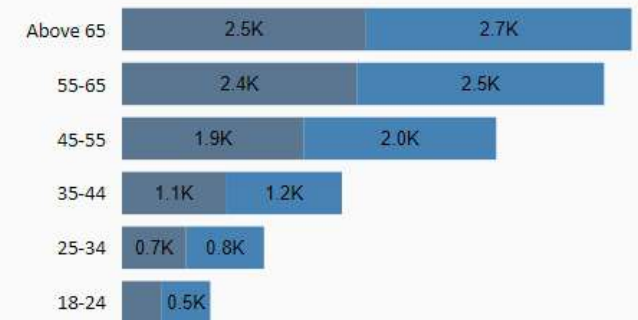
Income Specific Offer Type

● bogo ● discount



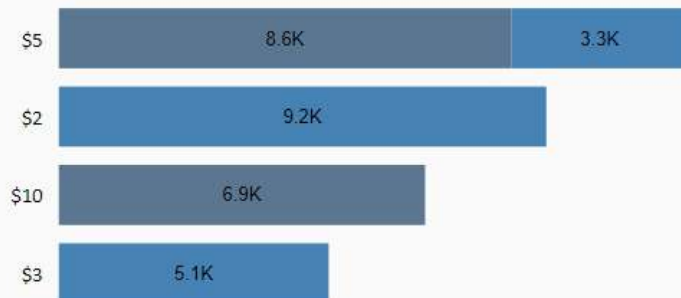
Age Specific Offer Type

● bogo ● discount



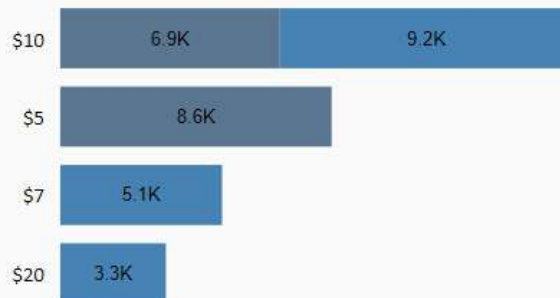
Reward Vs Offer type

● bogo ● discount



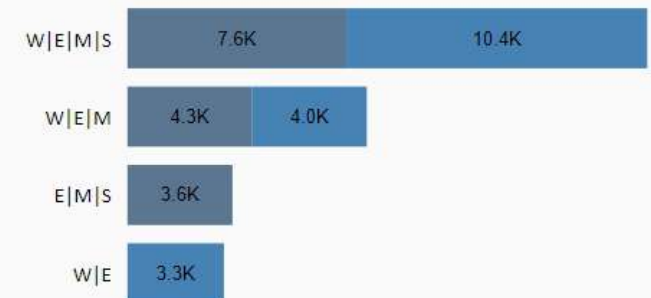
Min. Amount Spent Vs Offer type

● bogo ● discount



Marketing Channels Vs Offer type

● bogo ● discount



Insights & Suggestions

Customer & Offer Insights

- 17K Total Customers
- 14.83K Salaried, 2.17K Non-Salaried
- **Avg. Spend to Complete Offer:** \$9.25
- **Avg. Days to Complete:** 7.32
- **Top Offer Types:** Buy 1 Get 1 (37.03%), Discount (36.92%), Informational (26.05%)
- **Popular Rewards:** \$5 & \$2
- **Effective Channels:** Web, Email, Mobile, Social Media all together

Leverage customer data to personalize offers based on demographics like age and income, focusing on the most popular rewards (\$5 and \$2) to increase engagement.

Focus on the top-performing channels (Web, Email, Mobile, Social Media) while exploring new combinations or sequences to further boost customer interaction.

Streamline the offers and reduce their difficulty slightly to encourage quicker completions, particularly targeting the 7-10 day window.

Revenue & Weekly Trends

- **Total Revenue:** \$1.78M
- **Rewards Earned:** \$162.68K
- **Weekly Growth:** Revenue surged from **\$0.34M** in first week to **\$0.60M** in fourth week. **Total: \$1.78M**
- **Offers Completed:** 5K (Week 1) to 12.3K (Week 4)
- **Offer Completion:** Age 45+ | Income \$30K - \$75K | Buy 1 Get 1 & Discounts rising steadily

Given the success of Buy 1 Get 1 and Discount offers, consider increasing the frequency or slightly enhancing the appeal of these offers (e.g., bundling additional small rewards).

Tailor more targeted promotions to the Age 45+ group and Income \$30K - \$75K as they show higher engagement.

Analyze peak transaction times to schedule offers and promotional messaging when customers are most active.

Preferences & Spend Patterns

- **Gender & Income Preferences:** Discount & Buy 1 Get 1 are universally preferred
- **Reward Breakdown:** \$5 via Buy 1 Get 1 | \$2 & \$3 via Discounts | \$10 solely Buy 1 Get 1
- **Spend Insights:**
 - Discount Offers: \$10, \$7, \$20 spent
 - Buy 1 Get 1 Offers: \$5 spent
- **Channel Dynamics: (Web, Email, Mobile, Social)**
 - WEMS: Discounts
 - WEM: Buy 1 Get 1
 - EMS: Buy 1 Get 1 only
 - WE: Discounts only

Consider experimenting with different reward structures, such as smaller immediate rewards paired with larger long-term incentives, tailored to customer spending behavior (e.g., encouraging higher spends on \$10, \$7, and \$20 tiers).

Utilize channel-specific strategies: Promote Discounts via channels like WE (Web & Email) and BOGO through more dynamic channels like WEM (Web, Email, Mobile).

Design campaigns tailored specifically for Gender types leveraging known patterns to craft messages that resonate more deeply with each group.