

# Cafe Rewards Offers

WE ARE  
OPEN!

Come Visit Us



**BUY 1  
GET 1**

Order Now



**Discount  
Min 20%  
and up  
to 43%**

### Total Customer

17K

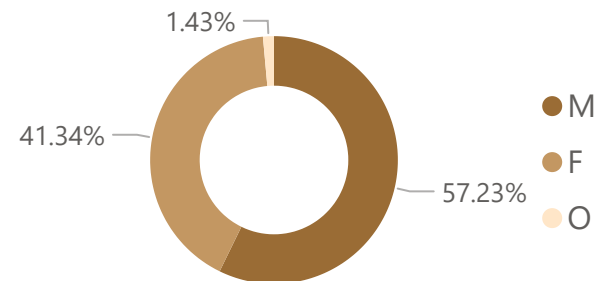
### Average Income

\$57K

Year of Membership	Number of Customer
2013	286
2014	691
2015	1830
2016	3526
2017	6469
2018	4198

Year wise No. of customer taken membership of the Cafe . In **2017** Highest number of new member taken membership ,which is **83.5%** more compared to 2016 .

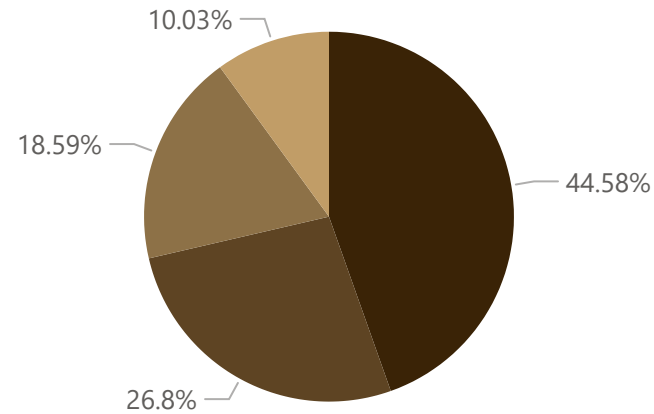
### Customer vs Gender



In total customer **57.23%** are male and **41.34%** are female .

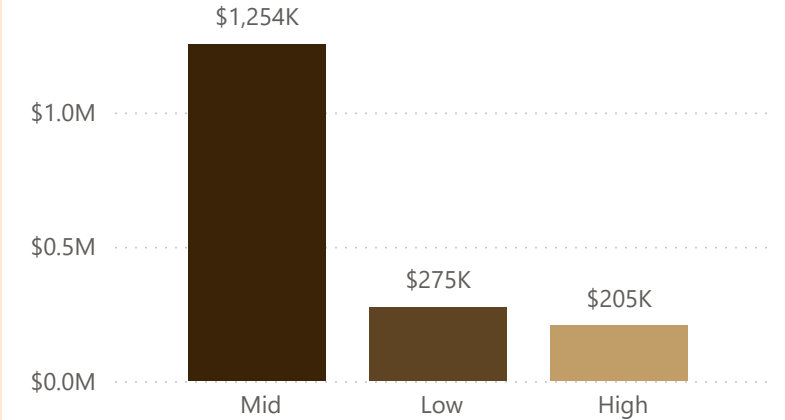
### Customer by Age Group

● Adult ● Sr. Citizen ● Super Sr. Citizen ● Young



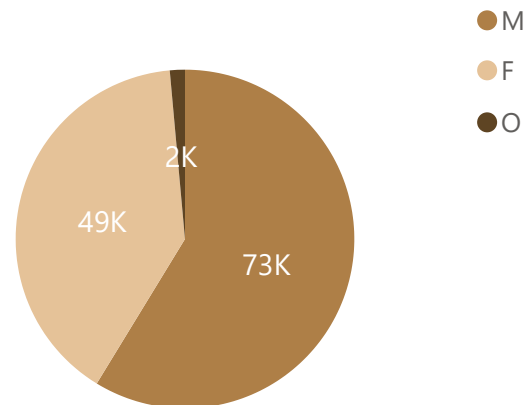
In age group category Young are **18 - 30** , Adult are **31-60** ,Sr. Citizen are **61 - 80** and Super Sr. Citizen are **81-118**

### Transaction Amount by Income Group



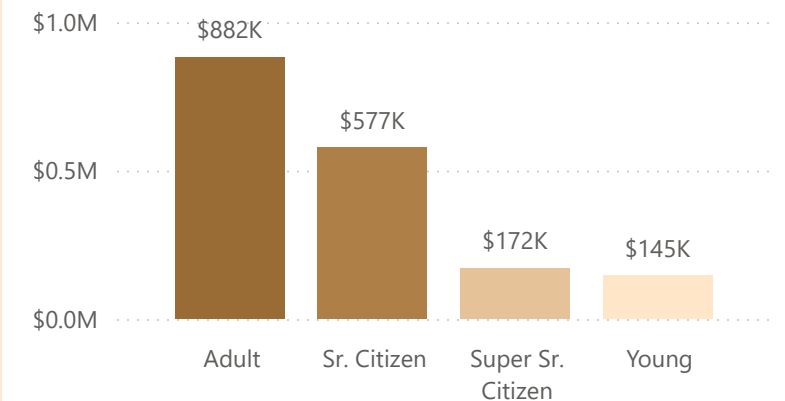
Mid Income Category (50,001 - 99,000) have contribute **\$1,254,096** of total Transaction .

### Gender wise Transaction



In total transaction Male customer are done **73K** and Female are done **49K** transaction .

### Transaction Amount by Age group

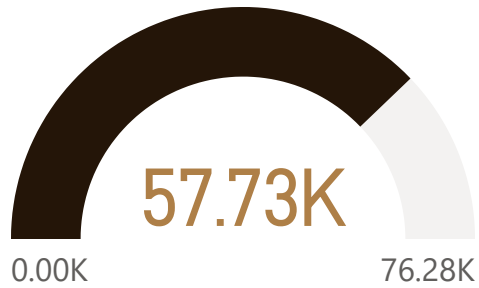


Age group 31 -60 are spend Highest amount of transaction of **\$881,966**

### Offer Catagory

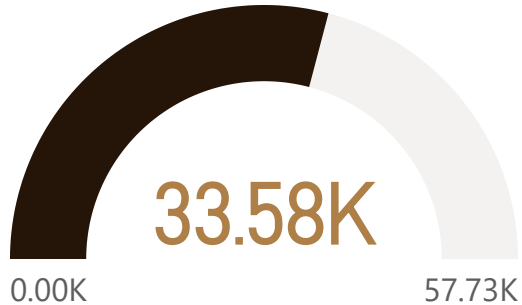
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### Offer Viewed Vs Offer Received



Total Number of offer received by the customers **76,277** in which they have viewed only **57,725**

### Offer Completed Vs Offer Viewed



Total Number of offer viewed by the customers **57,725** in which they have completed only **33,579**

### Offer received by Type

Discount

30.54K

Bogo

30.50K

Informational

15.24K

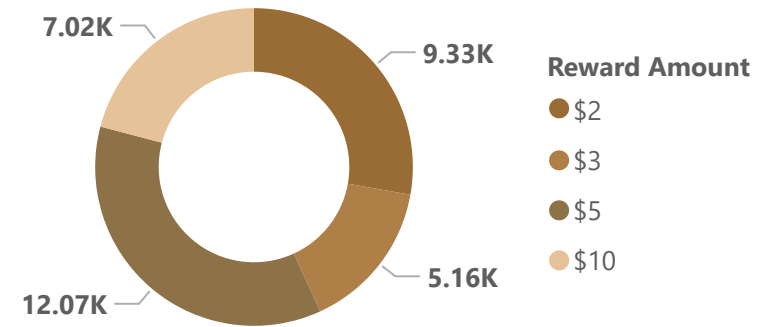
### Offer Type

### Total offer received

BOGO 1	
['email', 'mobile', 'social']	7658
BOGO 2	
['web', 'email', 'mobile', 'social']	7593
BOGO 3	
['web', 'email', 'mobile']	7677
BOGO 4	
['web', 'email', 'mobile', 'social']	7571
DISC 1	
['web', 'email']	7668
DISC 2	
['web', 'email', 'mobile', 'social']	7646

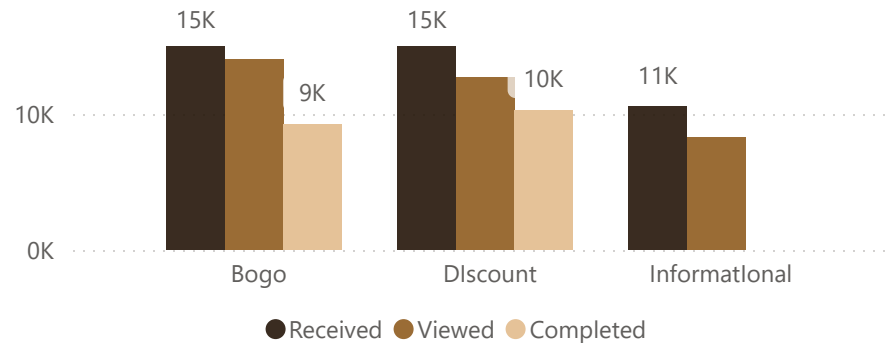
Channel wise offer Distribution in each offer category

### Offer Completed by Reward Amount



Customer get **36%** reward in **\$5 Reward category** in all transaction

### Number of Customer Vs Offer Type



Customer wise participation in each offer type

Offer Id Type	Offer received	Offer Completed	Reward Amount
BOGO 1	7658	3688	\$36,880
BOGO 2	7593	3331	\$33,310
BOGO 3	7677	4354	\$21,770
BOGO 4	7571	4296	\$21,480
DISC 1	7668	3420	\$17,100
DISC 2	7646	5156	\$15,468
DISC 3	7597	5317	\$10,634
DISC 4	7632	4017	\$8,034
INFO 1	7617		
INFO 2	7618		

Offer Categories wise reward amount

### Total Transaction

139K

### Highest transaction of a day

5840

### Highest Number of Transaction by a single customer

36

### Offer Conversion Rate

44.02%

Day	No of Transaction
1	4081
2	4144
3	4154
4	4037
5	3760
6	3345
7	3396
8	4377
9	4778
10	4865
11	4192
12	4031
13	3589
14	3606
15	4593
16	5007
17	5216
18	5708
19	5790
20	5500
21	5015
22	5579
23	5585
24	5481
25	5712
26	5840
27	5397
28	4976
29	4375
30	2824

Day wise Number of transaction

### Total Transaction Amount

\$1.78M

### Average Transaction Amount

\$12.78

### Average Revenue Per Customer

\$104.44

### Highest amount Transaction by a single customer

\$1.61K

Day	Transaction Amount
1	55,609.91
2	51,448.57
3	50,786.40
4	49,052.59
5	46,999.20
6	43,920.24
7	41,175.97
8	56,184.45
9	63,347.34
10	59,726.81
11	53,696.20
12	48,902.57
13	46,799.19
14	44,737.53
15	58,996.03
16	62,431.81
17	65,365.97
18	72,628.48
19	73,920.98
20	68,586.15
21	61,987.21
22	72,155.21
23	75,022.06
24	73,036.73
25	74,446.61
26	76,998.55
27	68,157.56
28	64,404.67
29	59,031.37
30	35,895.61

Day wise transaction amount

### Total Reward Amount

\$164.68K

### Highest Reward Amount by a customer

\$55

Offer Id	Type	Reward Amount
BOGO 1		\$36,880
BOGO 2		\$33,310
BOGO 3		\$21,770
BOGO 4		\$21,480
<b>Total</b>		<b>\$113,440</b>

Buy one get one wise reward amount

Offer Id	Type	Reward Amount
DISC 1		\$17,100
DISC 2		\$15,468
DISC 3		\$10,634
DISC 4		\$8,034
<b>Total</b>		<b>\$51,236</b>

Discount wise reward amount