### Starbucks Capstone Project

Offer Results Across Segments/Categories (1)

### A. Description for Performance Measures

cat non: number of customers in category

cat\_pop: number of customers in category
recv: number of customers that received offer
view: number of customers that viewed offer

compltn: number of customers that completed offer after viewing

notxns: number of transactions influenced by offer

txnval: monetary value of transactions

%compltn: percentage of customers who completed offer after viewing

## B. Description of Segments/Categories

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### Category 0:

Old customers with low average spend (sub 100) across self, bogo and discount.

## Category 1:

New customers with low average spend (sub 100) across self, bogo and discount.

#### Category 2:

Customers (new and old) with high average spend (600 range) on Discount offers (clear preference for Discount).

#### Category 3:

Customers (new and old) with high average spend (600 range) on Self (not influenced by offers)

## Category 4:

Customers (new and old) with high average spend (600 range) on BOGO (clear preference for BOGO).

### C. Offer Performance

### category results for bogo0505:

	cat_pop	recv	view	compltn	notxns	txnval	avgtxnval	%compltn	
category									
0	14760	6563	6304	3146	7737	74856.13	9.68	47.94	
1	1920	853	814	205	653	4909.77	7.52	24.03	
2	57	15	15	11	13	320.44	24.65	73.33	
3	208	100	93	66	91	1606.00	17.65	66.00	
4	55	40	38	32	47	13164.03	280.09	80.00	

category	results f	or bog	00510:							
	cat_pop	recv	view	compltn	notxns	txnval	avgtxnval	%compltn		
category										
0	14760	6602	6345	2430	9122	80815.03	8.86	36.81		
1	1920	839	805	139	716	4896.25	6.84	16.57		
2	57	26	26	17	26	427.86	16.46	65.38		
3	208	91	88	64	87	1613.62	18.55	70.33		
4	55	35	34	26	42	10106.44	240.63	74.29		
category results for bogo0705:										
category	cat_pop	recv	view	compltn	notxns	txnval	avgtxnval	%compltn		
0	14760	6707	3657	2156	4354	47525.56	10.92	32.15		
1	1920	835	426	170	282	3088.96	10.95	20.36		
2	57	24	12	10	16	311.14	19.45	41.67		
3	208	92	62	50	71	1247.11	17.56	54.35		
4	55	19	14	10	12	1783.61	148.63	52.63		
category	results f	or bog	go0710:							
category  category	results f  cat_pop			compltn	notxns	txnval	avgtxnval	%compltn		
					notxns 10374	txnval 85633.02	avgtxnval 8.25	%compltn 34.34		
category 0	cat_pop 14760 1920	recv 6605 886	view 5787 788	compltn 2268 175	10374 935	85633.02 6232.66	8.25 6.67	34.34 19.75		
category 0 1 2	cat_pop 14760 1920 57	recv 6605 886 23	view 5787 788 19	compltn 2268 175 16	10374 935 25	85633.02 6232.66 490.27	8.25 6.67 19.61	34.34 19.75 69.57		
category 0 1 2	cat_pop 14760 1920 57 208	recv 6605 886 23 110	view 5787 788 19 92	compltn 2268 175 16 71	10374 935 25 102	85633.02 6232.66 490.27 1707.85	8.25 6.67 19.61 16.74	34.34 19.75 69.57 64.55		
category 0 1 2	cat_pop 14760 1920 57	recv 6605 886 23	view 5787 788 19	compltn 2268 175 16	10374 935 25	85633.02 6232.66 490.27	8.25 6.67 19.61	34.34 19.75 69.57		
category 0 1 2 3	cat_pop 14760 1920 57 208	recv 6605 886 23 110 34	view 5787 788 19 92 30	compltn 2268 175 16 71	10374 935 25 102	85633.02 6232.66 490.27 1707.85	8.25 6.67 19.61 16.74	34.34 19.75 69.57 64.55		
category 0 1 2 3	cat_pop 14760 1920 57 208 55 results f	recv 6605 886 23 110 34	view 5787 788 19 92 30	compltn 2268 175 16 71	10374 935 25 102	85633.02 6232.66 490.27 1707.85	8.25 6.67 19.61 16.74	34.34 19.75 69.57 64.55		
category 0 1 2 3 4 category	cat_pop 14760 1920 57 208 55 results f	recv 6605 886 23 110 34	view 5787 788 19 92 30	compltn 2268 175 16 71 23	10374 935 25 102 34	85633.02 6232.66 490.27 1707.85 9750.37	8.25 6.67 19.61 16.74 286.78	34.34 19.75 69.57 64.55 67.65		
category 0 1 2 3 4 category category 0 1	cat_pop 14760 1920 57 208 55 results f	recv 6605 886 23 110 34 for dis	view 5787 788 19 92 30 60707: view	2268 175 16 71 23	10374 935 25 102 34	85633.02 6232.66 490.27 1707.85 9750.37	8.25 6.67 19.61 16.74 286.78 avgtxnval 9.80 7.49	34.34 19.75 69.57 64.55 67.65		
category 0 1 2 3 4 category category 0 1	cat_pop  14760 1920 57 208 55  results f cat_pop	recv 6605 886 23 110 34 for dis recv 6636	view 5787 788 19 92 30 60707: view 6373 825 40	compltn  2268 175 16 71 23  compltn  3675 242 23	10374 935 25 102 34 notxns	85633.02 6232.66 490.27 1707.85 9750.37 txnval 84617.49 6145.38 9809.09	8.25 6.67 19.61 16.74 286.78 avgtxnval	34.34 19.75 69.57 64.55 67.65 %compltn 55.38		
category 0 1 2 3 4 category category 0 1 2 3	cat_pop  14760 1920 57 208 55  results f cat_pop  14760 1920 57 208	recv  6605 886 23 110 34  for dis recv  6636 864 41 85	view  5787 788 19 92 30  50707: view  6373 825 40 80	compltn  2268 175 16 71 23  compltn  3675 242 23 66	10374 935 25 102 34 notxns 8634 821 63 91	85633.02 6232.66 490.27 1707.85 9750.37 txnval 84617.49 6145.38 9809.09 1487.31	8.25 6.67 19.61 16.74 286.78 avgtxnval 9.80 7.49	34.34 19.75 69.57 64.55 67.65 %compltn 55.38 28.01		
category 0 1 2 3 4 category category 0 1	cat_pop  14760 1920 57 208 55  results f cat_pop  14760 1920 57	recv  6605  886  23  110  34  for dis  recv  6636  864  41	view 5787 788 19 92 30 60707: view 6373 825 40	compltn  2268 175 16 71 23  compltn  3675 242 23	10374 935 25 102 34 notxns 8634 821 63	85633.02 6232.66 490.27 1707.85 9750.37 txnval 84617.49 6145.38 9809.09	8.25 6.67 19.61 16.74 286.78 avgtxnval 9.80 7.49 155.70	34.34 19.75 69.57 64.55 67.65 %compltn 55.38 28.01 56.10		
category 0 1 2 3 4 category category 0 1 2 3 4	cat_pop  14760 1920 57 208 55  results f cat_pop  14760 1920 57 208	recv  6605 886 23 110 34  for dis recv  6636 864 41 85 20	788 19 92 30 30 30 30 40 40 80 19	compltn  2268 175 16 71 23  compltn  3675 242 23 66 12	10374 935 25 102 34 notxns 8634 821 63 91	85633.02 6232.66 490.27 1707.85 9750.37 txnval 84617.49 6145.38 9809.09 1487.31	8.25 6.67 19.61 16.74 286.78 avgtxnval 9.80 7.49 155.70 16.34	34.34 19.75 69.57 64.55 67.65 %compltn 55.38 28.01 56.10 77.65		
category 0 1 2 3 4 category 0 1 2 3 4 category 0 1 2 3 4	cat_pop  14760 1920 57 208 55  results f  cat_pop  14760 1920 57 208 55	6605 886 23 110 34 for dis  recv 6636 864 41 85 20	5787 788 19 92 30 30 30 30 30 40 40 80 19	compltn  2268 175 16 71 23  compltn  3675 242 23 66 12	10374 935 25 102 34 notxns 8634 821 63 91 19	85633.02 6232.66 490.27 1707.85 9750.37 txnval 84617.49 6145.38 9809.09 1487.31	8.25 6.67 19.61 16.74 286.78 avgtxnval 9.80 7.49 155.70 16.34 19.40	34.34 19.75 69.57 64.55 67.65 %compltn 55.38 28.01 56.10 77.65 60.00		
category 0 1 2 3 4 category category 0 1 2 3 4	cat_pop  14760 1920 57 208 55  results f  cat_pop  14760 1920 57 208 55  results f	6605 886 23 110 34 for dis  recv 6636 864 41 85 20	5787 788 19 92 30 30 30 30 30 40 40 80 19	compltn  2268 175 16 71 23  compltn  3675 242 23 66 12	10374 935 25 102 34 notxns 8634 821 63 91 19	85633.02 6232.66 490.27 1707.85 9750.37 txnval 84617.49 6145.38 9809.09 1487.31 368.55	8.25 6.67 19.61 16.74 286.78 avgtxnval 9.80 7.49 155.70 16.34 19.40	34.34 19.75 69.57 64.55 67.65 %compltn 55.38 28.01 56.10 77.65 60.00		

9.97

176.87

18.93

15.87

54.17

51.61

3091.36

5306.13

1154.58

# category results for disc1010:

	cat_pop	recv	view	compltn	notxns	txnval	avgtxnval	%compltn	
category									
0	14760	6551	6321	3538	10328	97037.44	9.40	54.01	
1	1920	871	833	204	936	6928.73	7.40	23.42	
2	57	41	41	32	53	13831.52	260.97	78.05	
3	208	112	111	97	129	2201.95	17.07	86.61	
4	55	22	21	13	26	477.20	18.35	59.09	

## category results for disc1020:

cat_pop	recv	view	compltn	notxns	txnval	avgtxnval	%compltn
14760	6643	2283	1095	2925	37726.35	12.90	16.48
1920	876	314	92	231	2965.32	12.84	10.50
57	34	23	16	35	8575.51	245.01	47.06
208	90	32	18	45	750.99	16.69	20.00
55	25	11	6	8	143.29	17.91	24.00
	14760 1920 57 208	14760 6643 1920 876 57 34 208 90	14760 6643 2283 1920 876 314 57 34 23 208 90 32	14760 6643 2283 1095 1920 876 314 92 57 34 23 16 208 90 32 18	14760 6643 2283 1095 2925 1920 876 314 92 231 57 34 23 16 35 208 90 32 18 45	14760     6643     2283     1095     2925     37726.35       1920     876     314     92     231     2965.32       57     34     23     16     35     8575.51       208     90     32     18     45     750.99	14760     6643     2283     1095     2925     37726.35     12.90       1920     876     314     92     231     2965.32     12.84       57     34     23     16     35     8575.51     245.01       208     90     32     18     45     750.99     16.69

# D. Top Offer per Category (Descending Order of Transaction Value)

Category 0: disc1010; bogo0710; disc0707; bogo0510; bogo0505 Category 1: disc1010; bogo0710; disc0707; bogo0505; bogo0510 Category 2: disc1010; disc0707; disc1020; disc0710; bogo0710 Category 3: disc1010; bogo0710; bogo0510; bogo0505; disc0707 Category 4: bogo0505; bogo0510; bogo0710; bogo0705; disc1010