

Starbucks Capstone Project

Offer Results Across Segments/Categories (1)

A. Description for Performance Measures

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

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:

category cat_pop recv view compltn notxns txnval avgtxnval %compltn
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 for bogo0510:

```
-----
      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:

```
-----
      cat_pop  recv  view  compltn  notxns   txnval  avgtxnval  %compltn
category
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 for bogo0710:

```
-----
      cat_pop  recv  view  compltn  notxns   txnval  avgtxnval  %compltn
category
0      14760  6605  5787    2268  10374  85633.02      8.25    34.34
1      1920   886   788     175     935   6232.66      6.67    19.75
2        57    23    19      16      25   490.27     19.61    69.57
3       208   110    92      71     102  1707.85     16.74    64.55
4        55    34    30      23      34   9750.37    286.78    67.65
```

category results for disc0707:

```
-----
      cat_pop  recv  view  compltn  notxns   txnval  avgtxnval  %compltn
category
0      14760  6636  6373    3675   8634  84617.49      9.80    55.38
1      1920   864   825     242     821   6145.38      7.49    28.01
2        57    41    40      23      63   9809.09    155.70    56.10
3       208    85    80      66      91  1487.31     16.34    77.65
4        55    20    19      12      19   368.55     19.40    60.00
```

category results for disc0710:

```
-----
      cat_pop  recv  view  compltn  notxns   txnval  avgtxnval  %compltn
category
0      14760  6616  3588    2011   4299  49135.85     11.43    30.40
1      1920   876   431     139     310   3091.36      9.97    15.87
2        57    24    22      13      30   5306.13    176.87    54.17
3       208    93    61      48      61  1154.58     18.93    51.61
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4	55	23	16	15	18	394.62	21.92	65.22
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category results for disc1010:

category	cat_pop	recv	view	complt	notxns	txnval	avgtxnval	%complt
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:

category	cat_pop	recv	view	complt	notxns	txnval	avgtxnval	%complt
0	14760	6643	2283	1095	2925	37726.35	12.90	16.48
1	1920	876	314	92	231	2965.32	12.84	10.50
2	57	34	23	16	35	8575.51	245.01	47.06
3	208	90	32	18	45	750.99	16.69	20.00
4	55	25	11	6	8	143.29	17.91	24.00

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