

## Starbucks Capstone Project

### Offer Results Across Segments/Categories (1)

#### A. Description for Performance Measures

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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. Offer Performance

##### category results for bogo0505:

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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 for bogo0510:

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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:

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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	complt	notxns	txnval	avgtxnval	%complt
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	complt	notxns	txnval	avgtxnval	%complt
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	complt	notxns	txnval	avgtxnval	%complt
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
4	55	23	16	15	18	394.62	21.92	65.22

category results for disc1010:

	cat_pop	recv	view	complt	notxns	txnval	avgtxnval	%complt
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	complt	notxns	txnval	avgtxnval	%complt
category								
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

C. 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