Maven Rewards Challenge

Objective : Identify key Cafe Rewards customer segments and develop a data-driven strategy for future promotional messaging & targeting.

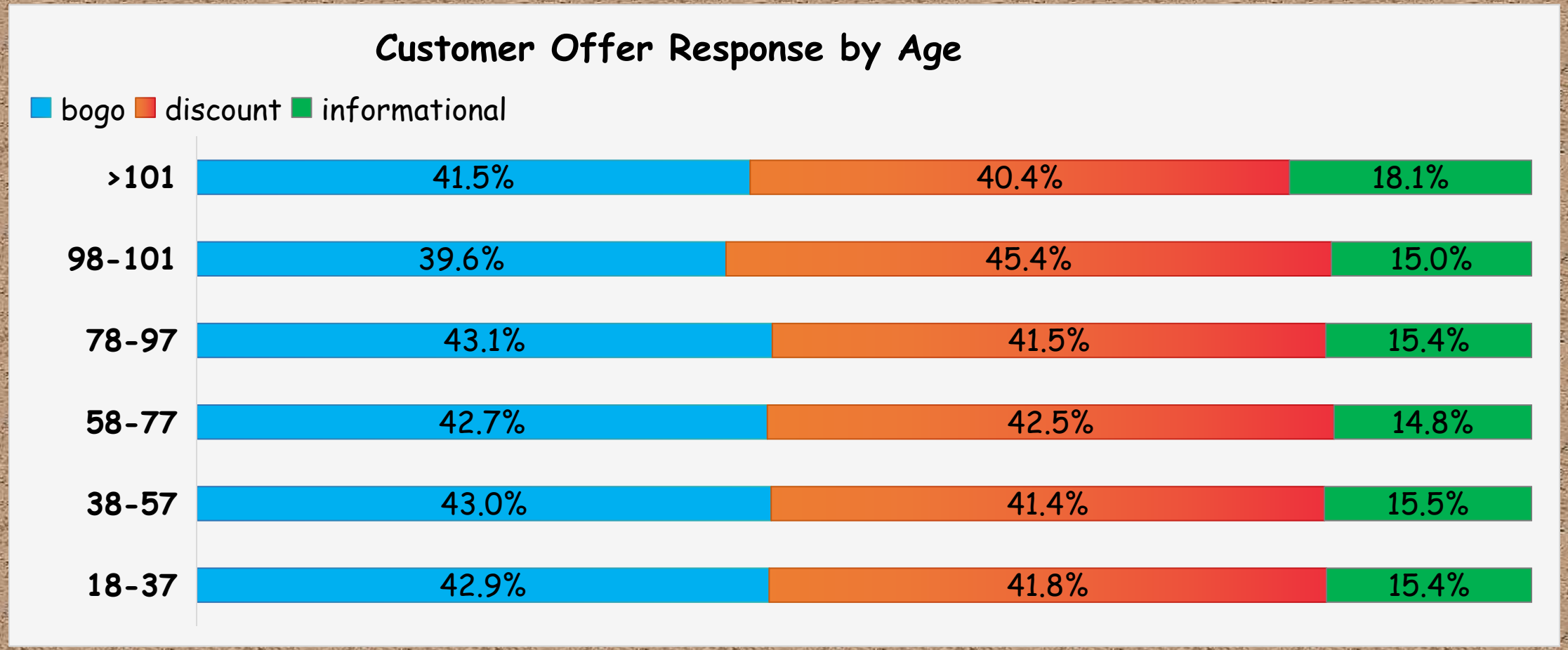
Data : Cafe Rewards Offers

Owner :Kariuki

Summary & Findings	Based on the analysis, key insights for Cafe Rewards
Channel-Specific Offer Preferences	Bogo offers are most effective on social media and mobile channels, while discount offers resonate best on web platforms. Informational offers have limited appeal, suggesting a need for more compelling content or alternative delivery methods.
Income and Age Segmentation:	Higher-income customers and those aged 78-97 respond well to Bogo offers, while younger customers are more evenly responsive to different offer types. This indicates the potential for age and income-based segmentation in targeted promotions.
Year-on-Year Offer Engagement	Offer responsiveness has evolved over time, with a significant increase in engagement from 2016 to 2017, particularly for bogo and discount offers. This highlights the importance of adapting promotional strategies to changing customer behaviors.
Gender Offer Preferences	Females (F) have the highest responsiveness to "Bogo" offers at 43.3%, slightly higher than Males (M) at 42.6% and Others (O) at 41.7%. For campaigns targeting female customers, "Bogo" offers are likely to be most effective.

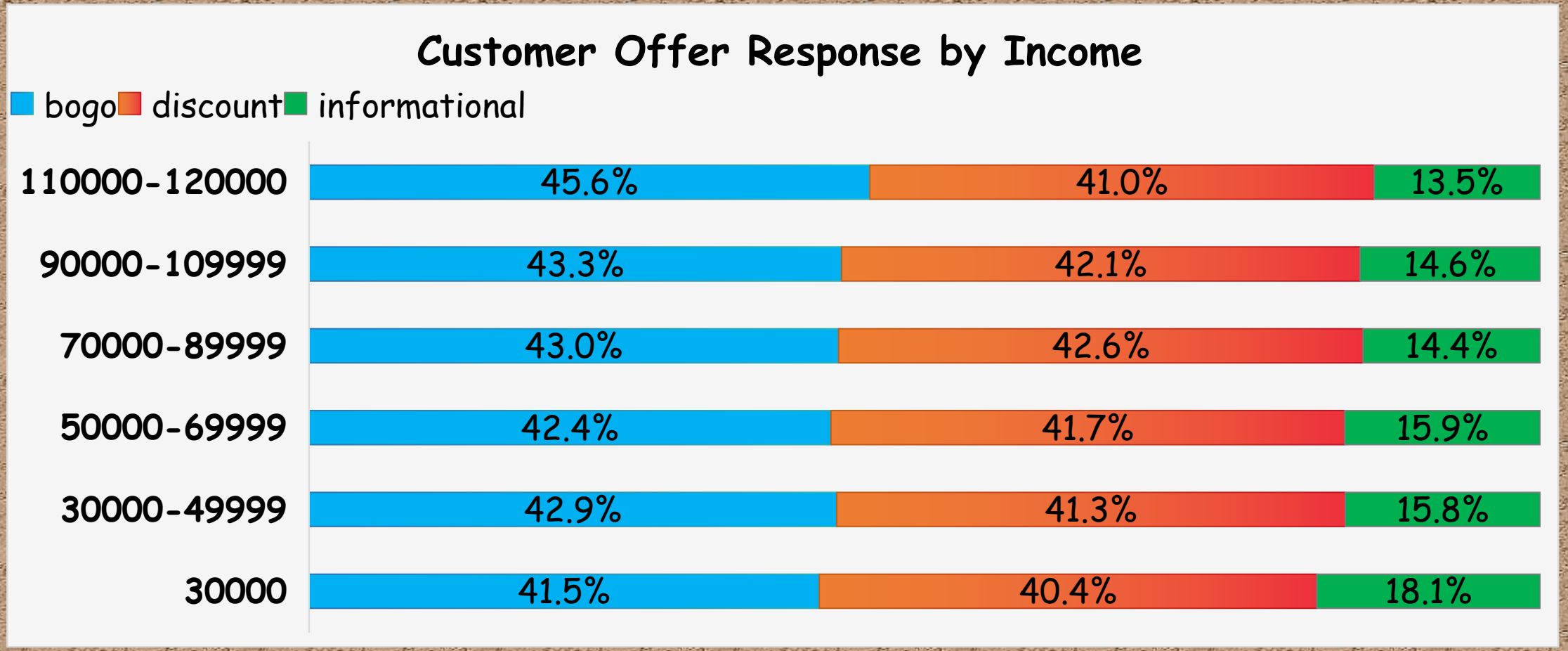
Section A

> .Bogo offers are highly effective across most age groups, with a slight decline in the oldest segments.
> .Discount offers are particularly appealing to older customers, especially those in the 98-101 age bracket.
> .Informational offers have consistently lower effectiveness across all age groups and might require a more targeted approach to improve their appeal.



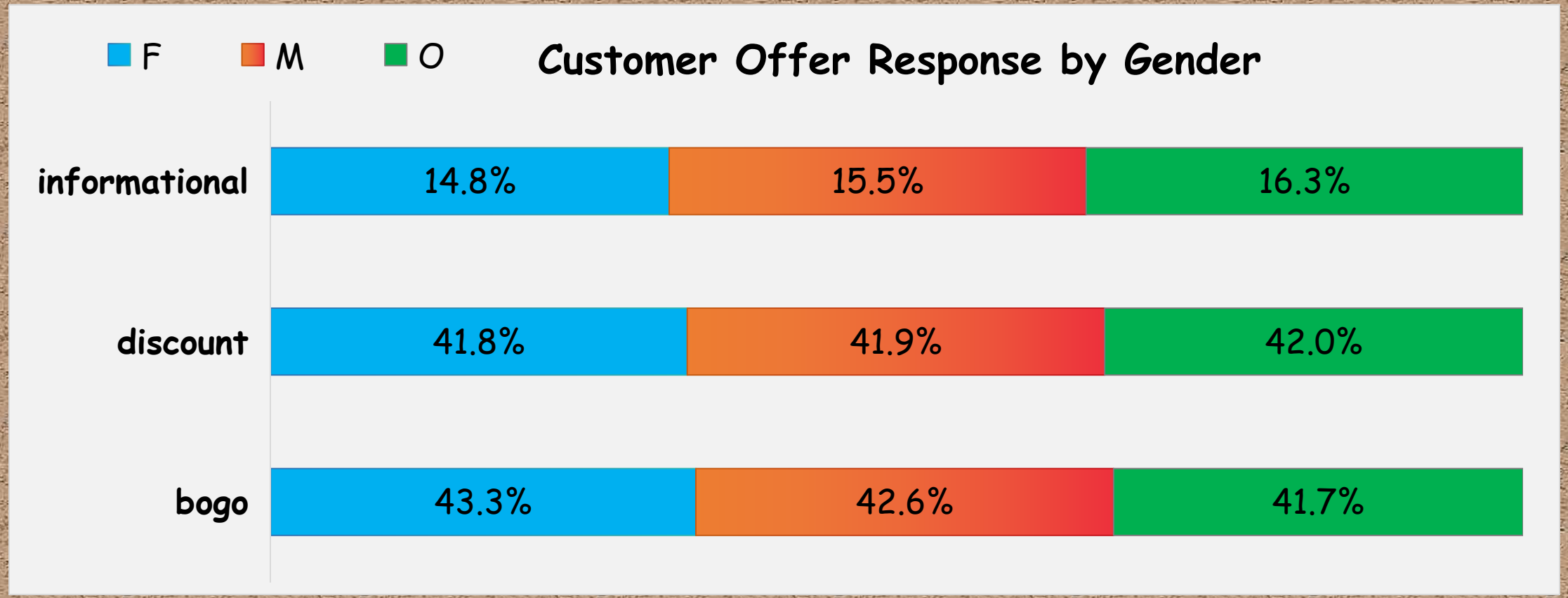
Section B

>.Bogo offers should be prioritized for higher income segments, as they show the highest effectiveness there.
>.Discount offers are reliable across all income groups and should continue to be used as a standard promotional tool.
>.Informational offers may need a more strategic approach to increase their appeal, particularly among higher income customers.



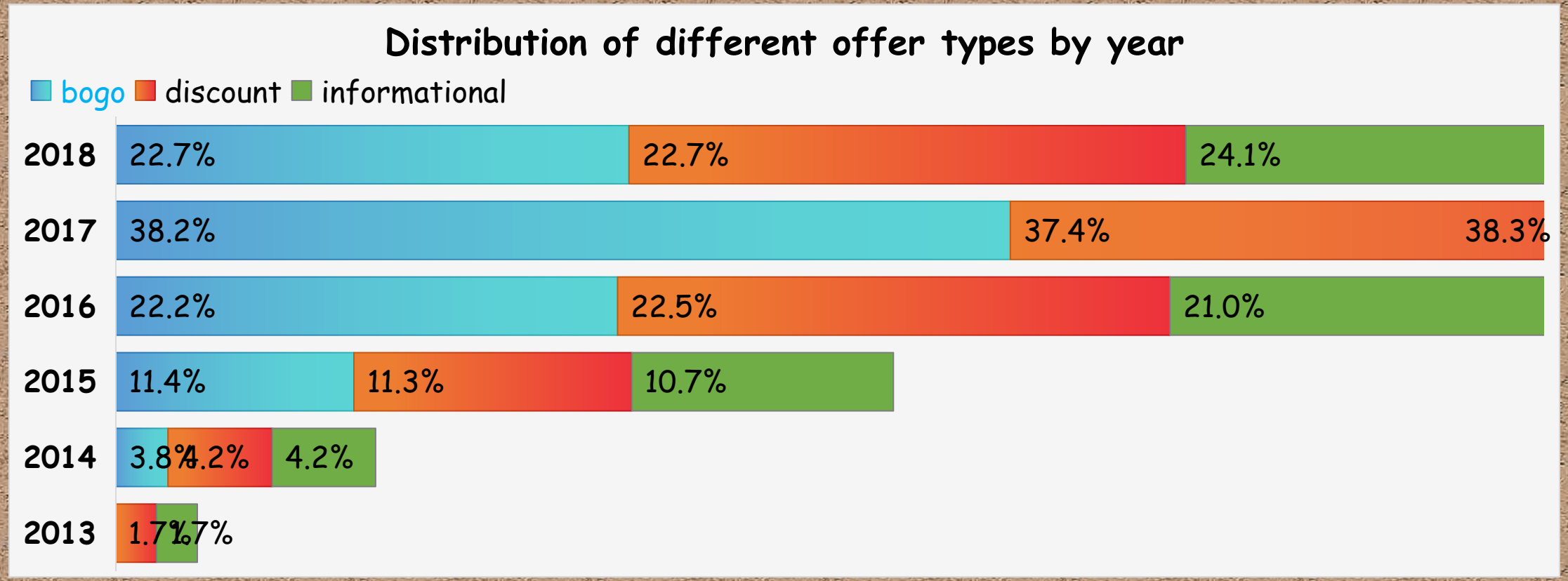
Section C

>.For campaigns targeting female customers, "Bogo" offers are likely to be most effective.
>.Discount offers are a safe and effective option across all genders.
>.For the "Others" gender category, informational content may resonate more, indicating a potential to engage this segment through educational or value-driven messaging.



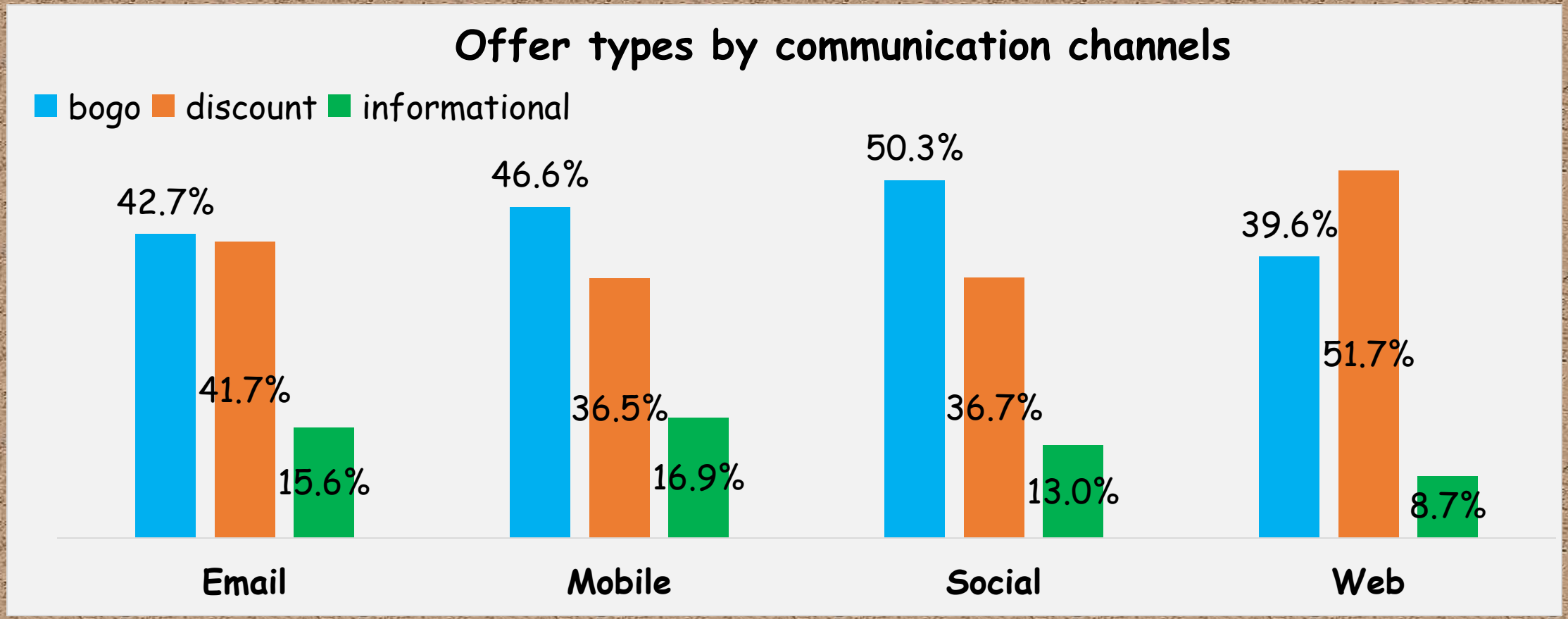
Section D

>.There is a steady increase in the total number of offers distributed from 2013 to 2017, with a peak in 2017, followed by a decline in 2018.
>.Bogo Offers: Consistently have the highest count across all years, indicating they may be the most commonly used or the most popular among customers.
>.The significant jump from 2015 to 2016 suggests a strategic shift or expansion in offer distribution.
>.The decline in 2018 could indicate a change in strategy, market conditions, or customer preferences.



Section E

>.Bogo offers perform best on social and mobile channels, while discount offers are most effective on web platforms.
>.Informational offers have limited appeal across all channels, particularly on social and web.
>.Tailoring offer types to the most responsive channels can significantly boost engagement.



Conclusion

>.To maximize engagement, Cafe Rewards should tailor its promotional messaging by aligning specific offer types with the most responsive customer segments and communication channels.

>.By leveraging these insights, the cafe can create a more effective, data-driven strategy for targeting and messaging, ultimately driving higher customer engagement and satisfaction.