

Campaign Performance - Week 2 Project - Group 4

New Live Merchants



We have the newest live merchant in 03CT city, followed by 02CT city, and the least in 01CT city

Because the new live merchants in February < 150, that means we did not reach the new objective.

Retention Rate

62.8%

(-360 from 968 last
year's live merchants)

Overall

66.0%

(-135 from 397)
01CT

67.2%

(-158 from 481)
02CT

25.6%

(-67 from 90)
03CT

From 968 last year's merchants, we lost 360 merchants in these two months overall. That means we only keep 608 (62.8%) of our last year's merchants.

We have the best retention rate in 02CT city, followed by 01CT city, and the worst in 03CT city.

Because the retention rate is < 85%, that means we did not reach the new objective.

Discount Participation Rate

29.3%

(268 of 913 merchants)

Overall

44.7%

(145 of 324)

01CT

4.3%

(19 of 445)

02CT

72.2%

(104 of 144)

03CT

From 913 this year's merchants, we have 268 merchants in these two months that have discount participation overall. That means we only have a 29.3% discount participation rate this year overall.

We have the best discount participation rate in 03CT city, followed by 01CT city, and the worst in 02CT city.

Because the overall discount participation rate is < 30%, that means we did not reach the new objective.

Should We Continue The Campaign?

Seeing the company objective as follows:

- Acquire a minimum of 150 new live merchants every month
- Keep the retention rate a minimum of 85% of last year's existing merchants
- Increase promo discount participation rate to a minimum of 30% of all merchants

While in reality (January - February):

- Acquire 200 new live merchants in January, but experienced a major decrease of 82% in February (36 new live merchants)
- Keep the retention rate of 62,8% of last year's existing merchants
- Increase promo discount participation rate to 29,3% of all merchants

Should We Continue The Campaign? (Cont'd)

Seeing these performances where none of the objectives were met, we can conclude based on these two months it is better to not continue the campaign. However, it is too early to decide on whether to continue or not based on two months only.

If we wish to continue, it is more favorable to focus on city 01CT for the reasons of:

1. Second highest total amount of live merchants (298)
2. Second best discount participations 44,7%

Why not 02CT: high amount of live merchants (422) but low discount participant rate (4,3%)

Why not 03CT: high discount participant rate (72,2%) but low amount of live merchants (124)