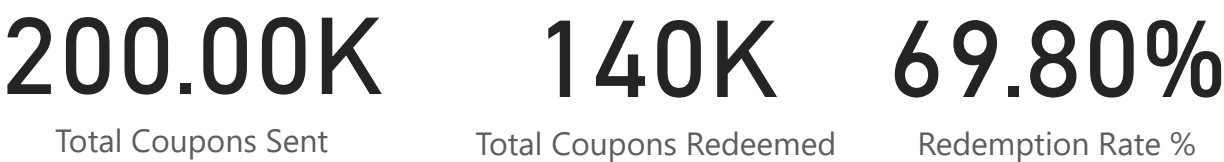
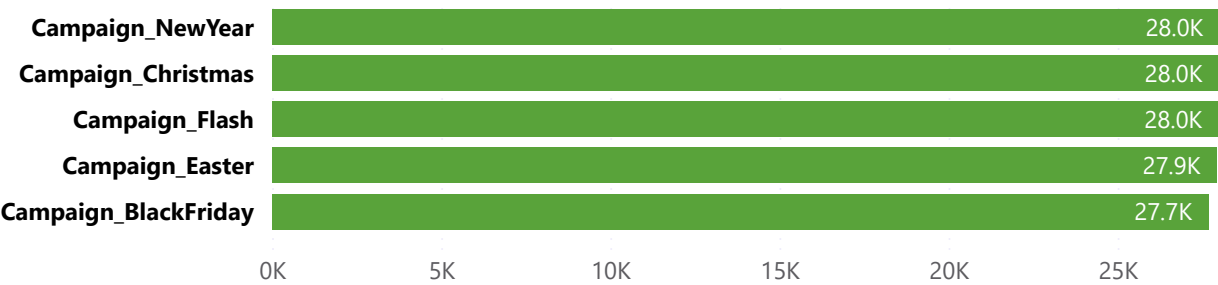


NIGERIAN RETAIL COUPON USAGE DASHBOARD - INTERACTIVE BUSINESS INTELLIGENCE REPORT

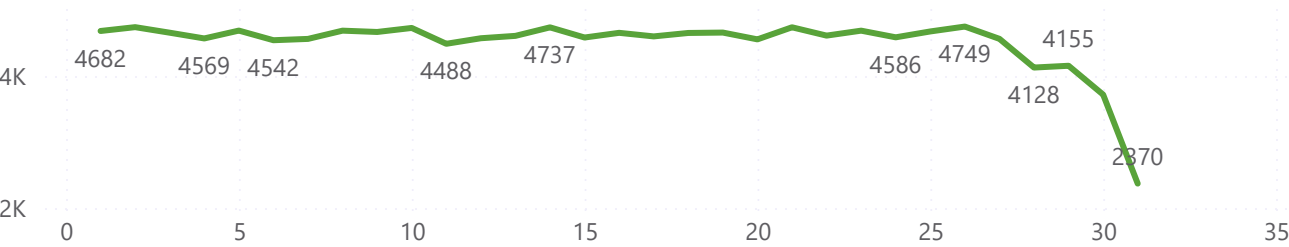
Redemption Overview



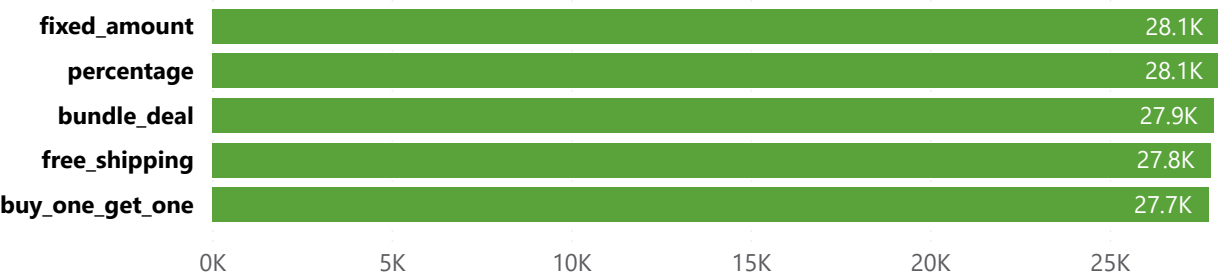
Campaign Effectiveness



Time Trend

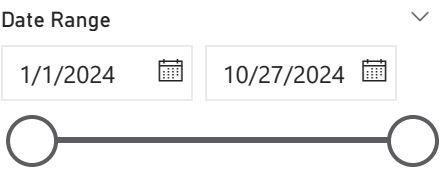


Discount Strategy

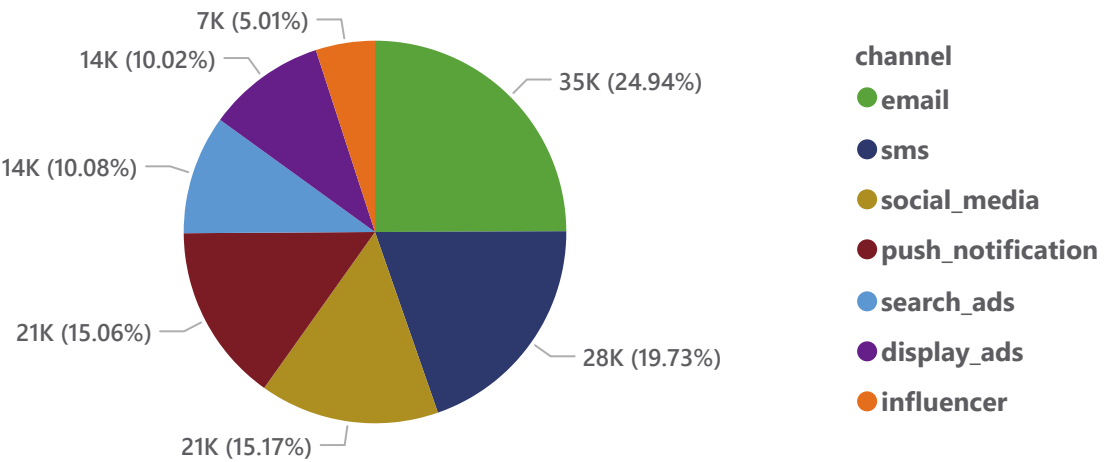


- Filter by Campaign
- Campaign_BlackFriday
 - Campaign_Christmas
 - Campaign_Easter
 - Campaign_Flash

- Channel Type
- display_ads
 - email
 - influencer
 - push_notification



Channel Performance



Customers Engagement

Customer Id	Total Coupons Sent	Total Coupons Redeemed	Redemption Rate %
CUST156226	4	4	100.00%
CUST194588	4	4	100.00%
CUST199874	4	4	100.00%
CUST205708	4	4	100.00%
CUST217592	4	4	100.00%
CUST309555	4	4	100.00%
CUST375030	4	4	100.00%
CUST397299	4	4	100.00%
CUST399358	4	4	100.00%
Total	20000	13969	69.80%