

NIGERIAN RETAIL COUPON USAGE DASHBOARD - INTERACTIVE BUSINESS INTELLIGENCE REPORT

Redemption Overview

200.00K

Total Coupons Sent

140K

Total Coupons Redeemed

69.80%

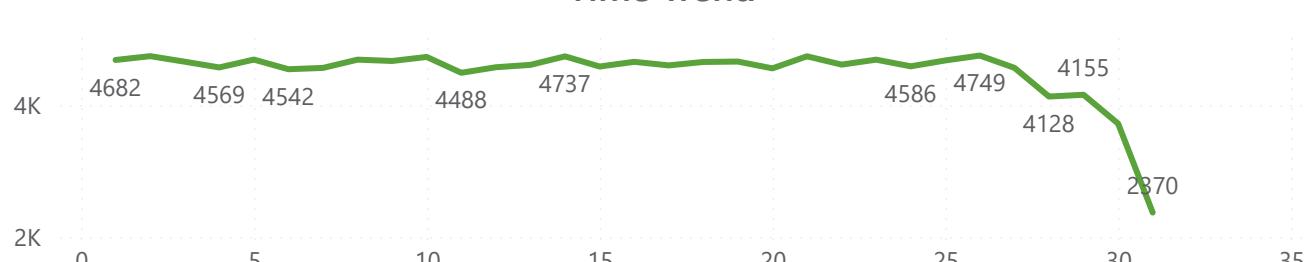
Redemption Rate %

Campaign Effectiveness



0K 5K 10K 15K 20K 25K

Time Trend



Discount Strategy



0K 5K 10K 15K 20K 25K

Filter by Campaign

- Campaign_BlackFriday
- Campaign_Christmas
- Campaign_Easter
- Campaign_Flash

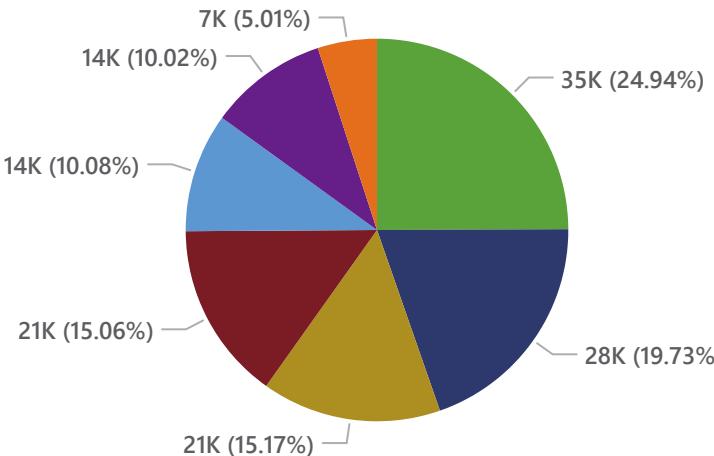
Channel Type

- display_ads
- email
- influencer
- push_notification

Date Range

1/1/2024 10/27/2024

Channel Performance



- channel
- email
- sms
- social_media
- push_notification
- search_ads
- display_ads
- influencer

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	200000	139609	69.80%