Rewards Program Analysis

Team 7 - Data Analytics Bootcamp

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1. Intro

The ultimate goal of our project is to provide simple **visualizations that can help manager-level decisions making** to evaluate the effectiveness of the rewards program.

Basically, rewards programs are a marketing strategy to help **develop loyalty to a brand between customers**, by giving away prizes, points or even discounts.

This rewards program is for **shock absorbers distributor**.

Program Mechanics

Subscribed customers are **categorized by their monthly level of purchase** (C1 to C6), and these 6 different categories will serve to establish a minimum level of sales to be reached.

Achieving the objective, will serve to obtain monthly points, but a couple of extra bonuses can also be gained if a quarter goal is met.

Ultimately category C6 can earn an additional bonus at the end of the year as well.

This will all depend on customer's level of purchases.

Web App Architecture

mongoDB Atlas

Database

Flask

Backend

Bootstrap

plotly

three.js

jQuery
write less, do more.

Leaflet

Frontend

HEROKU