REWARD DASHBOARD

TOTAL REWARD AMOUNT

4835

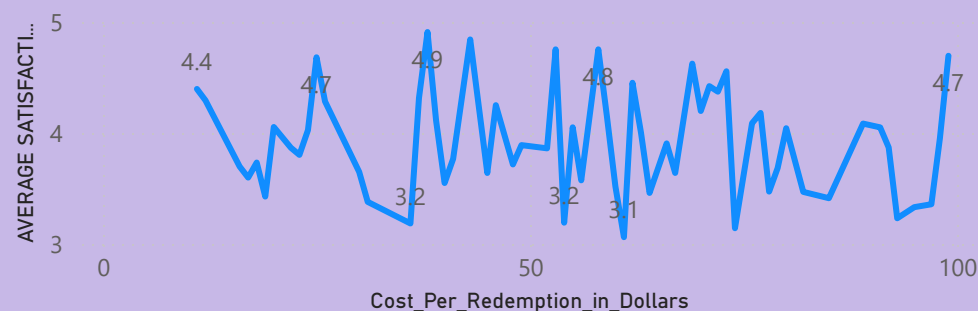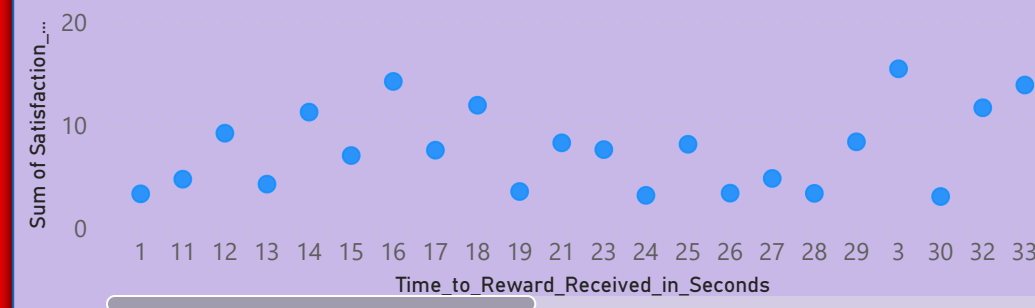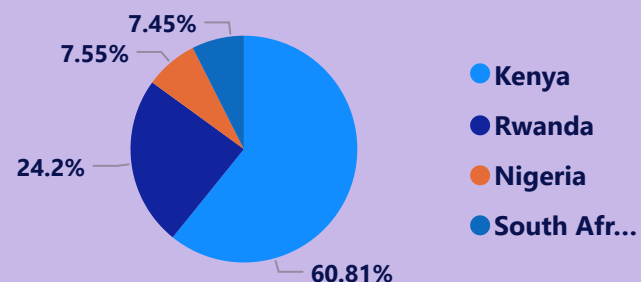| TOTAL REDEMPTION	COST OF REDEMPTION	AVG SATISFACTION	AVG COST PER REDEMPTION
529	5242	3.92	52.42

COST EFFICIENCY

AVERAGE SATISFACTI...

4.4, 4.7, 4.9, 4.8, 4.7

3.2, 3.2, 3.1

0, 50, 100

Cost_Per_Redemption_in_Dollars

REWARD ENGAGEMENT

Sum of Satisfaction_...

20, 10, 0

1 11 12 13 14 15 16 17 18 19 21 23 24 25 26 27 28 29 3 30 32 33

Time_to_Reward_Received_in_Seconds

REWARD BY COUNTRY

- Kenya
- Rwanda
- Nigeria
- South Afr...

7.45%
7.55%
24.2%
60.81%

SATISFACTION BY COUNTRY

Country	Value
Kenya	239.67
Rwanda	86.18
Nigeria	41.29
South Africa	24.75
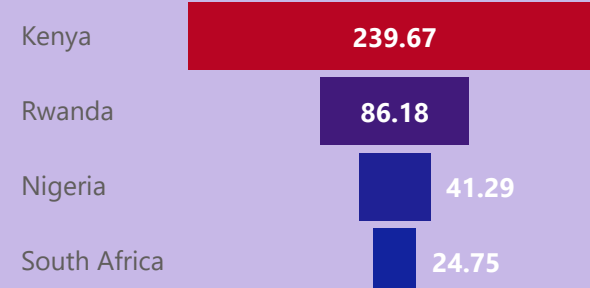
REDEMPTIONS BY CPONTRY

- Kenya
- Rwanda
- Nigeria
- South Africa
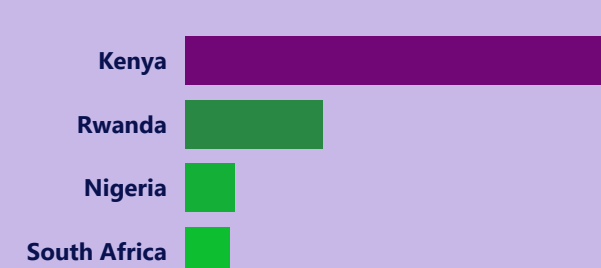
Key Insights

1.Total Redemption and Cost:
- **Total Redemption**: 529 redemptions.
- **Total Cost**: $5242 for all redemptions.
- **Average Cost per Redemption**: $52.42.

 The average cost per redemption is relatively high at $52.42, suggesting that the rewards program may need to optimize costs to ensure the company isn't overspending

2.Satisfaction Levels:
- **Average Satisfaction**: 3.92/5.

  The average satisfaction is moderate, leaving room for improvement to reach an optimal satisfaction score of 4.5 or higher.

3.Cost Efficiency:
- The **cost per redemption** fluctuates between $50 and $100, showing volatility in the cost structure.

  It would be ideal to maintain a consistent cost per redemption to maximize cost efficiency. The dashboard's cost efficiency graph demonstrates that there are peaks and troughs, indicating inefficiencies that need to be addressed.

4.Reward Engagement:
- **Engagement Time**: Most users tend to engage with the rewards after 10–20 seconds.

This indicates users are generally responsive and ready to redeem rewards quickly, but there might be opportunities to further enhance the user experience and reduce friction in the redemption process.

5.Geographic Breakdown:
- **Top Country for Redemptions**: Kenya (60.81% of total redemptions).
- **Other Major Contributors**: Nigeria (24.2%), Rwanda (7.45%), and South Africa (7.54%).

Kenya is the dominant country in the rewards program, which shows where the majority of the business is coming from. However, the potential for growth exists in Rwanda and South Africa.

Tiered Rewards System: Introduce tiered reward levels (basic, premium, VIP) to cater to diverse customer preferences, providing more options for different spending habits. This can drive engagement and increase satisfaction.

Targeted Regional Marketing: Focus marketing campaigns on top-performing regions like Kenya and Rwanda to boost engagement. In regions with low satisfaction, like South Africa, adjust marketing strategies and improve the relevance of rewards.

Gamify the Rewards Program: Add features like achievement badges, challenges, and progress tracking to make the rewards experience more interactive and engaging, encouraging repeat visits and deeper customer involvement.

DATA CLEANING

I cleaned my dataset using excel before I loaded it to Power BI .
 1.Removing duplicates in the data selected the data and on the Excel ribbon I navigated to Data Tab and then to
  Remove duplicates option

  2.Removing the empty cells, select the rows with empty cells and click delete

3.Misrepresentation
 There was a lot of mispresentation between mentor id and mentor name where one
  mentor ii represented more than one mentor names.I first create pivot table
  to calculate the total representation by each mentor id by mentor name. I
  used IF and COUNTIFS VLOOKUP formulars ton check whether Mentor_ID is consistently paired with a Mentor_Name
  (Created new column "Matching"). I also used VLOOKUP to display the
  first Mentor_Name associated with each Mentor_ID, Created new column "
  helper column". i also used conditional formating using COUNTIFS formula
  to check if there are rows where the same Mentor_ID has a different
  Mentor_Name. If a mismatch is found, the rows were highlighted. i reviewed
  and replaced the mentor names matching them with the correct mentor ids
  manually.For more understanding i refer you to click any value in
  "matching and helper columns" to see the formulars applied.Also
  compare the mentor_id column with the Helper column which I used to match the

LEGACY POINTS ALLOCATION

I have used IF,COUNTIFS,SUMIFS statements to calculate new columns such as; Unique
Mentee Count,Session Count with Same Mentee ,Sessions >= 30 Min,Job Info
Completed,Total Sessions with Mentee and Points Awarded as shown
Mentorship_session.NB:You can click on any cell in the dataset in any column
to find an illustration on which formular i have used in the column of
reference.

BRIEF REPORT

The analysis of mentor points allocation was conducted using the dataset
containing mentor and mentee interactions. Each mentor was assessed based on
their participation and the established criteria, which aimed to incentivize
effective mentorship.

The initial sign-up bonus of 250 points was awarded to every
mentor, serving as a foundation for further engagement. Upon review, 2388 mentors qualified for the
additional 1000 points
due to conducting mentorship with two different
mentees, highlighting their commitment to
expanding their mentoring roles.

Furthermore, the assessment revealed that some mentors met the criteria for holding two sessions with the same mentee, thus earning the full
500 points allocated for those mentorship relationships. Additionally,
mentors were rewarded for sessions lasting 30 minutes or more, with each qualifying session
providing 250 points.

Overall, the results demonstrate an effective structure that promotes active and