

Customer Data Analysis and Promotional Messaging Strategies Report

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1. Age Distribution by Offer Type

The age distribution among customers who participated in different offers was analyzed.

Result: Clear differences were observed in the ages of participating customers by offer type. Offers targeting Middle age groups were more popular, while other offers targeted older and younger age groups.

2. Effect of Gender on Offer Success

The number of completed offers was calculated for each gender.

Result: The data showed that men achieved a higher rate of successful completed offers than women, indicating that promotional messages targeted at men may be more effective.

3. Most Popular Offers

The number of completed offers was analyzed for each type of offer.

Result: Offers for Discount were the most popular among customers, indicating the need to focus more on promoting these offers.

4. Relationship between Income and Offer Success

The relationship between customer income and the number of completed offers was examined.

Result: There was no strong correlation between income and the number of completed offers, indicating that successful offers depend not only on the income level of customers, but also on other factors such as the type of offer and the method of promotion.

5. The most effective channels for promoting offers

The success of the offers was analyzed based on the channels used.

Result: The results showed that channels such as **['web', 'email', 'mobile', 'social']**

were the most successful in promoting offers, which recommends continuing to use them and intensifying marketing efforts through these channels.

Recommendations

- 1- Focus on developing promotional messages tailored to **mens**, given their high success in offers.
- 2- Strengthen the promotion of the most popular offers among the targeted age groups **[50:70]**
- 3- Invest in channels that have proven effective to achieve better results **['web', 'email', 'mobile', 'social']**