

Total Customers

17,000

Average Age (years)

61

Average Income (\$)

64,300

Average Tenure (days)

3,097

Overview

Demographics

Offer Analysis

Customer Insights

Help Center

Logout

Report by Stephen Kappo

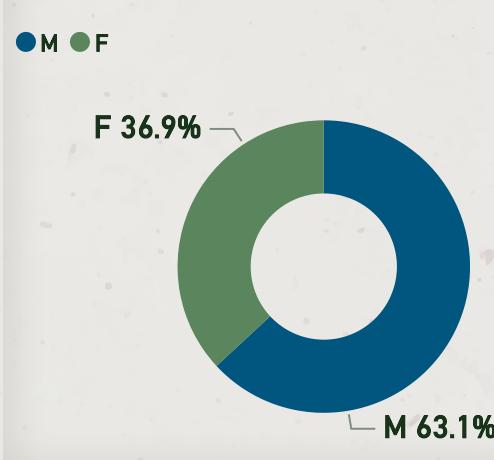
General Insights into The Cozy Place Coffee Club:

How do gender and offer type influence customer behavior and loyalty ?

Offer Completions



Gender Distribution of Customers



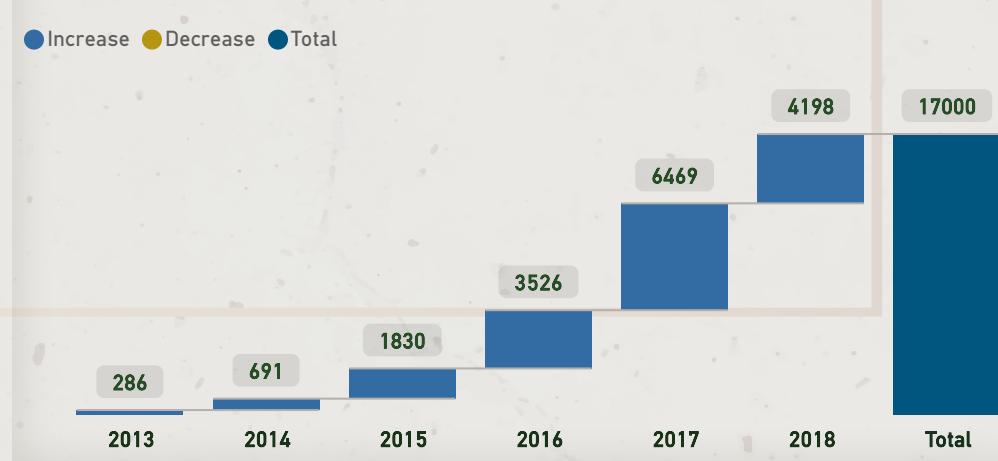
Customer Distribution by Offer Type



Customer Distribution by Age Group



Customer Growth Over Time



Overview

Demographics

Offer Analysis

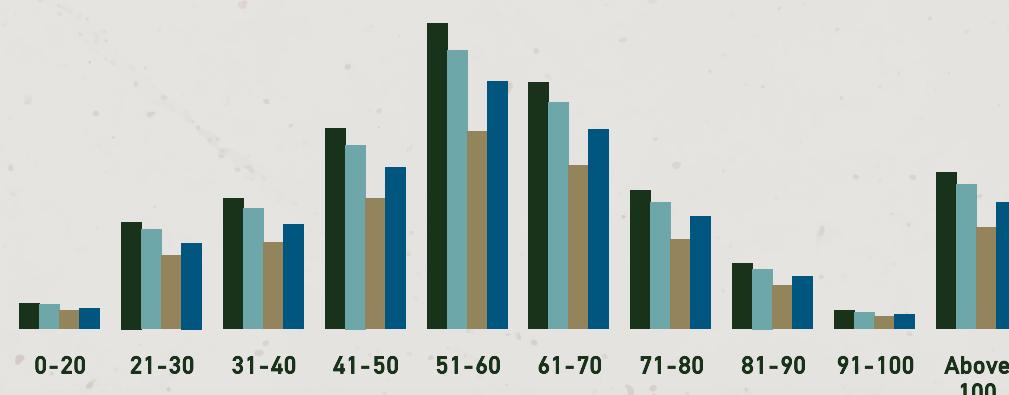
Customer Insights

Demographic Correlations:

Is there a correlation between customer age, income, or gender and the likelihood of completing specific offer types?

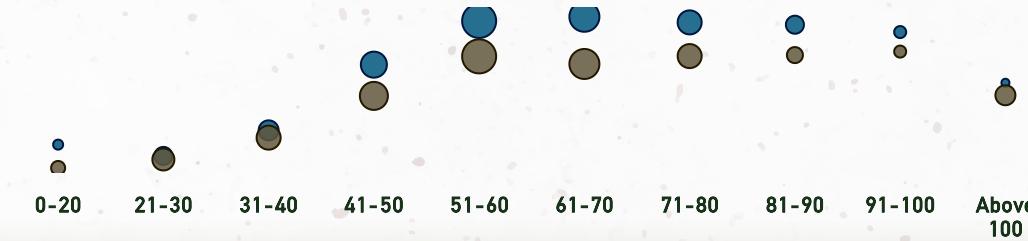
Preferred Channels Across Age Segments

channel ● channel_email ● channel_mobile ● channel_social ● channel_web



Gender and Age Influence on Income Levels

gender ● F ● M



Average Income by Age

100K

50K

20

40

60

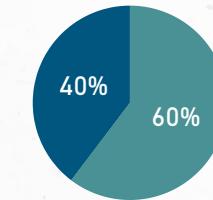
80

100

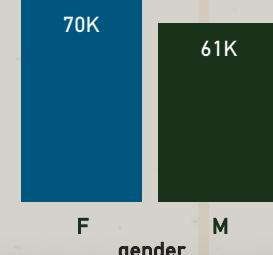
120

Completion Rate by Gender

gender ● F ● M

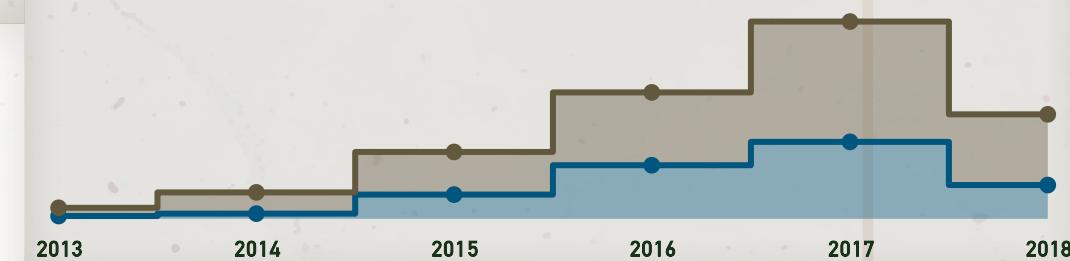


Average of Income by Gender



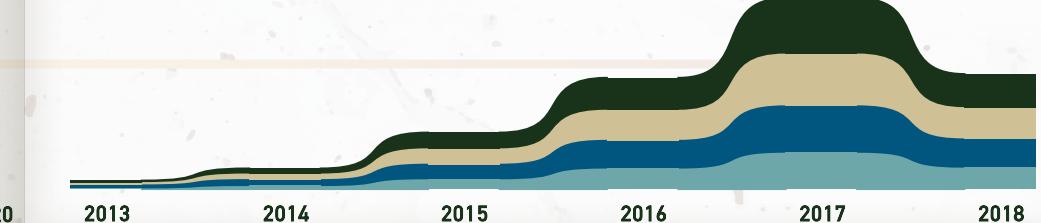
Customer Acquisition Trends by Gender Overtime

gender ● F ● M



Customer Channel Trend by Year

channel ● channel_email ● channel_mobile ● channel_social ● channel_web



Help Center

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Report by Kappo Stephen

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Offer Analysis and Channel Effectiveness:

Which marketing channels (web, email, mobile, social) are most effective at driving offer views and completions?

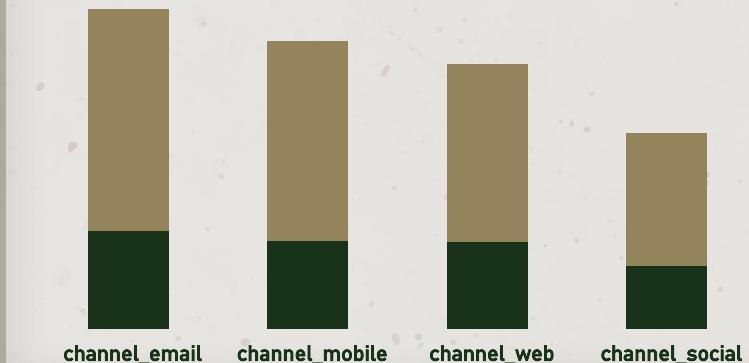
Offers Received - Gender Leaderboard

gender ● F ● M



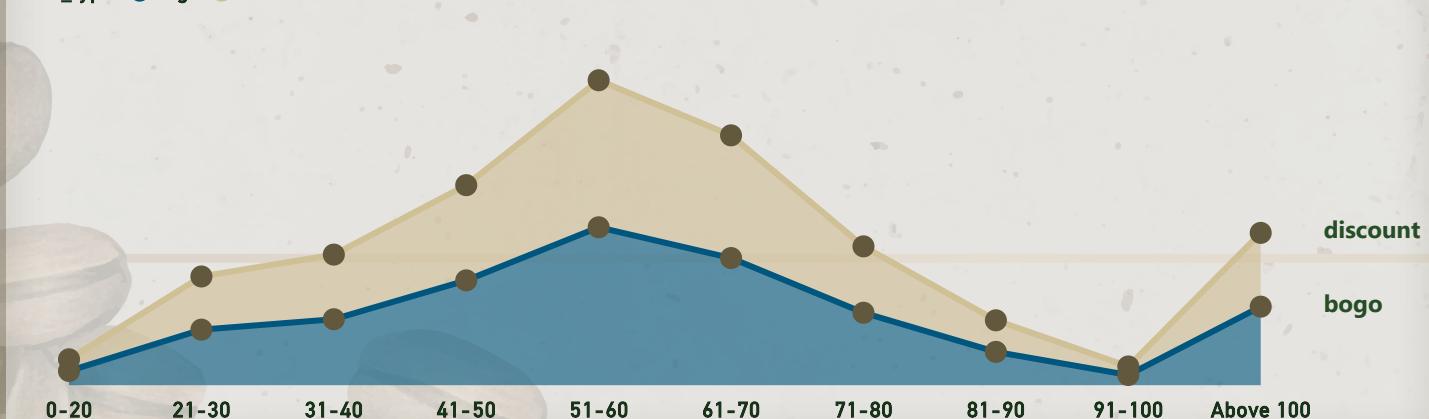
Channel Effectiveness: Views vs Completion

event ● offer completed ● offer received



Completion Rate by Age Group and Offer Type

offer_type ● bogo ● discount

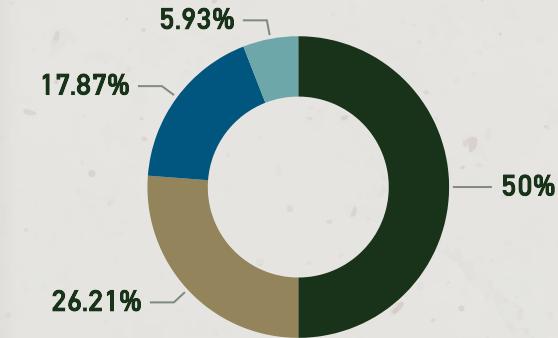


Total Offers Delivered to Customers

1.23M

Offer Completions by Difficulty Level

difficulty ● 10 ● 5 ● 7 ● 20



Offer Engagement Funnel

100%

offer received

17.0K

offer viewed

16.8K

transaction

16.6K

offer completed

12.8K

75.2%

event	Count of customer_id
offer received	16994
offer viewed	16834
transaction	16578
offer completed	12774

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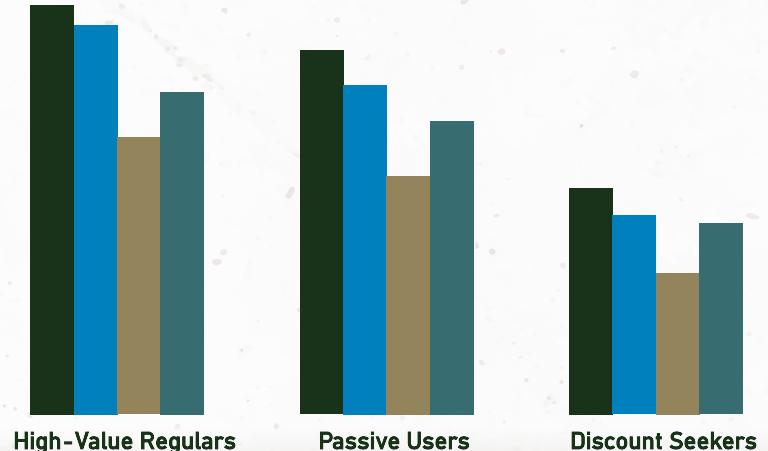
Report by Kappo Stephen

Key Metrics Across Customer Segments

Segment Label	Cluster	Avg Age	Avg Amount	Avg Difficulty	Avg Duration	Avg Income	Avg Reward	Avg Membership	Tenure(days)	Segment Distribution
High-Value Regulars	1	58	0.0	9.5	6.7	\$70,370	6.8	3143	7.5K	1
Discount Seekers	2	60	10.8	0.0	0.6	\$62,570	0.0	3171	4.1K	2
Passive Users	3	62	0.0	9.3	7.3	\$65,686	0.3	3088	5.4K	3

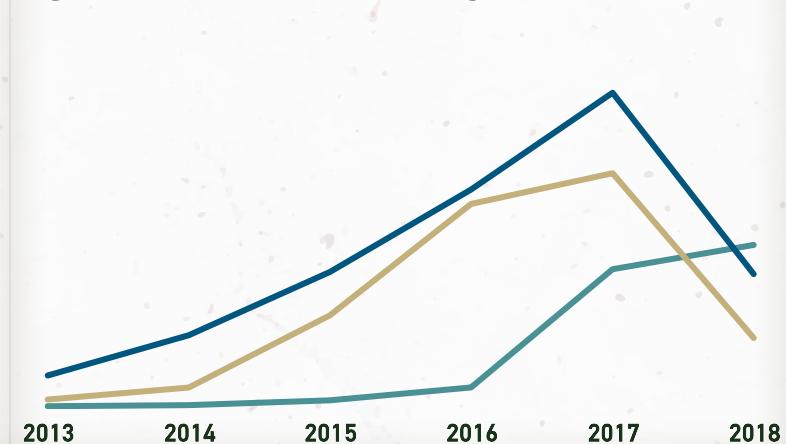
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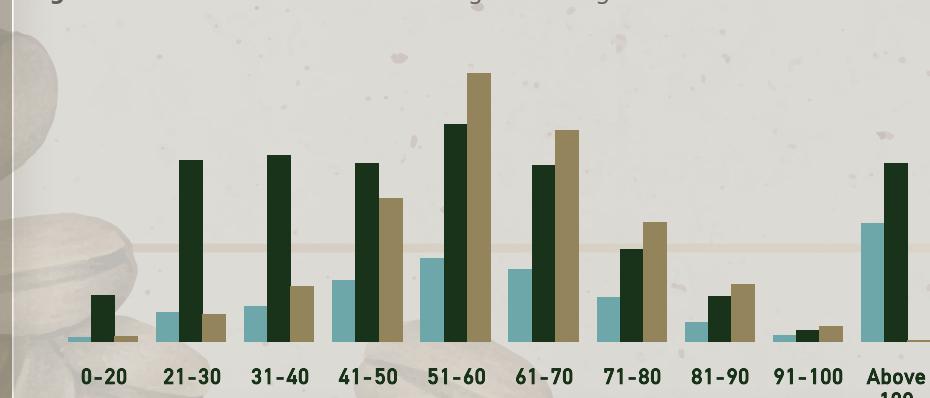
Customer Distribution Across Clusters Overtime

Segment La... ● Discount See... ● High-Value ... ● Passive U...



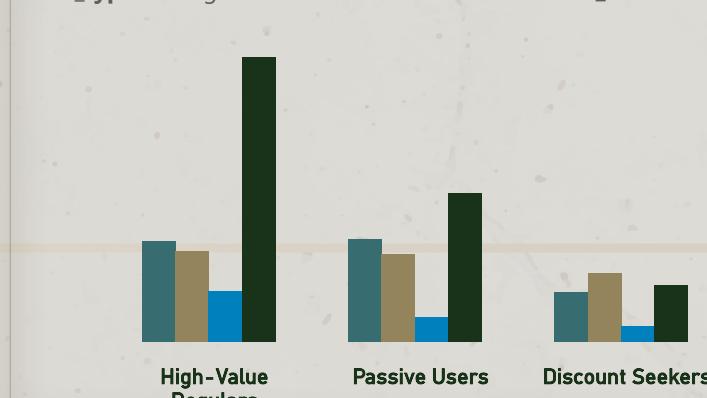
Age Distribution Across Customer Cluster Segments Overtime

Segment Label ● Discount Seekers ● High-Value Regulars ● Passive Users



Offer Distribution Across Customer Cluster Segments

offer_type ● bogo ● discount ● informational ● no_offer



Gender by Segment

High-Value Regulars

M 429K

F 169K

Passive Users

F 225K

M 187K

Discount Seekers

M 158K

F 59K