



# Maven Café

## DASHBOARD

## Sales and Promotional Offer Insights

### Introduction

This dashboard presents a comprehensive analysis of customer engagement at Maven Café with promotional offers over a 30-day period. It highlights trends in sales revenue, and in how offers were delivered, viewed, and completed across various marketing channels.

The objective is to help marketing and strategy teams evaluate promotional offer performance and identify high-performing channel combinations. The dashboard also provides insights into overall customer behavior throughout the month, by focusing on sales patterns and transaction activity across the period. These insights can inform decisions for future campaign planning, and can help improve targeting and customer engagement.

Use the navigation panel below to explore specific sections of the dashboard, including sales performance, offer analysis, and channel effectiveness.

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1. PERFORMANCE SNAPSHOT | A high-level overview of sales activity, customer spending patterns, and daily revenue trends



2. THE IMPACT OF INCENTIVES | An overview of offer performance, with completion rates and engagement across customer segments



3. CHANNEL EFFECTIVENESS | An analysis of how individual and combined marketing channels impacted offer engagement





Maven Café

April 2025: Performance Snapshot

\$1.73M

Total Revenue

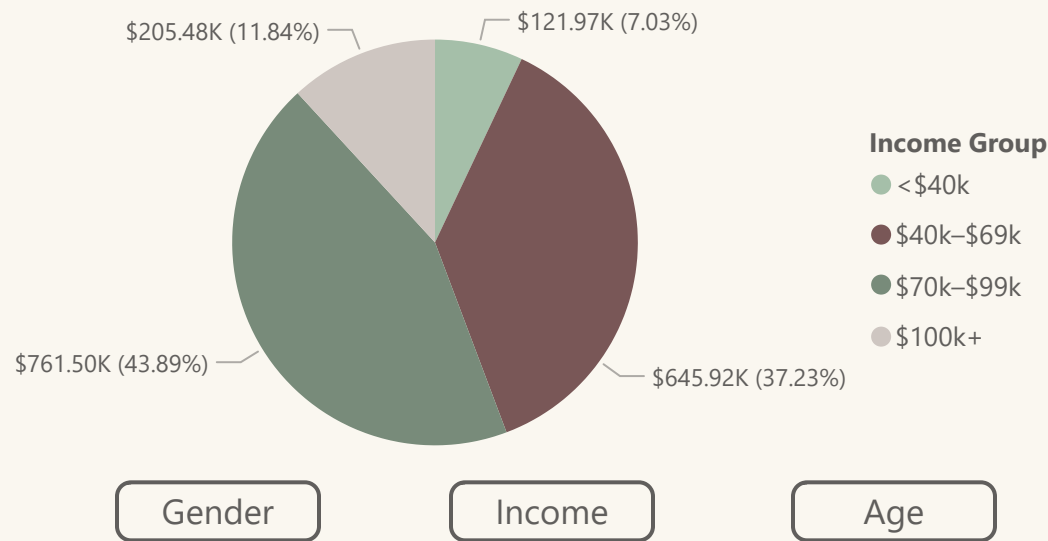
\$119.72

Average Customer Spend

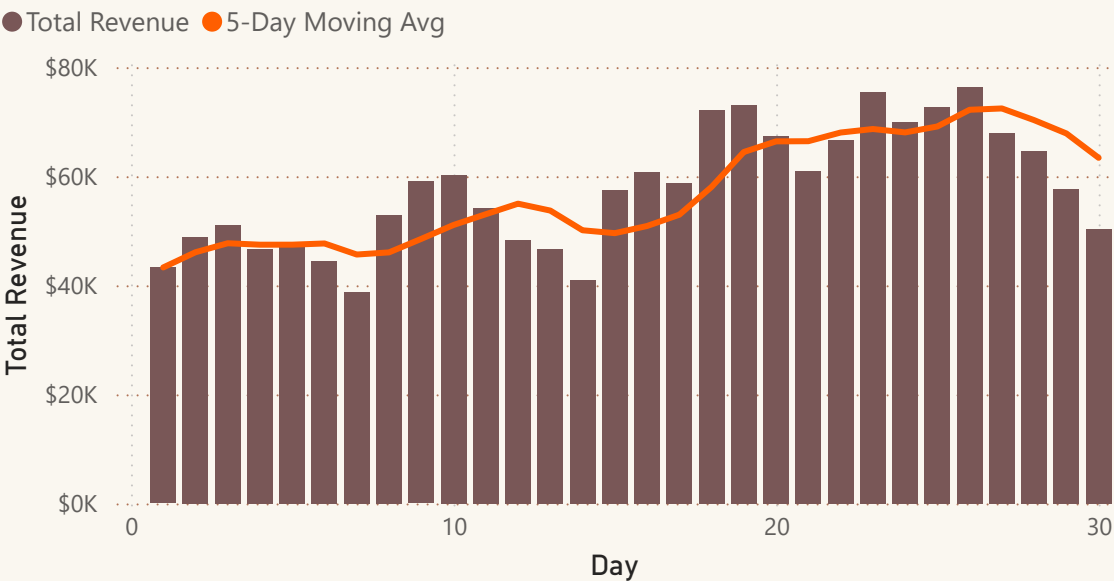
8.55

Average Purchase Freq.

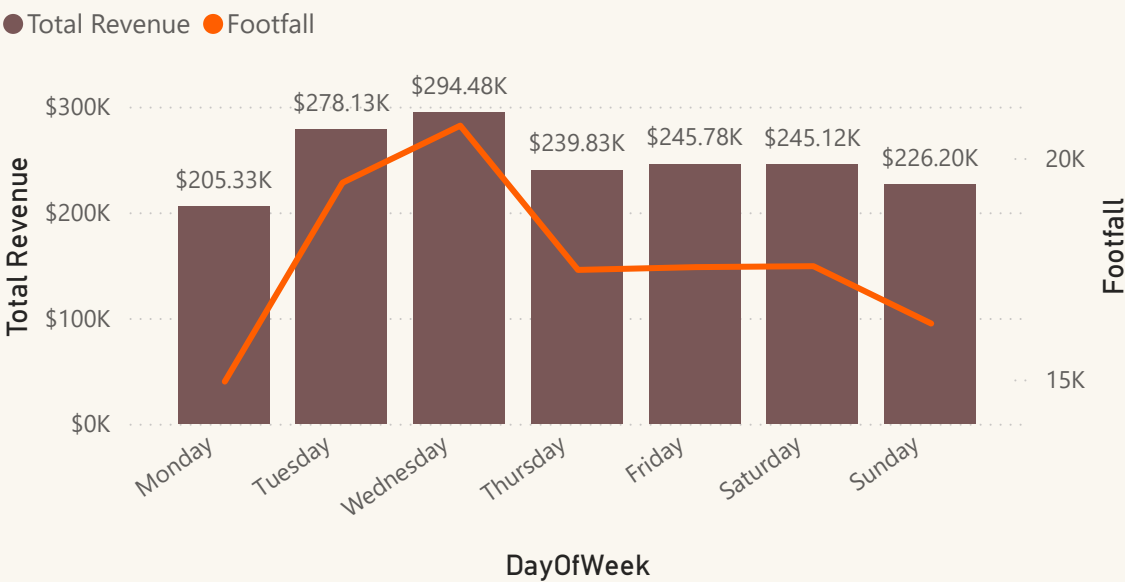
Revenue by Segments: Income Group



Revenue: Daily Trend



Revenue by Day of the Week



Key Notes

**Sales Momentum:** Average daily revenue increased significantly over the month, with the 5-day moving average rising by 39% from the end of week one to the final day.

**Weekend Sales Trends:** Sales on **Sundays and Mondays** were consistently low during the first two weeks but showed strong improvement in the latter half of the month. This trend should be closely monitored.

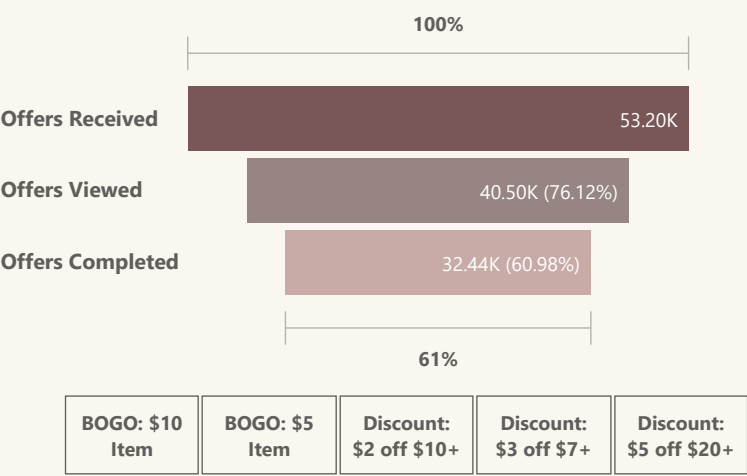
**Customer Segment Insights:** Lower-income (<\$40K) and younger (<35) customers transacted more frequently but spent less per transaction. Incentivizing higher spend per visit within these segments presents a clear revenue growth opportunity.

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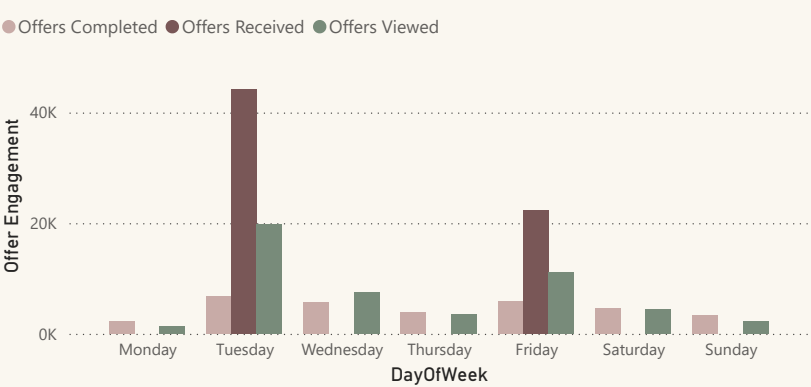
Next | The Impact of Incentives →



Offer Engagement Funnel



Offer Engagement by Day of the Week



Total Offers Completed by Gender

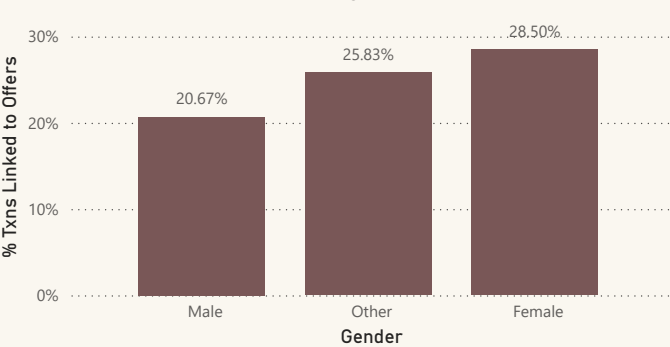
Offer Type	Female	Male	Other	Total
BOGO	7501	7511	245	15257
Discount	7976	8952	256	17184
Total	15477	16463	501	32441

Gender

Income

Age

% Offer-Linked Transactions by Gender



Key Notes

Offers were only distributed on Tuesdays and Fridays, and these days saw the highest offer engagement. To boost engagement, **periodic offer reminders should be introduced** to encourage action beyond the initial offer releases.

Younger customers (<35) and lower-income customers (<\$70K) show significantly lower offer-linked transaction rates. **Offer strategies should be refined** to better engage these underperforming yet high-potential customer segments.



Maven Café

April 2025: Channel Effectiveness

Email	Social
Mobile	Web

89.89%

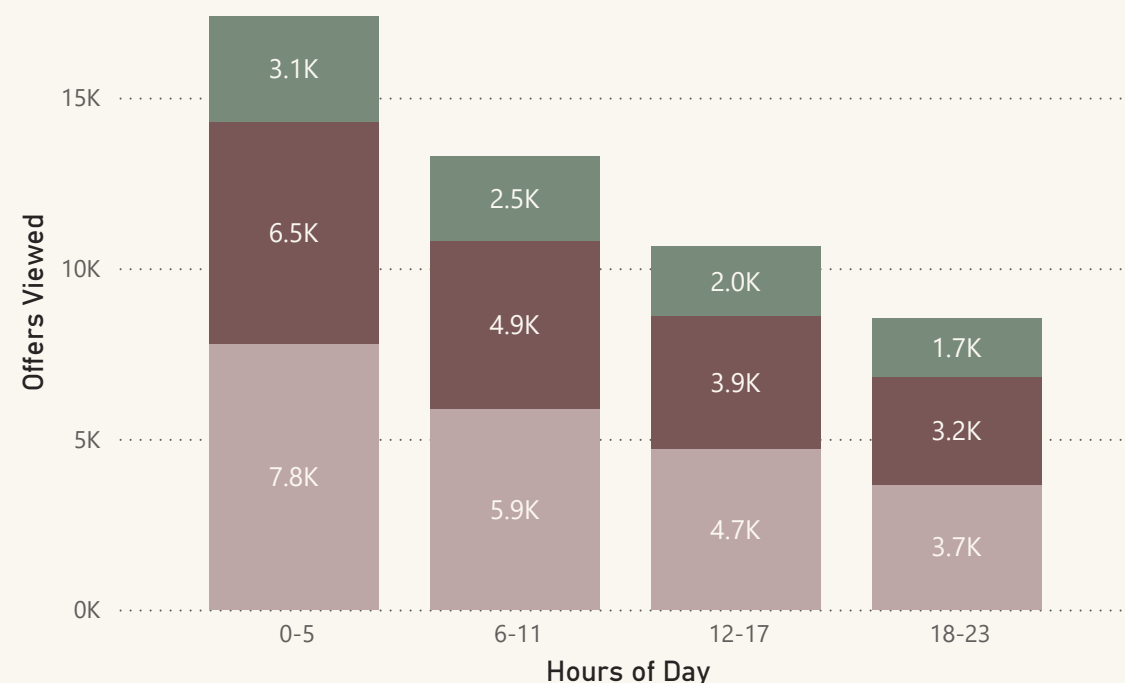
% Offers via Selected Channel

\$4.11

Avg Reward via Selected Channel

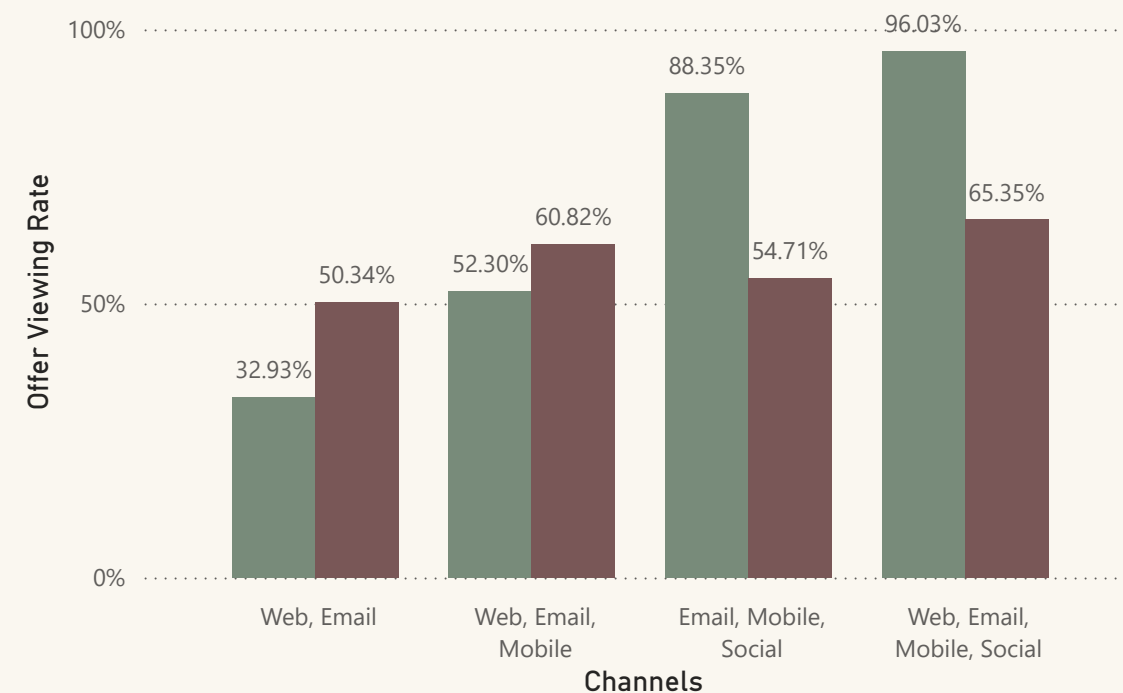
### Offers Viewed by Hours of Day

Offer Type ● BOGO ● Discount ● Informational



### Offer Viewing Rate by Channels

● Offer Viewing Rate ● Offer Completion Rate



## Key Notes

Channel combinations involving **social media** yielded the highest **offer viewing rates**, despite only **59.85% of total offers** being distributed through this channel. Thus, there is a strong opportunity to expand social media use in future campaigns. For more precise insights, tests with **social-only offers** are recommended to isolate performance effects.

The highest volume of offer views occurred between **12:00 AM and 5:59 AM**, based on system logs recorded in **4-hour intervals**. This pattern possibly indicates untapped engagement during late-night hours. Testing **more offers released post-midnight** could help capitalize on this behavior.

For combinations like "**Web, Email**" and "**Web, Email, Mobile**", **offer completion rates surpassed viewing rates**. This anomaly could point to **auto-redeemed offers** (e.g., discount codes auto-applied to orders). If the system is not been set up for this, it may indicate a **logging issue in the event pipeline**, where "Offer Viewed" events are being missed.