

# Maven Café: 30-Day Sales and Offer Insights

Project Report - Vansh Chandwaney

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## Project Overview

This report presents the findings of an analysis of customer behaviour and promotional campaign performance at Maven Café, using data visualized through a Power BI dashboard. The objective of this analysis was to uncover how offers were delivered, viewed, and completed across different marketing channels, and how these touchpoints influenced customer engagement and sales activity during the period.

The dashboard explores key performance indicators across three focus areas: sales trends, offer engagement (views and completions), and the impact of marketing channel combinations. By identifying high-performing and underperforming tactics, the analysis provides insights for strategizing on future promotional strategies.

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## Data Overview

The dataset was fictionalized and sourced from [Maven Analytics](#). It captures an unknown 30-day period of customer activity. For the purpose of this analysis, the time frame has been assumed to be the month of April, 2025.

The dataset contains three tables:

- **offers:** Contains metadata for each promotional offer, including type (BOGO, discount, or informational), minimum spending requirement (difficulty), potential reward, offer duration, and the marketing channels through which it was sent.
- **customers:** Includes demographic information such as gender, age, income, and the date each customer became a member of Maven Café's loyalty program.
- **events:** Tracks customer activity, including transactions and offer-related events (received, viewed, completed), along with timestamps and associated offer or transaction values.

The tables are connected through `customer_id` and `offer_id`. This allows for analysis of customer behaviour, offer performance, and marketing channel impact throughout the campaign period.

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## Key Findings

### **Finding 1:** Sales revenue increased significantly over the month

Sales revenue had visible fluctuations over the month, but with a clear upward trend. The 5-day moving average at the end of the first week was \$45,644, compared to \$63,376 on the final day of the month, which represents a growth of nearly 39%.

### **Finding 2:** Low early-week sales showed improvement mid-month

Sales on Sundays and Mondays were consistently lower during the first half of the month, with Monday, Week 1 generating only \$38,708, and Monday, Week 2 reaching just \$40,988. These were the lowest daily revenues in their respective weeks. However, sales on these days began to improve during the latter half of the month, possibly indicating a shift in customer engagement patterns.

#### **Recommendation:**

This early-week sales trend should be monitored over longer periods to determine if it's a recurring pattern. If Mondays consistently underperform, limited-time Monday-only discounts or loyalty incentives could help boost engagement at the start of the week.

### **Finding 3:** Younger customers (<35) transact more frequently but spend less per transaction

Customers under the age of 35 recorded a higher number of transactions (10.4 times in the month on average, compared to 8.2 for older age groups) throughout the month compared to older age groups. However, their average spend per transaction was noticeably lower, indicating that while engagement is strong, overall revenue contribution per visit remains limited.

#### **Recommendation:**

Maven Café should consider bundling strategies or personalized upsell offers to encourage higher-value purchases among younger customers. Mobile-based and social media offers could also be effective in engaging this group further.

#### **Finding 4:** Lower-income customers (<\$40K) show high engagement with lower spend

Customers with annual incomes below \$40,000 also demonstrated high transaction frequency (10.3 purchases a month on average, compared to 8.3) but maintained a lower average monthly spend compared to higher-income groups. This suggests strong participation in offers but a potentially limited average basket size.

##### **Recommendation:**

For lower-income customers, limited-time "combo deals" or affordable add-ons can enhance perceived value while subtly increasing average order size. Using the customer's purchase history to personalize these suggestions can potentially increase the effectiveness of these promotional campaigns.

#### **Finding 5:** Offer engagement peaked on Tuesdays and Fridays

Throughout the 30-day period, offers were only distributed on Tuesdays and Fridays. As a result, these two days consistently recorded the highest levels of offer engagement, both in terms of views and completions. Engagement on other days was significantly lower, which could suggest limited visibility or recall beyond the initial send date.

##### **Recommendation:**

To improve engagement across the week, Maven Café should implement automated offer reminders through channels such as email, mobile push notifications, or social media. Reminders sent 24–48 hours after the initial offer delivery could increase the likelihood of offer completion, especially among users who may have overlooked the original message.

#### **Finding 6:** Younger and lower-income customers are less likely to transact using offers

Customers under the age of 35 and those earning less than \$70,000 annually showed a significantly lower percentage of transactions linked to promotional offers, compared to other demographic segments.

## **Finding 7:** Offer completion and usage rates are lower among males and lower-income customers

Customers in the lower-income bracket (<\$70,000) exhibited both a lower offer completion rate and a smaller percentage of transactions linked to offers, suggesting reduced follow-through after receiving promotions. Additionally, male customers showed lower engagement with offers compared to female customers across both metrics.

### **Recommendation:**

For lower-income groups, Maven Café should consider simplifying redemption processes or highlighting tangible savings. For male customers, the café should test more utilitarian or convenience-focused messaging and track response patterns to refine targeting strategies.

## **Finding 8:** Social media channels drive higher offer viewing rates

Offer combinations that included social media consistently achieved the highest viewing rates, despite only 59.85% of total offers being delivered through this channel. This suggests that social media is an especially effective driver of customer attention and engagement when included in multi-channel strategies.

### **Recommendation:**

The use of social media to deliver future promotional campaigns should be increased, to capitalize on its high visibility. To better understand its standalone impact, Maven Café should conduct controlled tests with social-only offer distributions.

## **Finding 9:** Offer views peaked between 12:00 AM and 5:59 AM

The highest volume of offer views occurred during the 12:00 AM to 5:59 AM window, as observed in system logs recorded at 4-hour intervals.

### **Recommendation:**

Maven Café should test the impact of post-midnight offer distributions to determine whether engagement can be further improved during late-night hours.

## **Finding 10:** Some offers show higher completion rates than views — possible auto-redemption or logging issue

For certain channel combinations, such as "Web, Email" and "Web, Email, Mobile", offer completion rates exceeded viewing rates, which is an unexpected pattern. This may suggest that some offers are being auto-redeemed, such as discounts being automatically applied at checkout without requiring users to explicitly view them. Alternatively, it could indicate a gap in the event logging pipeline, where "Offer Viewed" events are not consistently captured.

### **Recommendation:**

Maven Café should review the offer redemption mechanics to confirm whether any offers are designed to be auto-applied. If not, the event tracking system should be investigated to identify any data capture issues.

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