



# Cosmic Café Rewards Offers

124K

Transactions

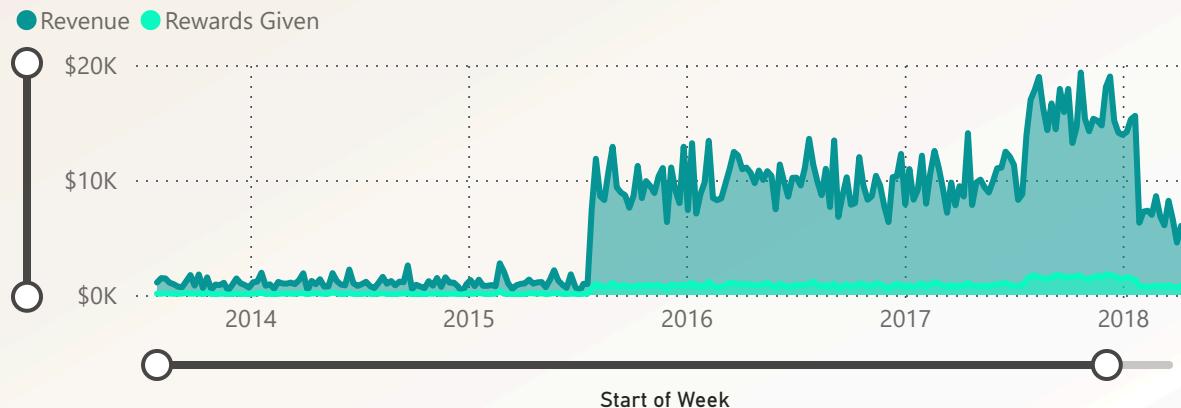
\$1.7M

Revenue

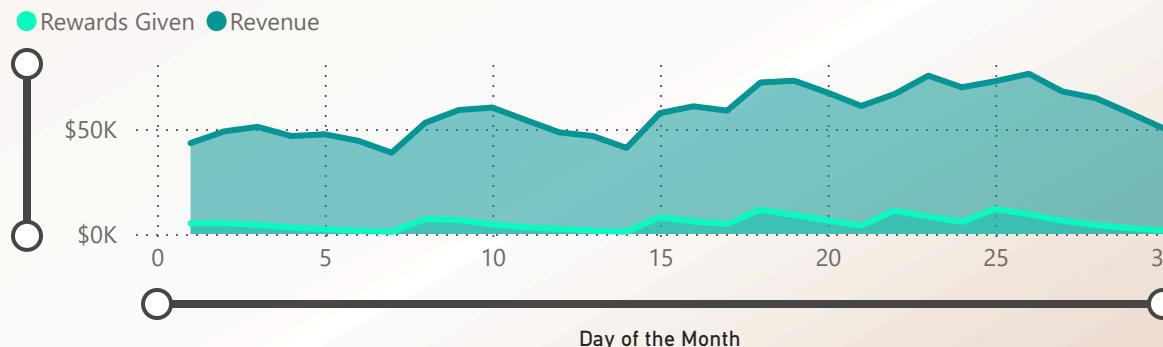
\$161K

Rewards Given

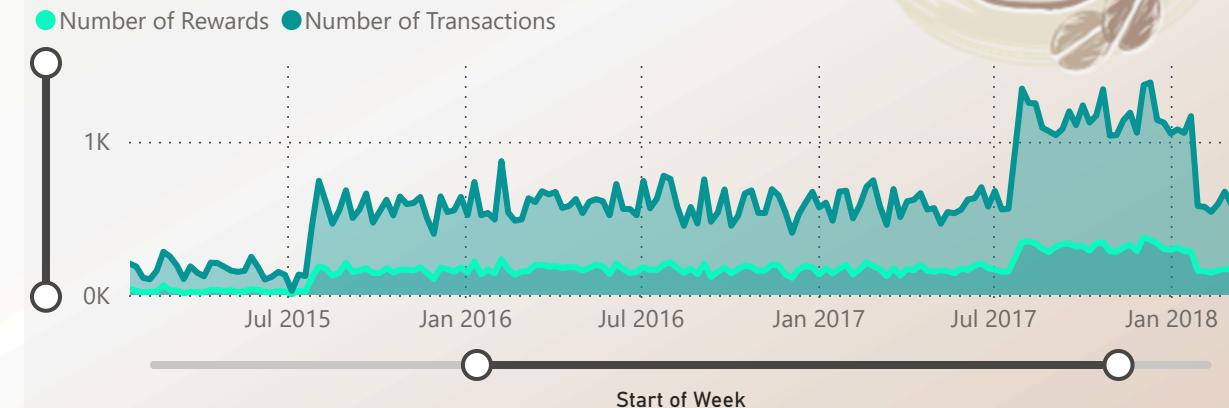
## Revenue and Rewards Given



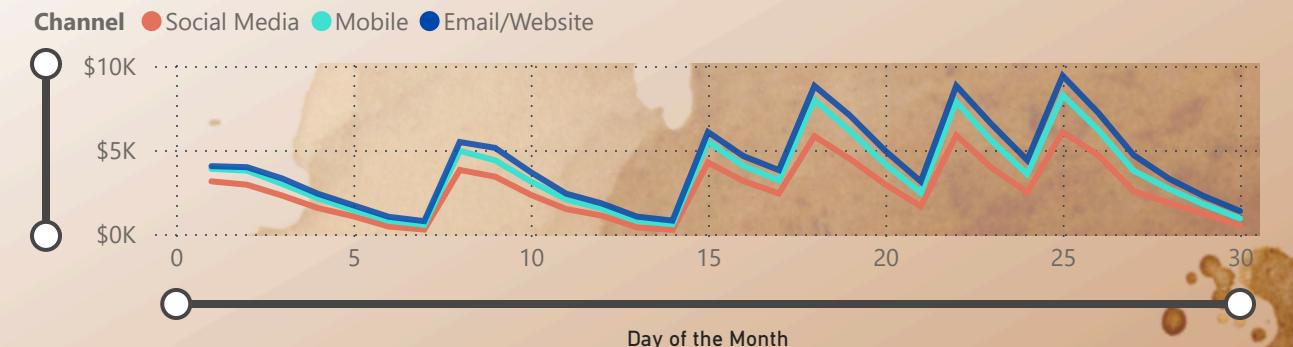
## Revenue and Rewards Given by Day of the Month



## Number of Rewards and Transactions



## Rewards From Various Marketing Channels



Cosmic Café

A Deeper Look



Filter Options



Clear Filters





# Cosmic Café Rewards Offers

124K

Transactions

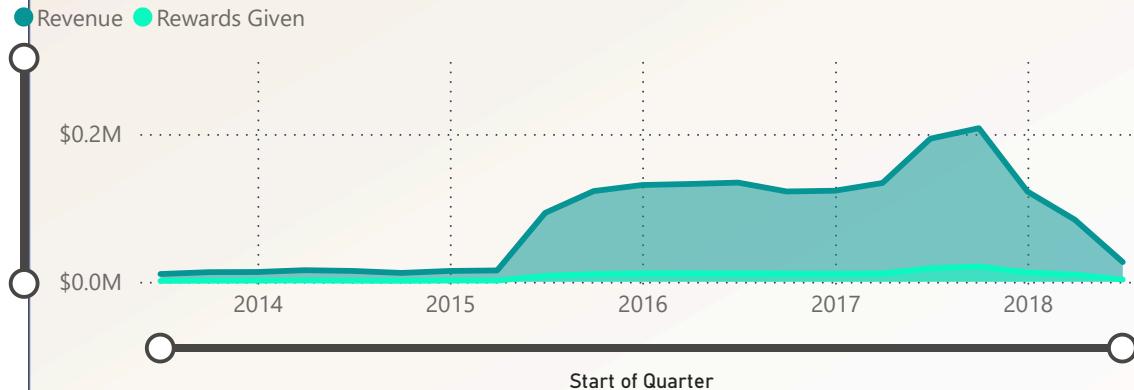
\$1.7M

Revenue

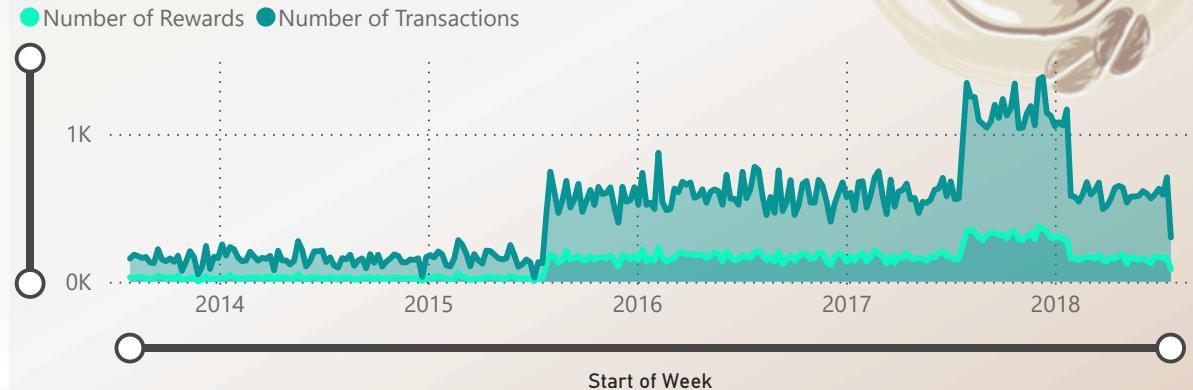
\$161K

Rewards Given

Revenue and Rewards Given



Number of Rewards and Transactions



Select all

2013

2014

2015

2016

2017

2018



Select all

August

February

July

March

November

September



April

December

January

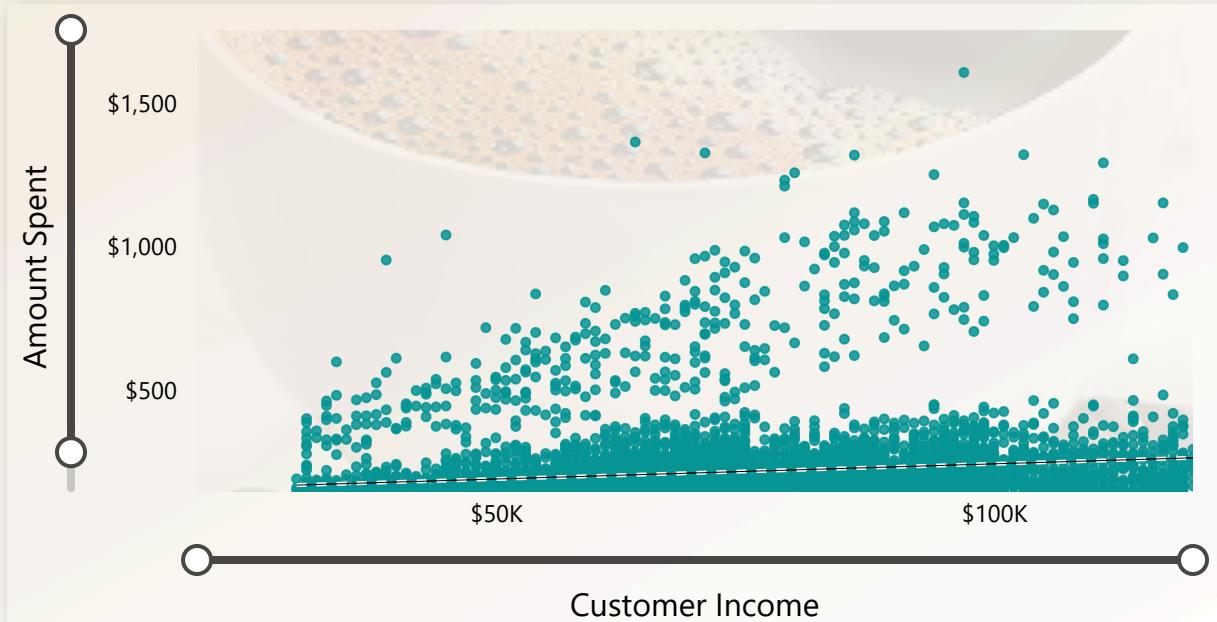
June

May

October



## Income vs. Customer Spending



## Top Customers After Sign-Up

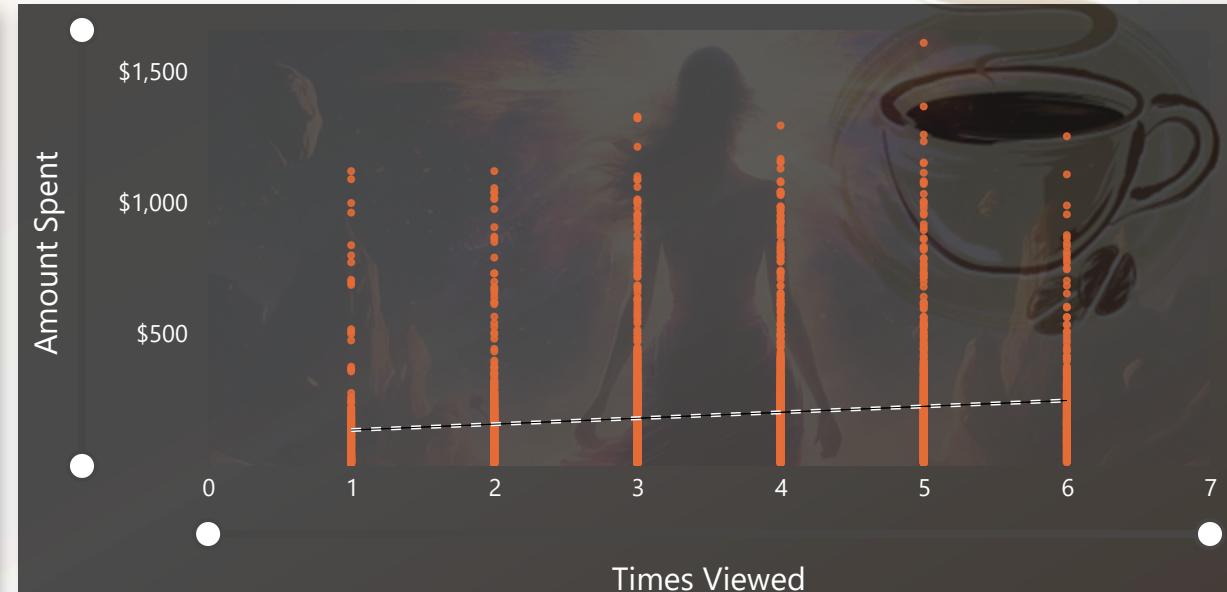
Customer ID	Number of Transactions	Amount Spent	Rewards Received	Sign-up Month	Year
12952	8	\$1,608.69	\$23	September	2017
11768	13	\$1,365.66	\$29	June	2018
9405	16	\$1,327.74	\$17	May	2017
9294	13	\$1,321.42	\$20	August	2015
8988	10	\$1,319.97	\$17	May	2016
11540	12	\$1,292.86	\$32	December	2016
8837	5	\$1,258.19	\$15	August	2017

Cosmic Café

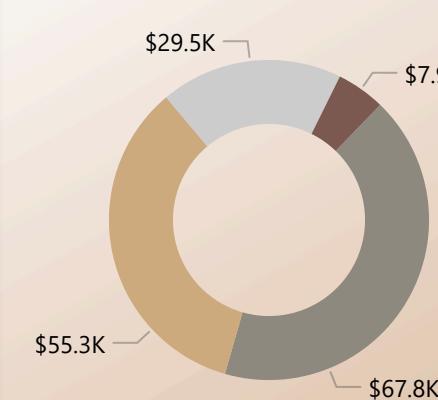
Home



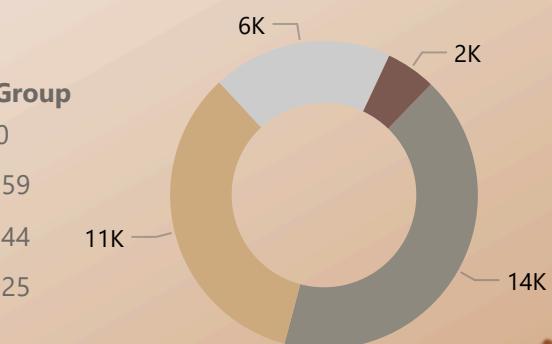
## Number of Offers Viewed vs. Customer Spending



## Rewards Given by Age Group



## Number of Rewards Given by Age Group



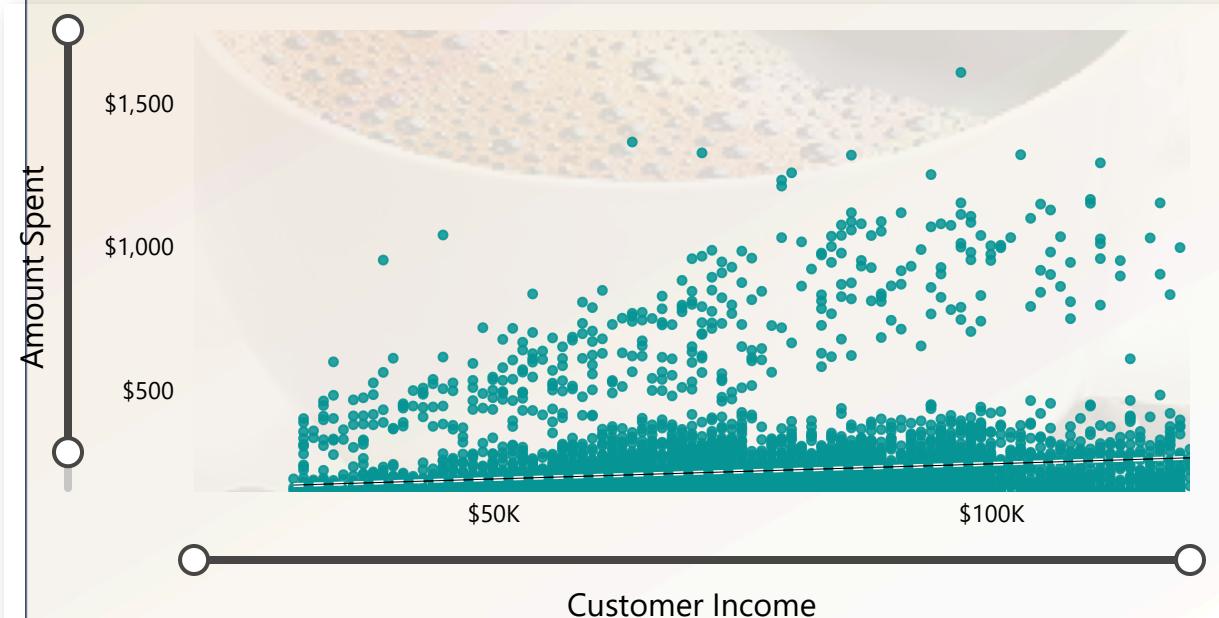
Filter Options



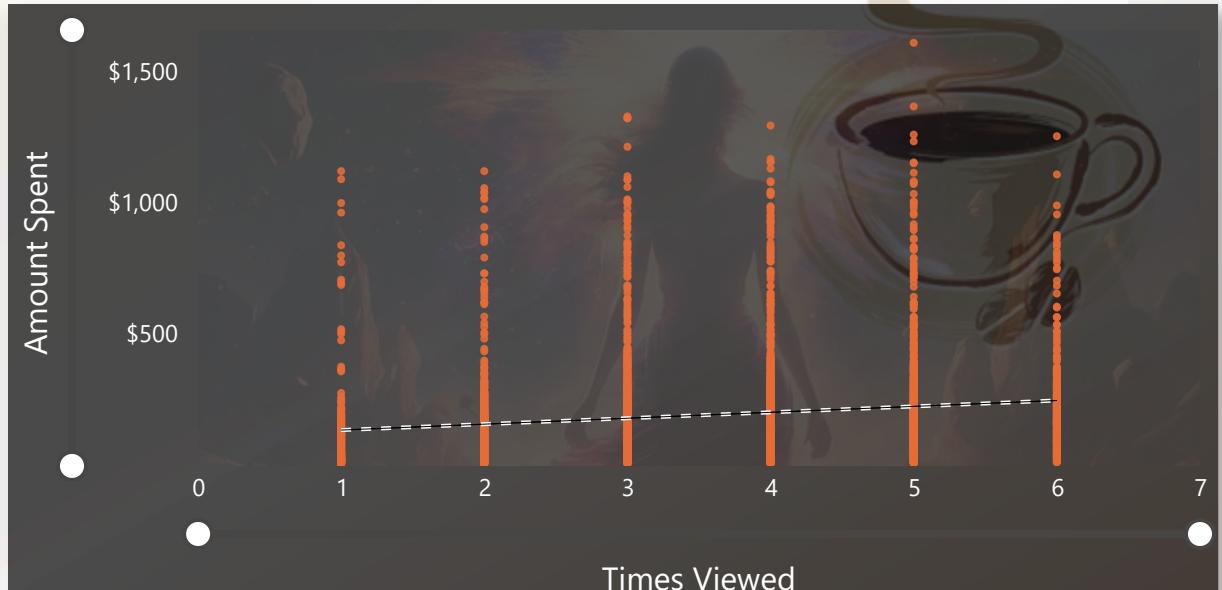
Clear Filters



## Income vs. Customer Spending



## Number of Offers Viewed vs. Customer Spending



## Top Customers After Sign-Up

Customer ID	Select all	2013	2014	2015	2016	2017	2018
12952	13	\$1,365.66	\$29	June 2018			
11768	16	\$1,327.74	\$17	May 2017			
9405	17						
Customer ID	Select all	August	February	July	March	November	September
12952	13	\$1,365.66	\$29	June 2018			
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9405	17						

## Rewards Given by Age Group

