

Business Questions

1. Customer Demographics & Membership Trends

- What is the age distribution of customers? *(Identify the dominant age groups.)*
- What is the gender distribution of customers? *(Are there more male or female customers?)*
- How does income vary by age group? *(Analyze income distribution across different age segments.)*
- What is the trend of new customer sign-ups over time? *(Identify peak periods for customer acquisition.)*
- Is there a correlation between income and membership year? *(Do higher-income customers sign up earlier or later?)*

2. Offer Effectiveness & Customer Engagement

- Which offer type (BOGO, discount, informational) is the most received and completed?
- What is the completion rate for each offer type? *(Which offers are more effective?)*
- Do higher difficulty offers have lower completion rates? *(Analyze spending requirements vs. completion rates.)*
- Which marketing channels are most effective in driving offer completions? *(Email, mobile, web, social.)*
- Does offer duration impact completion rates? *(Do shorter or longer offers perform better?)*

3. Customer Segmentation & Offer Personalization

- Do older customers engage with offers differently than younger customers? *(Analyze age vs. offer completion.)*
- How does income level impact offer engagement? *(Are higher-income customers more or less likely to use offers?)*
- What offer types work best for different customer segments? *(Gender, income, age group segmentation.)*
- Are there customer groups that do not engage with offers? *(Identify inactive segments.)*

4. Revenue & Profitability Insights

- Which offer type generates the highest overall reward payout? *(Total rewards given per offer type.)*
- What is the profitability of different offers? *(Compare reward payouts to spending requirements.)*
- Do higher-income customers spend more on offers? *(Analyze spending patterns.)*
- Are certain days within the 30-day period more profitable? *(Time-based analysis of transactions.)*