

Expected Insights & Recommendations

Developed by Imam Ahmad, Data Analyst

1. Most Responsive Age Groups (40-59 Years)

- Insight: I've observed that the 40-59 age group shows strong engagement with offers, particularly in completing them. Offers like BOGO and Discount seem to resonate well, aligning perfectly with their consumer needs.
- Data: Completion rates in this group exceed the overall average, peaking at 91.13% in some campaigns.
- Recommendation: I suggest targeting this demographic with specialized offers (e.g., family deals or seasonal discounts) and boosting promotion through their preferred channels, like email or targeted ads.

2. MinSpendRequired & Net Profit Analysis for Discount 10 Offers

- Insight: I analyzed Discount 10 offers, which have a minimum spend (MinSpendRequired) of 10, and found 2131 completions with a return rate of 79.40%. The total MinSpendRequired sums to approximately 21,310 (2131×10), but the Net Profit needs a precise calculation of reward costs (#reward) for a full picture.
- Data: The daily average MinSpendRequired is around 710.33 (21,310 over 30 days).
- Recommendation: I recommend calculating reward costs accurately. If Net Profit is positive, I'd push for more of these offers; if negative, I suggest lowering MinSpendRequired to 7-8 to boost profitability.

3. Least Engaged Age Groups (0-20 Years)

- Insight: I noticed the 0-20 age group has low engagement with offers, suggesting they might not be the primary target or that the offers don't suit their preferences.
- Data: View and completion rates here fall below the overall average, often under 78%.
- Recommendation: I propose reviewing offer designs to match youth interests (e.g., discounts on trendy products) or shifting focus to more responsive age groups.

4. Least Engaged Income Levels (Above 120k)

- Insight: I found that customers with incomes above 120k show weak engagement, possibly because the offered value doesn't meet their expectations or lacks exclusivity.

- Data: Completion rates in this segment range from 75-80%, below the overall average (81.74-103.5%).

- Recommendation: I recommend introducing exclusive offers or high-value rewards (e.g., premium gift cards) to attract them, and I suggest conducting surveys to better understand their needs.

5. Offer Performance Compared to Overall Average

- Insight: I've identified that BOGO 5 (103.5%) and Discount Officially (81.74%) outperform the market average in completion rates, while BOGO 7 (78.82%) and Discount 10 (79.40%) need improvement.

- Data: Total completions for BOGO reach 4692, and for Discount 7042, with clear performance gaps.

- Recommendation: I advise expanding BOGO 5 campaigns and tweaking BOGO 7 and Discount 10 conditions (e.g., reducing MinSpendRequired) to lift completion rates.