Filter Data

Select Cities

Cairo ✕ Alexandria ✕
Giza ✕
Shubra El-Kheima ✕
Port Said ✕ Suez ✕
Mansoura ✕
El-Mahalla El-Ku... ✕   ✕ ⌄
Tanta ✕ Asyut ✕
Ismailia ✕ Fayyum ✕
Zagazig ✕ Damietta ✕
Aswan ✕ Minya ✕
Damanhur ✕

No results

burned ✕ subscribed ✕   ✕ ⌄

📊 Stakeholder Dashboard: Coupon Analytics

Gender Distribution Data:

	gender_name	count
0	Male	484
1	Female	468

Customer Gender Distribution

- Male
- Female

49.2%   50.8%

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Mansoura ✕
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Zagazig ✕ Damietta ✕
Aswan ✕ Minya ✕
Damanhur ✕

No results

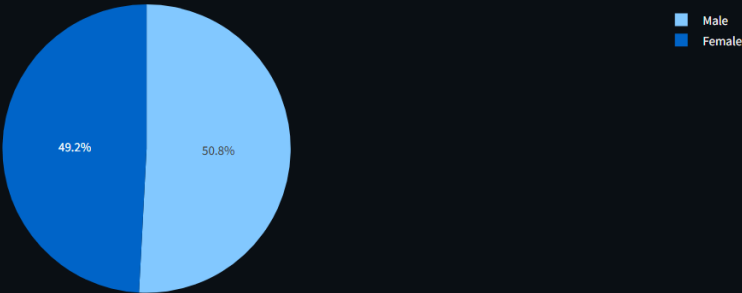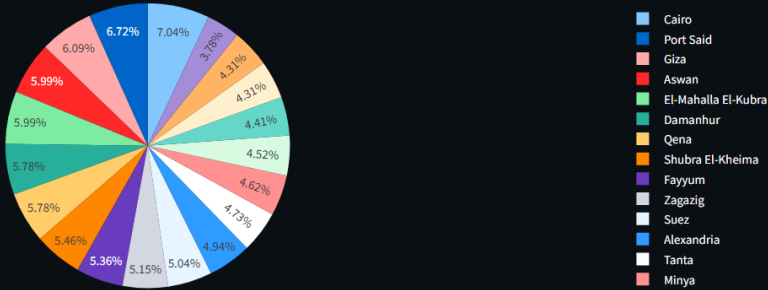burned ✕ subscribed ✕   ✕ ⌄

Customer City Distribution

6.72% 7.04% 3.78% 4.31% 4.31% 4.41% 4.52% 4.62% 4.73% 4.94% 5.04% 5.15% 5.36% 5.46% 5.78% 5.78% 5.99% 5.99% 6.09%

- Cairo
- Port Said
- Giza
- Aswan
- El-Mahalla El-Kubra
- Damanhur
- Qena
- Shubra El-Kheima
- Fayyum
- Zagazig
- Suez
- Alexandria
- Tanta
- Minya

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Aswan ✕ Minya ✕
Damanhur ✕

No results

burned ✕ subscribed ✕   ✕ ⌄

Coupon Transactions Over Time

transaction_status
— burned
— subscribed

count

Jan 2022   Jul 2022   Jan 2023   Jul 2023   Jan 2024   Jul 2024
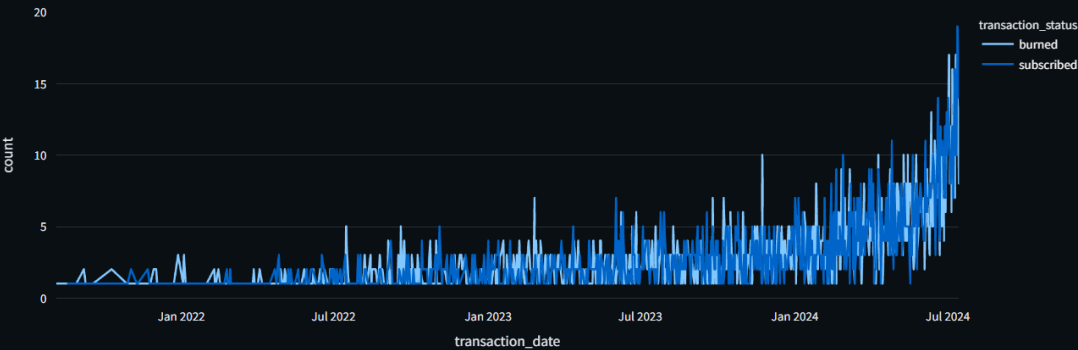
transaction_date

🔥 All Burnt Transactions (Before Filtering):

	transaction_id	customer_id	transaction_date	transaction_status	coupon_name	burn_date	branch_id	join_date	city_id	gender_id	gender_nam
						empty					

🔥 Count of Burnt Transactions: 0

🔥 **Count of Burnt Transactions:** `0`

🚀 **Burnt Transactions (After Filtering):**

	transaction_id	customer_id	transaction_date	transaction_status	coupon_name	burn_date	branch_id	join_date	city_id	gender_id	gender_name	city_name	merchant_i

empty

🔥 **Count of Burnt Transactions (After Filtering):** `0`

🏙️ **Unique Cities in Burnt Transactions:**

value

empty

🧩 **Unique Branches in Burnt Transactions:**

value

empty

🚀 **Debug: Transactions Data Sample**

	transaction_id	customer_id	transaction_date	transaction_status	coupon_name	burn_date	branch_id	join_date	city_id	gender_id	gender_name	city_name
0	1	733	2024-05-11 00:00:00	subscribed	uNY-568	None	7	2023-05-16	15	2	Female	Aswan
1	2	631	2023-05-15 00:00:00	burned	kBx-219	2023-06-04 00:00:00	5	2022-10-10	14	2	Female	Damietta
2	3	309	2022-11-13 00:00:00	subscribed	PLG-122	None	7	2022-05-30	2	1	Male	Alexandria
3	4	695	2024-01-26 00:00:00	subscribed	Wzf-897	None	2	2023-11-27	15	2	Female	Aswan
4	5	288	2022-10-12 00:00:00	burned	qGb-428	2022-11-20 00:00:00	6	2021-09-04	14	1	Male	Damietta

✅ **Debug: Transactions After Filtering**

	transaction_id	customer_id	transaction_date	transaction_status	coupon_name	burn_date	branch_id	join_date	city_id	gender_id	gender_name	city_name	merchant_id
0	1	733	2024-05-11	subscribed	uNY-568	None	7	2023-05-16	15	2	Female	Aswan	7
1	2	631	2023-05-15	burned	kBx-219	2023-06-04	5	2022-10-10	14	2	Female	Damietta	9
2	3	309	2022-11-13	subscribed	PLG-122	None	7	2022-05-30	2	1	Male	Alexandria	7
3	4	695	2024-01-26	subscribed	Wzf-897	None	2	2023-11-27	15	2	Female	Aswan	18
4	5	288	2022-10-12	burned	qGb-428	2022-11-20	6	2021-09-04	14	1	Male	Damietta	15

✅ **Debug: Transactions After Filtering**

	transaction_id	customer_id	transaction_date	transaction_status	coupon_name	burn_date	branch_id	join_date	city_id	gender_id	gender_name	city_name	merchant_id
0	1	733	2024-05-11	subscribed	uNY-568	None	7	2023-05-16	15	2	Female	Aswan	7
1	2	631	2023-05-15	burned	kBx-219	2023-06-04	5	2022-10-10	14	2	Female	Damietta	9
2	3	309	2022-11-13	subscribed	PLG-122	None	7	2022-05-30	2	1	Male	Alexandria	7
3	4	695	2024-01-26	subscribed	Wzf-897	None	2	2023-11-27	15	2	Female	Aswan	18
4	5	288	2022-10-12	burned	qGb-428	2022-11-20	6	2021-09-04	14	1	Male	Damietta	15

✅ **Debug: Transactions After Merge**

|	transaction_id	customer_id	transaction_date	transaction_status	coupon_name	burn_date	branch_id	join_date_x	city_id_x	gender_id_x	gender_name	city_name	merchant_id_x	join_date_y
0	1	733	2024-05-11 00:00:00	subscribed	uNY-568	None	7	2023-05-16	15	2	Female	Aswan	7	2023-05-16
1	2	631	2023-05-15 00:00:00	burned	kBx-219	2023-06-04 00:00:00	5	2022-10-10	14	2	Female	Damietta	9	2022-10-10
2	3	309	2022-11-13 00:00:00	subscribed	PLG-122	None	7	2022-05-30	2	1	Male	Alexandria	7	2022-05-30
3	4	695	2024-01-26 00:00:00	subscribed	Wzf-897	None	2	2023-11-27	15	2	Female	Aswan	18	2023-11-27
4	5	288	2022-10-12 00:00:00	burned	qGb-428	2022-11-20 00:00:00	6	2021-09-04	14	1	Male	Damietta	15	2021-09-04

No burnt transactions found for the selected filters.

🔥 **City-wise Coupon Burn Rates**

🔥 **Branch-wise Coupon Burn Rates**
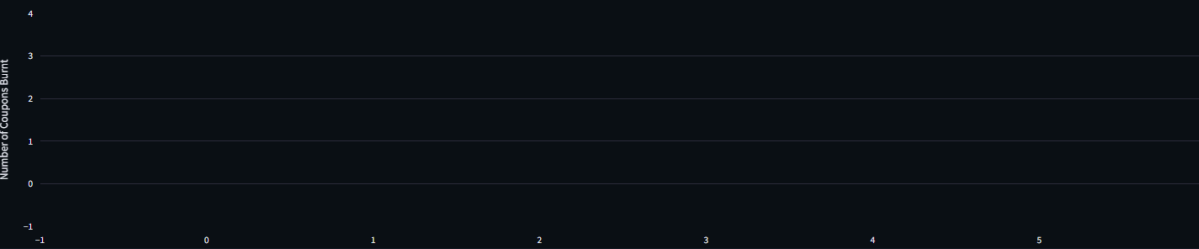
Filter Data

Select Cities

Cairo × Alexandria ×
Giza ×
Shubra El-Kheima ×
Port Said × Suez ×
Mansoura ×
El-Mahalla El-Ku… ×
Tanta × Asyut ×
Ismailia × Fayyum ×
Zagazig × Damietta ×
Aswan × Minya ×
Damanhur × Beni Suef ×
Qena ×

Transaction Status

burned × subscribed ×

No results

Customer Coupon Burn Frequency

Repeat Customer Trends Over Time