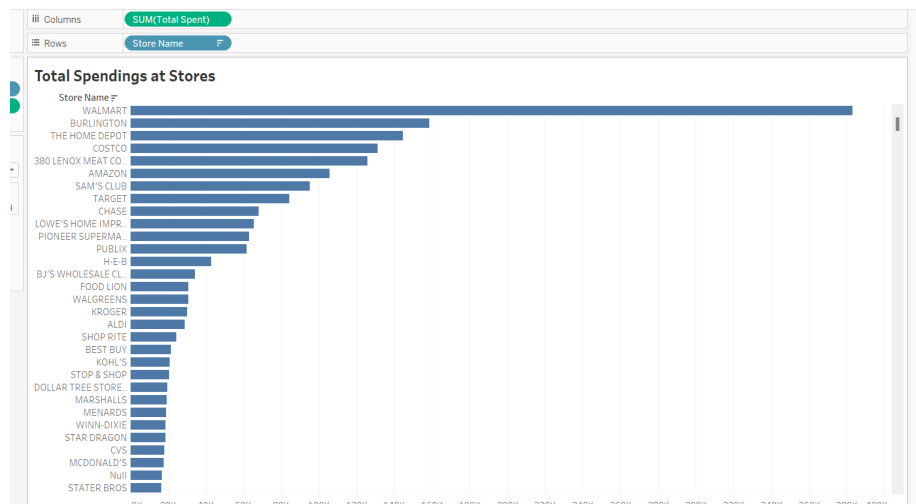


FETCH QUESTION 3

The below visualisations are created using Tableau and can be easily explained to a non technical stakeholder.

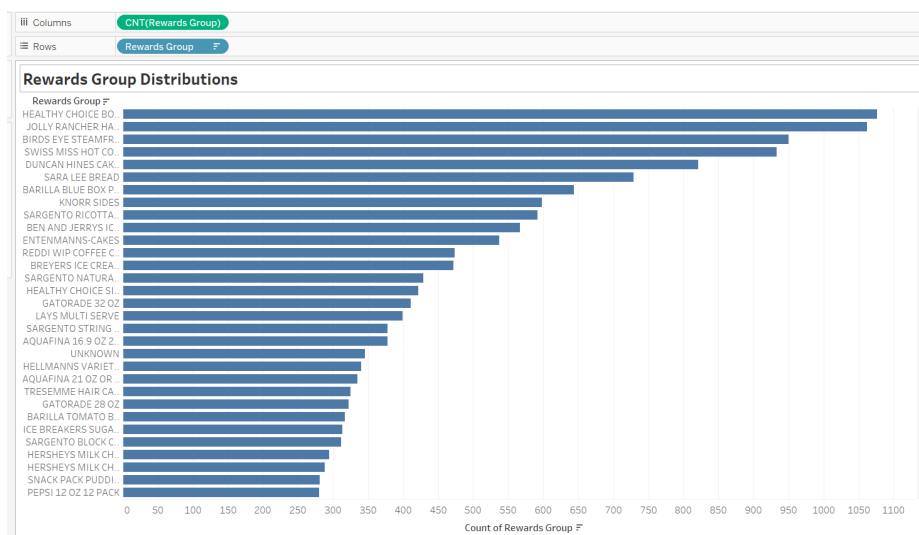
Total Spending at Stores



-Question Answered : Which stores do users shop at the most?

-From this bar chart it can be inferred at which stores do users spend the most, ie. Have the highest bill amount. This can be translated into where do they shop the most. Keeping this information in mind we can plan the rewards accordingly ensuring an increase in our customer engagement.

Rewards Group Distribution

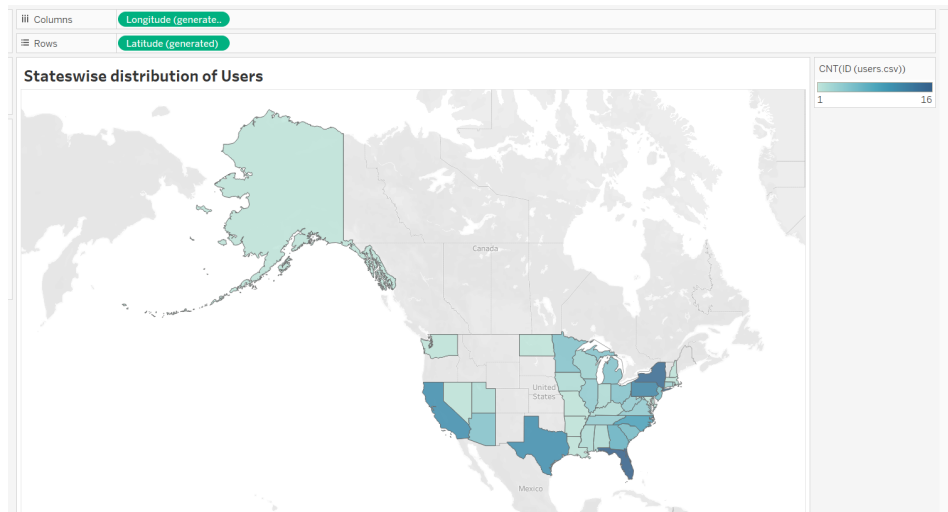


-Question Answered : What rewards are most commonly redeemed by the users?

- This bar chart illustrates which group of rewards are chosen and redeemed the most by users. This information is beneficial in planning what kind of reward groups should be

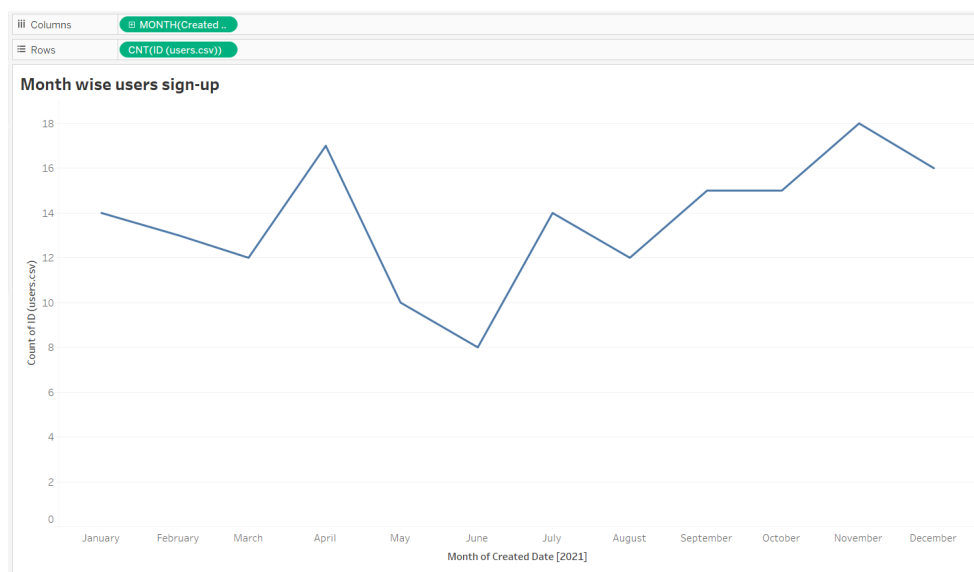
retained and which ones can be removed and replaced with something which would entice users more. For Example if Panera Salad reward is not performing well enough then it can be replaced with a gift card from walmart or burlington which is seeing high user engagement.

State Wise Distribution of User



-Question Answered : Which state has the maximum and minimum number of users?
- This geographical distribution map tells us about the concentration of users in each state in the USA. The lightly shaded regions have a lower concentration of users whereas darker ones have a higher one, thus giving us an idea about the market spread. Using insights from this we can choose where we need to work on market outreach and advertisement to improve the customer outreach.

Month wise user sign-up



-Question Answered : Which months saw the highest increase in new users?

- The line chart tells us about the number of new users that have been added each month to the database. It is a graph of "created ID" against "Month" of the year. Here we can observe where more users have signed up and where fewer users have signed up.