

# MAVEN REWARDS CHALLENGE



## CHALLENGE OBJECTIVE

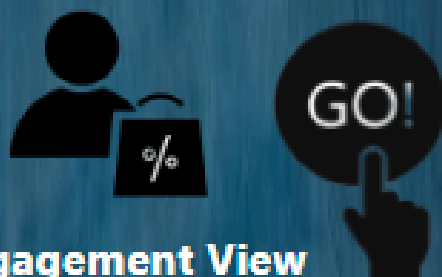
For the **Maven Rewards Challenge**, you'll play the role of a Sr. Marketing Analyst at Maven Cafe. You've just run a test by sending different combinations of promotional offers to existing rewards members. Now that the 30-day period for the test has concluded, your task is to **identify key customer segments and develop a data-driven strategy for future promotional messaging & targeting**. The results need to be summarized in a report that will be presented to the CMO.

## About The Data Set

Data that simulates the behavior of Cafe Rewards members over a 30-day period, including their transactions and responses to promotional offers. The data is contained in three files: one with details on each offer, another with demographic information on each customer, and a third with the activity for each customer during the period. The activities are divided into offer received, offer viewed, offer accepted, and transaction. For a transaction to be attributed to an offer, it must occur at the same time as when the offer was "completed" by the customer.



Executive View



Engagement View

Year

All

Gender

All

Age group

All

Income Level

All

Total Revenue

\$1.78M

Rewards Issued

\$165K

GM %

76.1%

Offer Conversion Rate

44%

Revenue with Offers

\$687.9K

Total transactions : 139K

Transactions with offers : 34K

Growth rate : 14.6% ↑

Revenue without Offers

\$1.09M

Total transactions : 139K

Transactions without offers : 105K

Decline rate : -14.6% ↓

### Offer Engagement by Age Group and Income Level



Show Income Level

### Age Grouping:

Adults: Under 30.

Middle Age Adults: 30 to 59.

Seniors: 60 and above.

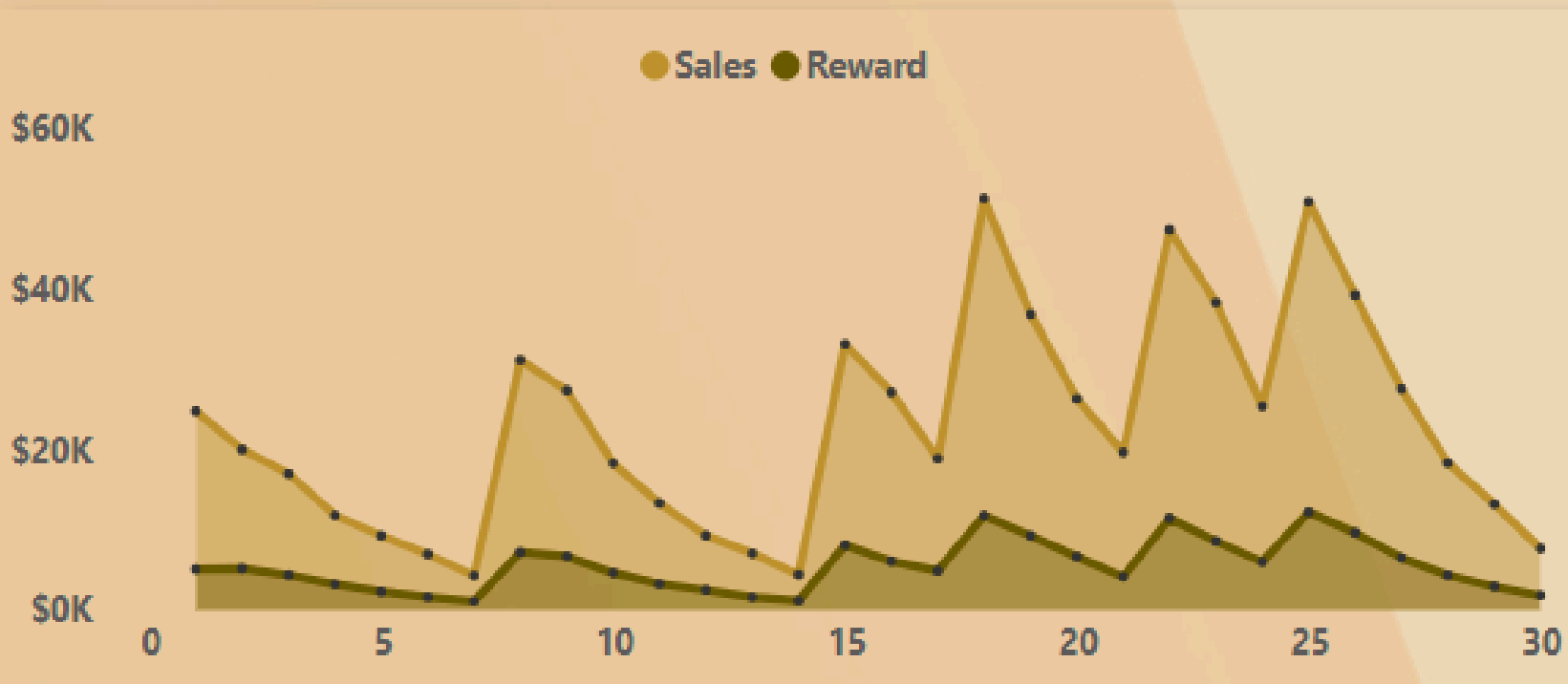
### Key Insights:

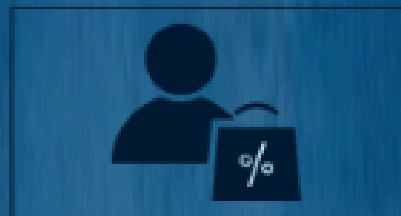
Middle Age Adults show the highest engagement with offers, both in terms of offers received and offers completed.

### Top 10 Customers by Transactions and Amount

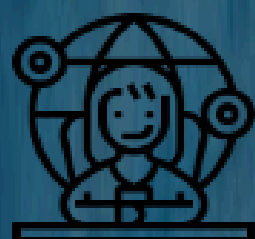
Customer Id	Number of transactions	Amount Spent
3c8d541112a74af99e88abbd0692f00e	8	\$1,608.69
f1d65ae63f174b8f80fa063adcaa63b7	13	\$1,365.66
ae6f43089b674728a50b8727252d3305	16	\$1,327.74
626df8678e2a4953b9098246418c9cfa	13	\$1,321.42
73afdeca19e349b98f09e928644610f8	10	\$1,319.97
52959f19113e4241a8cb3bef486c6412	12	\$1,292.86
Total	120	\$13,190.68

### Sales vs Rewards Performance over Days





## Engagement View



## Executive View

### Offer type

All

### Gender

All

### Age group

All

### Income Level

All

### Total Customers

17K

### Retained Customers

12.8K

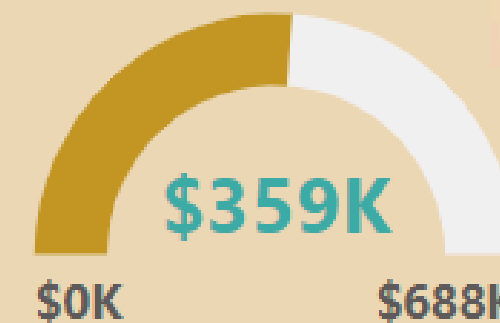
### Churned Customers

4.2K

### Conversion Rate

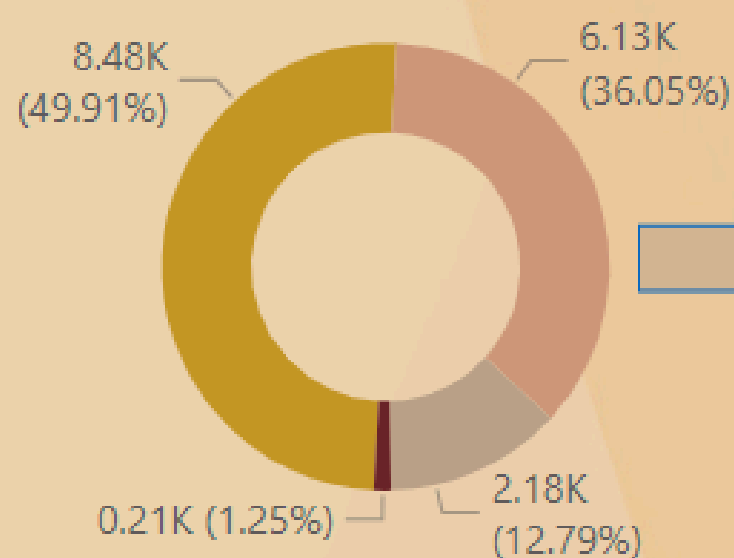
75.14%

### Top Revenue Offer : Discount

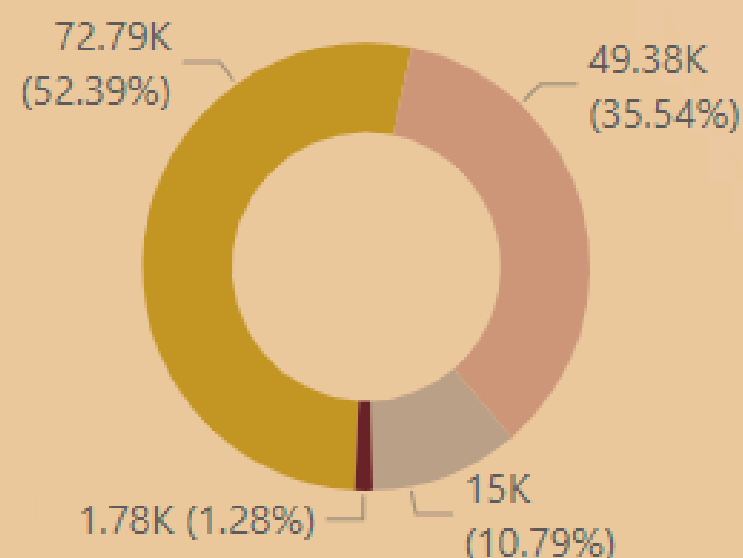


### Gender Breakdown: Customers & Transactions

M F Unknown O



M F Unknown O



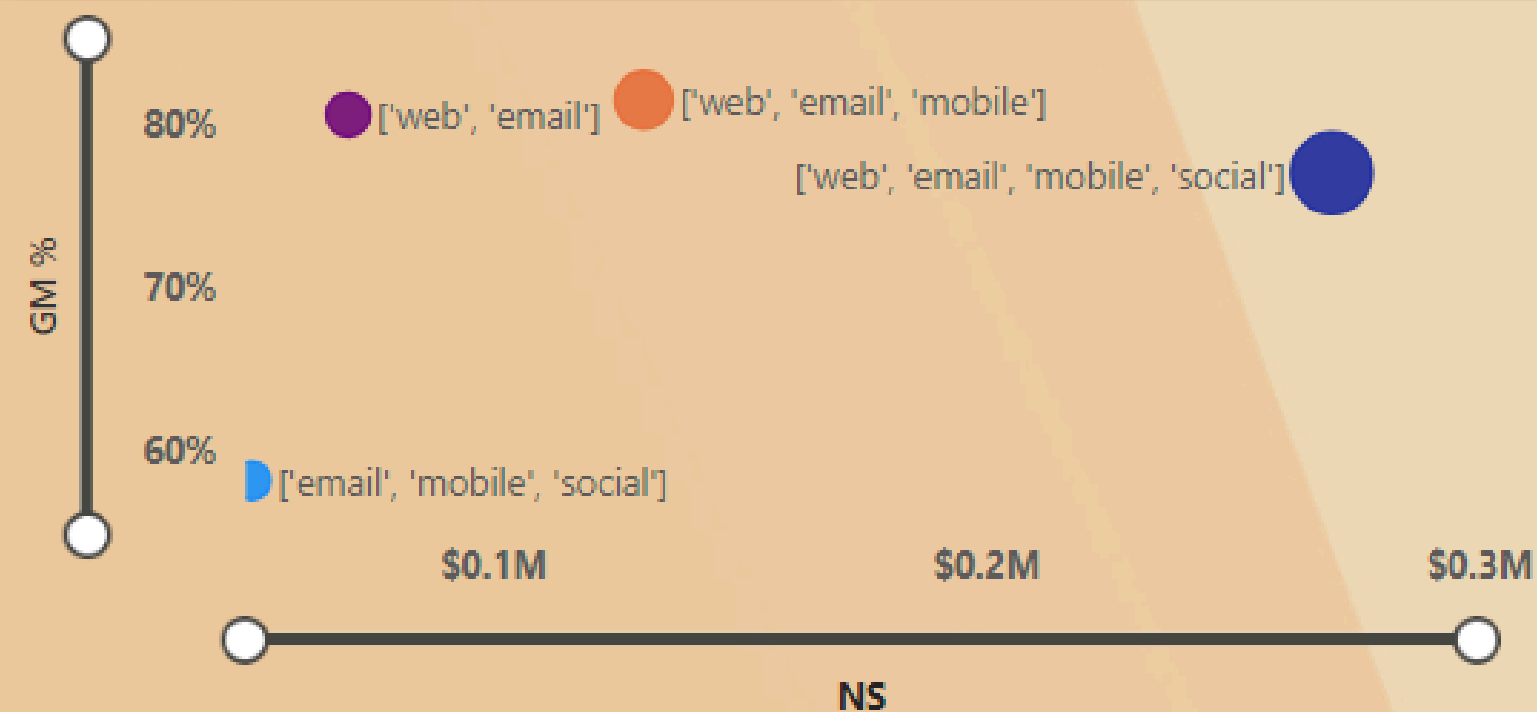
### Year of Membership Number of Customers

Year of Membership	Number of Customers
2013	286
2014	691
2015	1830
2016	3526
2017	6469
2018	4198

### Offer Channel Performance

Offer type	Off. Rec.	Off. View.	Off. Comp.	Conv. Rate
<input checked="" type="checkbox"/> discount	14945	12676	10289	59%
<input checked="" type="checkbox"/> bogo	14992	14008	9263	51%
<input checked="" type="checkbox"/> informational	10547	8251		
Total	16994	16834	12774	44%

### Channel Performance Matrix



# KEY INSIGHTS

- **Customer Engagement:** Middle Age Adults (30-59) and Middle Income (\$50K-\$99K) customers show the highest engagement with offers, making them ideal targets for future promotions.
- **Revenue Impact:** Revenue with Offers grew by 14.6%, while transactions without offers declined by 14.6%, highlighting the effectiveness of targeted promotions.
- **Customer Retention:** With a 75.14% conversion rate, most customers respond well to offers, contributing to a strong retention rate of 12.8K out of 17K total customers.
- **Channel Performance:** [Web ,email ,mobile ,social] channels are particularly effective in driving Net sales (NS), as shown by the size of the bubble. [Web, email ,mobile] channels are effective in driving Gross Margin (GM%).
- **Offer Effectiveness:** Discount offers generate the most revenue, outperforming other types like BOGO, making them a key focus for future campaigns.
- **Gender Insights:** Gender analysis shows balanced engagement, with a slight edge in transactions from male customers, informing more tailored future marketing efforts.

## Conclusion:

- Focus on Middle Age Adults and Middle Income segments with Discount offers via effective channels like [Web ,email ,Mobile ,social] to maximize customer engagement and revenue.