

# MAVEN REWARDS CHALLENGE

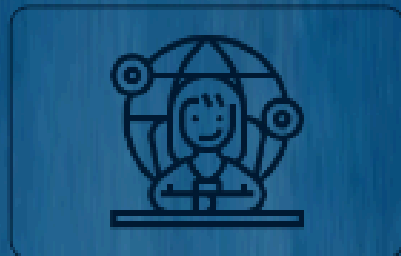


## CHALLENGE OBJECTIVE

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

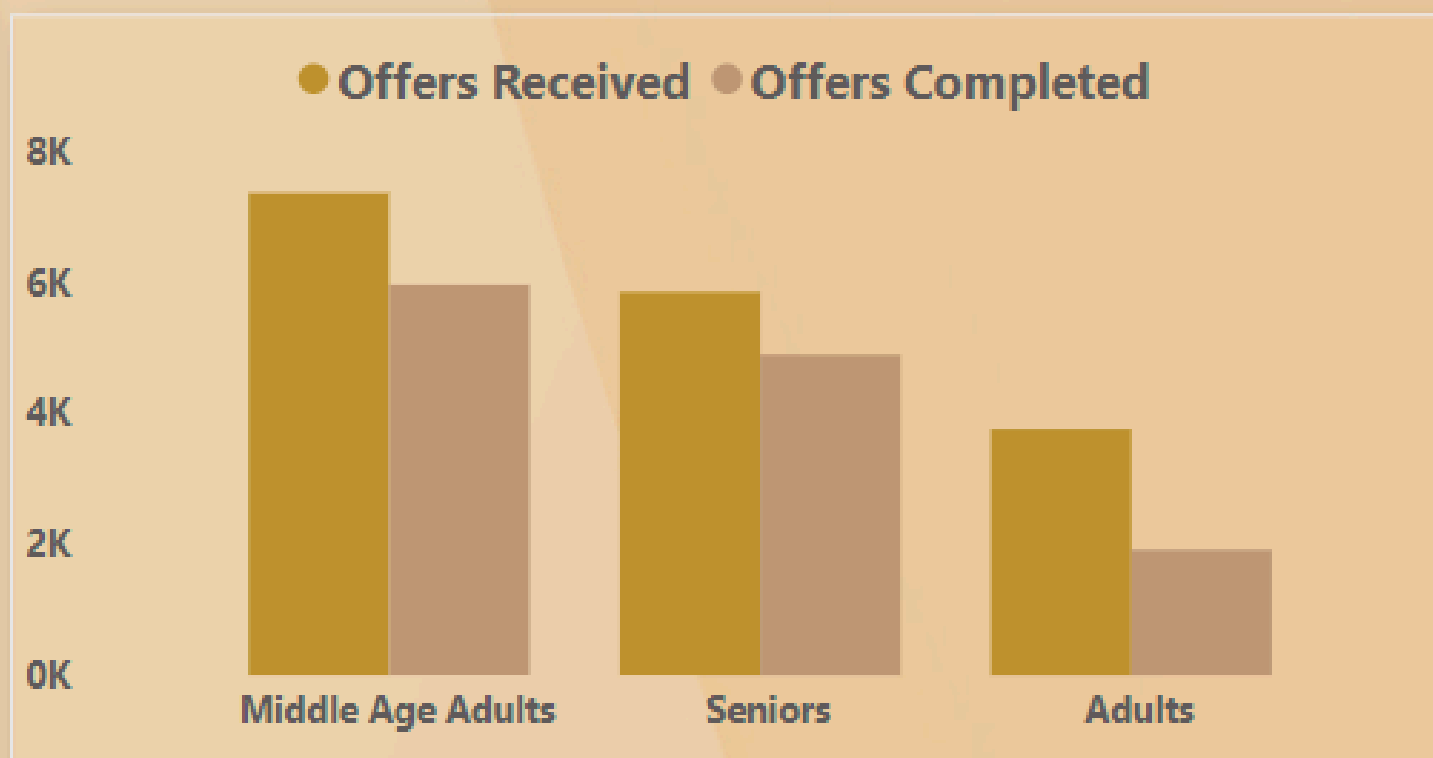
\$1.09M

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:

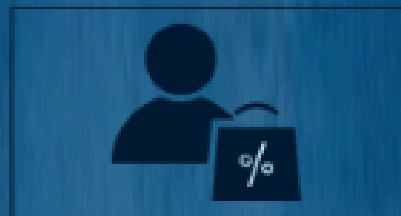
Middle Age Adults show the highest engagement with offers, both in terms of offers received and offers completed.

### Top 10 Customers by Transactions and Amount

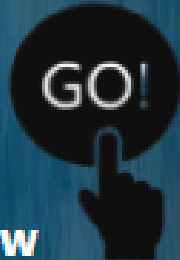
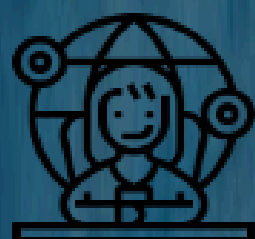
| Customer Id                      | Number of transactions | Amount Spent |
|----------------------------------|------------------------|--------------|
| 3c8d541112a74af99e88abbd0692f00e | 8                      | \$1,608.69   |
| f1d65ae63f174b8f80fa063adcaa63b7 | 13                     | \$1,365.66   |
| 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

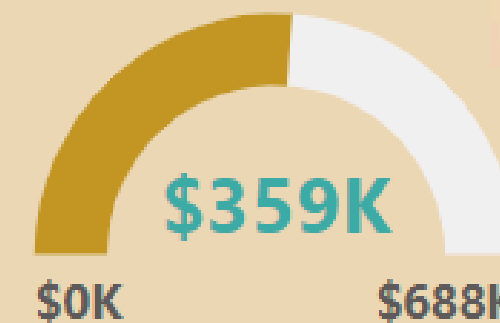
### Churned Customers

4.2K

### Conversion Rate

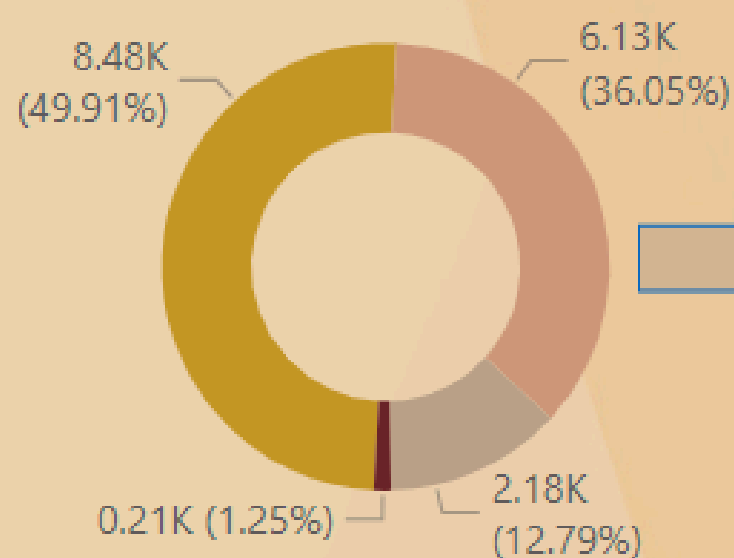
75.14%

### Top Revenue Offer : Discount

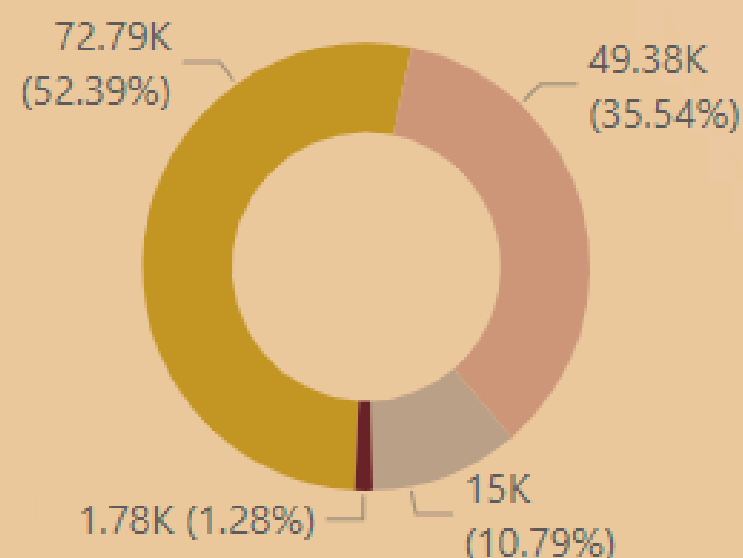


### Gender Breakdown: Customers & Transactions

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

