

# Nov23\_GOLDENQ

Kuljeet

9/28/2023

```
knitr::opts_chunk$set(echo = FALSE)
library(DBI)
library(plyr)
library(dplyr)
library(dbplyr)
library(odbc)
library(DT)
library(tidyverse)
library(data.table)
library(waterfalls)
library(ggplot2)
library(janitor)
library(scales)
library (sqldf)
library(ggthemes)
```

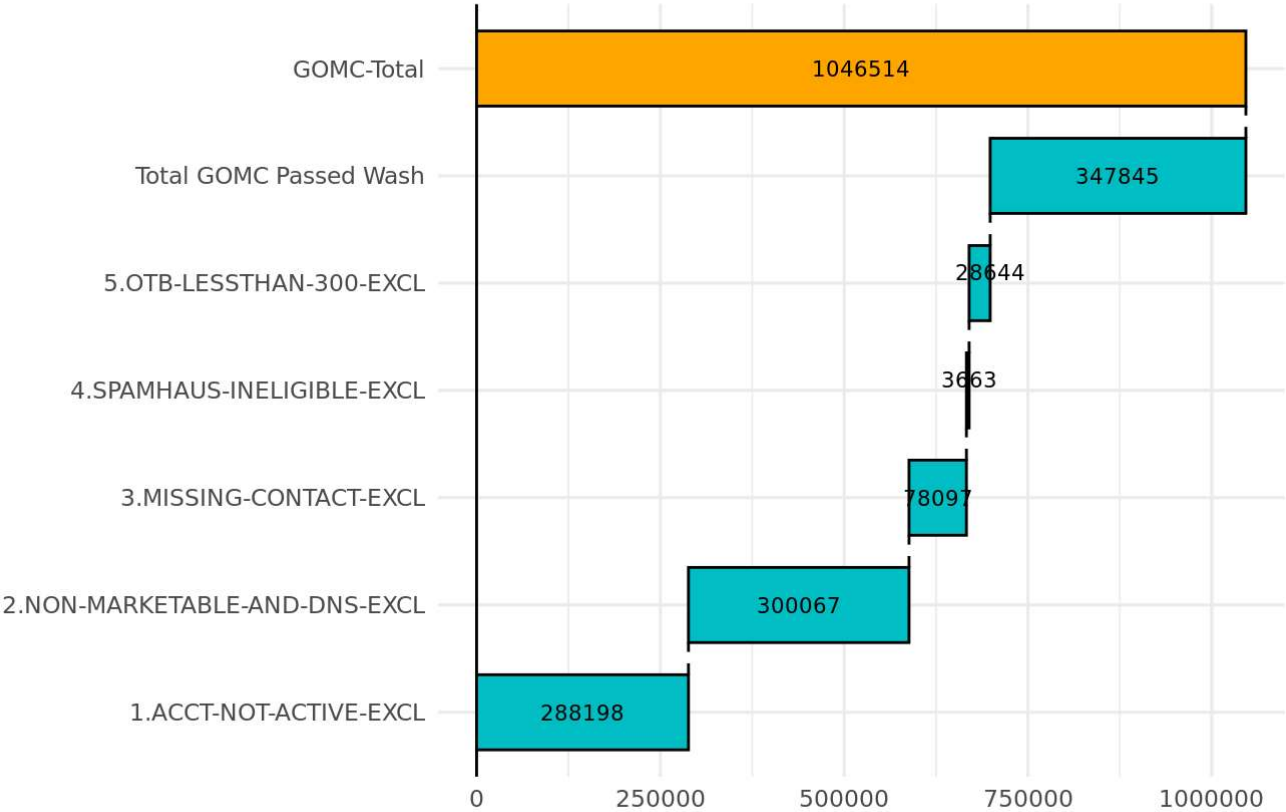
Product: GOMC; GEMV; GEMVNZ

##	CRM_PRODUCT	CRM_PRODUCT_VARIANT	n
## 1	GEMV	<NA>	426241
## 2	GEMVNZ	<NA>	363650
## 3	GOMC	Platinum	284434
## 4	GOMC	Standard	762080

## Waterfall report for GOMC

##	DROPOUT_FLAG	n
## 1	1.ACCT-NOT-ACTIVE-EXCL	288198
## 2	2.NON-MARKETABLE-AND-DNS-EXCL	300067
## 3	3.MISSING-CONTACT-EXCL	78097
## 4	4.SPAMHAUS-INELIGIBLE-EXCL	3663
## 5	5.OTB-LESSTHAN-300-EXCL	28644
## 6	Total GOMC Passed Wash	347845

Waterfall Report for GOMC  
Total MARKETABLE FOR GOMC

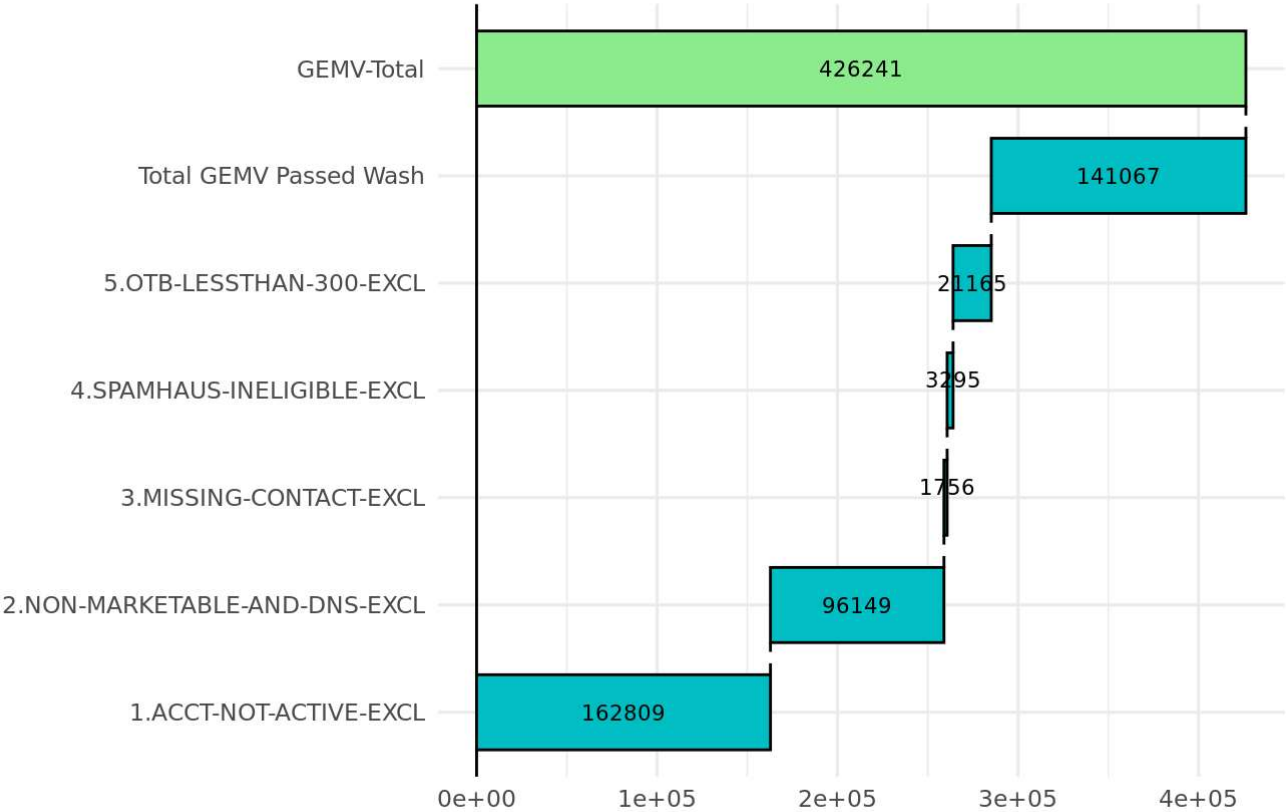


Waterfall report for GEMV

##	DROPOUT_FLAG	n
## 1	1.ACCT-NOT-ACTIVE-EXCL	162809
## 2	2.NON-MARKETABLE-AND-DNS-EXCL	96149
## 3	3.MISSING-CONTACT-EXCL	1756
## 4	4.SPAMHAUS-INELIGIBLE-EXCL	3295
## 5	5.OTB-LESSTHAN-300-EXCL	21165
## 6	Total GEMV Passed Wash	141067

# Waterfall Report for GEMV

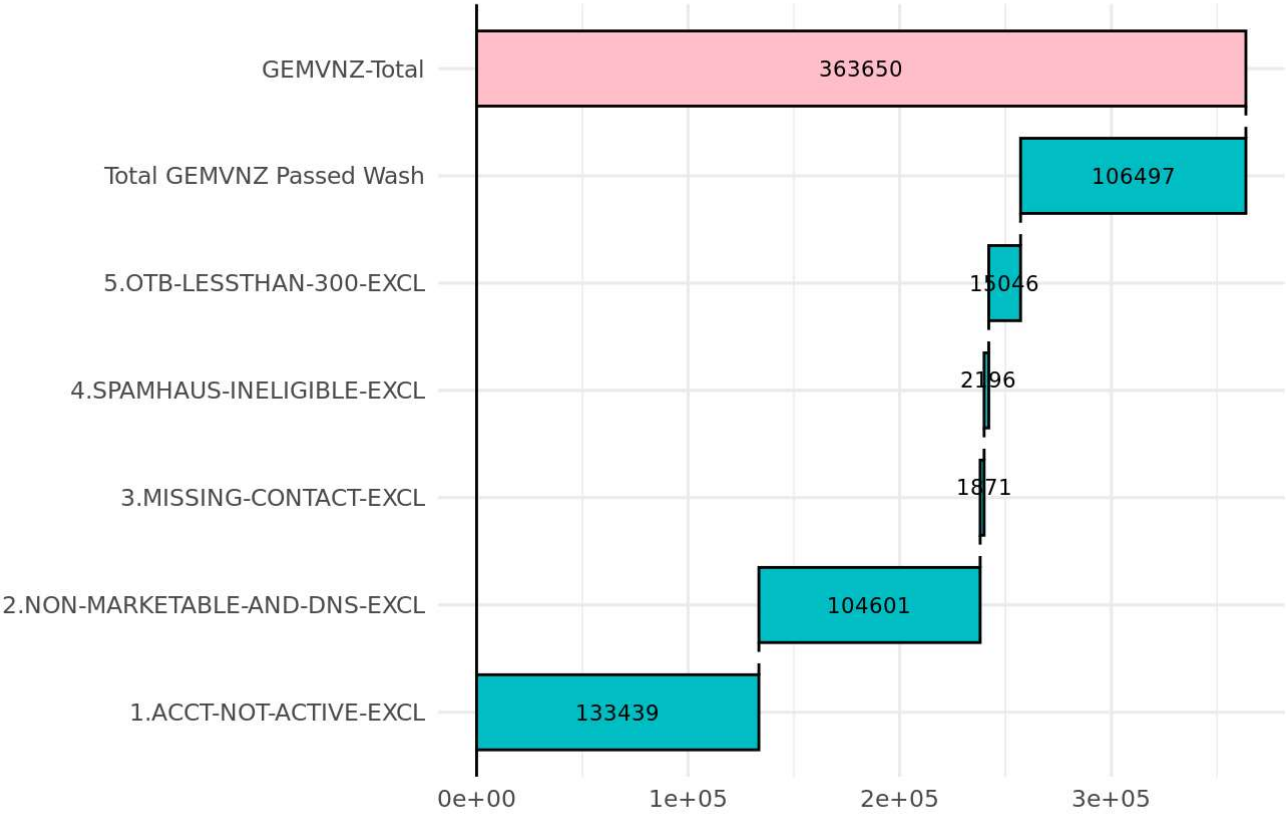
Total MARKETABLE FOR GEMV



## Waterfall report for GEMVNZ

##	DROPOUT_FLAG	n
## 1	1.ACCT-NOT-ACTIVE-EXCL	133439
## 2	2.NON-MARKETABLE-AND-DNS-EXCL	104601
## 3	3.MISSING-CONTACT-EXCL	1871
## 4	4.SPAMHAUS-INELIGIBLE-EXCL	2196
## 5	5.OTB-LESSTHAN-300-EXCL	15046
## 6	Total GEMVNZ Passed Wash	106497

Waterfall Report for GEMVNZ  
Total MARKETABLE FOR GEMVNZ



ALL ACCOUNTS MARKETABLE BASE

##	CRM_PRODUCT	n
## 1	GEMV	141067
## 2	GEMVNZ	106497
## 3	GOMC	347845

##	IF_SPAMHAUS_INELIG	ACMA_OPTIN	SPAMHAUS_OPTIN	n
## 1	0	I	I	299229
## 2	0	I	<NA>	254776
## 3	0	<NA>	<NA>	41404

##	CHECKPOINT	n
## 1	HN	45226
## 2	NONHN	61271

## No duplicate combinations found of: CUST\_ACCT\_APPL\_ID

##	n
## 1	0

## Average monthly spend from last 6 months txns

## JOIN MARKETABLE BASE, PREDICTION SCORES & AVG L6M TXNS

## ASSIGNING THE SEGMENTS & SUBSEGMENTS

```
##          SEG CHECKPOINT      n
## 1    RP_GEMVNZ_HN          HN 22591
## 2 RP_GEMVNZ_NONHN        NONHN 30658
## 3          SCH            HN 22635
## 4          SCH            NONHN 30613
```

```
## [1] TOP_DEALER_NAME
## <0 rows> (or 0-length row.names)
```

```
##    CRM_PRODUCT          SUBSEG      n
## 1      GEMV  1.SCH_MORE_OVER_$500  8138
## 2      GEMV  2.SCH_MORE_UNDER_$500 14643
## 3      GEMV          3.SCH_LESS  31531
## 4      GEMV          4.SCH_INACTIVE 86755
## 5    GEMVNZ  1.SCH_MORE_OVER_$500   6871
## 6    GEMVNZ  2.SCH_MORE_UNDER_$500 13412
## 7    GEMVNZ          3.SCH_LESS  31521
## 8    GEMVNZ          4.SCH_INACTIVE 54693
## 9      GOMC  1.SCH_MORE_OVER_$500 19764
## 10     GOMC  2.SCH_MORE_UNDER_$500 19305
## 11     GOMC          3.SCH_LESS  27764
## 12     GOMC          4.SCH_INACTIVE 281012
```

```
##    CRM_PRODUCT          SEG      n
## 1      GEMV    RP_GEMV_JBHI  70534
## 2      GEMV          SCH    70533
## 3    GEMVNZ    RP_GEMVNZ_HN  22591
## 4    GEMVNZ RP_GEMVNZ_NONHN  30658
## 5    GEMVNZ          SCH   53248
## 6      GOMC    RP_GOMC_HN 173923
## 7      GOMC          SCH 173922
```

```
##    CRM_PRODUCT      n
## 1      GEMV 54312
## 2    GEMVNZ 51804
## 3      GOMC 66833
```

```
##          n
## 1 172949
```

## ASSIGNING THE THRESHOLDS & OFFER AMOUNTS

```
## [1] 300.01 45796.05
```

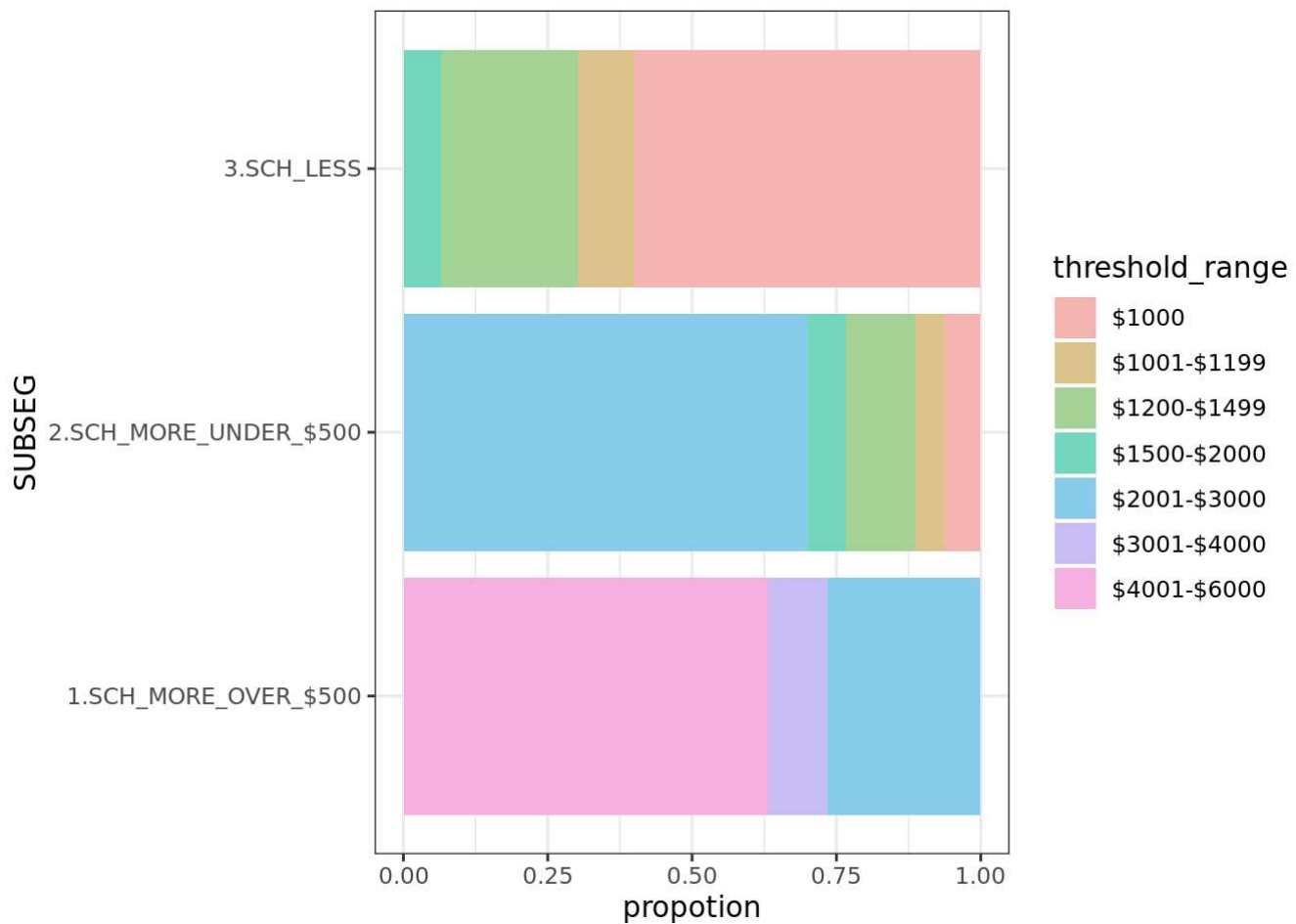
```
## [1] CRM_PRODUCT SUBSEG n
## <0 rows> (or 0-length row.names)
```

## FIXING THE CREDIT LIMIT

```
## Spend threshold > 6000 threshold > C1
##
## 1.SCH_MORE_OVER_$500 3609 4728
## 2.SCH_MORE_UNDER_$500 0 2345
## 3.SCH_LESS 0 570
```

## PLOT ALL THE THRESHOLD RANGES

```
## 100 50
##
## 1.SCH_MORE_OVER_$500 $1000 0 0
## $1001-$1199 0 0
## $1200-$1499 0 0
## $1500-$2000 0 0
## $2001-$3000 9218 0
## $3001-$4000 3567 0
## $4001-$6000 21988 0
## 2.SCH_MORE_UNDER_$500 $1000 2936 0
## $1001-$1199 2390 0
## $1200-$1499 5700 0
## $1500-$2000 3153 0
## $2001-$3000 33181 0
## $3001-$4000 0 0
## $4001-$6000 0 0
## 3.SCH_LESS $1000 0 54436
## $1001-$1199 0 8843
## $1200-$1499 0 21644
## $1500-$2000 0 5893
## $2001-$3000 0 0
## $3001-$4000 0 0
## $4001-$6000 0 0
```



```
## [1] CRM_PRODUCT SUBSEG      n
## <0 rows> (or 0-length row.names)
```

## BUILDING THE CAMPAIGN DATA CONTROL GROUP AND OFFER\_ACTIVATED\_FLAG & SPEND\_QUALIFIED\_FLAG

```
## [1] 172949      35
```

```
## [1] 172949      14
```

## CHECK CONTROL\_GROUP & SUBSEGS

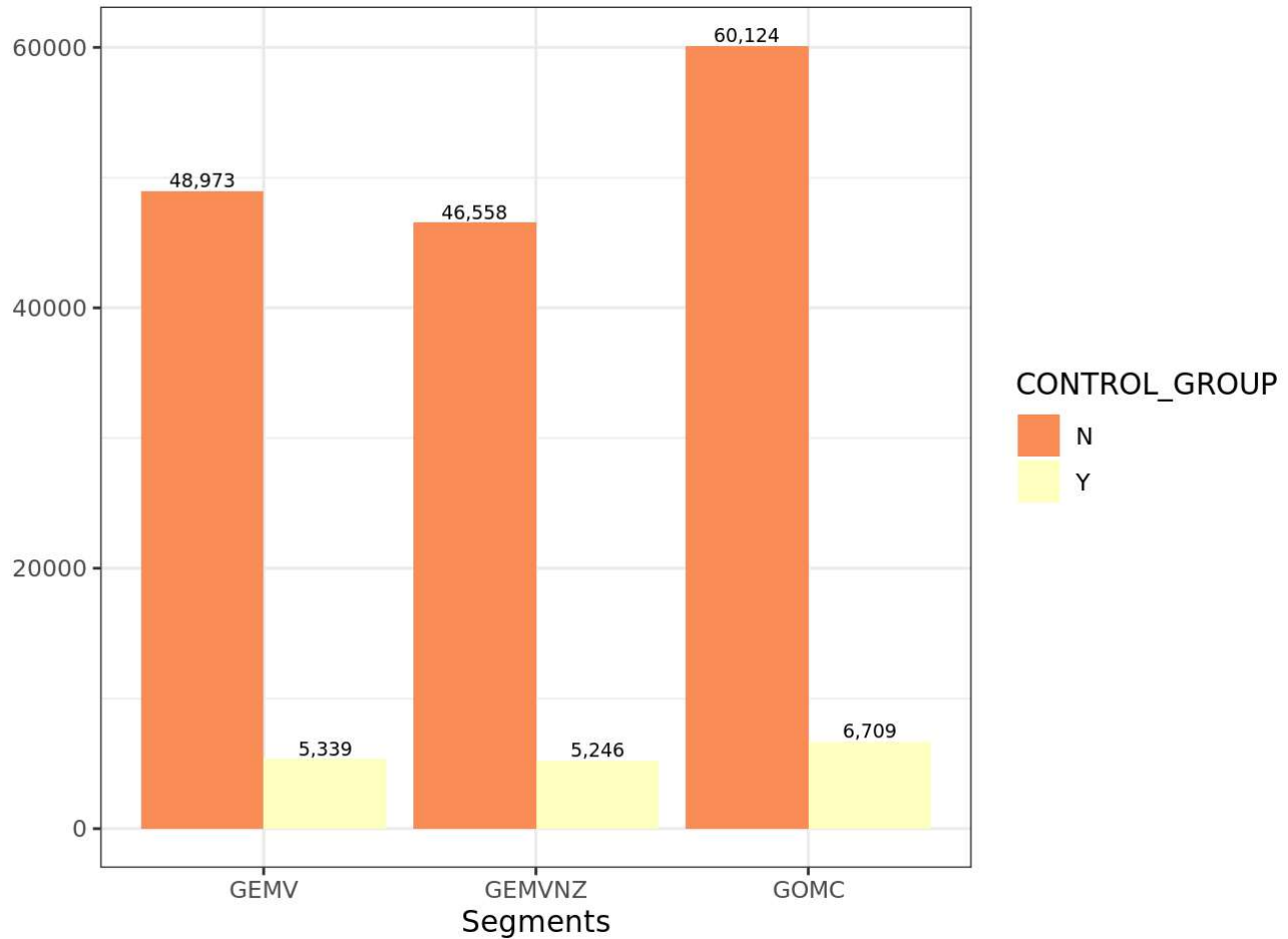
## TOTAL ELIGIBLE FOR THE NOV23 CAMPAIGN

```
##           N      Y
##
## 1.SCH_MORE_OVER_$500  31296  3477
## 2.SCH_MORE_UNDER_$500 42624  4736
## 3.SCH_LESS           81735  9081
```

```
##
##
## 172949
```

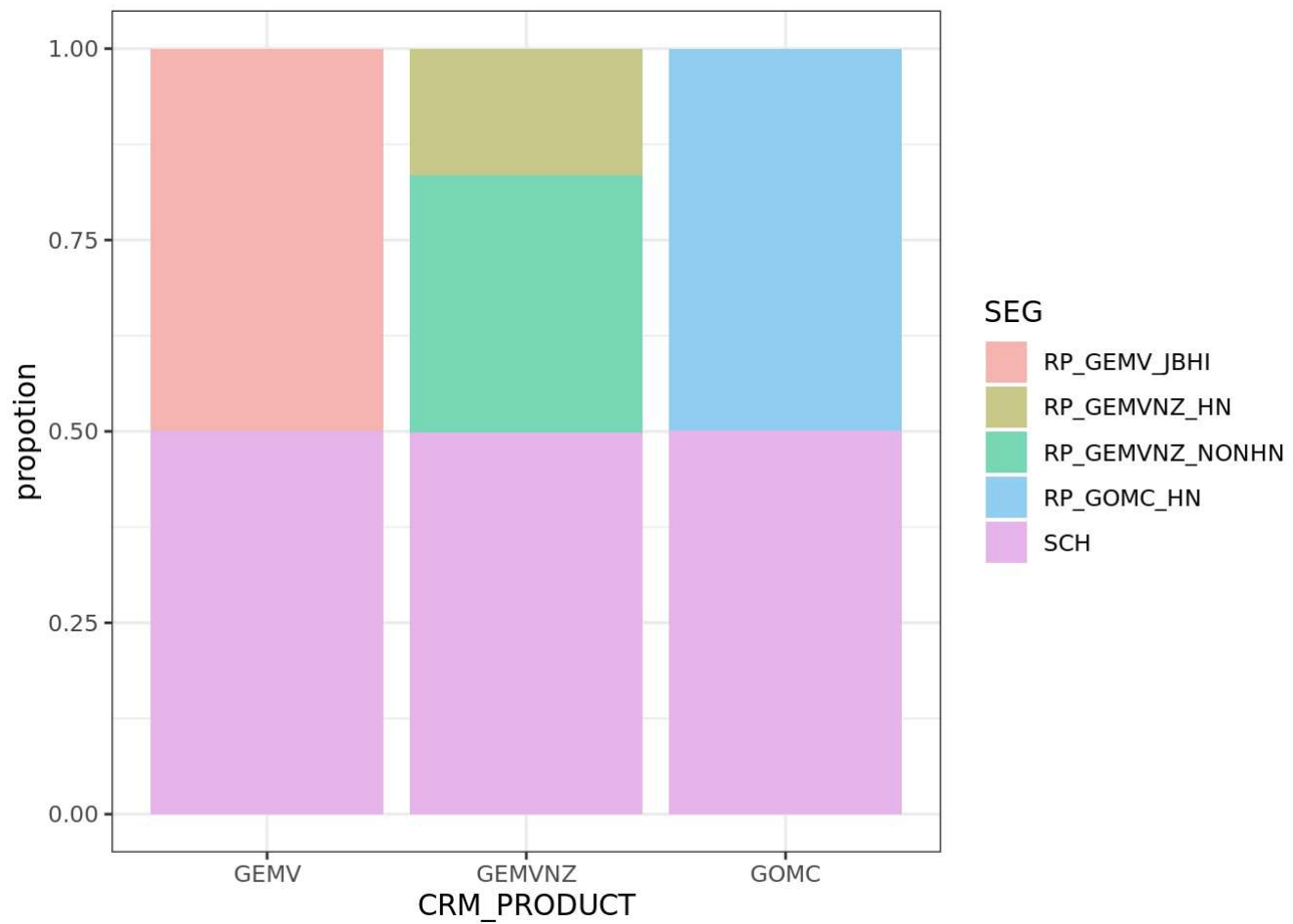
## DISTRIBUTION BY CRM\_PRODUCT, SEG, SUBSEG, OFFER & CONTROL\_GROUP

## `summarise()` has grouped output by 'CRM\_PRODUCT'. You can override using the  
## `.groups` argument.

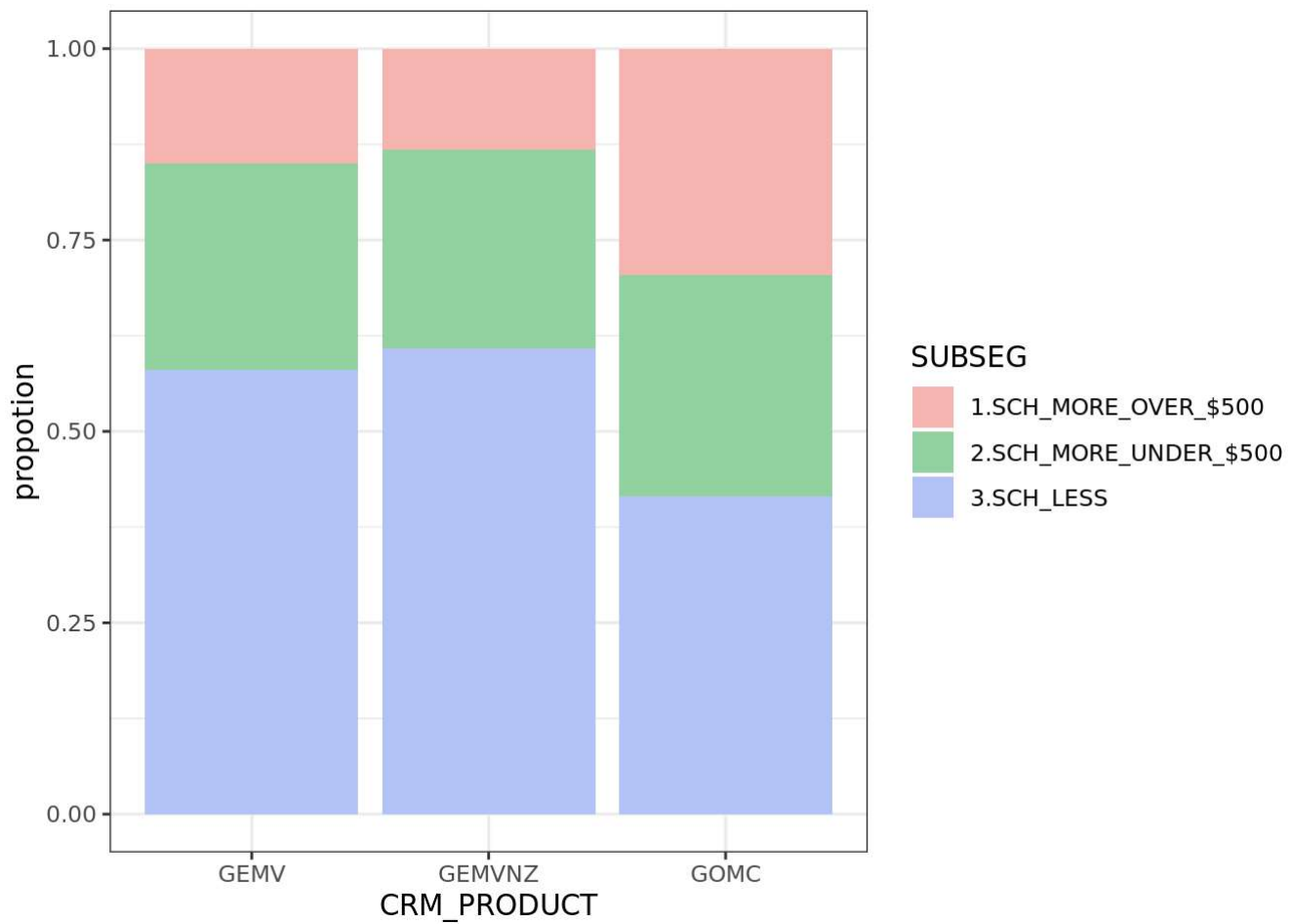


## `summarise()` has grouped output by 'CRM\_PRODUCT'. You can override using the  
## `.groups` argument.

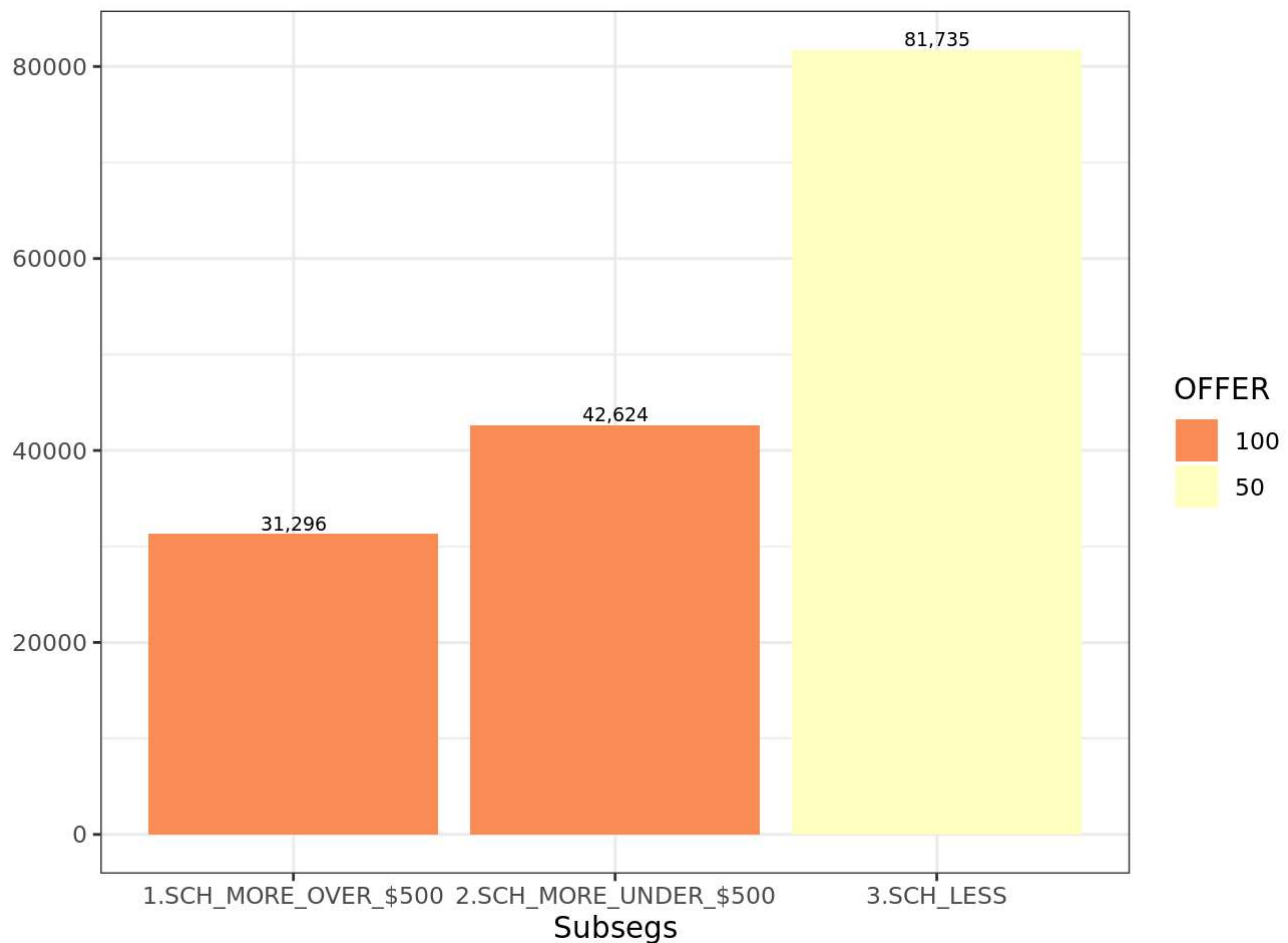




```
## `summarise()` has grouped output by 'SUBSEG'. You can override using the  
## `.groups` argument.
```



## `summarise()` has grouped output by 'SUBSEG'. You can override using the  
## `.groups` argument.



TEST SEEDS TO GENERATE FOR OFFER\_ACTIVATED\_FLAG &  
SPEND\_QUALIFIED\_FLAG

CREATING THE PRODUCTION DATA

```
## 'data.frame': 173084 obs. of 14 variables:
## $ CUSTOMER_ID : chr "5218943504151216" "6010732005087922" "6010732024208848" "52189
42511680506" ...
## $ CRM_PRODUCT : chr "GOMC" "GEMV" "GEMVNZ" "GOMC" ...
## $ CRM_PRODUCT_VARIANT : chr "Platinum" NA NA "Platinum" ...
## $ SEG : chr "SCH" "SCH" "RP_GEMVNZ_NONHN" "SCH" ...
## $ SUBSEG : chr "1.SCH_MORE_OVER_$500" "1.SCH_MORE_OVER_$500" "1.SCH_MORE_OVER_
$500" "1.SCH_MORE_OVER_$500" ...
## $ THRESHOLD : num 2000 4200 4600 4000 4200 5100 4400 5300 4800 2900 ...
## $ OFFER : chr "100" "100" "100" "100" ...
## $ CAMPAIGN_ID : chr "SG_CA_936_NOV23_GOLDENQ" "SG_CA_936_NOV23_GOLDENQ" "SG_CA_936_
NOV23_GOLDENQ" "SG_CA_936_NOV23_GOLDENQ" ...
## $ EXPIRY_DATE : chr "2023-11-02" "2023-11-02" "2023-11-02" "2023-11-02" ...
## $ CAMPAIGN_START_DATE : chr "2023-11-01" "2023-11-01" "2023-11-01" "2023-11-01" ...
## $ CAMPAIGN_END_DATE : chr "2023-11-30" "2023-11-30" "2023-11-30" "2023-11-30" ...
## $ CONTROL_GROUP : chr "Y" "Y" "Y" "Y" ...
## $ OFFER_ACTIVATED_FLAG: chr "" "" "" "" ...
## $ SPEND_QUALIFIED_FLAG: chr "" "" "" "" ...
```

```
## CRM_PRODUCT      n
## 1      GEMV 54342
## 2      GEMVNZ 51849
## 3      GOMC 66893
```

```
## CRM_PRODUCT CONTROL_GROUP      n
## 1      GEMV      N 48997
## 2      GEMV      Y  5345
## 3      GEMVNZ     N 46594
## 4      GEMVNZ     Y  5255
## 5      GOMC      N 60172
## 6      GOMC      Y  6721
```

## VOLUME IN TREATMENT GROUP BY CRM\_PRODUCT SEG & SEBSEG

```
## CRM_PRODUCT      SEG      SUBSEG      n
## 1      GEMV      RP_GEMV_JBHI  1.SCH_MORE_OVER_$500 3666
## 2      GEMV      RP_GEMV_JBHI  2.SCH_MORE_UNDER_$500 6550
## 3      GEMV      RP_GEMV_JBHI      3.SCH_LESS 14219
## 4      GEMV      SCH  1.SCH_MORE_OVER_$500 3630
## 5      GEMV      SCH  2.SCH_MORE_UNDER_$500 6688
## 6      GEMV      SCH      3.SCH_LESS 14244
## 7      GEMVNZ     RP_GEMVNZ_HN  1.SCH_MORE_OVER_$500  934
## 8      GEMVNZ     RP_GEMVNZ_HN  2.SCH_MORE_UNDER_$500 1891
## 9      GEMVNZ     RP_GEMVNZ_HN      3.SCH_LESS 4896
## 10     GEMVNZ     RP_GEMVNZ_NONHN 1.SCH_MORE_OVER_$500 2204
## 11     GEMVNZ     RP_GEMVNZ_NONHN 2.SCH_MORE_UNDER_$500 4085
## 12     GEMVNZ     RP_GEMVNZ_NONHN      3.SCH_LESS 9275
## 13     GEMVNZ     SCH  1.SCH_MORE_OVER_$500 3065
## 14     GEMVNZ     SCH  2.SCH_MORE_UNDER_$500 6042
## 15     GEMVNZ     SCH      3.SCH_LESS 14202
## 16     GOMC      RP_GOMC_HN  1.SCH_MORE_OVER_$500 8915
## 17     GOMC      RP_GOMC_HN  2.SCH_MORE_UNDER_$500 8603
## 18     GOMC      RP_GOMC_HN      3.SCH_LESS 12471
## 19     GOMC      SCH  1.SCH_MORE_OVER_$500 8918
## 20     GOMC      SCH  2.SCH_MORE_UNDER_$500 8801
## 21     GOMC      SCH      3.SCH_LESS 12464
```

## MAXIMUM THRESHOLD RANGE IN TREATMENT GROUP

```
## [1]  500 6000
```

```
## No duplicate combinations found of: CUSTOMER_ID
```

```
##      n
## 1  0
```

## Transferring the PET back to snowflake