

28DEGMC_PURCHASERATE_OFFER

Kuljeet

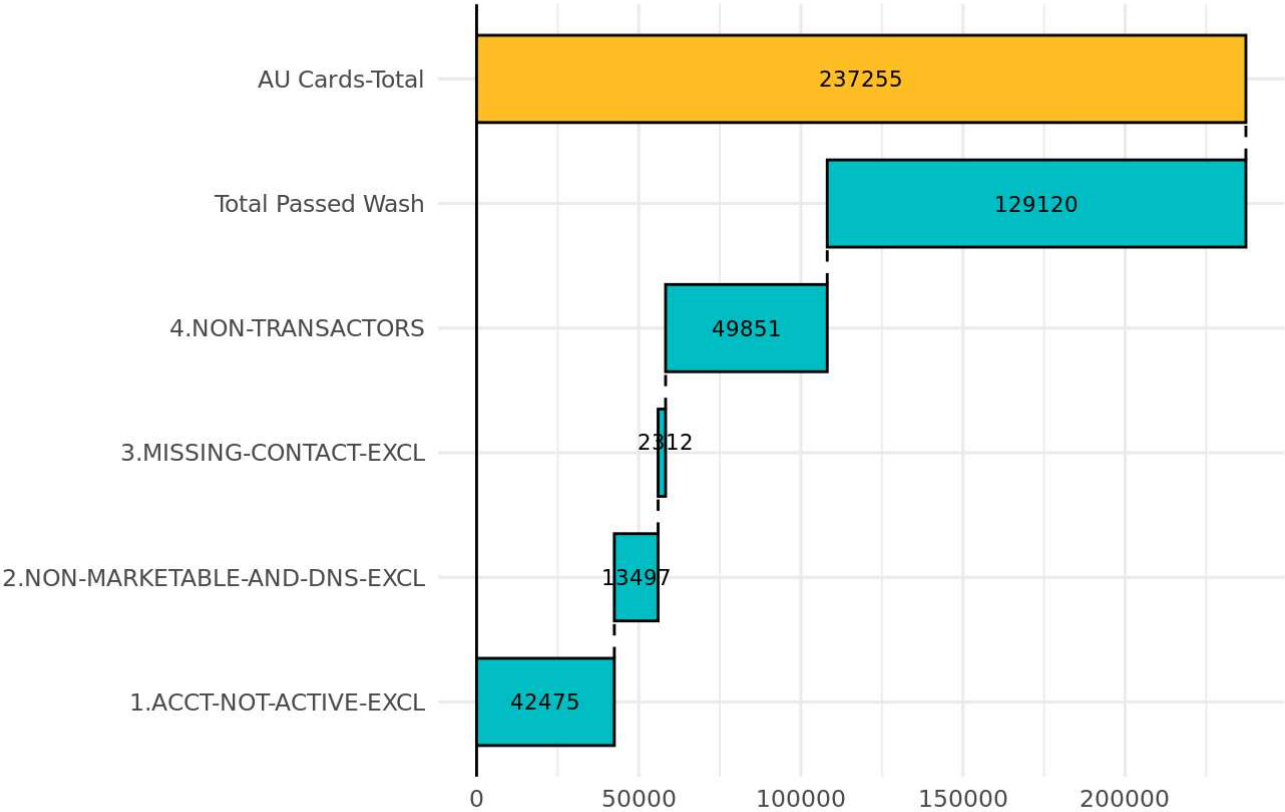
22/02/2024

```
knitr::opts_chunk$set(echo = FALSE)
library(DBI)
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)
library(plyr)
```

Waterfall report for 28DEGMC MARKETABLE BASE

##	DROPOUT_FLAG	n
## 1	1.ACCT-NOT-ACTIVE-EXCL	42475
## 2	2.NON-MARKETABLE-AND-DNS-EXCL	13497
## 3	3.MISSING-CONTACT-EXCL	2312
## 4	4.NON-TRANSACTORS	49851
## 5	Total Passed Wash	129120

Waterfall Report for 28DEGMC
Total MARKETABLE



PREPARING SEGMENTS

```
## [1] 44765    14
```

TOTAL ELIGIBLE SUMMARY

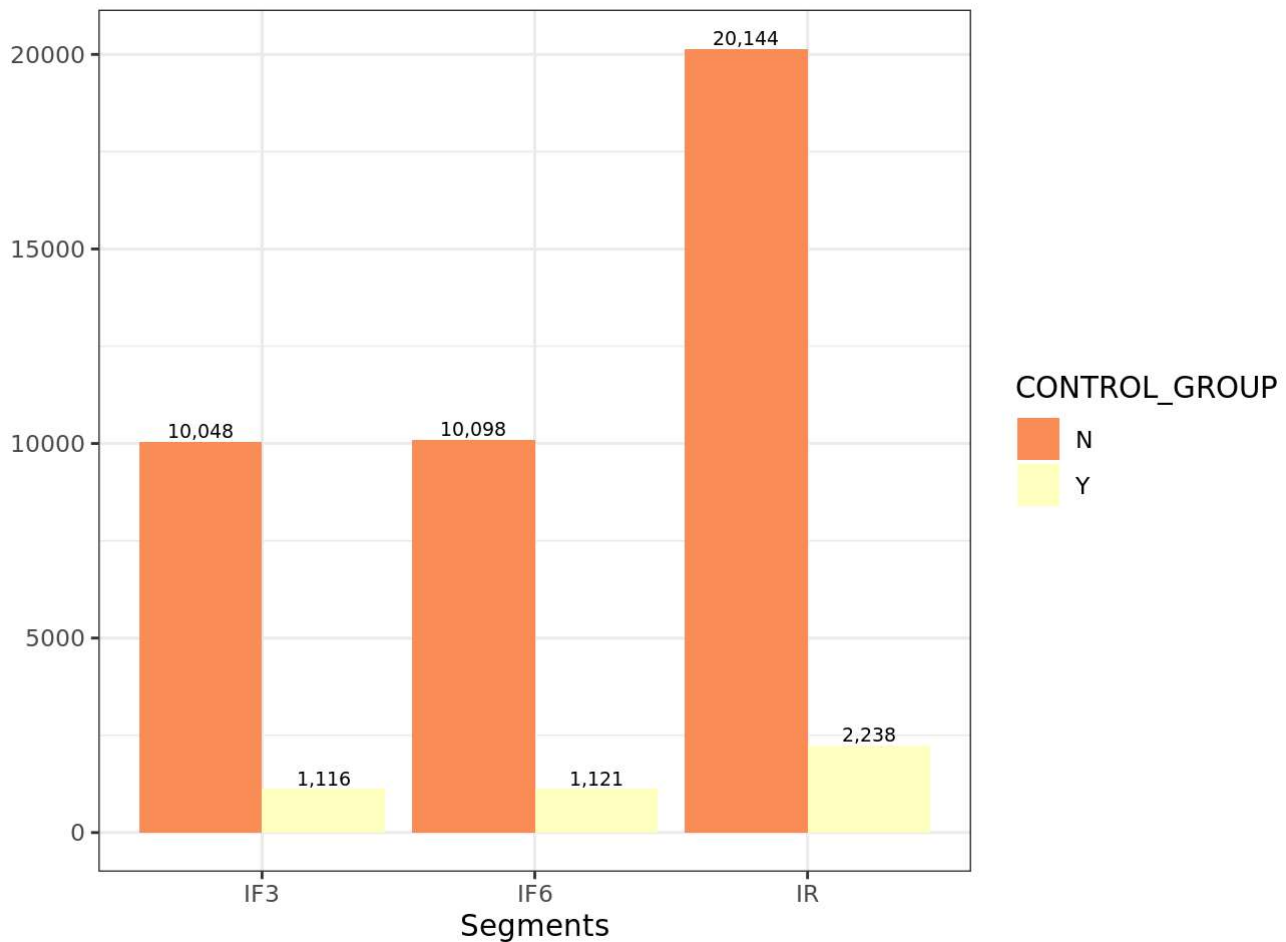
```
##          x  freq
## 1 28DEGMC 44765
```

```
##          x  freq
## 1 IF3 11164
## 2 IF6 11219
## 3  IR 22382
```

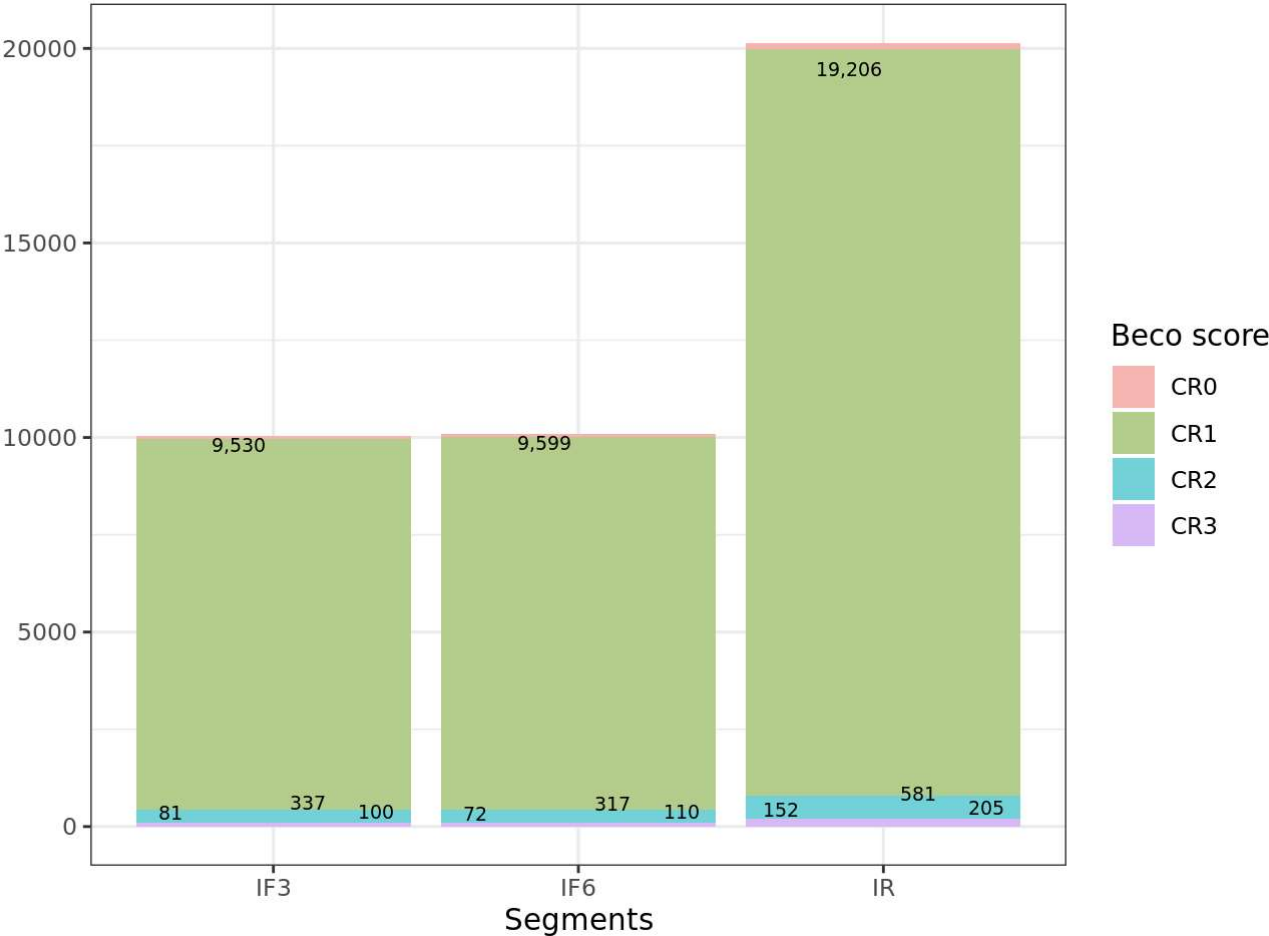
```
##          N      Y
##
## CR0 IF3      81      8
##      IF6      72      9
##      IR     152     19
## CR1 IF3    9530   1055
##      IF6    9599   1066
##      IR   19206   2128
## CR2 IF3     337     45
##      IF6     317     37
##      IR     581     69
## CR3 IF3     100      8
##      IF6     110      9
##      IR     205     22
```

```
##          N      Y
##
## IF3  10048   1116
## IF6  10098   1121
## IR   20144  2238
```

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



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



Append test seeds

```
##      N Y  
##  
## N   3 3  
## Y   6 0
```

CREATING THE PRODUCTION DATA

```
## 'data.frame': 44777 obs. of 14 variables:
## $ CUSTOMER_ID : chr "5444345303676714" "5444343301255417" "5444343303252990" "54443
43306502722" ...
## $ CRM_PRODUCT : chr "28DEGMC" "28DEGMC" "28DEGMC" "28DEGMC" ...
## $ CRM_PRODUCT_VARIANT : chr "" "" "" "" ...
## $ CONTROL_GROUP : chr "Y" "Y" "Y" "Y" ...
## $ SEG : chr "IF3" "IF3" "IF3" "IF3" ...
## $ SUBSEG : chr "CR1" "CR1" "CR1" "CR1" ...
## $ THRESHOLD : chr "" "" "" "" ...
## $ OFFER : chr "" "" "" "" ...
## $ CAMPAIGN_ID : chr "CA_FEB_28DEG_PURCHASERATE" "CA_FEB_28DEG_PURCHASERATE" "CA_FEB
_28DEG_PURCHASERATE" "CA_FEB_28DEG_PURCHASERATE" ...
## $ CHANNEL : chr "EDM" "EDM" "EDM" "EDM" ...
## $ EXPIRY_DATE : chr "2023-02-27" "2023-02-27" "2023-02-27" "2023-02-27" ...
## $ CAMPAIGN_START_DATE : chr "2024-02-26" "2024-02-26" "2024-02-26" "2024-02-26" ...
## $ CAMPAIGN_END_DATE : chr "2023-03-25" "2023-03-25" "2023-03-25" "2023-03-25" ...
## $ OFFER_ACTIVATED_FLAG: chr "" "" "" "" ...
```

```
## CRM_PRODUCT n
## 1 28DEGMC 44777
```

```
## CRM_PRODUCT CONTROL_GROUP n
## 1 28DEGMC N 40296
## 2 28DEGMC Y 4481
```

```
## CRM_PRODUCT CONTROL_GROUP SEG n
## 1 28DEGMC N IF3 10050
## 2 28DEGMC N IF6 10100
## 3 28DEGMC N IR 20146
## 4 28DEGMC Y IF3 1118
## 5 28DEGMC Y IF6 1123
## 6 28DEGMC Y IR 2240
```

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

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

Transferring the PET back to snowflake