

REVITALIZING BREWS: TARGETED PROMOTIONS

Project Proposal

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A leading global coffee giant, renowned for its wide variety of coffee and tea beverages, snacks, and a cozy ambiance, is seeking to enhance its marketing strategies and customer engagement. Despite a strong market presence, the company faces challenges in maximizing the effectiveness of its promotional offers and understanding customer preferences at a granular level.

Problem Statement

The coffee giant has accumulated a substantial amount of data through its customer profiles, transaction records, and details of various offers. However, the company has not fully utilized this data to understand customer behaviors, preferences, and responses to several types of promotional offers. As a result, some promotional campaigns are not as effective as they could be, leading to suboptimal use of marketing resources and missed opportunities for revenue growth and customer loyalty enhancement.

Scenario

In a scenario where the coffee giant launches a new line of seasonal beverages, the company wants to promote these beverages using targeted offers. However, they are unsure which customer segments would be most receptive to these offers and what type of offer (discount, loyalty points, etc.) would be most effective.

Using the relations among the tables:

- **Customer Profiles table:** Analyze demographics and purchase history to identify potential customer segments interested in seasonal beverages.

Notable columns: customer_id, gender, age

- **Transaction Data table:** Examine past responses to similar offers to predict which offer types are likely to be successful.

Notable columns: customer_id, event, value

- **Offer Data table:** Test different offers with selected customer segments and analyze the response rates and sales data.

Notable columns: offer_id, reward, offer_type

By integrating insights from these datasets, the coffee giant can design a highly targeted marketing campaign for its seasonal beverages, increasing the likelihood of successful customer engagement and sales.

Other requirements

- A customer can have multiple transactions from one to infinity; only one customer must perform a transaction.
- Each transaction can be associated with zero to one offer; an offer can be applied on zero to infinite transactions.
- A customer can use zero to infinite offers in their different transactions; each offer can be associated with multiple customers.