



Brewed Bliss

Gender

- ☐ F
- ☐ M
- ☐ O

Age Bucket

- ☐ Young Adults
- ☐ Early Career
- ☐ Mid Career
- ☐ Late Career
- ☐ Retirement

Year

- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018



Total Customers

14825

Received Offers

66501

Total View Rate

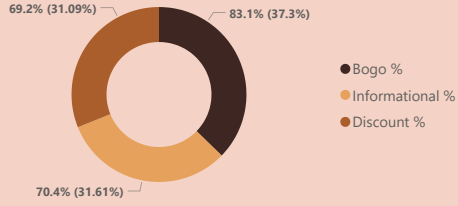
75.0%

Total Completion Rate

48.8%

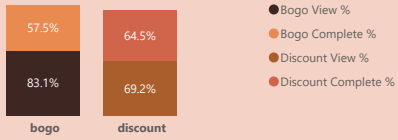


Which offer type has the most views?

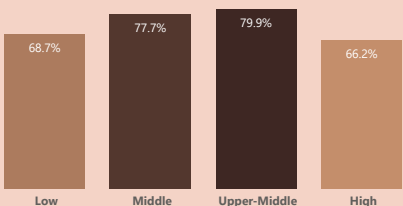


Which has a higher completion rate: BOGO or Discount? Are view and completion rates correlated?

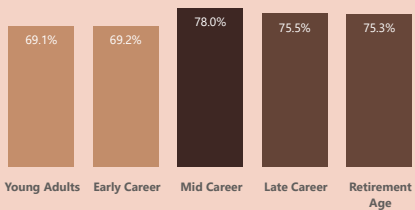
Informational offers excluded since they are not redeemable



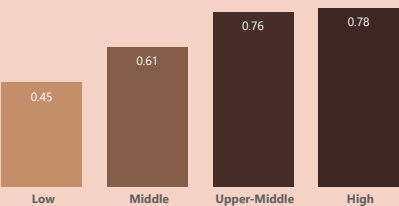
How does view rate vary by income segment?



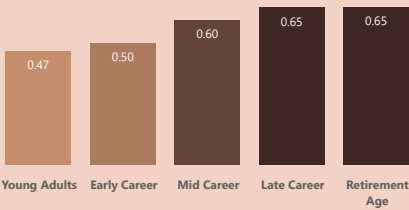
How does view rate vary by Age segment?



How does completion rate vary by income segment?



How does completion rate vary by Age segment?





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Gender

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- O

Year

- 2013
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- 2015
- 2016
- 2017
- 2018



Total Customers

14825

Male Completion Rate

50.8%

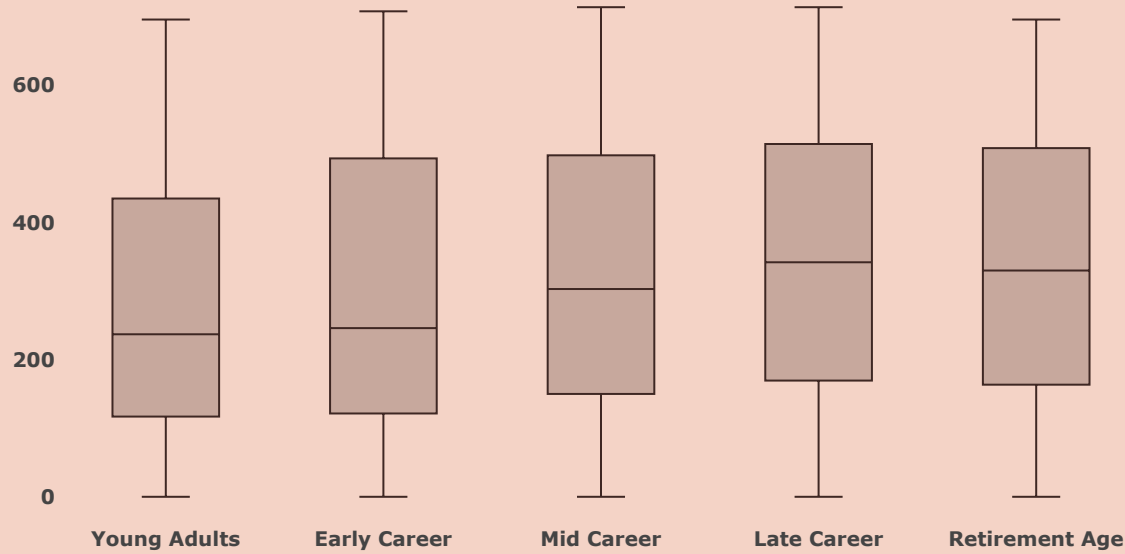
Female Completion Rate

47.7%

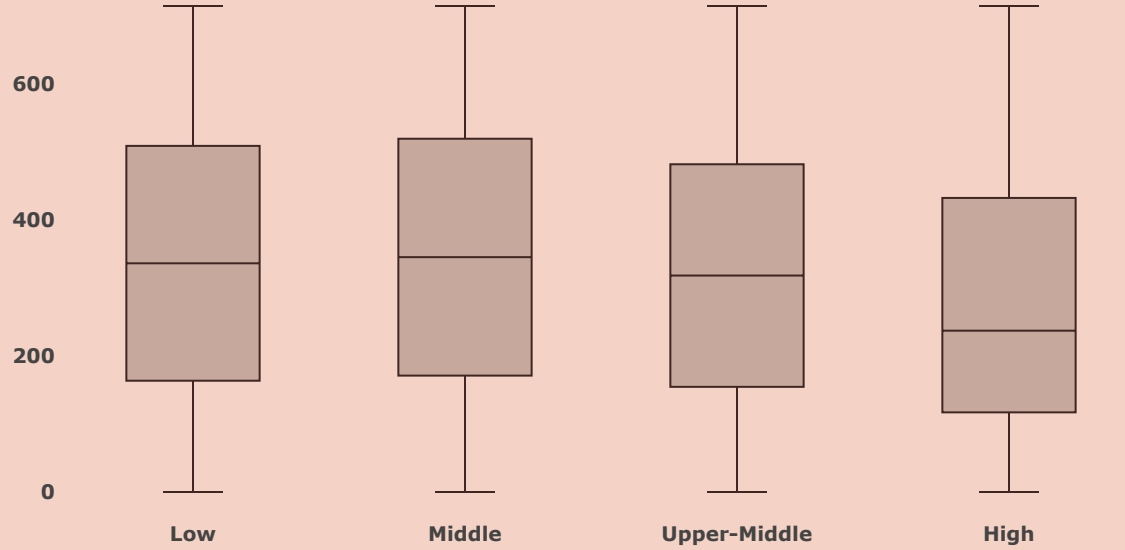
Other Completion Rate

1.5%

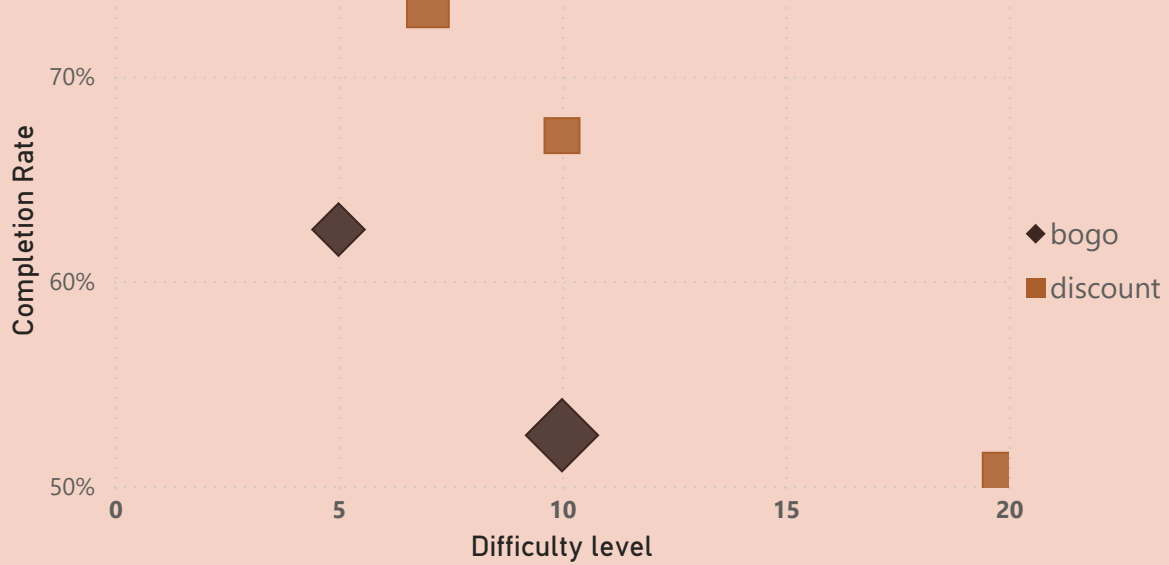
How is the distribution of completion times different across age groups?



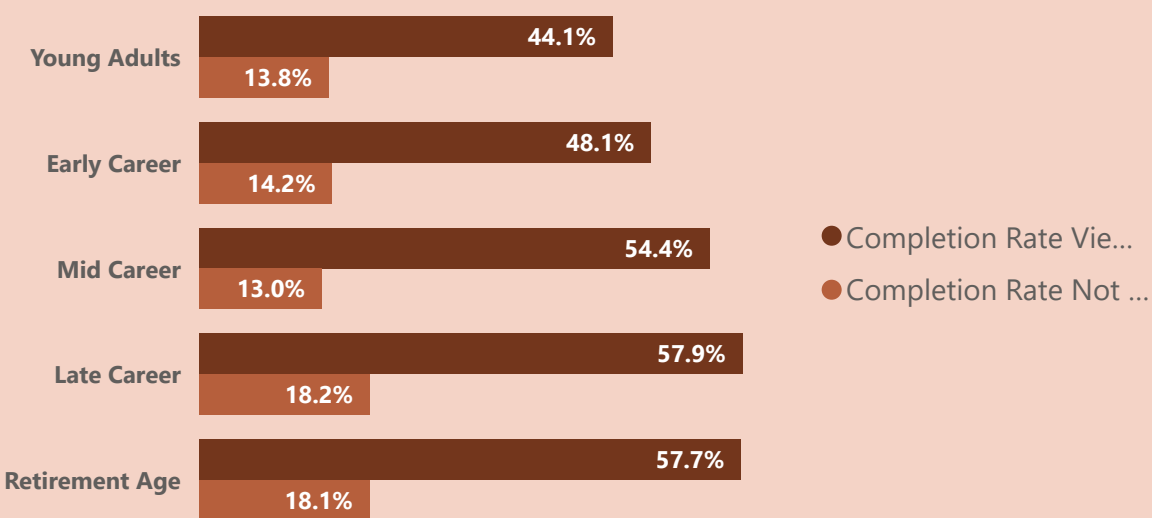
How is the distribution of completion times different across income levels?



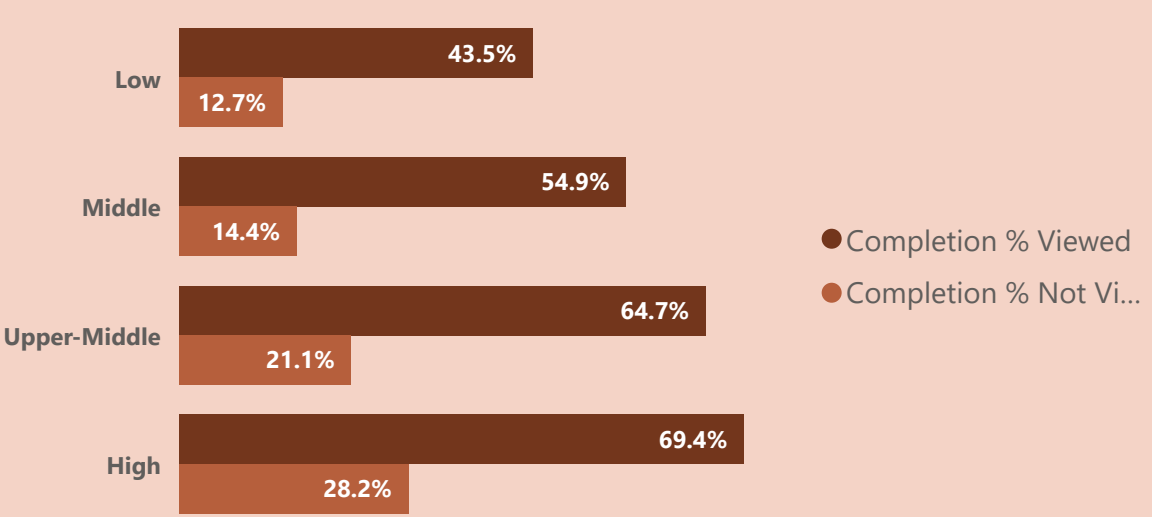
How does completion rate vary with difficulty?- Sized by Reward



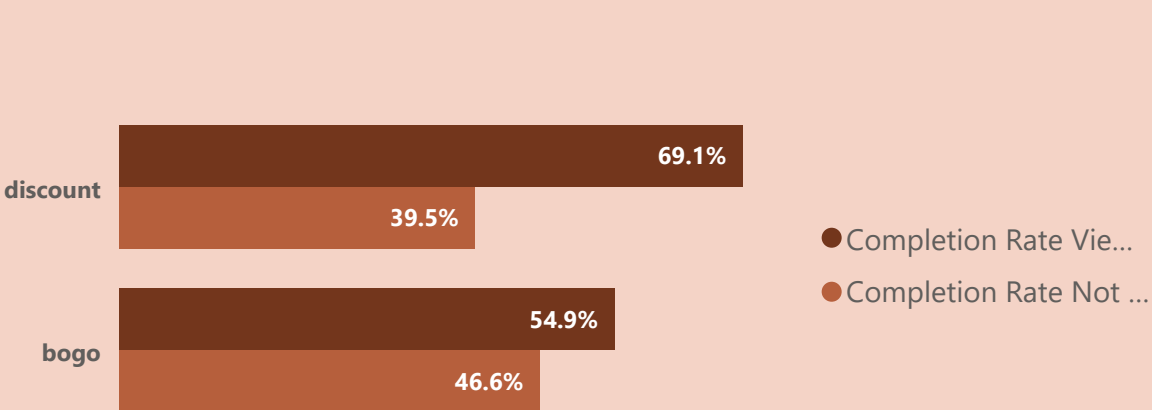
Do customers complete offers without viewing them? - By age group.



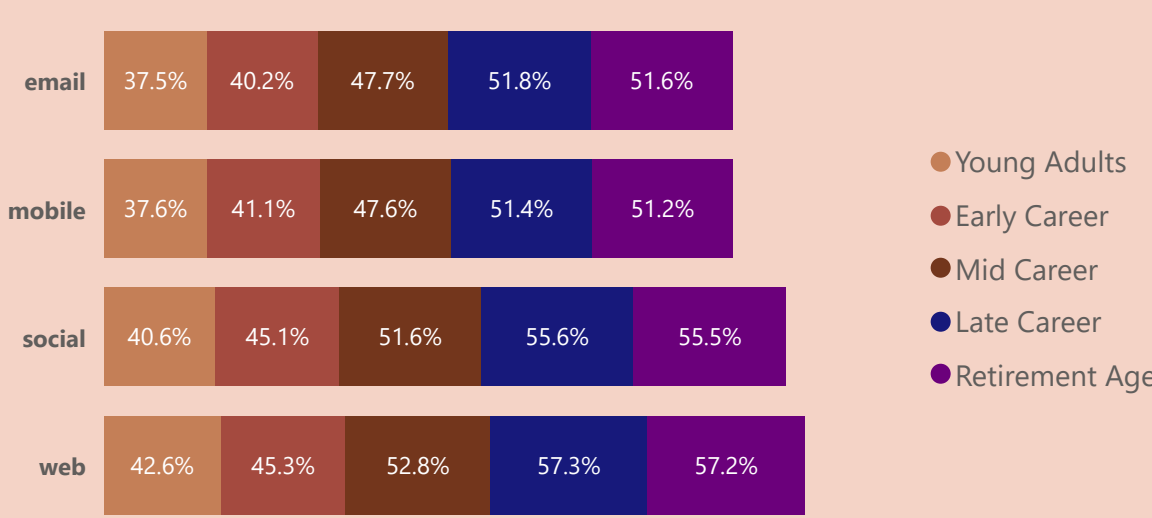
Do customers complete offers without viewing them? - By income level.



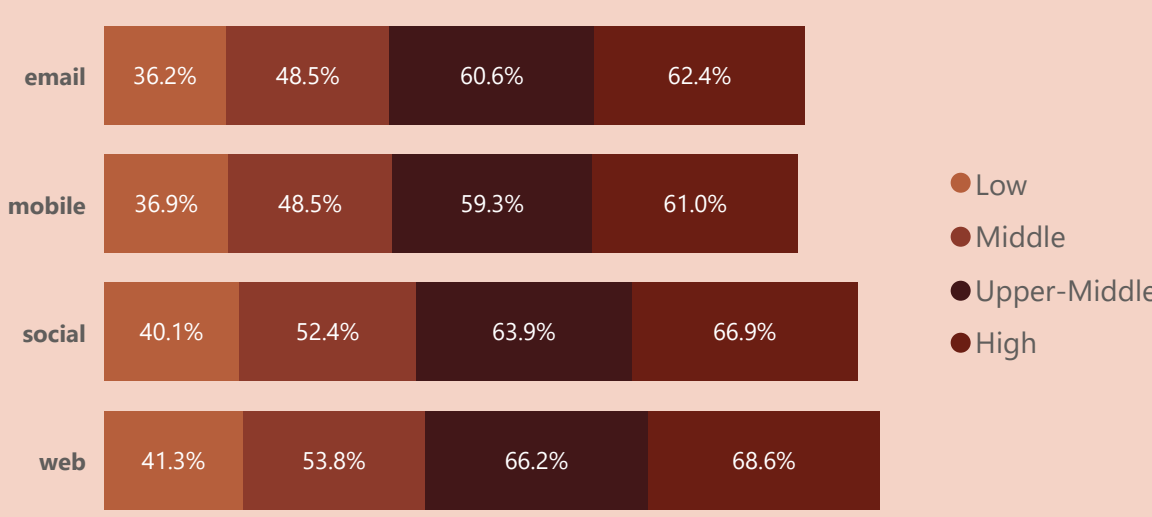
Which offer types are completed without being viewed?



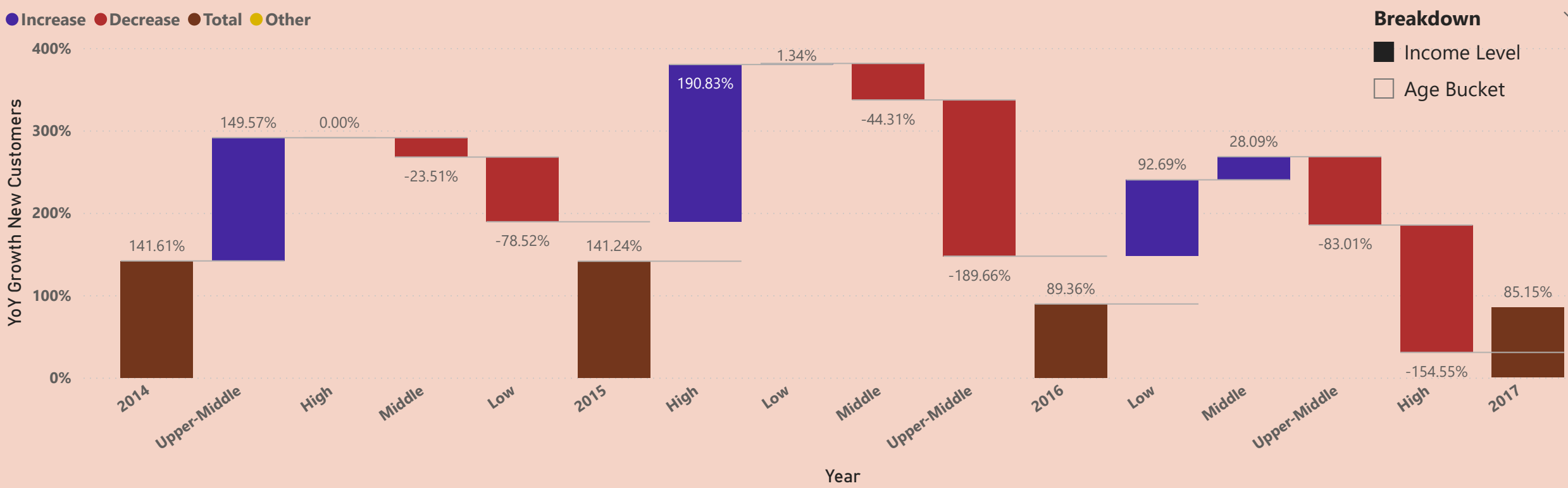
Which channel drives the highest completion rate? By age group..



Which channel drives the highest completion rate? By income level.



How does YoY growth in new customers vary by segment?



New Customers by Year

Year	New Customers
2013	274
2014	662
2015	1597
2016	3024
2017	5599
2018	3669

Waterfall: 2018 is excluded because it is an incomplete year.



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Age Bucket

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- ☐ Early Career
- ☐ Mid Career
- ☐ Late Career
- ☐ Retireme...

Year

- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018



Total Customers

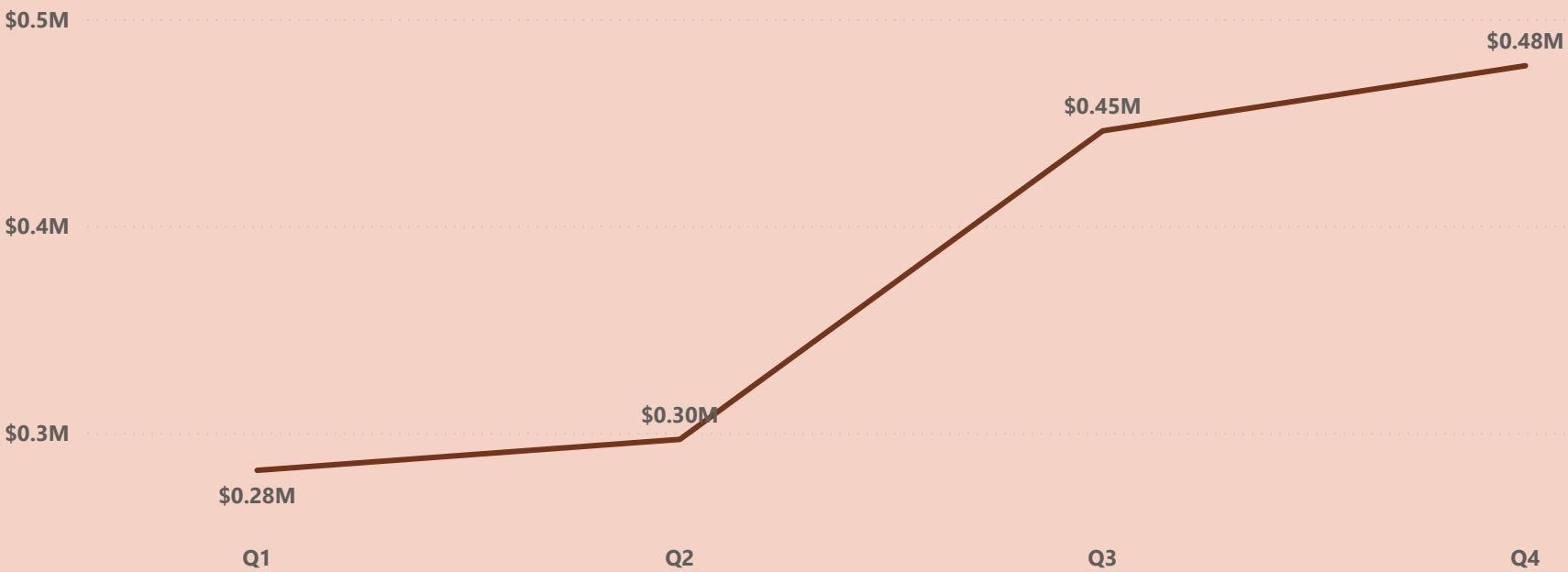
14825

Total Transactions

\$1.73M



Transactions Trending



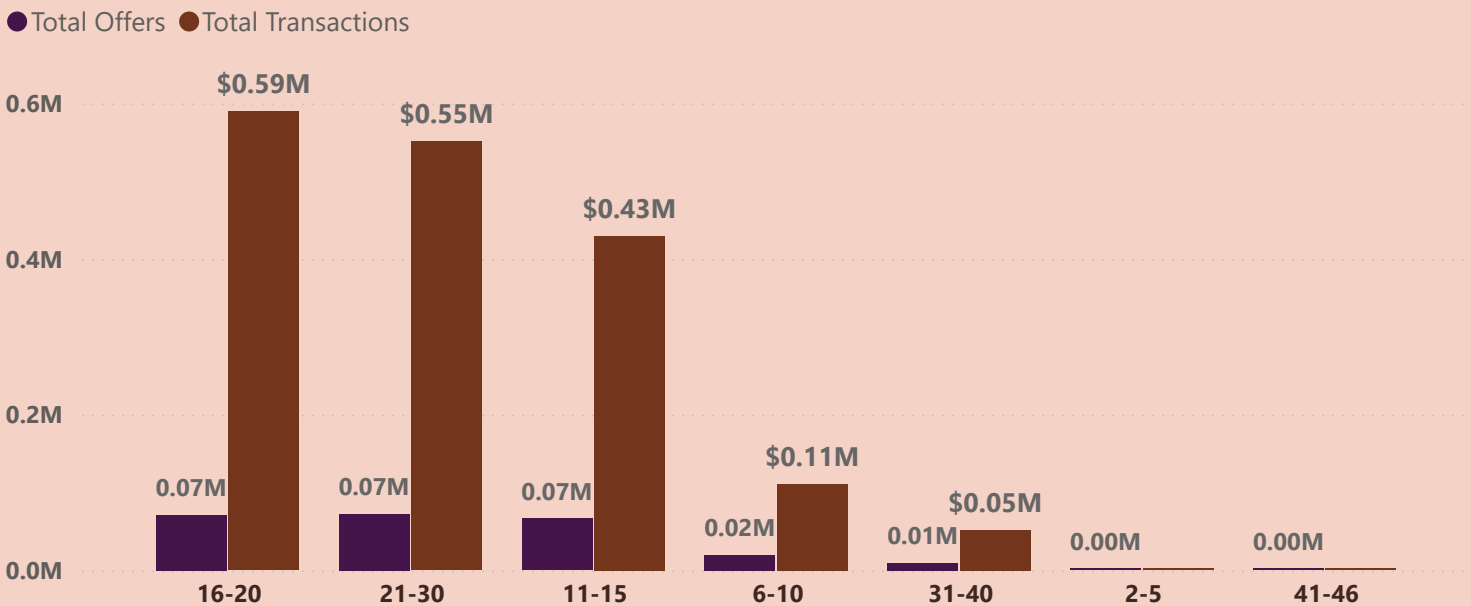
Year

Quarter

Month

Week

Does Sending More Offers Drive Higher Transactions?



Click to detailed table.

Breakdown of transactions by segment.

Income Level	Young Adults	Early Career	Mid Career	Late Career	Retirement Age	Total
Low	\$38,289.9	\$49,532.7	\$64,574.0	\$69,749.5	\$53,217.0	\$275,363.1
Middle	\$47,119.3	\$68,780.9	\$188,678.9	\$233,872.1	\$173,532.2	\$711,983.3
Upper-Middle			\$104,085.3	\$255,450.4	\$198,754.1	\$558,289.8
High			\$9,616.1	\$94,944.4	\$84,745.8	\$189,306.2
Total	\$85,409.2	\$118,313.6	\$366,954.3	\$654,016.3	\$510,249.0	\$1,734,942.4

Legend

- ☐ Income Level
- ☒ Age Bucket

Which segment drives the Transactions?

