**Motivation:**

Rappi is a growing start-up in Mexico that specializes in delivery. Even though it started as grocery delivery, it has now expanded to actual take out.

On the past few months, Rappi has taken on several marketing campaigns in which push and sms notifications with coupons are sent out to their costumers.

**Data**

**-**Nature of the data

\*NOTES!

1. Rappi´s customers
   1. How are the age groups distributed? Age distribution
      1. Main takeaway: Most of Rappi’s customers are between 18 and 30 years old
   2. How are the genders distributed? Gender distribution
      1. Main takeaway: There are slightly more men than women
   3. Is there a more predominant gender in each age group? Gender and age distribution
      1. Main takeaway: Most of the men population is between 18 and 30 years old
2. The efficiency of the campaigns
   1. How much is each age group spending with a campaign as opposed to without? Spending with campaign
      1. Main Takeaway: The 60 to 75-year-old age-group tends spends more when using a campaign whereas the 18 to 30-year old age group tends to spend less
      2. Is there a difference between men and women? Spending by age and campaign
         1. Main takeaway: 60 to 75-year-old women spend more than 60 to 75-year-old men
   2. Efficiency within media types
      1. Overall which media type has a better performance in the customers? Push vs. SMS efficiency
         1. Main takeaway: Users are more likely to make a purchase if they receive a push notification
      2. Which media type is more effective within different age groups?
         1. By money spent Spending by media type finished
            1. Main takeaway: Older users tend to spend more money if a campaign is sent by push notification
         2. By popularity within age groups Media type reactions
            1. \*\*\*
      3. What time is best to send a campaign? Orders vs. Campaigns by hour
         1. Main takeaway: Campaigns are not being sent at the correct time
      4. Which days are best to send a campaign? Orders vs. Campaigns by day
         1. Main takeaway: Campaigns are being sent on day when users don’t order much

**Hypothesis**