

ANALYTICAL PROCESS

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CAMPAIGN PERFORMANCE SUMMARY



Discount offers performed best overall – both in engagement and estimated revenue



Different customer segments prefer different offers (e.g. income groups)



Engagement peaked in the first 10 days



Actionable: mid-campaign boost; Target offers to high income/older customers; Clean customer data for better targeting

CAMPAIGN KPIS



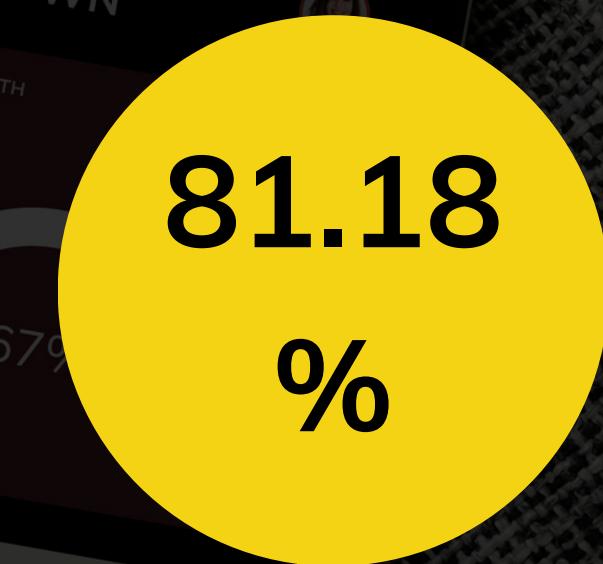
TOTAL REVENUE:

€1,775,451.97 Total Revenue



REWARDS PAID:

€164,676 from all customers



COMPLETION RATE:

Num of unique customers who completed an offer/Num of unique customers who received an offer

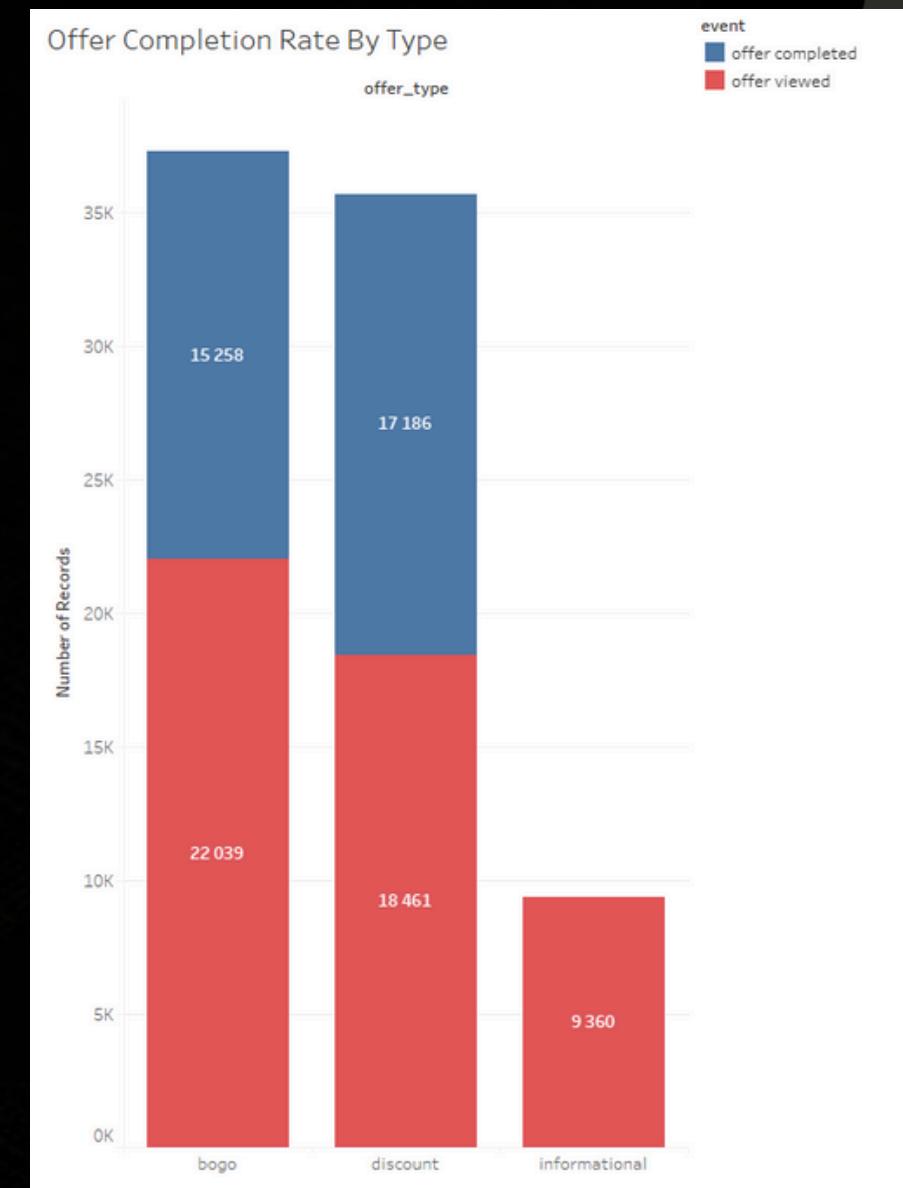
"Out of all valid customers who received at least one BOGO or Discount offer, 81% completed at least one of them."



VALID CUSTOMERS:

The amount of customers whose Gender/Income is not blank & age is not equal 118.

DISCOUNT OFFERS OUTPERFORMED BOGO



49,860

49,860 OFFERS VIEWED

"Discounts had a 93% completion rate vs 69% for BOGO"

COMPLETIONS: DISCOUNT VS BOGO

Discount offers had a 93% completion rate compared to 69% for BOGO, based on viewed vs completed offers.

INDUSTRY BACKGROUND



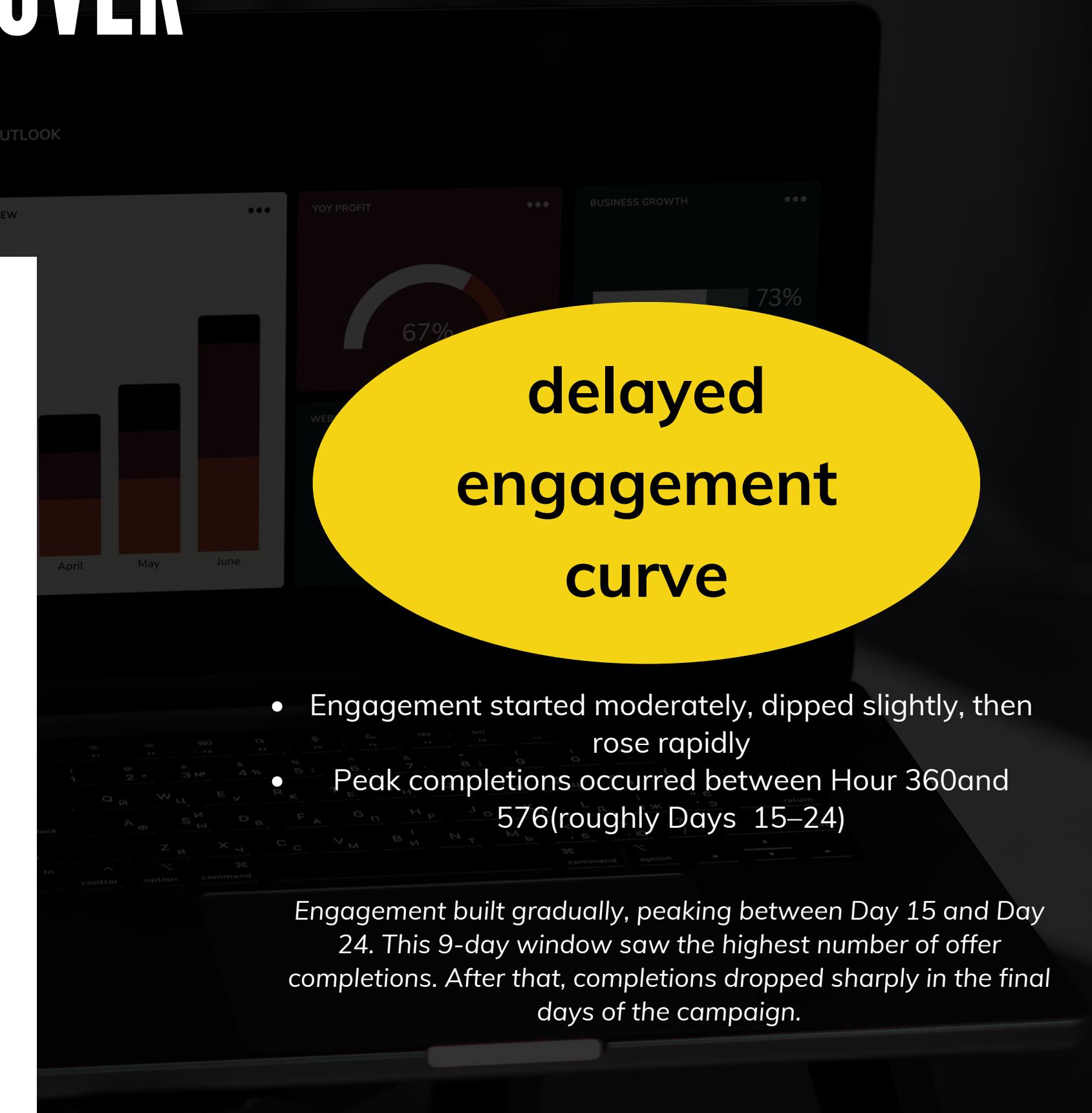
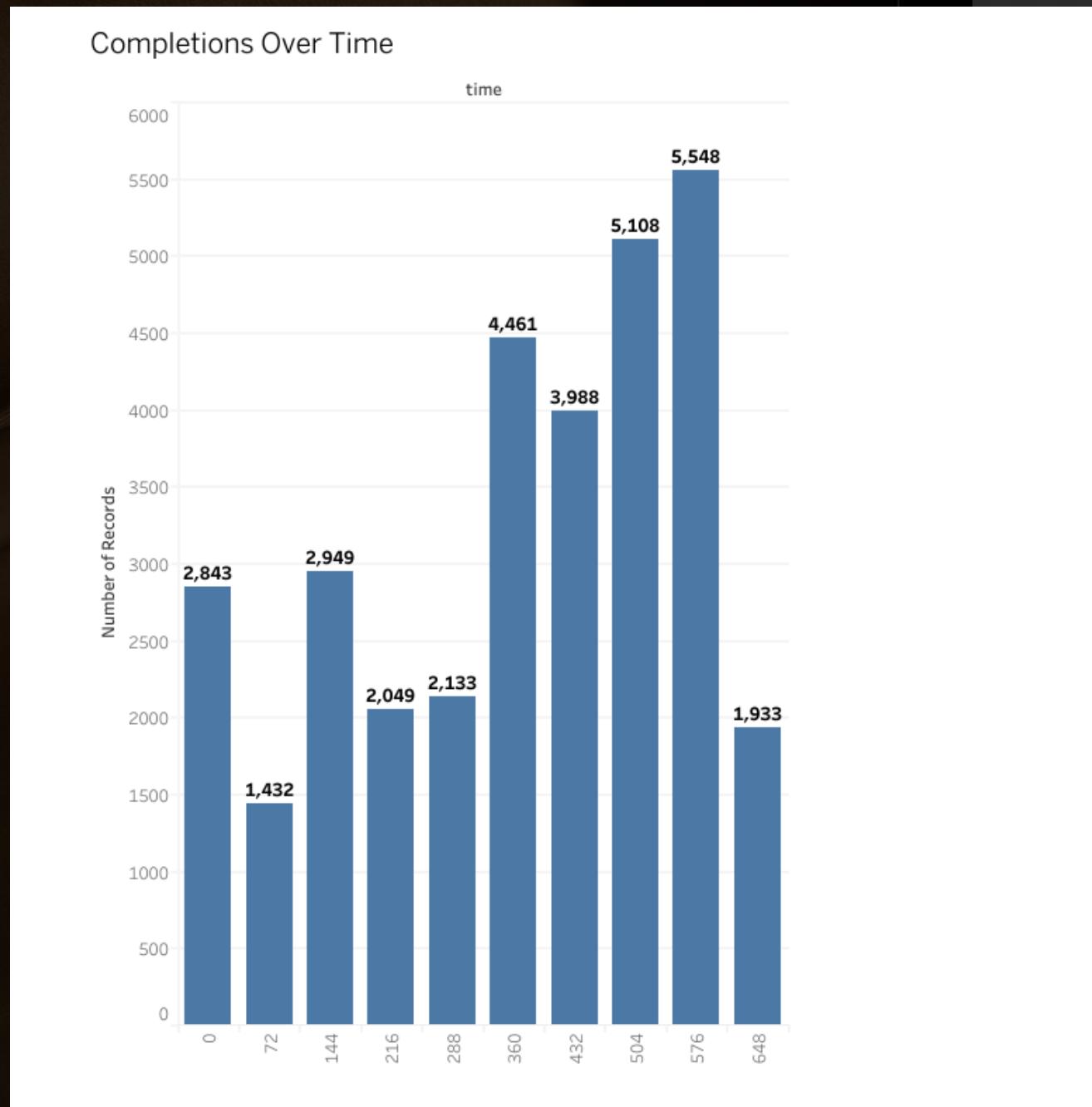
WHICH SEGMENTS COMPLETED THE MOST OFFERS?



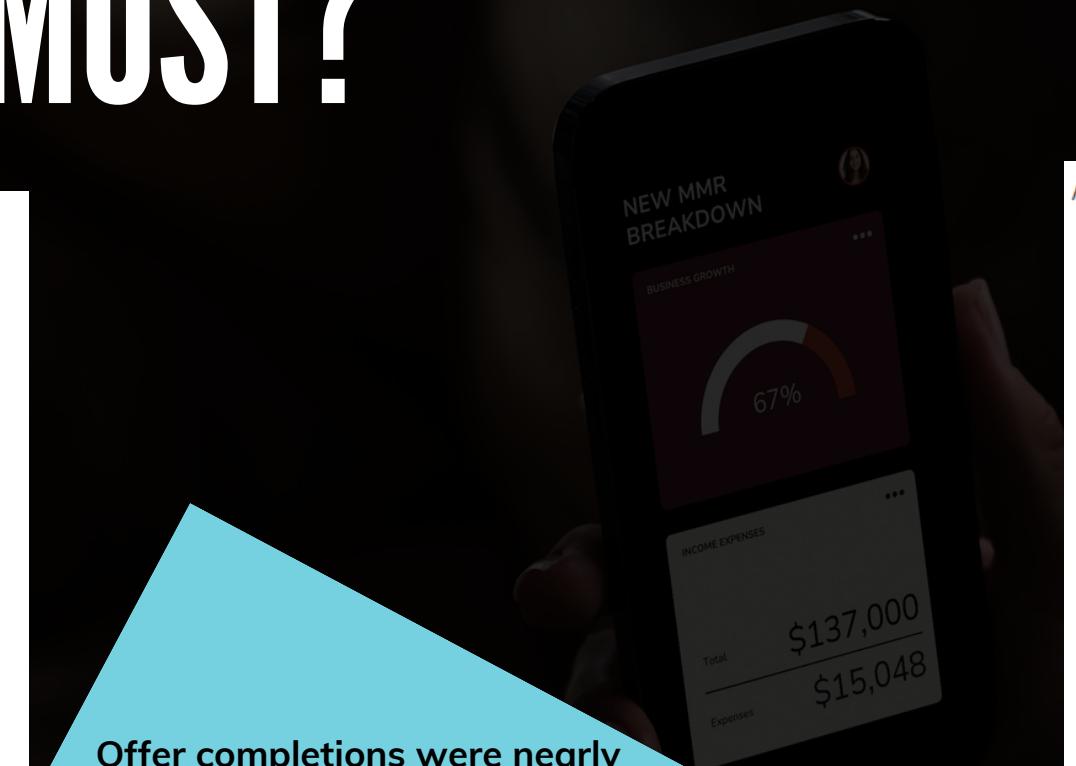
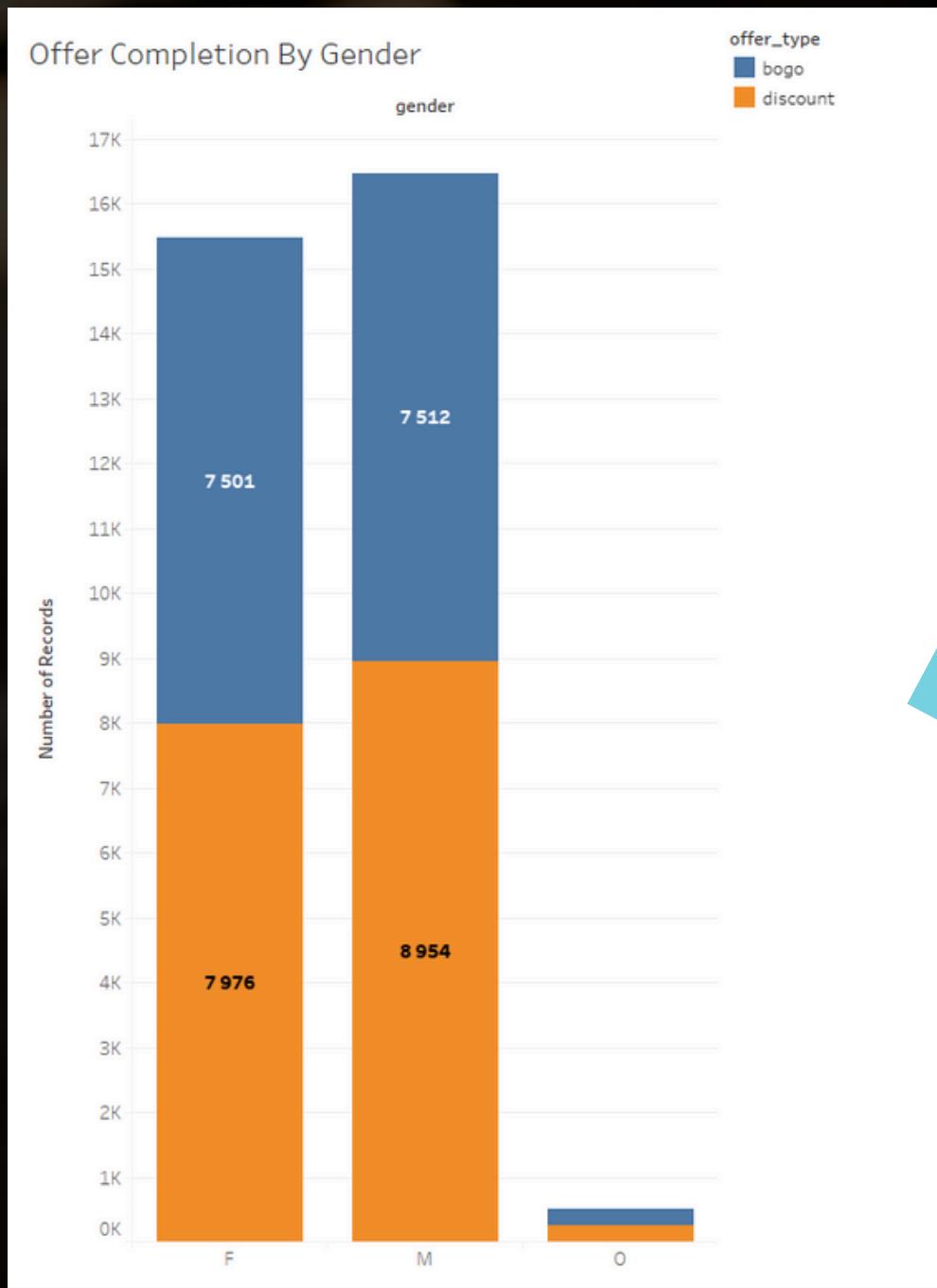
Age 30–44 with income €50K–€100K is by far the most active group — over 18,000 offer completions

Smaller participation from the 18–29 age group

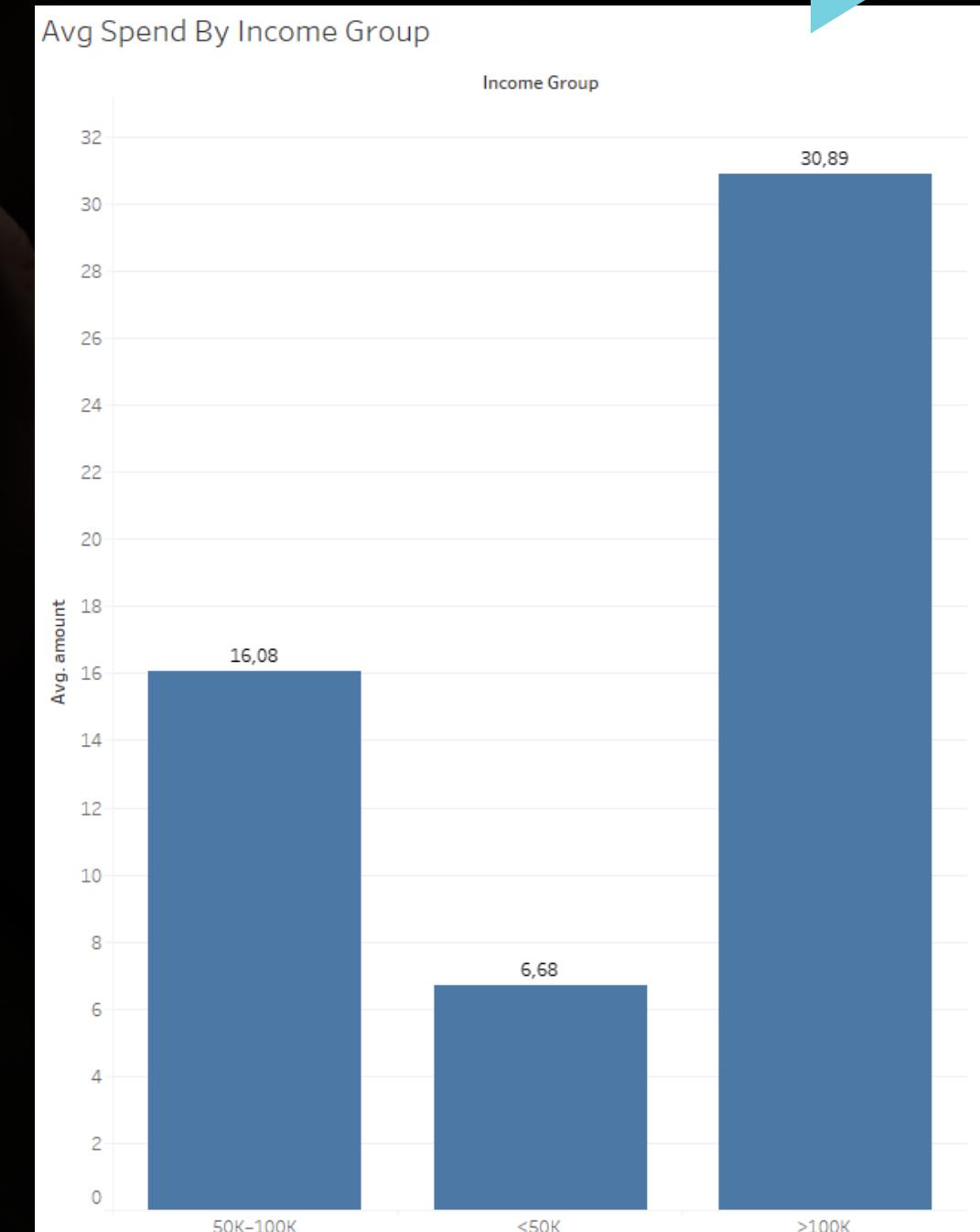
OFFER ENGAGEMENT OVER TIME



CUSTOMER OVERVIEW: WHO ENGAGES AND SPENDS THE MOST?



Offer completions were nearly balanced between men and women
Men completed slightly more Discount offers; BOGO was equally popular



Customers earning over €100K spent 5x more on average than low-income customers
Avg. spend: €30.89 (>€100K) vs €6.68 (<€50K)

RECOMMENDATIONS

OPTIMIZE CAMPAIGN TIMING

- Engagement peaked between Day 15–24
- Schedule reminder messages

ENHANCE PERSONALIZATION

- Men and women responded similarly, but men leaned more toward Discount promos
- Customize messaging where possible by gender and income

FOCUS ON HIGH-PERFORMING OFFERS

- Discount offers had the highest completion rate
- Make Discounts the primary promo in future campaigns

TARGET THE RIGHT CUSTOMER SEGMENTS

- Prioritize customers aged 30–44 with €50K–€100K income because they completed the most offers
- Design premium offers for high-income customers (>€100K) who spend more per transaction (~€30.89 avg.)

WHAT IS THE INDUSTRY'S HISTORY
AND WHAT ARE ITS USUAL TRENDS?
DO YOU SEE NEW PATTERNS
DEVELOPING? GIVE A PREDICTION
OR OUTLOOK ABOUT WHERE THE
INDUSTRY IS HEADED.



METHODOLOGY & DATA SOURCES

📁 DATASETS USED:

- events.csv — customer actions: transactions, offer received/viewed/completed
- offers.csv — offer metadata: type, duration, reward, difficulty
- customers.csv — demographic data: age, gender, income, membership date

📋 DATA CLEANING:

- Removed ~2,000 customers with missing or anomalous data (e.g., age = 118, blank income/gender)
- Final dataset included 14,825 valid customers
- Cleaned using Python (pandas) and Excel

🔗 DATA MERGING PROCESS:

- Events were parsed to extract offer_id, amount, and reward
- Merged offers + events + customer data using customer_id and offer_id
- Final merged file: final_events_with_customers.csv (272K+ rows)

TARGET THE RIGHT CUSTOMER SEGMENTS

- Offer completion rate: calculated per customer_id + offer_id pair, filtered for reward-based offers only
- Engagement timing: binned completions into 72-hour intervals
- Segment analysis: grouped by age, gender, income

GROUND

THE INDUSTRY'S HISTORY

WE WANT TO SAY

THANK YOU

FOR YOUR ATTENTION

