

Executive Summary

TREWARDS

Loyalty Program Engagement Capstone



Our Dataset 30M rows

250k customers



TREWARDS



Earn + Redeem

Customers scan their loyalty ID barcode during their transaction



29% of Customers

A large portion of the revenue comes from the loyalty program



4 Frequency Tiers

The loyalty program is made up of Bronze, Silver, Gold, and Platinum



Our Project

Understand loyalty program customer segments to increase segment engagement (and ultimately sales)















Data Preperation

- · Explored in Tableau
- · Created new database
- Wrote complex SQL queries

Segmentation

- · Examined top products
- Market Basket Analysis
- Analyzed purchase frequency

Customer Value

- · Aggregated the past 24 months
- · Identified high value customers
- Determined spending patterns

Recommendations

- Targeting + messaging strategy
 - In-app deal mockups
 - · Push notification mockups







Key Findings

Bronze

Silver

Gold

Bronze, Silver, and Gold spend more per trip but take significantly less trips

Platinum

Platinum has significantly more trips but spends less per trip





Our Recommendations



Goal: Increase # of Trips

Duplicate Your Best Customers

Silver
and
Gold

Encourage Silver + Gold to act like Platinum (aka have more frequent trips)

*The following numbers are hypothetical and not representative of our dataset

Current → Goal

Silver 2 per week 3 per week



Free Hot Dog

Buy 3 this week and get your 4th on us.

Expires in 7 Days



Hot off the grill! Get a free hot dog this week! Get 3 hot dogs this week and the 4th free. nov



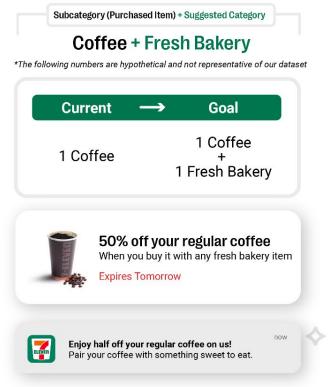


Our Recommendations



Goal: Increase Basket Size









Team Learnings

Qualitative





Our Strengths

- · What we orient our thinking around
- Data, Strategy, and Communication



Client Understanding

- Deciphering what our client really wants
- RFM vs. Market Basket Analysis



Collaborative Problem Solving

- Combining perspectives to sort through problems
- Reaching out when we're stuck







Team Learnings

Technical



Database Management

- Created our own database and mounted it to Google Colab
- 11 datasets, with one having 30 million rows



Data Cleaning

- Removed missing data
- Identified relevant product types



Complex SQL Queries

- Indexes, Windowing, and Joins
- Created new tables using case statements







Questions?