

Executive Summary

7REWARDS

Loyalty Program Engagement Capstone



Our Dataset

24 months

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)

Our Approach



Data Preparation

- 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

1

Duplicate Your Best Customers

Silver
and
Gold

more frequent trips

Platinum

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.

now

Our Recommendations

Goal: Increase Basket Size

2

Get Your Best Customers to Buy More



Platinum
increase usual basket size



Motivate Platinum members to increase their usual basket size

Subcategory (Purchased Item) + Suggested Category

Coffee + Fresh Bakery

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

Current



Goal

1 Coffee

1 Coffee
+
1 Fresh Bakery



50% off your regular coffee

When you buy it with any fresh bakery item

Expires Tomorrow



Enjoy half off your regular coffee on us!
Pair your coffee with something sweet to eat.

now

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?