

DataPath Workshop #2 – SQL Project

# CAMPAIGN PERFORMANCE ASSESSMENT

## Group 3

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## Problems

- How is the acquisition performance of new live merchants in these two months (overall and in each city)?
- How well do we keep our last year's merchants in these two months (overall and in each city)? How many have churned?
- How is the merchant promo participation rate in these two months (overall and in each city)?

## Objectives

To know whether each aspect is good enough for us to keep continuing the campaign:

1. Acquisition performance
2. Keeping previous merchants
3. Promo participation rate

1 objective

# ACQUISITION OF NEW LIVE MERCHANTS

TARGET

REALITY

minimum new live merchants

150

overall new live merchants

Jan 2020

8478

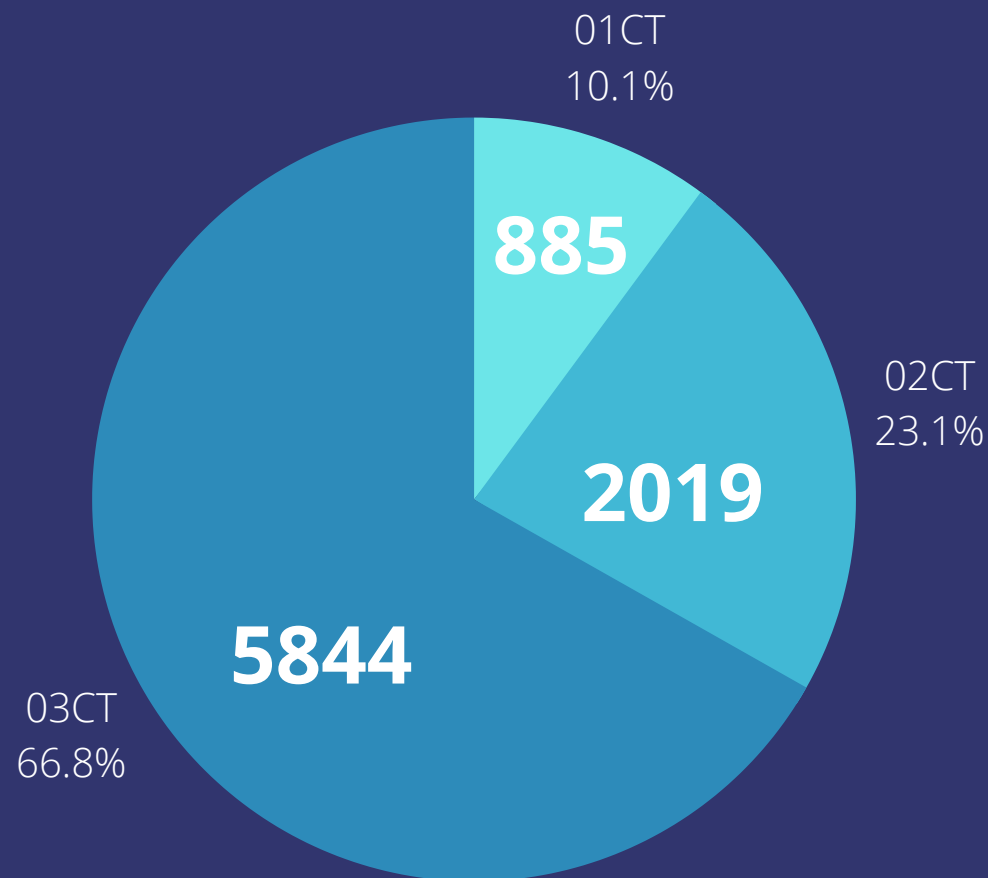
Feb 2020

329

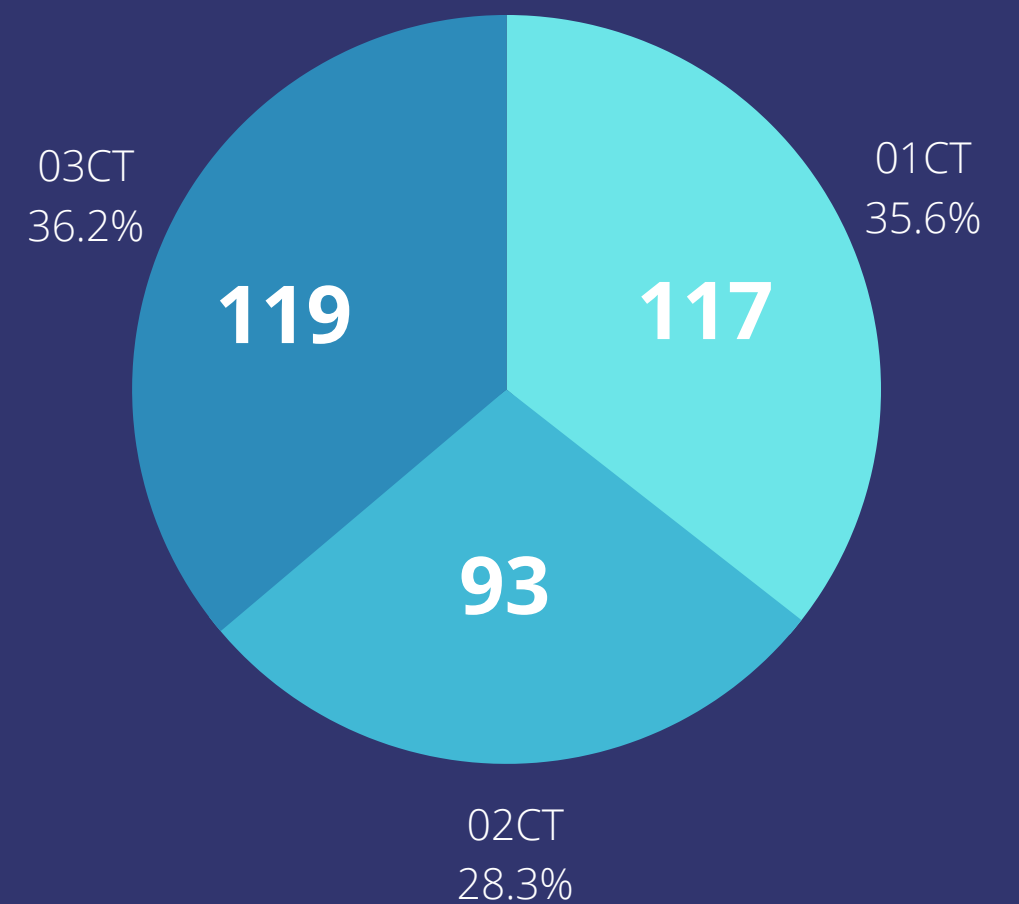
Live merchants:

merchants that have a minimum one successful transaction in a period of time.

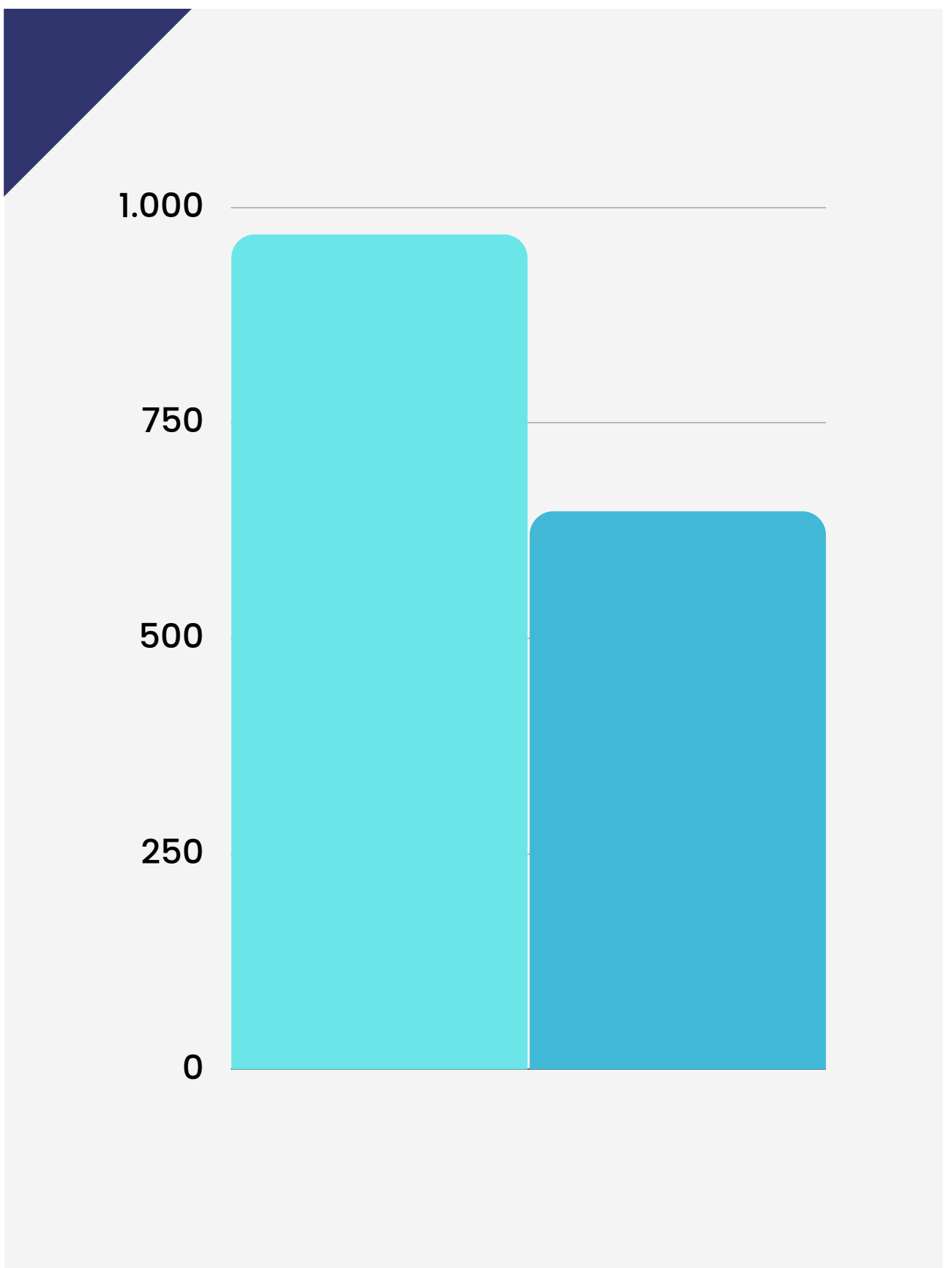
Number of new live merchants per City (Jan 2020)



Number of new live merchants per City (Feb 2020)



# RETENTION RATE



## Target

85 % Retention Rate

## Reality

66.83 %

Total of merchant exist also decrease by 5.68 %

968

913

Churned merchant:

968

647

3

objective

# DISCOUNT PARTICIPATION RATE

TARGET

minimum participation rate of **30%**

REALITY

**27%** overall participation rate

NOT ACHIEVE TARGET

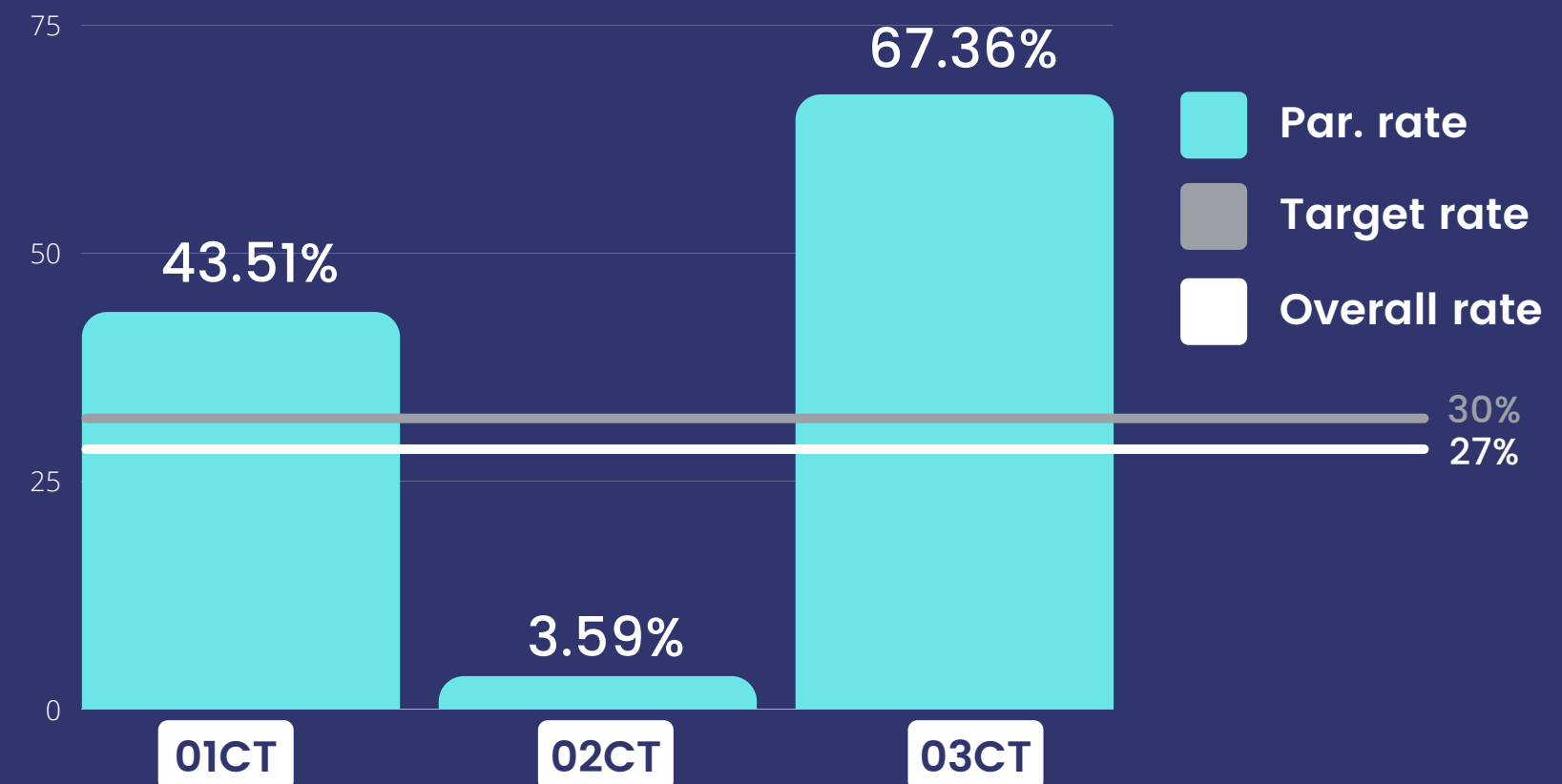
Transactions with total revenue after discount < total revenue before discount

Key Findings

Overall participation rate doesn't meet the target

01CT and 03CT have the potential to meet the target participation rate since their participation rate hit the target at 43.51% & 67.36% consecutively

Participation Rate per City



## CONCLUSION



## THE CAMPAIGN!

1. Overall new live merchants reached target but not each city

2. Retention Rate doesn't meet the minimum target

Retention Rate is only 66.83%

3. Participation rate doesn't meet the minimum target

Only 27% of customers participated

## SOLUTION TO IMPROVE

Research on each city's marketing strategy in order to improve the strategy that will be implemented later on to improve revenue, retention rate and acquisition performance in each city