TekBank
People. Process. Teknology.

Case Study

Data Analytics:
eCoupon Products

Background

A client was introducing a new feature by which customers had the ability to redeem eCoupons on the customer website and mobile apps, and were looking to gain insight into the redemption trends. The Marketing and Sales team requested an intelligence-gathering system that would give them an overview of popular offers as well as routes and methods that the customers were using to redeem these eCoupons.

Approach

Working closely with the business stakeholders, **TekBank** analyzed the requirements and developed a series of dashboards using Tableau software. As an outcome of that analysis, the **TekBank** team created mockups based on a sample data set which were then presented, reviewed and approved by the business owners.

The underlying data came from multiple sources. **TekBank** engineered and constructed the required interfaces and visualizations. Business rules were then applied to present four unique views that showcased the usage trends of the various eCoupons.

Results

With the implementation of the Data Analytics dashboards, the business users acquired the ability to use global filters, "slice and dice" redemption trend data according to their needs, and run reports. Additionally, the system:

⚙ **Allows customers to view enormous countrywide datasets and allow drill-down to local areas to gauge the effectiveness of sales and marketing campaigns and promotions.**

⚙ **Minimizes reliance on manual reporting system such as spreadsheets, slide decks, and external vendors.**

⚙ **Reduces the time to create reports from weeks to hours somore time is spent analyzing data and optimizing sales and marketing activities rather than formatting it into reports**

⚙ **Improves reporting consistency to accurately compare metrics and KPI's.**