

## Scott Dayton '23

### Fetch Rewards Byrne Report Summer 2022

Fetch Rewards is a fintech receipt scanning company that provides its partners with A/B testing and its users with rewards for purchasing partners' products. At Fetch I leveraged skills in SQL, Python, and Tableau to analyze user purchasing behaviors and overall engagement. This involved segmenting users based on their behaviors within the app, as well as identifying key behaviors that would drive more productive engagement within the app. Presenting such to other members of the team helped validate key business assumptions as well as uncover previously hidden trends in user activity, flagging behaviors that would lead to users leaving the app or decreasing their spending. Finally, I worked with an offer ranking model, helping with feature testing to highlight the most important features for user retention.