

Introduction to Business Problem

The ABC Food Company

ABC food company has a manufacturing and distribution division for their food products, which are sold directly to customers through their franchise outlets and website. Their product range includes both fruit-based and sweet products. As they sell their products, they keep track of two types of data: customer data and sales data. They have experienced considerable growth in both production and distribution over time.

The company has various teams, including management, production, marketing, analytics, growth, consumer, and sales, who work collaboratively to make the company profitable.

The management at ABC food company is facing a significant challenge - they want to introduce a new sweet product that incorporates the flavor of natural fruits, but they are unsure how to make it profitable. The company has identified this as a key problem and is actively seeking solutions to ensure the product's success.

Furthermore, the management team has observed a concerning trend of customers discontinuing the purchase of their products, also known as the Customer Churn problem. They are aware that this issue could impact the sales and profitability of their new product, and therefore are exploring strategies to mitigate this problem.

In simple terms, the ABC Food company is encountering two problems:

- 1. How to target people who will buy their new product, made up of sweets and fruits.**
- 2. How to prevent customers from churning?**