

Week 9

Applicable VLOs or EESs for This Week's Case Study

Manipulate extracted business data to create actionable insights that align with organizational need.

ESS:

- Communication
- Critical thinking & problem solving
- Information management
- Numeracy

This Week's Detailed Case Study Information

As you stand in the dimly lit ambiance of a chic, underground speakeasy, the clink of ice against glass harmonizes with the sophisticated crowd's murmur. You, consultants of Quisine Analytics, are not here to savor the mixologist's latest concoction but to unravel a data enigma as complex as the bartender's signature drink. Elsewhere, Bob's eyes are glued to a screen, while Alice, armed with a notepad full of observations, stirs a pot of her experimental poutine gravy.

At Quisine Analytics, the heart of the issue simmers. The Regulars' Return Rate (RRR) is a robust 75%, a testament to the culinary appeal. Yet, the Conversion Rate of Newcomers to Regulars (CRNR) is a modest 20%, signaling untapped potential. You must slice through the data with the precision of a sharpened chef's knife.

As the night unfolds and you step out into the crisp air, the city lights spark a thought.

What if the key to enhancing the CRNR lies in the unique dining habits and preferences of the first-timers? Finding the perfect balance of bitter and sweet in a cocktail might be similar to elevating the Average Customer Lifetime Value (CLV), which currently stands at \$500, by blending data from these distinct customer segments.

The next morning, amid the prep kitchen's clatter at Quisine Analytics, Bob and Alice ponder the Customer Satisfaction Differential (CSD) between newcomers at 82% and regulars at a higher 89%. Closing this gap is crucial, knowing that satisfied customers are more likely to become loyal patrons.

Your task as consultants is to dissect the data, identify patterns, and season the findings with the insight necessary to concoct a strategy that will increase the CRNR as well as elevate the CLV and CSD metrics. You must blend the distinctive dining preferences of newcomers and regulars into a recipe that satisfies Quisine Analytics' hunger for growth.

Deliverables for This Week's Case Study

1. Construct a Customer Segment Analysis report that dissects first-time visitors' dining habits and preferences to identify opportunities to increase the Conversion Rate of Newcomers to Regulars (CRNR).
2. Develop a Customer Lifetime Value Enhancement Strategy presentation, detailing actionable steps to increase the Average Customer Lifetime Value (CLV) from \$500. Record a video of your presentation.
3. Create a Customer Satisfaction Improvement Plan that outlines techniques to narrow the satisfaction differential between newcomers (82%) and regulars (89%).