



# Quisine Analytics

## Strategy Report: Data-Driven Recommendations for Meal Kit Offerings

### 1. Executive Summary

As Quisine Analytics explores expansion into the ready-to-cook meal kit market, leveraging customer behavior metrics is key to identifying viable offerings. This report analyzes two core indicators—Customer Purchase Frequency (2.4 visits/month) and Dish Repurchase Rate (up to 60%)—to recommend a selection of dishes with the highest potential for market adoption. The strategy balances consumer preferences with operational feasibility while maintaining the company’s strong commitment to data privacy and ethical use.

### 2. Key Metric Analysis

#### a. Customer Purchase Frequency (CPF): 2.4 visits/month

- Insight: A CPF of 2.4 indicates strong customer engagement and regular interaction with Quisine’s offerings.
- Implication: This frequency supports the introduction of meal kits that align with customers’ monthly meal planning patterns.
- Recommendation: Design kits that complement weekly dining routines (e.g., “Weeknight Favorites”) and seasonal preferences to encourage repeat purchases.

#### b. Dish Repurchase Rate (DRR): Up to 60%

- Insight: Dishes such as Maple-Glazed Salmon have a 60% repurchase rate, reflecting strong customer loyalty and satisfaction.
- Implication: High DRR dishes signal flavor profiles and meal experiences that resonate with the customer base.
- Recommendation: Prioritize top-performing dishes for the first meal kit wave, especially those with consistent repurchase data across regions.

### 3. Strategic Meal Kit Selection Framework

Criteria	Description	Strategic Relevance
Popularity	High DRR (>50%)	Ensures demand consistency
Preparation Simplicity	Easy-to-follow steps	Enhances user experience
Ingredient Availability	Local and scalable sourcing	Reduces logistical costs
Seasonal Appeal	Suitable for current season	Drives short-term interest
Packaging Suitability	Maintains freshness	Minimizes waste and spoilage

#### Top Recommendations for Meal Kit Launch:

- Maple-Glazed Salmon with Roasted Vegetables
- Chili Lime Chicken Bowls
- Three-Cheese Mushroom Pasta
- Smoky BBQ Tofu Skewers (Vegan Option)



#### 4. Ethical Data Use & Personalization Strategy

While customer behavior insights drive the strategy, ethical data practices must guide execution.

- **Consent-Driven Personalization:** Use opt-in preferences to suggest meal kits via digital platforms.
- **Anonymized Segmentation:** Group users by patterns (e.g., frequent seafood buyers) without exposing individual identities.
- **Feedback Loops:** Include QR codes in kits for voluntary taste ratings, supporting iterative refinement

#### 5. Conclusion and Strategic Direction

Quisine Analytics is well-positioned to enter the meal kit market by capitalizing on its engaged customer base and high-performing dishes. The strategy outlined aligns culinary offerings with data-backed insights while honoring privacy standards. A phased rollout, starting with four curated kits, will enable agile testing, brand growth, and customer loyalty reinforcement in a new channel.