

## **Problem Definition**

# **Enhancing B2B Customer Engagement for Corporate Lunch Services: A Data-Driven Approach to Product Development and Acquisition Strategy**

## **Problem Area**

### **Product Development, A/B Testing, Customer Acquisition:**

- The challenge is to increase Degusto's customer base by engaging potential corporate clients. Despite offering valuable lunch services, Degusto struggles with visibility and customer acquisition.

### **Specific Problem:**

- Degusto needs to enhance its engagement with potential B2B clients to increase its customer base. The company aims to achieve this by improving its service offerings through data-driven product development and targeted communication strategies.

## **Proposed Solution with Methodology**

### **Data Collection:**

- Utilize web scraping techniques to gather potential customer data from directories like spyr.am, focusing on company names, contact information, and industry sectors.
- Analyze historical data to identify popular lunch combos and preferences among existing clients.

### **Analytical Techniques:**

- Implement A/B testing on the newsletter content, format, and offerings to determine the most effective communication strategies for different segments of the potential client base.

### **Implementation Plan:**

- Develop new lunch combo offerings based on the analysis of historical customer data.
- Execute targeted email marketing campaigns to the potential B2B client list acquired through web scraping. These campaigns will introduce Degusto's services and the new lunch combos, aiming to gauge interest and acquire new customers.
- Use A/B testing results to refine newsletter content, ensuring higher engagement and response rates.

**Expected Outcomes:**

- Increased engagement from potential B2B clients, resulting in a higher number of corporate partnerships.
- Enhanced service offerings leading to improved satisfaction among existing customers.

**Evaluation Metrics:**

- The success of the initiative will be measured by the response rate to the email campaigns (interest shown by potential clients) and the conversion rate of interested companies into actual customers.
- Effectiveness of A/B testing will be evaluated through engagement metrics like open rates and click-through rates of the newsletters.

This comprehensive approach integrates product development insights with targeted customer acquisition strategies, utilizing data analytics and A/B testing to optimize communication and ultimately increase customer engagement for Degusto's B2B platform.

**Finalized Roles**

Product/Project Manager - Anna Movsisyan

Database Developer - Eduard Petrosyan

Data Analyst - Lusine Aghinyan

Data Scientist - Hovhannes Hovhannisyan

API Developer - Ararat Kazarian

## Stage 1:

- Define the problem and set up project goals.
- Create a GitHub repository.
- Create a virtual environment.

## Stage 2:

### Combos-Making Functionality

- Collect historical sales data, including individual product purchases.
- Analyze the data to identify patterns and correlations between different products.
- Develop an algorithm to generate new combo suggestions based on the analysis.
- Design an intuitive interface where restaurant staff can input sales data and view suggested combos.
- Ensure the interface is user-friendly and accessible for non-technical users.
- Conduct testing to validate the accuracy and effectiveness of the combo suggestions.
- Gather feedback from restaurant staff and make necessary iterations to improve the algorithm.

### B2B Partner Email Scraping

#### Data Collection:

- Identify B2B partners and collect their contact information, including email addresses.
- Develop a scraping tool to automatically extract email addresses from online sources or databases (e.g. [spyur.am](#), [pages.am](#)).

#### Data Cleaning and Validation:

- Clean and validate the scraped email data to ensure accuracy and eliminate duplicates or invalid addresses.
- Implement measures to comply with data privacy regulations.

## Stage 3:

#### Email Sending Functionality Email Template Design:

- Create visually appealing email templates showcasing the suggested combos.
- Customize templates to include the recipient's name and relevant information.

#### Integration with Email Service Provider:

- Integrate the tool with an email service provider (ESP) to facilitate sending mass emails.
- Ensure compatibility with popular ESPs such as Mailchimp, SendGrid, or Constant Contact.
- A/B Testing and Database Implementation A/B Testing Functionality:

- Develop a feature for A/B testing different combo suggestions to determine which yields better results.

#### Stage 4:

- Implement tracking mechanisms to measure key metrics such as the rate of open click-through and conversion rates.
- Ensure the database is scalable, secure, and compliant with relevant regulations (e.g., GDPR).

#### Deployment and Maintenance Cloud Deployment:

- Deploy the tool online using cloud infrastructure such as AWS, Google Cloud, or Microsoft Azure.
- Ensure high availability, scalability, and security of the deployed application.