**Case Study: Discount framework for QuickBites**

QuickBites, a burgeoning food delivery service, is facing challenges in structuring their discount framework to maximize customer retention and profitability.

The company has accumulated an array of data over the past three months, including order details and delivery logistics. QuickBites wants to enhance its customer retention and satisfaction by offering targeted discounts. The business aims to analyze historical order data to understand the impact of various factors such as delivery distance, order amount, and delivery time on customer behavior and discount effectiveness.

**Background:** QuickBites operates in a competitive market and aims to establish a loyal customer base by offering discounts that incentivize repeat orders without eroding profit margins. The company has observed that indiscriminate discounting has led to inconsistent customer retention rates and suboptimal profit performance.

QuickBites has provided some initial considerations for the discount framework:

1. Encourages higher order frequency from existing customers.
2. Attracts new customers in a cost-effective manner.
3. Balances the discount benefits with the delivery distance to maintain profitability.

The students are encouraged to develop a framework and recommendations that will provide additional benefits as well.

**Competition Notes:**

* Students are expected to perform detailed data analysis and understand patterns in orders, customer demographics and discounts offered
* Any recommendation provided are expected to be backed by data
* Additional insights and additional forward-looking recommendations are welcome