Apprentice Chef, Inc.

Insight I

According to the data set and the analysis, there is an interesting aspect to the total orders and unique purchases. People who have placed large have not made unique purchases, they have stuck to what they like and not experimented with their dishes.

On the other hand people who have ordered less meals have more number of unique purchases.

This could indirectly say that there are some customers who like to stick to what they like and not change anything but on the other hand there are customers who like to try different things and are Foodies.

Insight II

Another Interesting fact in the dataset was that customers who ordered in high numbers dint view many pictures but followed recommendations.

This most probably indicates that people like the companies' recommendations and choose them over going to the website and searching themselves.

Also, customers who have followed recommendations have given lower rating compared to customers who have viewed pictures and then ordered.

Recommendations

According to my analysis and the about insights I feel Apprentice Chef needs to update their data models or data strategy. As mentioned above customers who have followed recommendations and not viewed the pictures of the meals have not given a good rating about their purchase. This could be because the recommendation don't suit their choice of tastes and preferences.

They could either make the selection of tastes and preferences mandatory which is optional in their current model or add some more elements (questions) to tastes and preferences to get a more clear idea of what their consumers would like to have.

Also, another reason for customer's revenue slowing down after year could be lack of choices in their recommendation or repetition of the same dishes. The company could introduce more dishes and also take an update on their tastes and preferences every 4 months to understand if their choices have changed.

R-Square value, rounded to three decimal places: 0.780