



**Apprentice Chef Case Study**

**A Classification Problem**

**Business Insights and Recommendations**

Machine Learning - DAT-5303 - FMSBA3

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### **Technology and Finance workers best potential subscribers**

Customer that are registered with Junk email addresses are unlikely to subscribe to Halfway There. Professionals are overall more likely to subscribe than customer with private domains. The largest group with 22% within the professional domains, are customer working in technology. They are 2.2 times more likely to subscribe to the service than the Junk domain group. People working in finance are 2.7 times more likely to subscribe. The pharmaceutical and chemistry sectors also show high likelihoods of 2.1 and 2.0 respectively. This offers great opportunities since people working in those industries are typically very busy and have high salaries which makes them idea target groups.

### **Following Recommendations – the key to Success**

Every customer that subscribed to Halfway There, has at least followed a meal recommendation on mobile or desktop once. Especially customer that have followed recommendations over 35% are subscribed to the service. This emphasizes that the factor of trust plays a major role in driving subscriptions to Halfway There. This can also be seen in the average time spent per visit. Customer that spent under two minutes on the platform are likely to subscribe to the service (Drell, 2013). Those account for 74% of customer that subscribed to the service and followed the recommendations over 35% of the time.

### **Recommendation**

*Focus on building trust amongst professionals and decrease the average time spent on the platform leveraging insights about customer journey of professionals.*

79% of consumers state that brands have to demonstrate their understanding and care for them as valuable customer before they actually consider purchasing a product or service (Abramovich, 2019).

Develop a marketing campaign offering superior value to professionals through saving time and seeming-less experience. The focus on high tier busy professionals requires to advertise on providing them a ‘break’ from their busy schedules. The utilization of psychographics is regarded effective in creating perceived customer understanding and thus trust amongst satisfied customer (Bradley, 2017).

To create perceived customer care, it is important to enhance the customers live while being rather subtle about that. This can be achieved through creating content and the presentation of products based on the concept of Nudging. This influences the decision-making processes based on heuristics and can lead the customers for instance to a healthier lifestyle and therefore create trust (Alemanno et al., 2012).

Contributing to that, the app should be the primary channel to interact with the target group. Therefore, the app has to be designed to increase customer trust. Draper (2017), defines four factors to consider to build trust through UX:

- Aesthetic-Usability Effect (Moran, 2017),
- Transparency,
- Consistency,
- Secure Experiences.

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