

Business Problem:

Swire Coca-Cola's B2B business is driven by local businesses such as restaurants, and determining the profitability of these businesses is crucial for pricing and funding decisions. Currently, Swire has difficulty accurately predicting the popularity, longevity, and sales volume of new restaurants in their market. This results in a risk of offering lower prices to unprofitable businesses and losing investment.

By improving the ability to predict the success of new restaurants, Swire Coca-Cola can make more informed pricing and funding decisions, resulting in a higher likelihood of creating loyal and valuable customers. Additionally, this will help to minimize the risk of investing in unprofitable businesses.

We propose to use historical data of new restaurant customers to train a supervised machine learning model that can predict the popularity, longevity, and total 3-year sales volume of new restaurants. The model will be trained on a variety of features such as restaurant type, location, and initial funding, and will be evaluated using metrics such as accuracy and profitability.

Success Metrics:

- The accuracy of the model in predicting the popularity (4.0 or higher in online reviews) of new restaurants.
- The accuracy of the model in predicting the longevity (1, 2, or 3+ years) of new restaurants.
- The accuracy of the model in predicting the total 3-year sales volume of new restaurants.
- The increase in profitability of new restaurant accounts.

Scope:

- The project will focus on predicting the popularity, longevity, and total 3-year sales volume of new restaurant customers for Swire Coca-Cola.
- The project will be limited to a specific region or market.
- The model developed will be used for pricing and funding decisions for new restaurant customers.
- The project will take approximately 3 months to complete.
- The model will be integrated into the pricing and funding decision-making process for new restaurant customers.