

ANALYSIS WRITE UP

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INSIGHTS

1. Customers on our app/website have at minimum 7 clicks per visit when seen in the distplots. This should be lowered as the more clicks generated the more likely the customer is to have a lower revenue, which can be found on the correlation matrix and in the scatter plots as the correlation matrix has it at -0.55 and the scatter plot has a linear decrease.
2. That our app/website is driven by the overall time they are on either or. When looking at the correlation matrix two of the most highly correlated categories are avg prep video time at 0.64 and total pictures viewed 0.47. This is a problem because we currently sell ourselves as company for quick and fast professionals, yet two of our most valuable correlations to revenue center around increased user time.

RECOMMENDATION

In essence our ability to generate revenue centers around our platforms being effective and efficient. As our mission statement suggests we are for professionals on the go. The recommendation for our platforms to generate revenue should be that we are limiting our revenue possibilities by handcuffing sales with long winded consumer journeys. Making the app our priority will allow us to create more quick and decisive opportunities for our customers. They will appreciate the new redesign with amazing features such as a reorder one-click notification at the end of the week. A new two-click weekly plan notification that will streamline customer meal selection while enhancing our weekly plan feature. Plans will be pre-curved through the already established taste and preferences given by the customer and will appear as a 3-choice option. Imagery notifications of today's meal will give customers a nice treat when leaving work and can have a video notification of today's meal prep when arriving at home. Both can be set by the customer in theory as an alarm feature as they can set the times that both messages appear that fit their busy schedules.

R SQUARE VALUE

0.855