

# ANALYSIS WRITE UP

BY: Andrew D'Armond

## INSIGHTS

1. In my analysis, the highest correlation came from the "Followed Recommended PCT" at (0.46). This is from those in the Cross-Sell program are individuals whom are most likely to follow the recommendation set from Apprentice Chef then other data points. This is most likely due to a trust factor from these consumers as they believe the beverages are aligned with their Taste & Preferences, so they will go well with the meal.
2. The "Junk" email that users give for Apprentice Chef is the least likely email of the data points in the Cross-Sell program. I identified this from correlation matrix and was set at (-0.28). This should be further leveraged by giving better promotion emails to those in the Cross-Sell program making it more inviting to use then rather not. Referral Codes can then be sent as well as attachments to generate a new revenue stream and create a larger consumer base.

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## RECOMMENDATION

For Apprentice Chef to maximize the ability of its Cross-Sell platform to generate revenue the following recommendation should be put into effect. The use of the Cross-Sell program should be marketed to those who are using our cooking platform to its highest capabilities. This includes those who follow the recommendations, watch more videos, view more pictures, spend more time making meal orders along with larger meals. This will increase weekly plan orders as they will be more likely to use the feature as they will trust the platform to make weekly plans for customers along with increasing consumer sentiment. The ability for Apprentice Chef to streamline revenue in the Cross-Sell program can be used through emails in a professional domain group with an attached referral code. This will increase consumer base and generate interest in mail-marketing, which is a free for our marketing department to use.

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## AUC VALUE

0.802

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## References:

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