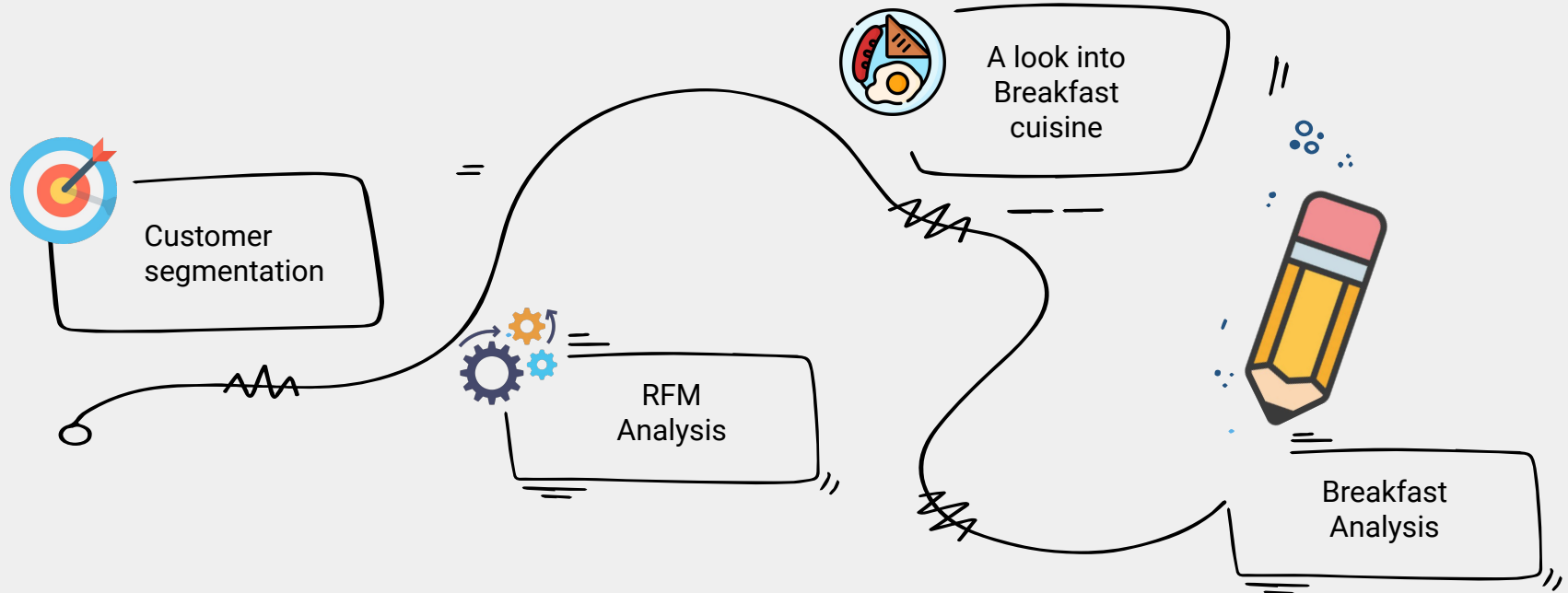# Join for Breakfast with Efood

Mariam Kandilari
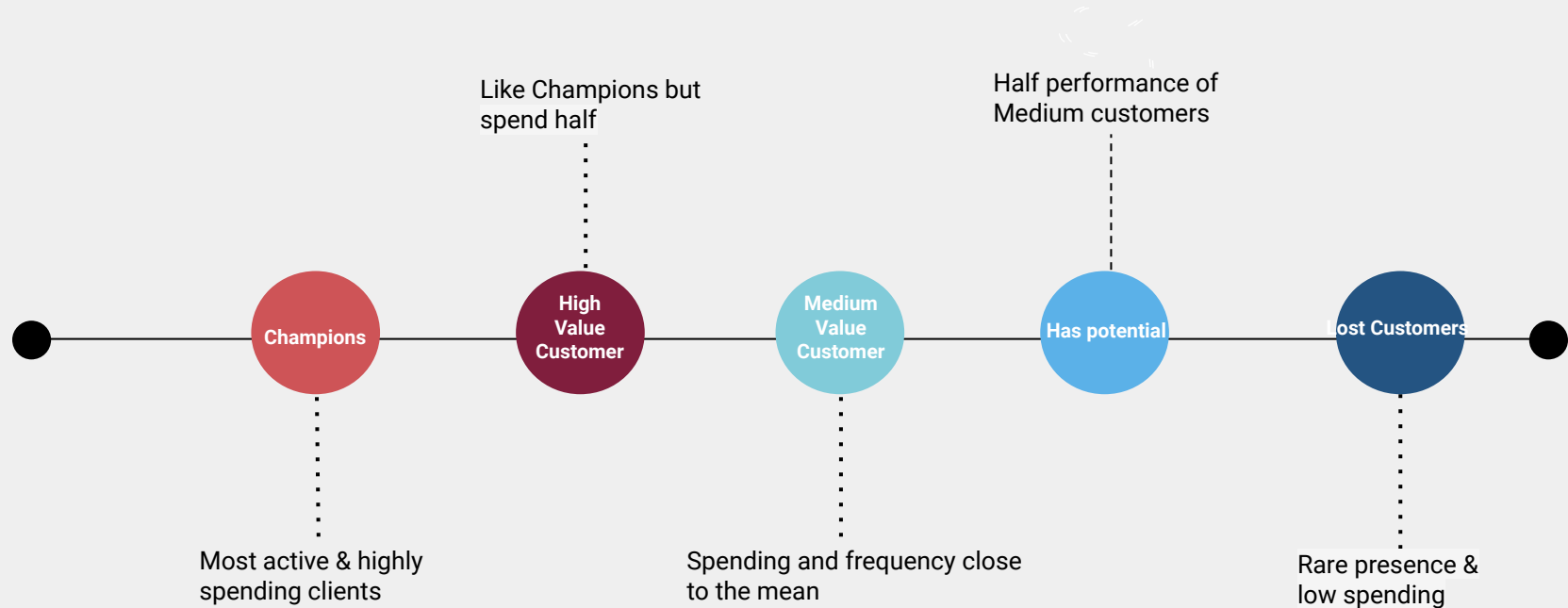
Overview
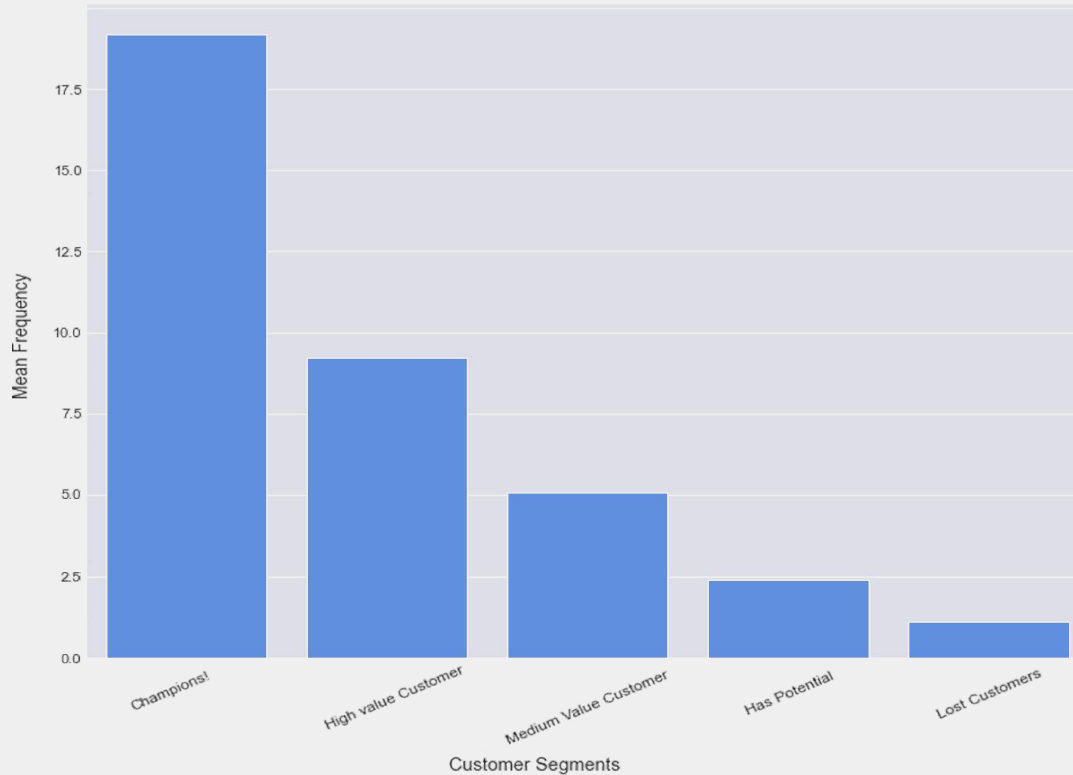
Customer segmentation

RFM Analysis

A look into Breakfast cuisine

Breakfast Analysis

Customer Segmentation (RFM)

Recency-Frequency-Monetary

Like Champions but spend half

Half performance of Medium customers

Champions

High Value Customer

Medium Value Customer

Has potential

Lost Customers

Most active & highly spending clients

Spending and frequency close to the mean
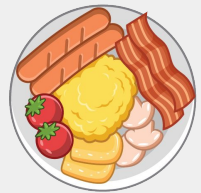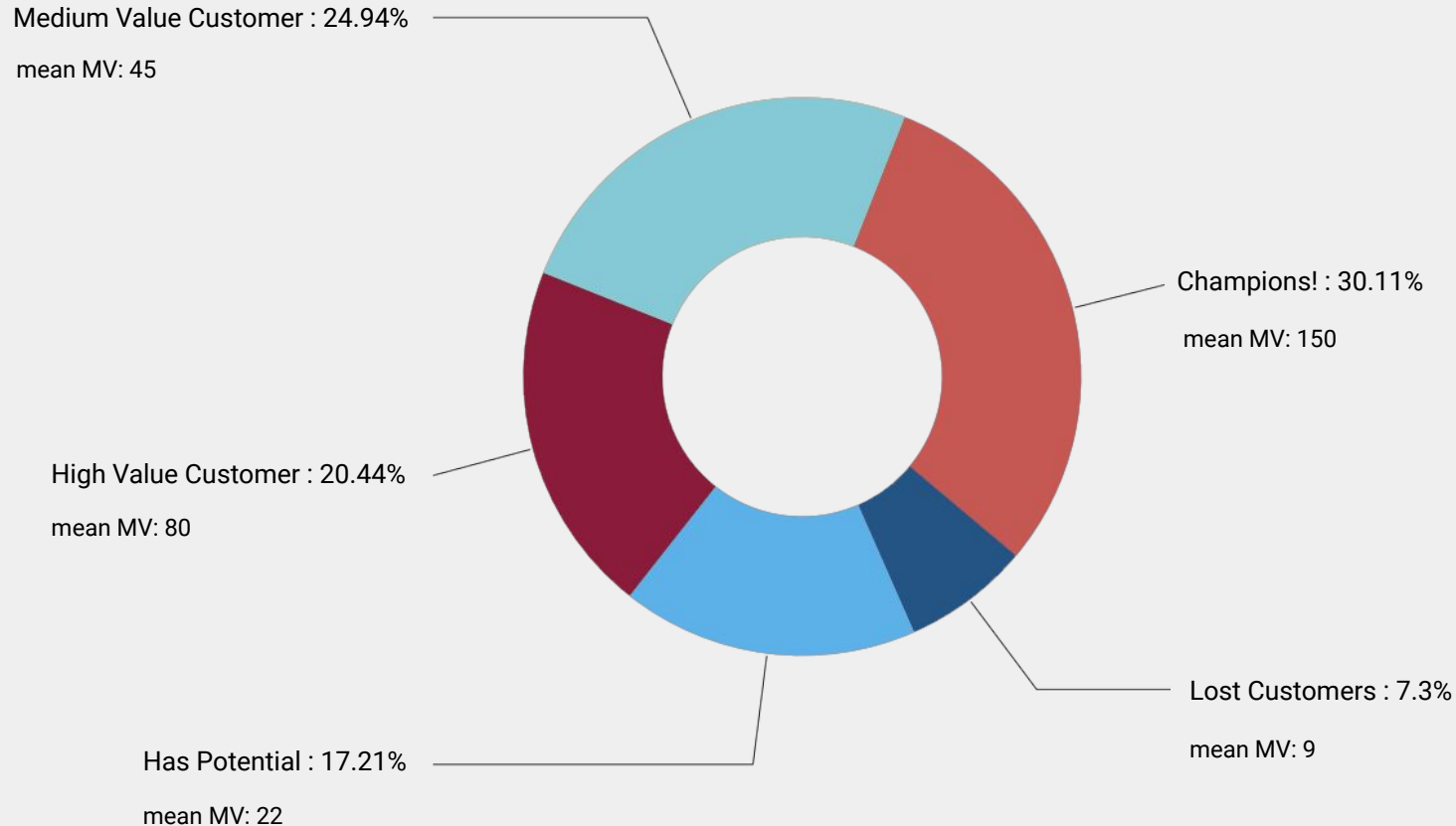
Rare presence & low spending

Mean Frequency for all group

Champions have mean Frequency of about 20 orders almost double the orders of the following group!
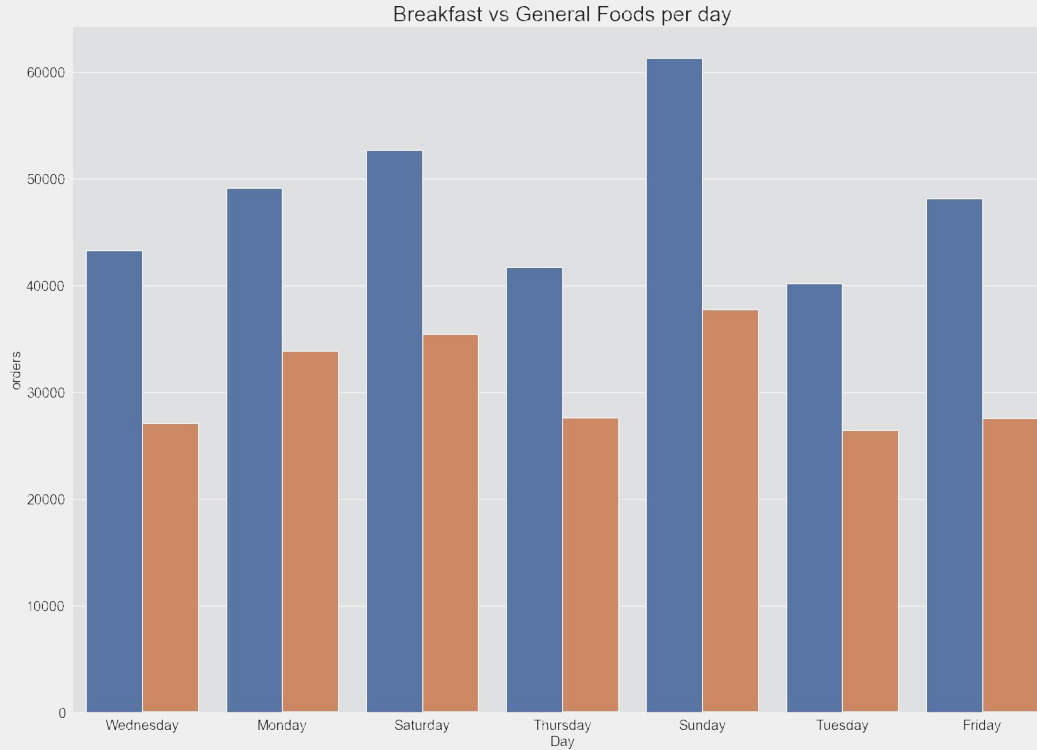
Mean Monetary Value to Revenue

Medium Value Customer : 24.94%

mean MV: 45

Champions! : 30.11%

mean MV: 150

High Value Customer : 20.44%

mean MV: 80

Lost Customers : 7.3%

mean MV: 9

Has Potential : 17.21%

mean MV: 22

5

Breakfast cuisine

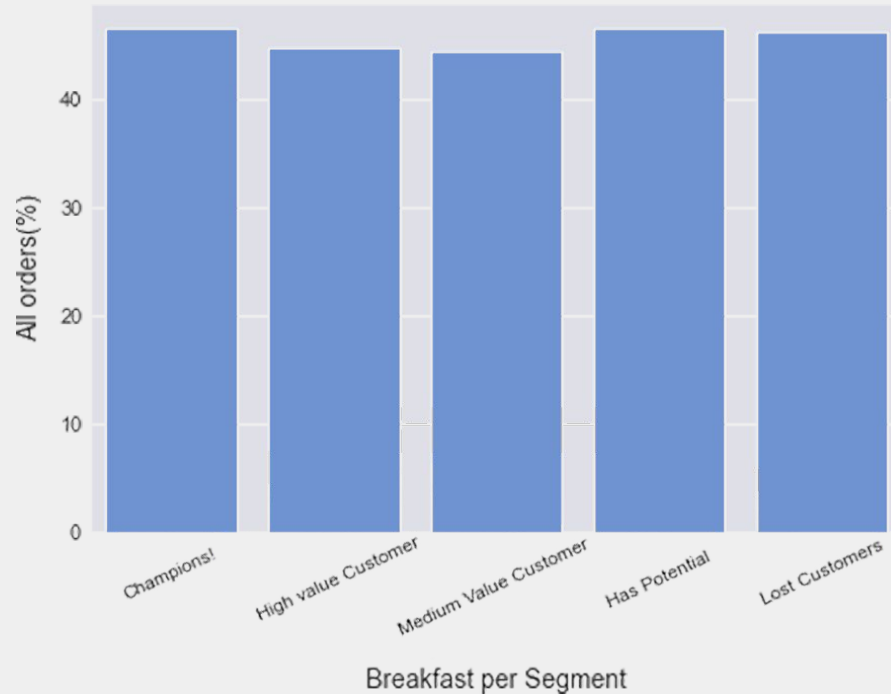Breakfast vs General Foods per day

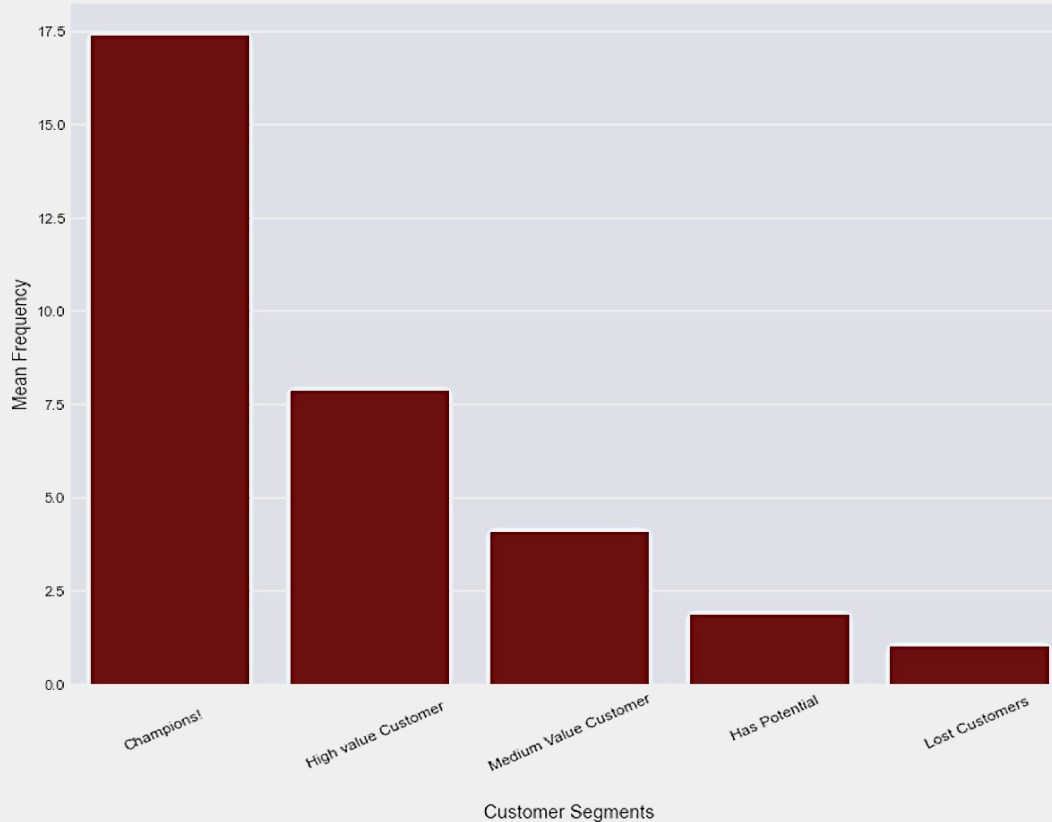We can see that ordering Breakfast is indeed becoming a habit...
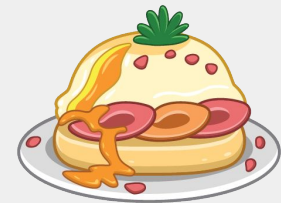
Breakfast orders

...and the percentage of Breakfast orders is almost identical among all segments at about 45%

Following the same process for Breakfast (RFM)

Mean Frequency for Breakfast is 3.8 among all Breakfast orders

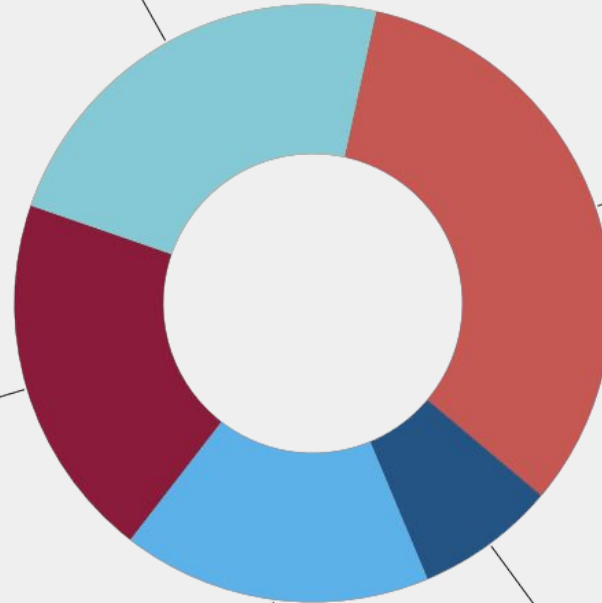…Mean Monetary Value for Breakfast is 19.7 among all Breakfast orders

Medium Value Customer : 23.12%
mean MV: 22

Champions! : 32.7%
mean MV: 82

High Value Customer : 19.82%
mean MV: 40

Lost Customers : 7.59%
mean MV: 4.7
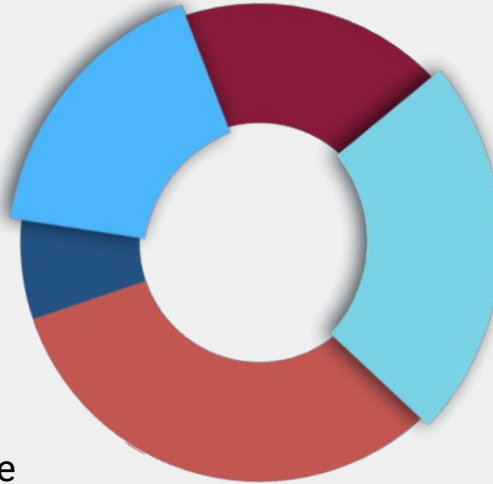
Has Potential : 16.77%
mean MV: 11

The most valuable target groups…

● **Has Potential**

- 30% of the users who buy breakfast

- F and MV are lower than average but have potentials

- Common eating behaviors with the top classes

- Along with the Medium Value group they bring 40% of breakfast revenue
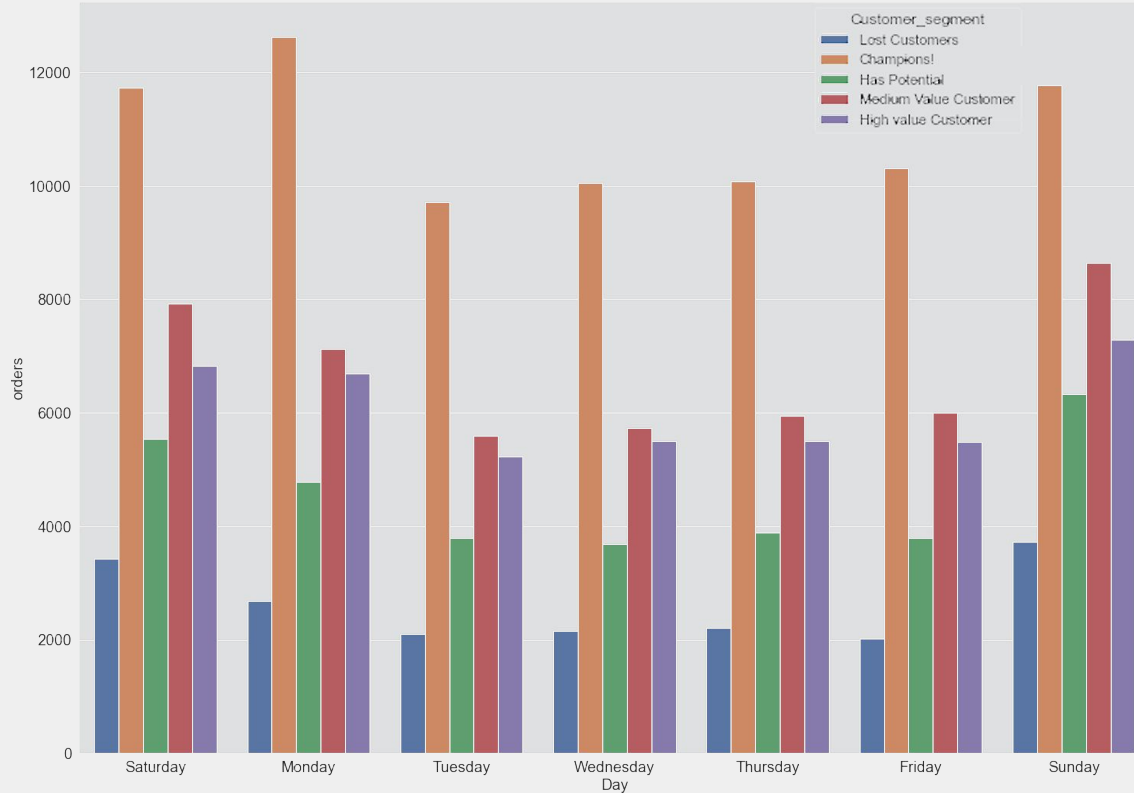
● **Medium Value Customer**

- 50% of the users who buy breakfast with Has Potential customers

- F and MV are close to the average

- Common eating behaviors with the top classes

- They bring more than 1/5 of the revenue of breakfast revenue

Extra insights
(From Market Basket Analysis and Breakfast orders during the week)

Customers level for Breakfast orders

According to my research certain clients have similarities in their orders. All customer groups are more likely to buy both these cuisines, than the average.

Champions — Street Food, Breakfast Italian, Meat

Medium Value Customer — Italian, Meat

Has potential — Breakfast, Meat

11

Thank you!

Mariam Kandilari