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Insight 1:

From our insights and from various models we tried seems that meal recommendation has the highest correlation with cross sell success. Seems customers give much importance to the recommendations they are getting. As well as according to the success of half bottle which mention in the fallowing article, saying that half battle is good for those who want to taste different things plus having lower prices, sales (Orlin, M. (2017, March 14).) this promotion is going to have good outcome.

Insight 2:

Interestingly, when we look to the correlation, the unique meal purchase and largest order size are negatively correlated with cross sell success, which means they does not really bring value for our campaign and we should not concentrate on them.

Recommendations

The company's goal is to do the cross sell for all customer. To make it work here are the steps to offer them in order to succeed. First of all, as the data showed people ordering large size of meal and people ordering customized ones have their specific needs.

1)To reach out all of them the first need to create niches in their target and create customized campaigns for them. This will let them to strategize on messaging (8 Ways to Cross-Sell/Upsell Customers with Search & Social Ads) .

2) However they are offering the same thing: half battle wine, we saw how recommendations are important. Offering Incentivizing Customers with Personalized Offers will drive them try the offer and stay loyal.

Final Model's AUC: Pruned Tree: 0.791

References

Orlin, M. (2017, March 14). California wine: Making the case for half bottles. Retrieved from <https://www.mercurynews.com/2017/03/12/california-wine-making-the-case-for-half-bottles/>

8 Ways to Cross-Sell/Upsell Customers with Search & Social Ads. (n.d.). Retrieved from <https://www.wordstream.com/blog/ws/2018/05/30/cross-selling-upselling>