

Use Case 1: Predict Customer Success Problem Statement

10% of Swire Coca-Cola's business is "B2B," driven by local businesses such as restaurants. Hence, Swire has to offer the best price to win the business of these local restaurants making sure they would be profitable along with continuing to be a loyal and valuable customer. Also, to mention the risk of offering the same discounts to a potential unprofitable business would be a significant loss of in further impacting the company's profit.

The objective of the project is to predict customer success by utilization of the customer attributes to avoid any upcoming wastage of money. This project will reinforce a new model, based on additional analytics as mentioned below:

1. A predictive analytics model to deliver a ranked list of customers in areas of popularity, longevity and total 3-year sales volume. The list would be ranked by probability of profitability of new restaurants in the market in above mentioned areas. Swire can prioritize the ones at the top of the list during determining price and funding to offer the business.
2. A prescriptive analytics model for recommendations on deciding how to allocate variation of pricing, which could potentially help Swire initially win the business and also be profitable down the line.

Targeting customers more accurately than before would improve revenue for the company. The scale for success on this project is to improve from the previous Swire sales and increase the profit that the restaurants make in the business, while spending substantially less money.

The project deliverables will be a ranked list of customers sent to the Swire sales team along with recommended strategies of price variation. As mentioned, this project is focused on predictive and prescriptive analytical models. Therefore, we will not be including any analysis of why restaurants fail to plan inventory or gain popularity.

We foresee having results ready for evaluation for Swire by March 22nd. We will use observations to modify deliverables as necessary that should be agreed upon with the Swire and added to a revised business problem statement; the deadline for those revisions would be April 12th.