

Intern – Product & Data Analyst

Assignment

The Challenge

Scenario: A QSR brand "Pizza Hub" (45 outlets) noticed their **repeat customer orders dropped 28%** in the last 2 months despite running regular marketing campaigns. They want to understand why and what to do about it.

Part 1:

What does Reelo do? Reelo is a technology-driven company focused on providing customer engagement and loyalty solutions, mainly for restaurants, cafes, and retail businesses. The platform will enable businesses to run customizable loyalty programs, automate marketing campaigns, and collect customer feedback in order to drive retention and growth. Core features in the dashboard include total sales, most busy days, repeat customers, customer segmentation, customizable rewards management, referral programs, CRM tools, analytics that help brands create stronger relationships and boost repeat sales. It also notifies currently running campaigns and the profits previous campaigns made. The company wants to democratize intelligent customer engagement by making these tools accessible and easy to use. That includes ease of uploading customer data and making it ready for loyalty programs.

Customer Data (New vs. Repeat), Activities & Transactions

- Go to Reelo's website and click on view Demo Account to get better idea of the website
- Location: Navigate to the "Customer Insights" dashboard from the left panel.
- Overview: Get the exact numbers from customer snapshot ,Use New vs Returning for understanding on which dates new customers added filter it based on last six months for Pizza Hub Scenario.

- Action: Under “Activity” or “Customer List,” use the “Export Data” or “Export Customers” button.
- Exported Data: All records in the selected view (including new vs. repeat status and transaction activities) will be exported, either for the visible period (e.g., 6 months) or filtered by according to the scenario.
- Format: Excel/CSV download to user's device.

Sales and Order Data (Store-wise & Brand-wide)

Sales and Order Data - Store-wise & Brand-wise

- Location: Sales and order details can usually be viewed on the dashboard for each store and across the brand as a whole.
- Action: Leverage the email report function in those dashboard sections. Look for the “Export Data” button within your sales/ order summary screen for individual stores and consolidated brand-wide reports.
- Format: Data is provided in CSV/Excel for further analysis.

Campaign/Engagement Data

- Location: To access, navigate to “Campaigns” left panel “Campaign Performance” dashboard.
- After viewing the campaign details, see the completed and latest running campaigns within the time frame of two months to know what campaigns are not working for Pizza Hub. Then go "Auto campaigns" from the left panel, then under Recent Auto Campaigns, then select the win back campaigns from the filter down menu. Use the campaign which has maximized the visit rates and revenue, then see more details for analysis. "Export Data" or "Export" options to download engagement and delivery records. To get detailed customer lists in a campaign, open specific campaign details and export from there.
- Format: Campaign and engagement metrics, including messages delivered, open rates, and segments of customers, exported in CSV/Excel format.

Loyalty Program Data

- Location: Go to the "Loyalty" dashboard.
- Download Top Redeeming Customers and Power Customer information along with loyalty rewards that got redeemed maximum for viewing loyalty program performance and customer participation data.
- Send top loyalty rewards that got redeem to customer who have low spending to increase their order and customers who have not visited in 3 months. Send new holiday / celebration campaign to high spending customers who haven't returned, to increase the repeat customer order visit to pizza hub.
- Format: CSV/Excel containing loyalty points activity, customer redemption history, etc.

General Export Advice

- The export buttons are clearly available in the dashboard views relevant for each data type: Customer Insights, Loyalty, Feedback, Campaigns, etc.
- Filters can be applied before export to narrow down to a selected time range: e.g., last month, last 7 days, customer segment, campaign, store.

Step 3: Write a complete AI prompt for Claude/ChatGPT that would:

We have a QSR brand "Pizza Hub" with 45 outlets that has experienced a 28% drop in repeat customer orders over the last 2 months, in spite of ongoing marketing campaigns. We want to understand reasons and recommend actions.

Data files provided:

1. customer_data.csv: Columns - customer_id, new_customer, repeat_customer, join_date, last_order_date, total_orders, total_visits
2. sales_data.csv: Columns - store_id, order_id, order_date, order_value, items_ordered
3. campaign_data.csv: Columns - campaign_id, campaign_name, start_date, end_date, target_customers, engagement_rate
4. loyalty_data.csv: Columns - customer_id, loyalty_points_earned, loyalty_points_redeemed, membership_status
5. feedback_data.csv: Columns - customer_id, store_id, feedback_date, feedback_type (positive/negative), comments

Analytical questions:

- What trends are visible in customer repeat purchase behavior by store and time period?

Is there a relationship between campaign engagement and repeated orders?

- Which was campaign_id's after which total_visits and total_order_value did not increase of repeat customer

- Are the purchasing patterns different for loyalty program members versus non-members?

- What is maximum feedback of repeat customer before and during 2 months

- Which customer feedback trends match the decline in orders?

- Which stores show the biggest decline and what operational or campaign factors may explain it?

Requested output:

- Summary of key insights answering the questions above.

Visual break-ups (tables or graphs) of the trend of repeat orders at store and campaign level.

Specific actionable recommendations to increase repeat orders.

- Data-driven recommendations for marketing or loyalty program changes.-New catchy campaign ideas based on current internet trendy news and memes

Format: Provide a tabulated report with bullet points, diagrams, and an Action Plan.

Step 4: Give ONE concrete example.

1) If I export the "sales_data.csv" from the Reelo Sales dashboard and feed it into Claude using the above prompt, I would expect to learn of specific stores where repeat orders have fallen disproportionately. This would help target interventions with greater precision for more effective results, informing store-level operational or promotional adjustments that drive business recovery.

2) If I export the "sales_data.csv" and feedback_data from Reelo Sales dashboard

And feed it to Claude with prompt "find the items by item_ordered with negative feedback or negative comment from feedback_data. This would help discover which item needs improvement and which items which have positive feedback needs new flavors.

Part 2: Product Analytics Instrumentation

Step 1: Reelo Customer Insights Page

Metrics/Insights shown:

- Customer segmentation (new vs repeat)
- Customers by day and by weekends
- Average order frequency and value
- Campaign engagement success metrics
- Feedback sentiment analysis

Actions users can take:

- Incentivize repeat customers and weekday customers with offers
- Filter customer segments – New ,Promising, Needs Attention etc.
- Analyze time-based purchase trends
- Export data reports

Available filters:

- Purchase , QR Bonus , Referral Redemption etc.
- Date range
- Store location
- Campaign and loyalty membership status

Step 2: Amplitude Event Tracking Plan

Success Metrics

- Primary: % Repeat customer orders per week, Campaign engagement rate, Loyalty points redemption rate
- North Star Metric: Repeat purchase rate across all stores

Event Schema

Event Name	When it Fires	Why We Track It	Key Properties
dashboard_view	When user loads the main dashboard	Measure engagement and popular feature usage	brand_id, user_id, total_sales, no_of_visits,customer frequency ,program performance,timestamp: last 30 days etc
campaign_peformance view	When user navigates to campaign management section	Analyze campaign management frequency and adoption	Campaign performance,campaign name ,ongoing , completed ,Duration, sms, email
Customer_list filter_applied	When user applies a	To optimize campaign performance	Total spent , total_visits,pts_balance,redemption

Event Name	When it Fires	Why We Track It	Key Properties
	filter on customer_list	on basis of vip, high_risk, promising	
sort_applied	When user sorts any list	Understand sorting preferences	Lifetime, last 6 months , last 30 days, yesterday
campaign_click	When user clicks on specific campaign for details	Measure interest in campaigns and improve UI	Customize_template, on which platforms it needs to be send wp,sms,email
report_export	When user exports reports (CSV, PDF, etc.)	Gauge export usage and identify export data needs	brand_id, user_id, user_role, report_type, format, timestamp
navigation_tab_click	When user switches between main	Identify popular navigation paths and user flow	brand_id, user_id, user_role, from_tab, to_tab, timestamp

Event Name	When it Fires	Why We Track It	Key Properties
	navigation tabs		

Step 3: Amplitude Dashboards

- Dashboard 1: Repeat Customer Behavior
 - Chart Type: Retention curve and segmentation
 - Events Tracked: order placed, loyalty_points_updated
 - Insights: Identify the drop-off periods and customer segments with declining repeat purchases
- Dashboard 2: Campaign Effectiveness
 - Chart Type: Funnel and segmentation
 - Events Tracked: campaign_clicked, order_placed
 - Insights: Campaign to order conversion rate, campaign ROI
- Dashboard 3: Customer Feedback and Sentiment
 - Chart Type: Segmentation and trend over time
 - Tracked Events: feedback_submitted, order_placed
 - Insights: The correlation between feedback sentiment and repeat orders by location

Step 4: Naming Conventions

- Use the format [object]_[action] format for events for clarity and consistency (e.g., order_placed, campaign_clicked).
- Include specific event names for easy tracking and reporting.

- Key properties are named consistently, e.g., customer_id, store_id, campaign_id, user_role, to enable easy cross-referencing

Report Summary for QSR Brand “PizzaHub”

Problem:

Repeat customer orders dropped by **28% in the last two months**, despite regular marketing campaigns.

How to Find What’s Not Working

1. **Analyze customer feedback** – Ratings below 3 indicate negative experience; 3 and above positive.
 2. **Identify drop patterns** – Compare repeat vs. new customers, campaign conversions, and outlet-level performance.
 3. **Correlate insights** See if poor feedback coincides with low-performing stores or campaigns.
-

Possible Reasons & Targeted Solutions

1. Poor Service or Bad Experience

There might have been problems regarding food quality, delivery, or service.

Solution: Send personalized messages to loyal but inactive customers like:

“We have renewed our flavors and invite you to try them with 10% off on new dishes!”

This conveys improvement, values customer feedback, and encourages re-engagement.

2. Not Acting on Feedback

Negative feedback may have been collected but not acted upon.

Solution: Follow up with customers after both positive and negative experiences spot actionable issues among customers.

Example: If many disliked a beverage, improve it and pair it with a popular dish for instance ,serve the improved beverage with mini-Choco lava or veg pastry to regain trust and delight.

Key Takeaways

- **Root Cause:** Most Likely poor service and relevance of campaigns.
- **Data to Analyze:** Customer feedback, loyalty data, campaign response rates, and store-level performance.
- **Action Plan:** Improve feedback loop, re-segment campaigns, and communicate improvements transparently to rebuild loyalty.