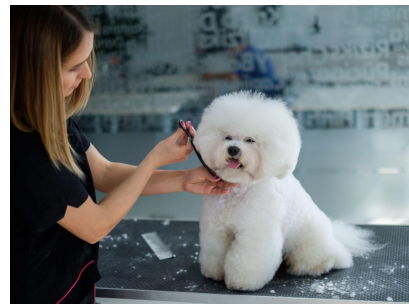
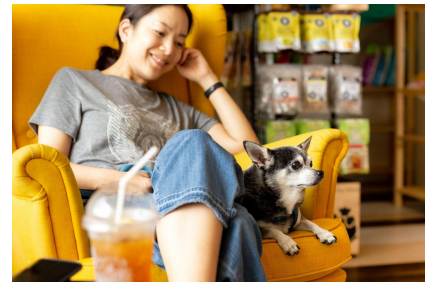
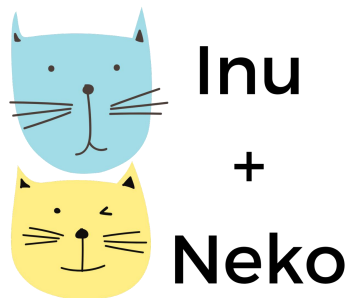


# Images from Inu + Neko





# Course 2 Capstone

The OSEMN Process

# Your Approach 1 of 4

Give at least two example questions you would want to answer as an analyst that relates to Inu + Neko's business problem.

*Remember a good question includes a focus on something that is actionable and follows the SMART goal principles (specific, measurable, attainable, relevant, & timely).*

1. How many new customers do we have each day?
2. Can Inu and Neko completely satisfy all of the new customers and orders?
3. How many of those customers return to us after their first purchase?
4. Where are the regions with the most newly acquired customers?
5. What are the top 3 products that new customers prefer?
6. How much money do they spend on our products?

# Your Approach 2 of 4

What information do you think would be particularly important to your analysis for Inu + Neko?

I believe I need data that shows where the customers come from, why they choose us, what they get from us, and if we are able to serve them. I will need qualitative data in order to have a number that can be used in my data storytelling as a finding. I will need as much information about the customers as I can get.

- 1.Order
- 2.Name,Nickname
- 3.Type of product
- 4.The amount they paid
- 5.The amount they receive
- 6.Region
- 7.What is their pet?
- 8.How old is it

# Your Approach 3 of 4

How would you go about gathering this information?

I need to collect data from a variety of sources, including my website database and Google Analytics. I generally find as much first-party information as I can get and second-party only if it is a trustworthy source. The data must be new and not old, like 18 or more months. Old data might give us some insights, but it can also be outdated and lead us to false conclusions and thus decisions that will impact us negatively.

There has to be a careful consideration of Google analytics data and what insights we can get from it, like which pages the new customers remained on the most and locating points of friction that create bottlenecks. Additionally, data from our database will be very important in order to find out how many of our new customers buy again from us, their feedback on our products, and their customer journey through our service

# Your Approach 4 of 4

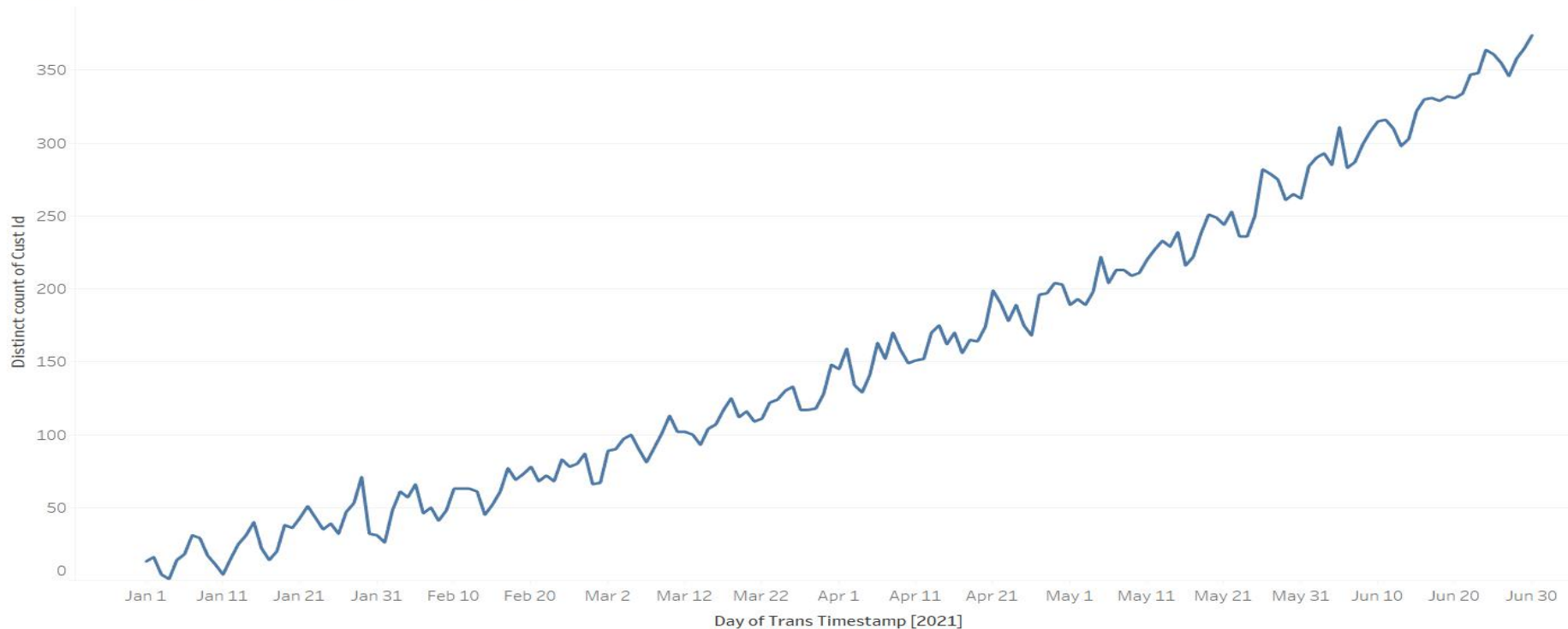
What are some potential issues or roadblocks can you see in trying to get this information to address Inu + Neko's business problem?

Some of the potential roadblocks:

1. In order to use the data, it has to have all the necessary compliance with the GDPR and other data protection rules.
2. Most of the data has to be from first and second party, so if I don't have much data, I will need to find a third party, which raises a lot of issues.
3. Some of the data that I will need might be personal information that the client doesn't want to share.
4. One more potential roadblock is that during the scrubbing process I have to be very careful not to delete information that will be valuable.
5. Sometimes data can be false or outdated, so I have to be very careful during the face of OSEMN.
6. I have to be very considerate and careful when visualizing the data and what my interpretation is.

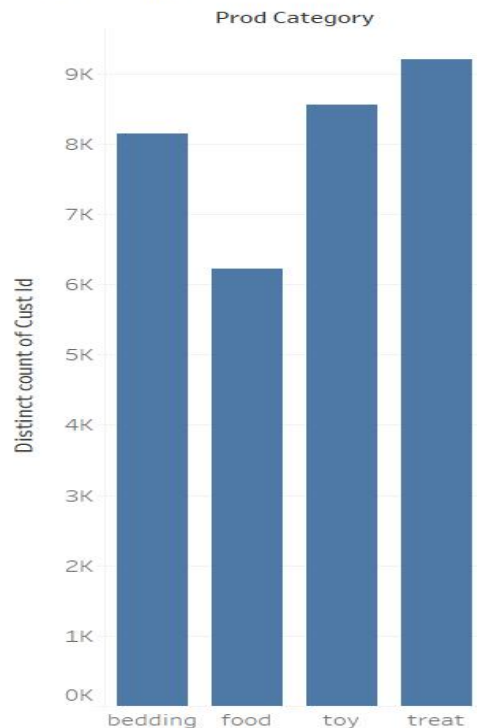
# Your Data Visualization

All about Customers Distinct Id and When



# Your Data Visualization

Which type of product most customers prefer



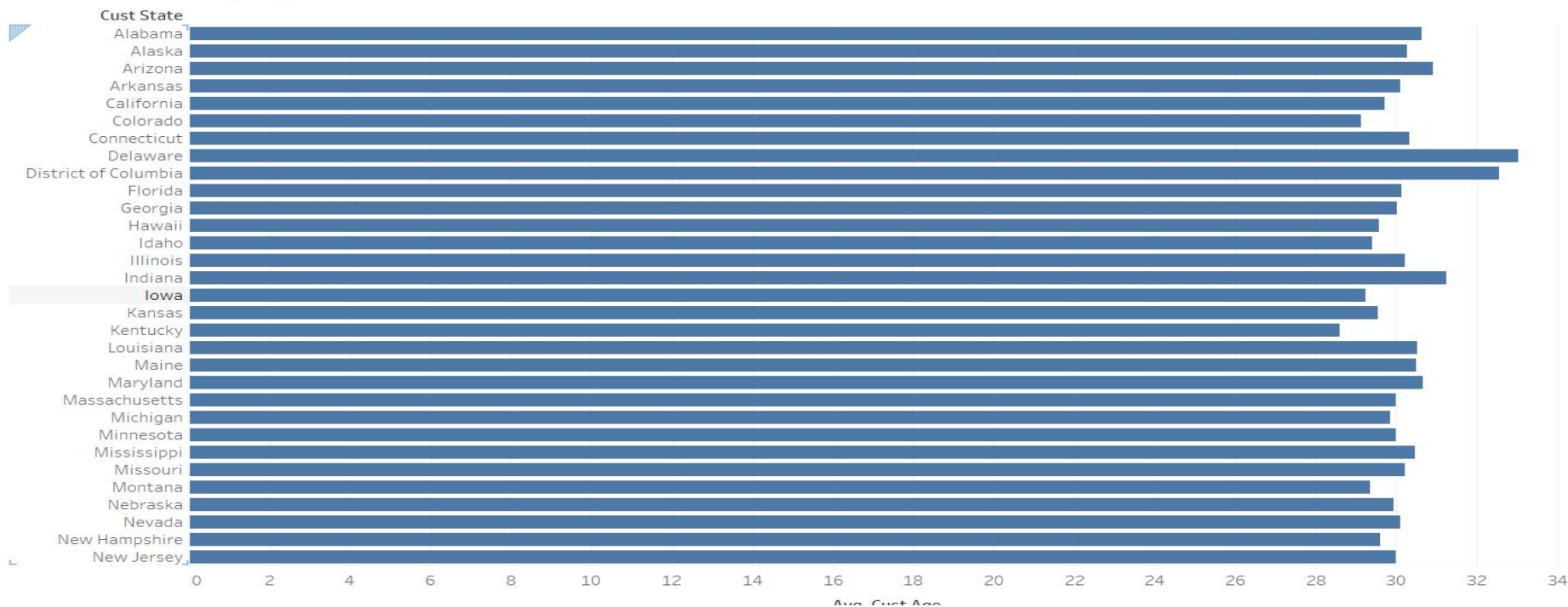
*This chart illustrates that most customers prefer the category of products called "treats."*



# Your Data Visualization

*This chart illustrates the average age of customers in each state.*

Customer Average Age



# Your Visualization Interpretation 1 of 2

What does this visualization show about the data?

This diagram depicts how many new customers come to Inu + Neko and which month has the highest number of new customers. As we can see, in June there were more than 350 new customers and in January there was the least number. Additionally, it is very clear that there is a surge of new customers for Inu + Neko.

# Your Visualization Interpretation 2 of 2

Does this visualization align with what we've seen so far from the data?

Yes, I can see that it aligns with what I have seen so far from the data. I was able to do the same visual in Tableau. I was able to find that the average age of customers is in the range of 26–34, and the states with the highest sales average

# Recommendations Based on Model Results 1 of 2

What recommendations would you give Inu + Neko based on the model results?

Based on my first model that illustrates the surge of new customers, I have to recommend some actions:

1. There has to be more promotion and ad testing in order to keep this surge of customers
2. Ensure that all new customers are served properly.
3. Include a section for customers to provide feedback on their customer journey and product impressions.
4. Use the new surge of customers as a marketing tool in order to advertise Inu+Neko more.

Use the feedback of the new customers to locate friction points in their customer journey.

6. Make a survey and ask them why they preferred Inu + Neko and use it to create a competitive advantage.
7. As a company, we can use the holiday season in order to create incredible offers that will attract the attention of customers that may want to buy a present for their pets at a better price.

# Recommendations Based on Model Results 2 of 2

What recommendations would you give Inu + Neko based on the model results?

The second and third models have less to do with new customers and more about all the existing customers.

1. Increase promotion of all treat products, as they are preferred by the majority of customers.
2. The average customer has an age range of 26 to 34, so the promotion team can use this information in order to choose the appropriate budget for each platform.
3. Also, the team at Inu+Neko has to consider why the food category has the least customers and why customers do not prefer this type of product.
4. One more thing we can do is create a survey when a customer buys a product to include the type and his experience with that product. If the feedback about the product is negative, we can use it to improve the product.

# Your Final Insights 1 of 4

What can you say about the current state of the business?

The company is currently experiencing a surge in new customers, but it must continue to promote itself through appropriate channels such as tik-tok, Instagram, Facebook, and a website. Additionally, it has to be able to serve those new customers and be able to keep up with the orders. I think it is gaining more and more revenue, but it has to continue to evolve its products and consider why food-type products have the least number of clients. Also, as the holiday season approaches, there will be more opportunities to acquire more customers, thus providing more data and feedback. Also, if there are new products, it would be a great idea to launch them a little before the holiday season in order to tempt the new customers to try them and get a good amount of feedback.

# Your Final Insights 2 of 4

What projections can you make about the future state of the business?

About projections I have to be cautious about saying that the business is going to get skyrocketing results in revenue and customer acquisition.

Inu+Neko can make the appropriate moves to attract loyal customers and create fans that love its products. They can also be used as marketing channels to promote them. Also, by using medium-sized influencers who have pets, it can reach a variety of audiences and sell more products.

About the only thing that I am cautious about is the food type category that might drag the revenue down since it has a considerably small number of customers as compared to the other categories.

# Your Final Insights 3 of 4

What would you recommend to Inu + Neko?

Recommendations:

1. Develop a mobile e-commerce app that allows customers to leave feedback, purchase products, track orders, and upload photos of their pets using the products.
2. Offer customers a 10% discount on their next order in exchange for sharing a photo on social media.
3. Use micro-influencers with pets in order to advertise our products in their hometowns and reward them based on KPI, like how many new sales are generated by them in their region.
4. Get feedback about the products and their quality, and find out if any product has a bad influence on the brand.
5. To keep loyal customers, create a newsletter with special offers and emails.



# Your Final Insights 4 of 4

What more work could be done to expand on your analysis?

*(You won't need to do this but state what would be good next steps for a follow-up analysis.)*

How could I expand my analysis?

1. How many of our customers bought products for over \$100?
2. How many customers bought more than 10 items?
3. Were the new customers satisfied with their purchases and our services
4. What kind of pet type makes us the most revenue

We can use a survey and gather the results to better understand our audience and their needs. Also, a newsletter can be used to get more data about our customers.

We can develop a mobile app through which users can access our services and receive notifications when a product they want to purchase goes on sale. (10-20%)