Swire Coca-Cola

Predicting Customer Success: Problem Statement

Swire Coca-Cola's B2B revenue is largely driven by local business such as restaurants. To determine the profitability of a new business (and to make pricing and funding decisions accordingly), Swire needs to improve their ability to predict the popularity, longevity, and total 3-year sales volume of new customers based on historical results. The business problem at Swire Coca-Cola is to accurately predict these three indicators: (1) popularity, (2) longevity, and (3) total 3-year sales volume of new restaurant customers to make informed pricing and funding decisions.

A feasible solution to this problem will allow Swire Coca-Cola to offer competitive prices to new restaurant customers while minimizing the risk of investing in unprofitable accounts. This will ultimately lead to increased profitability and customer retention.

Success metrics for this project include (1) the accuracy of the predictive model in predicting the popularity, longevity, and total 3-year sales volume of new customers, and (2) the effectiveness of pricing and funding decisions made using the model's predictions.

The analytical approach to this problem will involve applying statistical and machine learning techniques to analyze customer attributes, sales data, census data, and consumer reviews data to build a predictive model.

The scope of this project includes the development of a predictive model to predict the popularity, longevity, and total 3-year sales volume of new restaurant customers, as well as the implementation of the model in pricing and funding decisions. Additional analysis or data sources may be added later to further improve the model's accuracy.

This project will be executed by Cole Lifer, Richard Garbett, and Jordan Harmer, with a projected completion date of eleven weeks. Important project milestones include obtaining necessary data and access to data, model development and testing, and implementation of the model in decision-making processes.