

Insights and Recommendation

Apprentice Chef Inc.

Sheethal Melnarse

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Insight 1: Customers who order more meals in one order spend more time watching preparation videos. There is high positive correlation between these two features in the dataset. Customer who order more meals are more invested in the products and want to take their timing watching preparation videos to cook perfectly. The larger meals in one order brings more revenue and increases the profit margin since delivery cost will be spread out.

Insight 2: Customers who order more meals in one order spends more time on website and has lower clicks per visit. This might be because the customer might be regular and knows exactly what they want or they like trying the company's personalized meal recommendation on website. This can be used to improve the customer purchase journey and experience. We could use this insight to reduce customer churn rate and improve the customer retention.

Recommendation: Based on the customer's behavior within few weeks after subscribing to the company's products, we can predict the amount of revenue they would bring within customer's one-year lifecycle. The company can increase the revenue by influencing customer to change their behavior. This can be achieved through increased customer engagement. It can be implemented by improving the purchase journey of customer and maybe **starting live Q&A session in the evening** for customer to ask cooking related questions. It would create a community of people who wants to eat fresh, healthy and are passionate about cooking. This would be great opportunity to hear from customers directly and make their experience more interactive. The company can start hosting live session once a week and increase the number of sessions per week if there is a positive feedback and higher customer engagement.

Final Model: Ridge

R-Square: 0.724