

# Case Analysis Write-Up

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**Insights 1:** Customers enjoyed ordering food from Apprentice Chef in initial 3 month as they got the satisfaction of cooking at home and at the same, they do not have to worry about cleaning dishes or taking time for grocery. Customer retention decreases slightly over the year and the same with frequency of customer order also decreases as the year passes. Most of the customers who spend more time on the website due to recommendations coming through decreases the interest of customer to order. Time factor tend to move customers to full cooked meals. This leads to decrease in revenue.

**Insight 2:** There is a high number of customers who did not want to attend the master class on preparation of meals as most of the customers haven't watched or watched it once. This leads to increase in customers complains that were handled customer care representatives. That shows customers trying the product for once or twice is the highest source of revenue spike, after these complains starts so we can see a dip in revenue. Revenue rises again only with the customers who got satisfied after the call but does not reach the same peak and the number of repeat calls decrease.

**Recommendation:** Looking at the data trends and analysis customer retention and problem solving becomes the key. The major competitor for Apprentice Chef is the restaurants that deliver full cooked meals or the frozen food industry, as they are quick to make. Instead of using the master class video's a manual should be provided on how to cook the product. Increasing more product options will allow customers to choose from wide variety. Need more data the unique product category sold.

R Squared value: 0.712