**Benefits of using customer data**



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Early stage of the company

In the current state of our website, OrderShare is aimed at small groups of people, primarily students and office workers. As a start-up, we are not expecting to receive a massive amount of traffic coming to use our website right away. Although, as discussed by Brown, et al. (2017) any amount of customer data is still considered to be valuable. As a young enterprise business company, we would gather most of the user information locally. The ideal customer data that we would like to collect would consist of users’ age, gender, occupation, address, order history and minimum/maximum spending**.** These are one of the most crucial requirements, as they would help our company to grow from a start-up to a more established business. Analysing the previously mentioned data will allow us to determine the most frequently used services of the website, find out the average customer age, see how regularly customers order and find out how their orders differ for throughout the day and the week. Furthermore, having information about the average spending of customers lets us display specially tailored offers.

Later stages, and future implementations

In the later stages of the business OrderShare will provide users with the option to login and use our services with Facebook authentication. The Facebook API and the data we will gather in the website itself should be enough for us to create an image of our daily users.As the website begins to grow, we are also planning on providing delivery services ourselves.Purchase details and the frequencies of orders can help us to minimise the cost of paying salaries, and to minimise the number of delivery drivers needed at the same time. By understanding the daily market, as well as analysing gathered data, we can cut down unnecessary spending.The data received can also benefit our company to add recommendations for specific users. E.g., if one user’s have ordered a pizza from “Dominos”, chances are high that they will also like similar pizzas from “Papa Johns” or “Pizza Hut”. In addition, the Facebook API provides customer’s following information, which we could use to display the restaurants they are already following. I.e., if the customer is following, or recently visited other restaurants in our system, our website can provide him/her with similar restaurants in the area.

Social media integration

As social media plays great role in everyone’s daily life, it would be ideal to have a Facebook page for OrderShare, where customers can share their experience using our services. Thus, providing us with valuable reviews directly from users. (Walter, 2014) Moreover, we can document which aspects of the company resonates the best across the different social media platforms in forms of: tweets, replies, shares and so forth. This provides us the with valuable insights into the quality of our service.

Conclusion

In conclusion, in the early stages of the business we will be limited to the quantity of the customer data we receive. Although, as a business grows, and the number of users increases, we will have a chance to develop as a company by adding more functionality and complexity to our web site. These changes with an addition of Facebook API integration will allow us to gather and use more user data to our advantage.

References

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