Who are our customers?
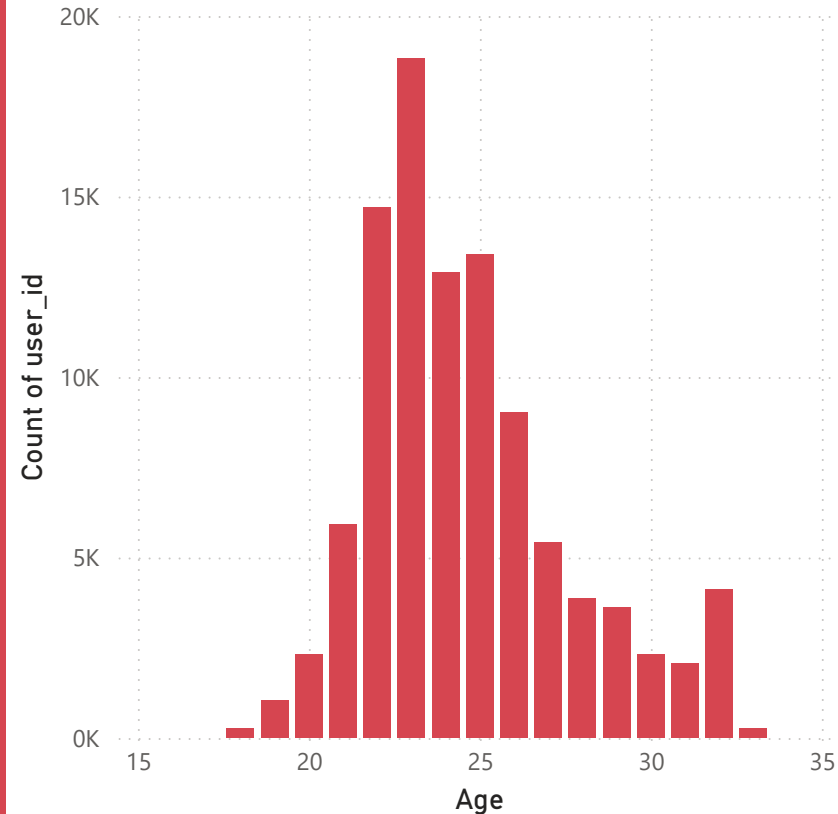
The majority of our users are college educated adults in their 20's who have at least 1 other person in their family.
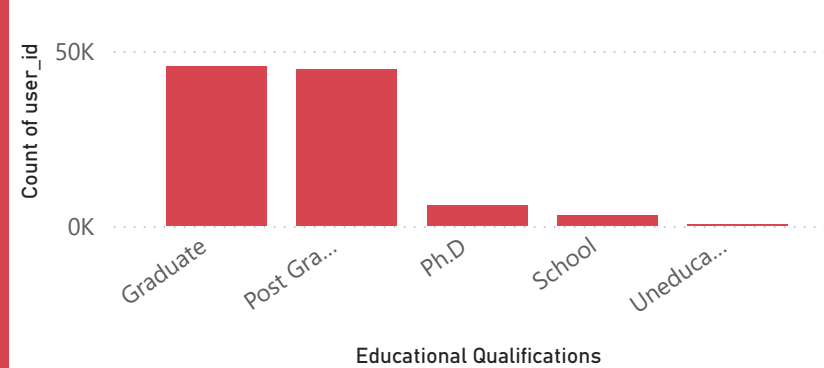
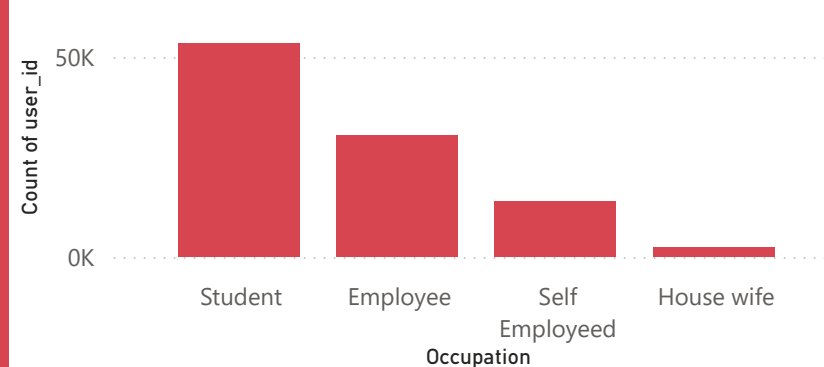## Young Adults

Number of Users by Age

Educated

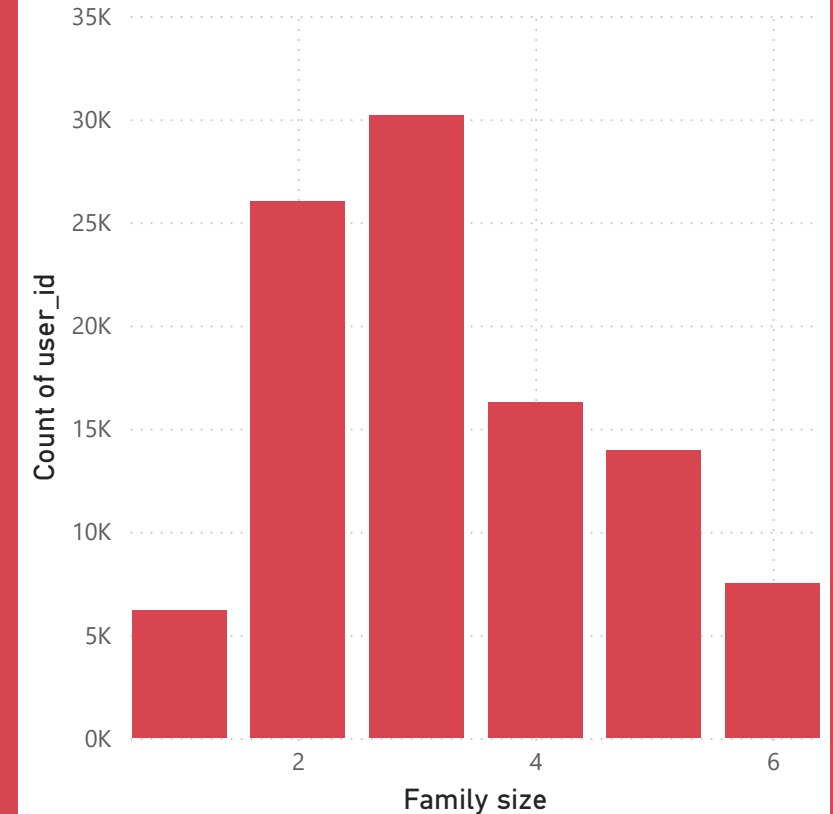**Number of Users by Education Level**

Count of user_id by Occupation

Families

Number of Users by Family Size

How Can We Segment Our Customers?

Most of our customers are single and have made their first purchase on the app during 2018. Most users choose not to report monthly income/don't receive a monthly income.
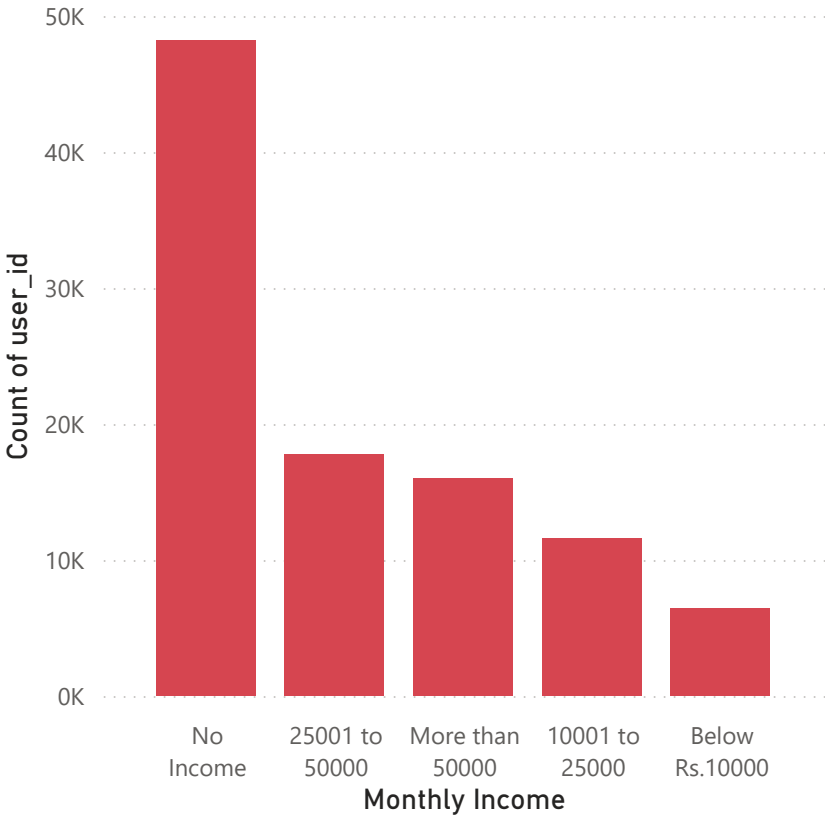
Marital Status

Monthly Income

First Order Date

Number of Users by Marital Status
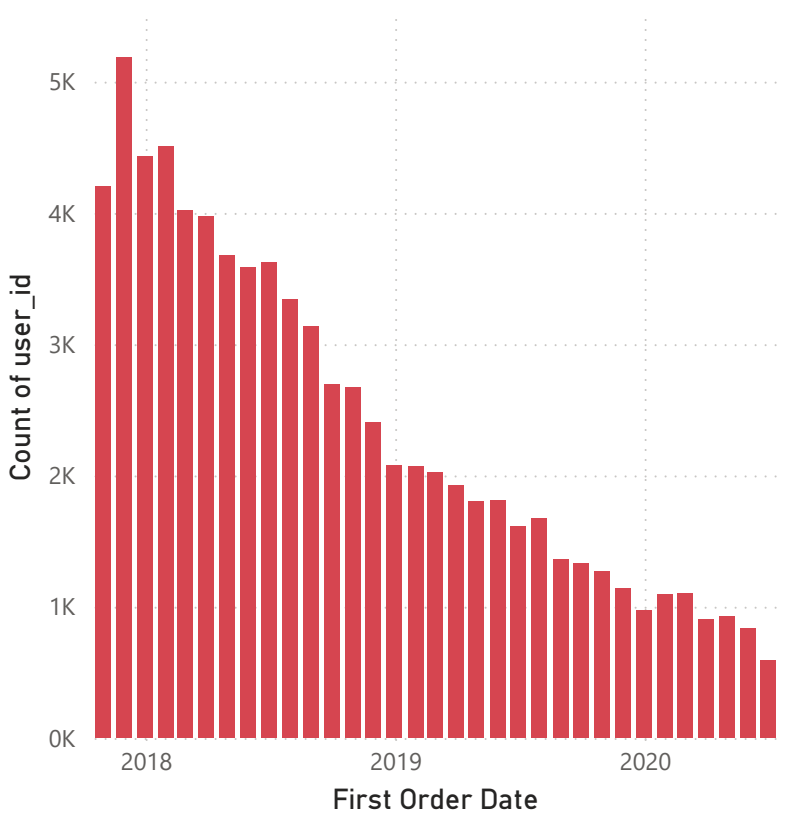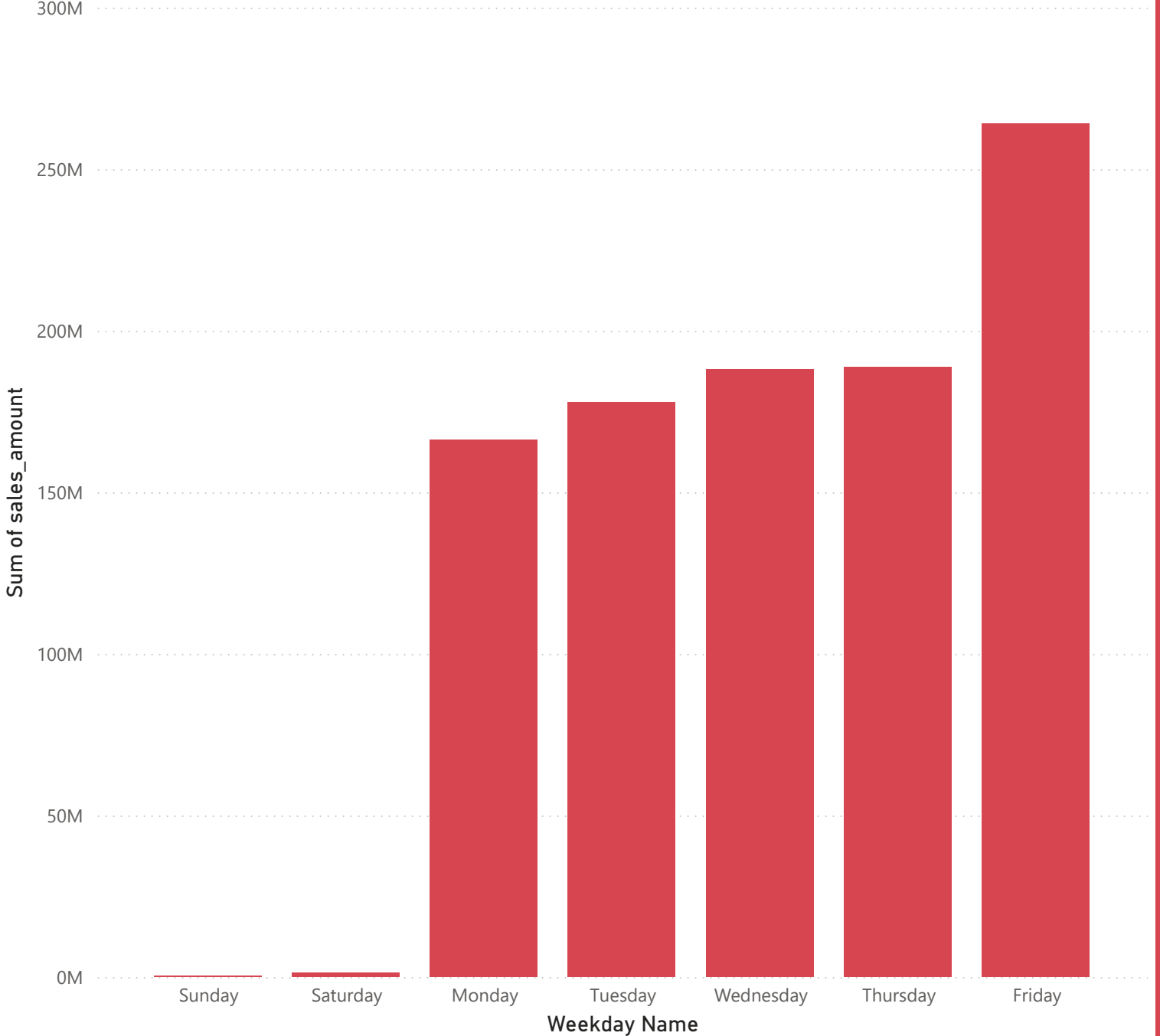

Number of Users by Monthly Income

Number of Users by First Order Month

Sum of Sales by Week Day

987M
Sum of Sales

2M
Sum of Sales Quantity

Retention Rates for First Order Month Cohorts

First Order Date	1	2	3	4	5	6	7	8	9	10	11	12
October 2017	4.4%	4.2%	4.6%	4.7%	5.0%	5.0%	5.2%	5.0%	4.9%	5.0%	4.5%	5.1%
November 2017	4.7%	5.1%	5.0%	4.6%	4.9%	5.1%	5.5%	5.1%	5.1%	4.7%	5.0%	5.2%
December 2017	4.8%	4.6%	5.3%	4.5%	5.1%	5.3%	5.7%	5.7%	5.2%	5.1%	5.3%	4.0%
January 2018	4.8%	5.0%	5.0%	5.5%	5.5%	5.4%	5.2%	4.7%	4.7%	4.7%	4.3%	4.7%
February 2018	5.4%	5.2%	5.0%	5.7%	5.2%	5.3%	4.8%	5.0%	5.2%	4.0%	5.3%	4.7%
March 2018	5.2%	5.6%	4.9%	5.2%	5.3%	4.8%	4.8%	4.6%	3.7%	4.4%	4.4%	4.0%
April 2018	5.0%	5.0%	5.3%	5.0%	4.7%	5.5%	4.8%	4.6%	5.3%	4.8%	4.1%	4.4%
May 2018	5.2%	5.2%	5.1%	5.3%	5.6%	4.4%	3.7%	4.7%	5.1%	5.2%	4.8%	4.4%
June 2018	5.2%	5.3%	4.4%	5.2%	4.5%	4.6%	4.6%	4.1%	4.4%	4.3%	5.1%	4.4%
July 2018	4.6%	4.2%	5.3%	4.8%	4.8%	4.8%	4.3%	4.6%	4.7%	3.7%	4.4%	4.5%
August 2018	4.3%	4.9%	5.0%	4.3%	5.1%	4.5%	4.4%	4.2%	5.2%	4.3%	5.2%	3.7%
September 2018	5.1%	4.3%	4.2%	4.5%	4.2%	4.4%	4.6%	3.9%	3.8%	5.2%	4.1%	4.9%
October 2018	4.7%	4.4%	4.5%	4.0%	4.8%	4.5%	4.2%	4.9%	5.2%	3.9%	4.3%	4.7%
November 2018	4.5%	3.8%	4.6%	3.9%	4.0%	4.7%	3.7%	4.2%	4.0%	3.0%	4.1%	4.0%
December 2018	5.1%	4.6%	4.7%	4.3%	5.4%	4.1%	5.2%	3.7%	3.5%	3.9%	3.9%	3.4%
January 2019	4.0%	4.9%	4.4%	4.2%	4.2%	4.6%	4.2%	3.8%	4.4%	4.2%	3.5%	3.7%
February 2019	5.2%	4.0%	4.5%	4.3%	4.6%	4.1%	3.8%	4.2%	4.1%	3.1%	4.1%	4.0%
March 2019	4.5%	5.2%	4.0%	5.0%	3.9%	4.7%	4.0%	4.1%	3.3%	3.8%	4.4%	3.2%
April 2019	4.8%	4.0%	6.2%	3.5%	3.7%	3.9%	3.1%	3.7%	4.4%	3.8%	3.7%	3.2%
May 2019	4.7%	5.4%	4.7%	4.5%	4.1%	4.0%	3.4%	4.1%	3.6%	2.7%	2.6%	3.1%
June 2019	4.3%	5.0%	4.2%	4.8%	3.5%	2.7%	3.8%	4.5%	3.4%	3.2%	3.5%	2.9%
July 2019	3.8%	3.8%	3.4%	4.1%	2.9%	3.8%	4.5%	3.8%	3.1%	3.5%	3.4%	
August 2019	3.9%	3.8%	2.7%	2.9%	4.3%	4.3%	3.0%	3.3%	3.7%	2.7%		
September 2019	4.9%	4.0%	2.8%	3.8%	4.8%	3.1%	3.7%	3.7%	2.2%			
October 2019	3.2%	3.5%	3.6%	4.3%	3.5%	4.6%	2.8%	3.1%				
November 2019	3.2%	3.5%	3.6%	2.7%	3.9%	3.3%	1.8%					
December 2019	3.6%	3.2%	2.6%	3.6%	3.8%	2.7%						
January 2020	3.0%	3.9%	3.9%	3.3%	3.6%							
February 2020	4.5%	3.8%	4.8%	3.1%								
March 2020	5.0%	3.4%	3.4%									

| First Order Date	Count of user_id
October 2017	4202
November 2017	5186
December 2017	4432
January 2018	4509
February 2018	4019
March 2018	3973
April 2018	3676
May 2018	3584
June 2018	3623
July 2018	3338
August 2018	3134
September 2018	2691
October 2018	2673
November 2018	2401
December 2018	2076
January 2019	2072
February 2019	2019
March 2019	1925
April 2019	1803
May 2019	1813
June 2019	1611
July 2019	1671
August 2019	1357
September 2019	1329
October 2019	1269
November 2019	1138
December 2019	971
Total	**77929**

Sum of sales_amount by Age
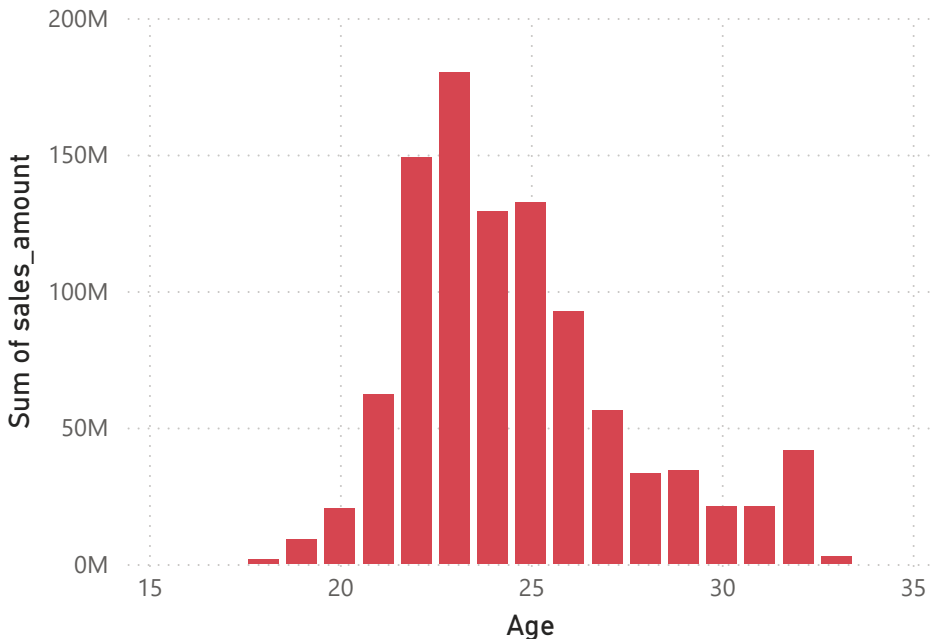
Sum of sales_amount by Educational Qualifications
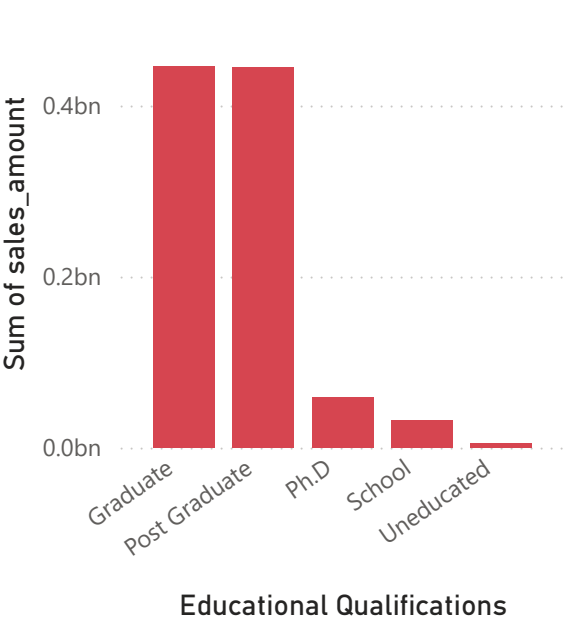
Sum of sales_amount by Monthly Income
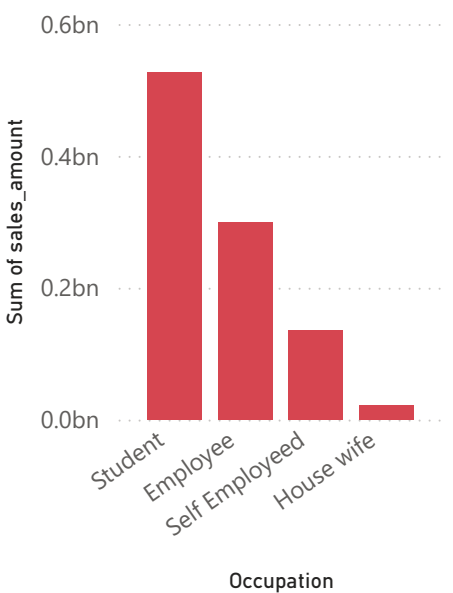
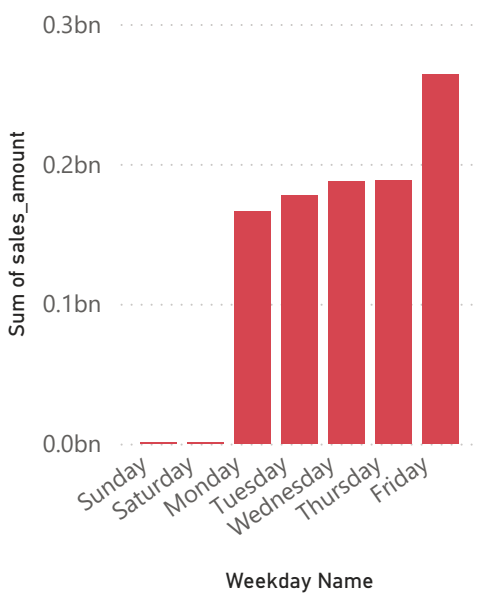**Sum of sales_amount by Family size**
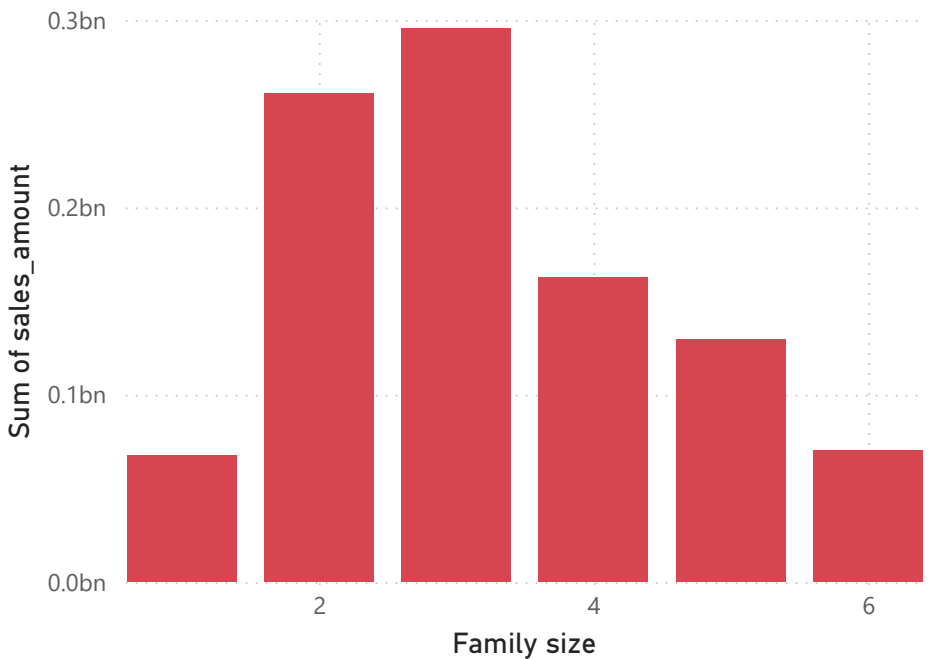
987M
Sum of Sales

2M
Sum of Sales Quantity

Sum of sales_amount by Occupation

Sum of sales_amount by Weekday Name

Conclusions and Recommendations

- Weekend Ordering is remarkably low, but larger families spend more on Sundays than any other day of the week

- Only around 5% of our customers repeat an order after a month, new customer accrual decreased month by month.

- Students who don't receive an income generate most of our sales

- Create a "Family Meal Deal" to attract more family ordering on weekend's

- Create a "new customer incentive" that can be redeemed on first orders to attract new customers and implement a monthly incentive to increase retention rates for existing customers.

- Create a "Student Version" of the app that allows for reduced fees for people who sign up with a student/university email.
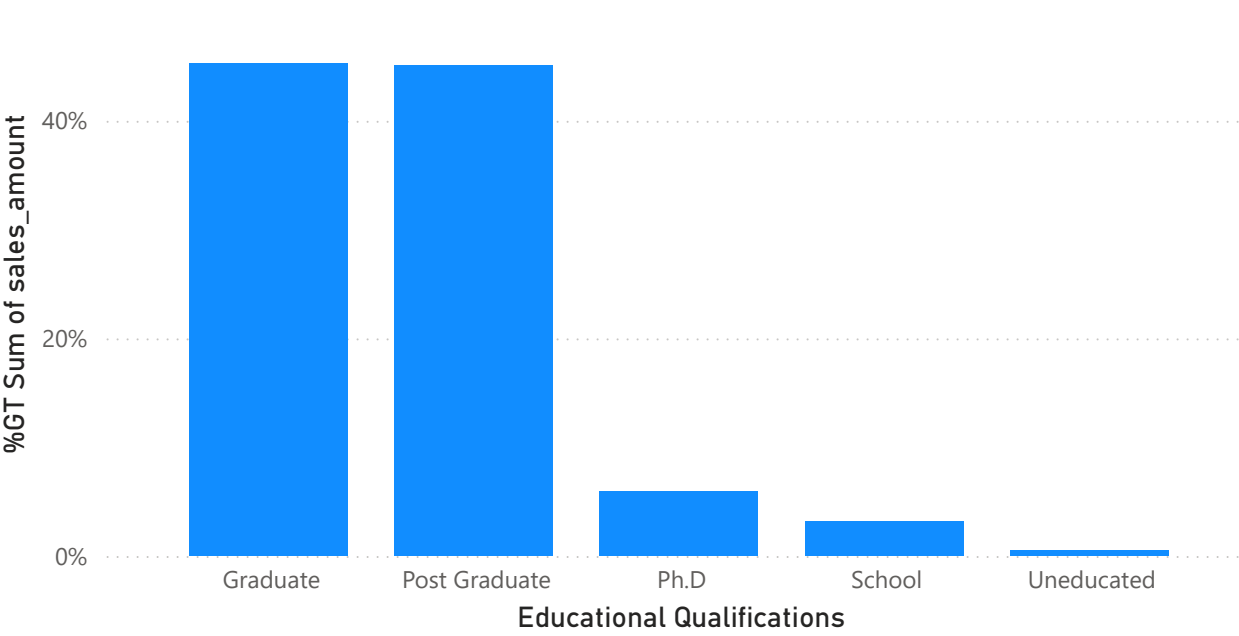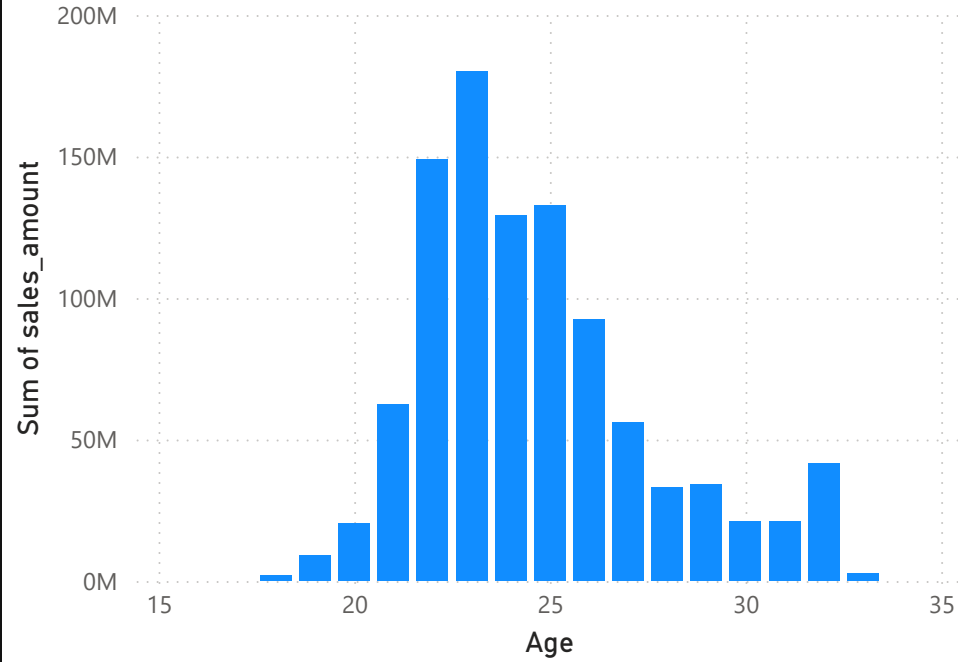
Sum of sales_amount by Age
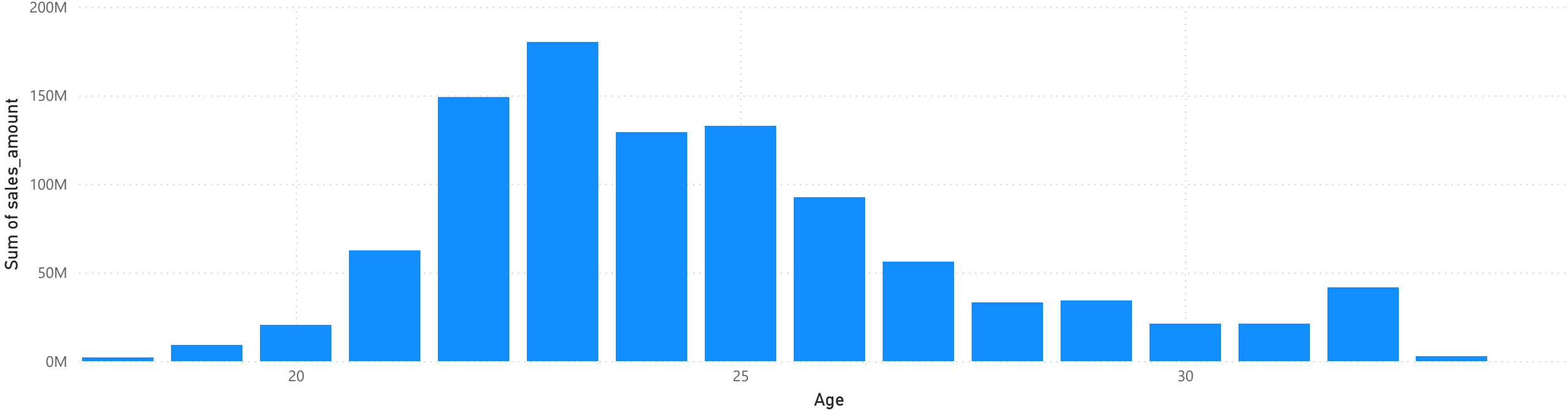
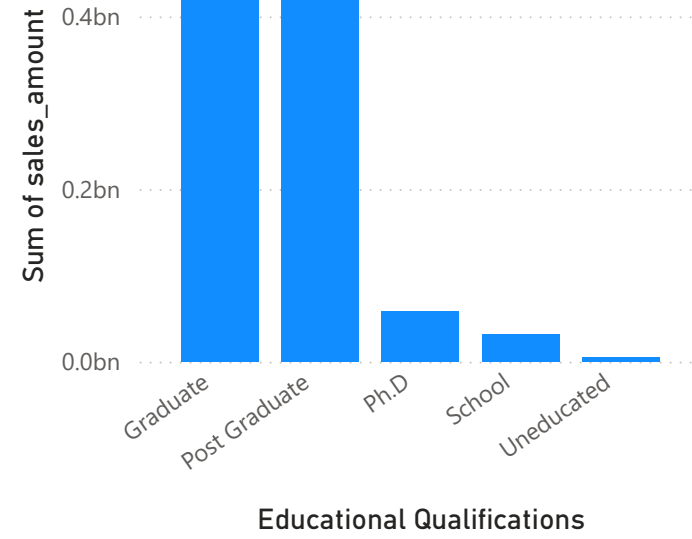## %GT Sum of sales_amount by Marital Status
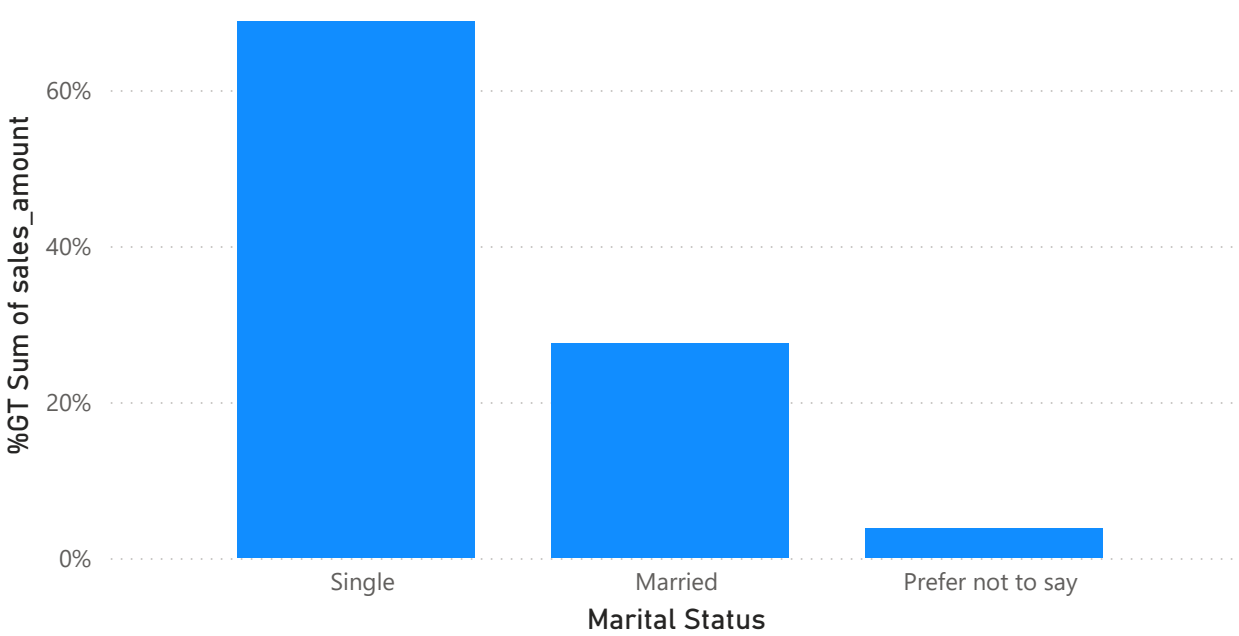
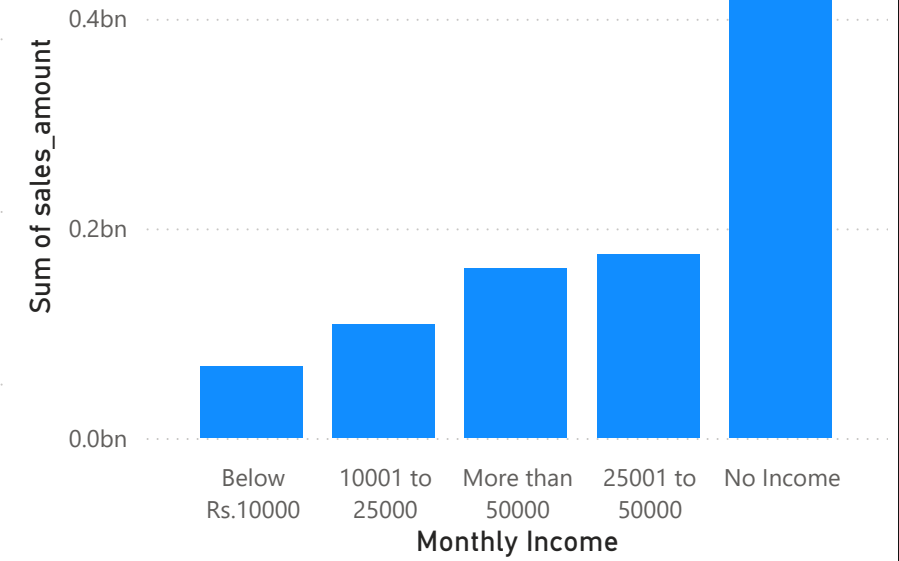## %GT Sum of sales_amount by Educational Qualifications
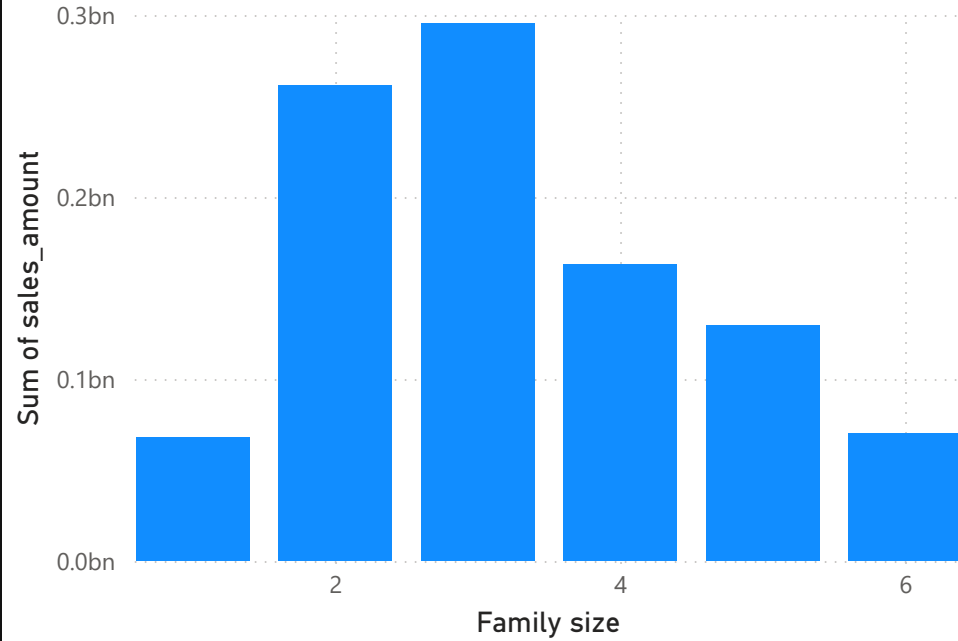
Sum of sales_amount by Age

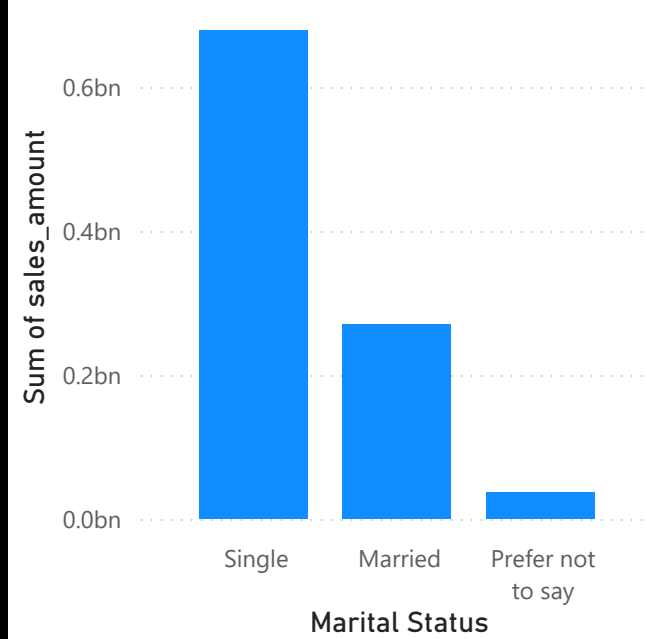## Sum of sales_amount by Educational Qualifications
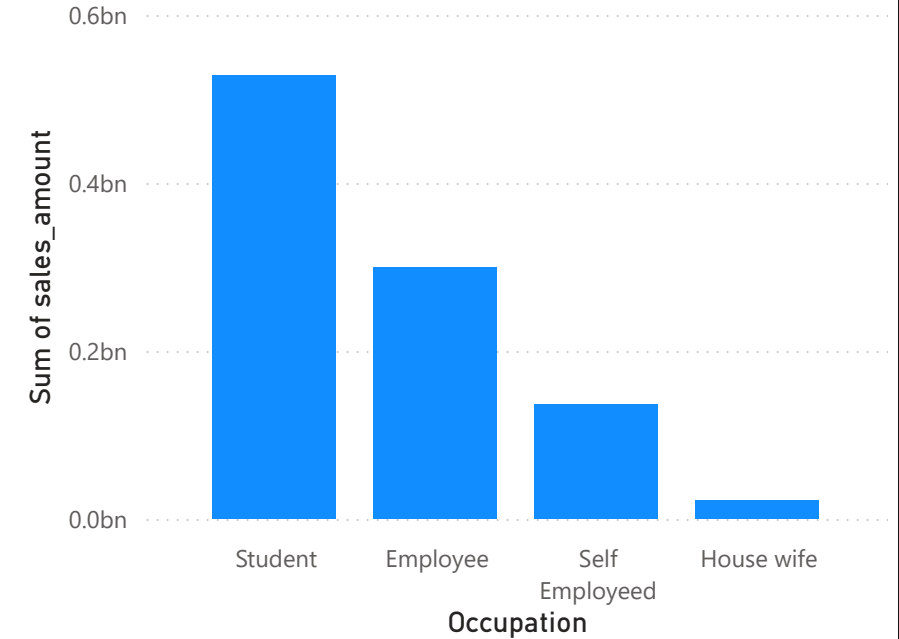
Sum of sales_amount by Monthly Income

Sum of sales_amount by Family size

Sum of sales_amount by Marital Status

Sum of sales_amount by Occupation

First Order Date	1	2	3	4	5	6	7	8	9	10	11	12
October 2017	4.4%	4.2%	4.6%	4.7%	5.0%	5.0%	5.2%	5.0%	4.9%	5.0%	4.5%	5.1%
November 2017	4.7%	5.1%	5.0%	4.6%	4.9%	5.1%	5.5%	5.1%	5.1%	4.7%	5.0%	5.2%
December 2017	4.8%	4.6%	5.3%	4.5%	5.1%	5.3%	5.7%	5.7%	5.2%	5.1%	5.3%	4.0%
January 2018	4.8%	5.0%	5.0%	5.5%	5.5%	5.4%	5.2%	4.7%	4.7%	4.7%	4.3%	4.7%
February 2018	5.4%	5.2%	5.0%	5.7%	5.2%	5.3%	4.8%	5.0%	5.2%	4.0%	5.3%	4.7%
March 2018	5.2%	5.6%	4.9%	5.2%	5.3%	4.8%	4.8%	4.6%	3.7%	4.4%	4.4%	4.0%
April 2018	5.0%	5.0%	5.3%	5.0%	4.7%	5.5%	4.8%	4.6%	5.3%	4.8%	4.1%	4.4%
May 2018	5.2%	5.2%	5.1%	5.3%	5.6%	4.4%	3.7%	4.7%	5.1%	5.2%	4.8%	4.4%
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July 2018	4.6%	4.2%	5.3%	4.8%	4.8%	4.8%	4.3%	4.6%	4.7%	3.7%	4.4%	4.5%
August 2018	4.3%	4.9%	5.0%	4.3%	5.1%	4.5%	4.4%	4.2%	5.2%	4.3%	5.2%	3.7%
September 2018	5.1%	4.3%	4.2%	4.5%	4.2%	4.4%	4.6%	3.9%	3.8%	5.2%	4.1%	4.9%
October 2018	4.7%	4.4%	4.5%	4.0%	4.8%	4.5%	4.2%	4.9%	5.2%	3.9%	4.3%	4.7%
November 2018	4.5%	3.8%	4.6%	3.9%	4.0%	4.7%	3.7%	4.2%	4.0%	3.0%	4.1%	4.0%
December 2018	5.1%	4.6%	4.7%	4.3%	5.4%	4.1%	5.2%	3.7%	3.5%	3.9%	3.9%	3.4%
January 2019	4.0%	4.9%	4.4%	4.2%	4.2%	4.6%	4.2%	3.8%	4.4%	4.2%	3.5%	3.7%
February 2019	5.2%	4.0%	4.5%	4.3%	4.6%	4.1%	3.8%	4.2%	4.1%	3.1%	4.1%	4.0%
March 2019	4.5%	5.2%	4.0%	5.0%	3.9%	4.7%	4.0%	4.1%	3.3%	3.8%	4.4%	3.2%
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July 2019	3.8%	3.8%	3.4%	4.1%	2.9%	3.8%	4.5%	3.8%	3.1%	3.5%	3.4%	
August 2019	3.9%	3.8%	2.7%	2.9%	4.3%	4.3%	3.0%	3.3%	3.7%	2.7%		
September 2019	4.9%	4.0%	2.8%	3.8%	4.8%	3.1%	3.7%	3.7%	2.2%			
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November 2019	3.2%	3.5%	3.6%	2.7%	3.9%	3.3%	1.8%					
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May 2020	2.4%											

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December 2018	2076
January 2019	2072
February 2019	2019
March 2019	1925
April 2019	1803
May 2019	1813
June 2019	1611
July 2019	1671
August 2019	1357
September 2019	1329
October 2019	1269
November 2019	1138
December 2019	971
January 2020	1090
February 2020	1101
March 2020	901
April 2020	923
May 2020	831
Total	**77929**