

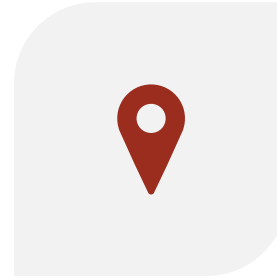
# PlatefulNZ

PlatefulNZ is a fictitious company. All data is synthetically generated

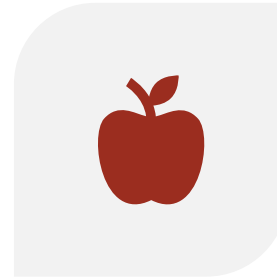


# About PlatefulNZ

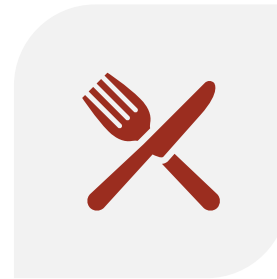
- Recently launched meal kit provider
- Founded by a local award-winning chef
- Delivers across New Zealand
- Subscription model
- Customers sign-up to receive meals
- Customisation
  - Meals per weeks
  - Servings per meal
  - Menu style
- AddOns
  - Snacks, pantry essentials, desserts
- Can pause deliveries



LOCAL



FRESH



DELICIOUS

# Meet the founder: Sage Cooke

Sage Cooke is an award-winning chef with a passion for creating wholesome, flavour-packed meals that celebrate the best of New Zealand's seasonal produce. After more than a decade in professional kitchens — and recognition from the NZ Culinary Guild for innovation in sustainable cooking — Sage launched PlatefulNZ to make everyday home cooking more accessible and enjoyable.

Sage's vision is simple: help busy households enjoy delicious, nourishing meals without the stress of planning and prep. From designing each weekly menu to handpicking local ingredients, Sage brings a chef's care and a home cook's practicality to every dish.

When not developing recipes, Sage can be found exploring farmers' markets, connecting with local suppliers, or sharing new creations with friends and whānau around the table.



# Competitors



# BUSINESS CHALLENGE

- Business has experience rapid growth
- Want to understand performance of business
- During start-up phase, decision making was based on instincts
- Concern over customer churn – not sure what is driving this

# YOUR TASK

- You and your team work for a consultancy firm which has been contracted by the founder of PlatefulNZ, Sage Cooke.
- Your aim is to enhance PlatefulNZ's understanding of their business performance, particularly focussing on the **churn rate** and providing recommendations to improve **customer retention**
- Data
  - platefulnz\_customers.csv
  - platefulnz\_customers\_metadata.csv
- Contact: Questions for the founder can be posted on EdDiscussion.
- Tips:
  - What patterns have you observed from data?
  - Exploratory analysis
  - Which features make the most sense to use?
  - Are your recommendations feasible / worth it?
  - Model explainability? (the founder of PlatefulNZ is not a data professional)