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Predict Impact of New Menu

REVIEW

HISTORY

Meets Specifications

Dear Student,

Thank you for your submission after correcting the changes mentioned in previous review. You have done a great job in the project. And I can see that you have got good Data and Business Understanding. Well Done !!!

You have answered all the questions briefly. Additionally you have performed the Step 2 of the project really well. The selection of potential control variables is correct and the final control variables that you have selected based on correlation values is up to the mark. Also all the lifts calculations are within the range and the decision to roll out the menu justifies this point.

Overall you have done a great job in this project by briefly writing all the answers.

Keep up the good work and Happy learning 👍

Congratulations for passing the project 🎉🎉🎉

Plan Your Analysis

The section is written clearly and is concise. The section is written in less than 500 words.

All following questions have been answered correctly:

1. What is the performance metric you'll use to evaluate the results of your test?
2. What is the test period?
3. At what level (day, week, month, etc.) should the data be aggregated?

All the questions have been answered correctly:



What is the performance metric you'll use to evaluate the results of your test?

Well done. You have chosen Gross margin as the performance metric.



What is the test period?

The test period chosen is 12 weeks (2016-April-29 to 2016-July-21) which is absolutely correct.



At what level (day, week, month, etc.) should the data be aggregated?

Awesome!! The data is aggregated on a weekly level.

Matching Treatment and Control Units

- The appropriate control variables are selected to match treatment and control variables.
- The decision to include and exclude certain variables is well justified.

Great work matching the stores and providing the explanation behind the process, all three answers are correct!

Q1) Indeed out of the potential variables in the RoundRoastersStore file the most interesting in our case should be the size of the store (Sq Ft) and the sales (AvgMonthlySales), if you want you can also mention we use the Region to separate the stores before matching the control treatment pairs

Q2) At this step we can see that AvgMonthlySales is highly correlated with the Gross Margin while Sq Ft has close to zero correlation

Q3) Great work building on top of Q2 we should indeed be using AvgMonthlySales (since it has a high correlation) and ignoring Sq Ft as it has no correlation.

A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

A table with treatment and control unit pairs is included. Great job!

Analysis and Writeup

The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.

- The lift and statistical significance calculations are correct.
- The recommendation is correct and based on the results of the analysis.

Excellent work done here !!!

- The lifts for all the regions are correctly calculated and they are within the accepted range. You have presented the results of the analysis with the help of visualisations. Great job !!
- The recommendation is correct i.e we need to roll out the updated menu to all the stores.

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