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Business insight

- If a person has to perform more than ten clicks on their website, one can expect the expected revenue to decrease since these two variables has a negative correlation after this outlier threshold. This claim can also be supported by looking at a scatterplot between average clicks per visit and median meal ratings, which has a negative correlation. In conclusion, this can indicate that the customer is more likely to have a bad experience if the amount of clicks increase.
- When looking at the average price that a person pays for their meals, compared to the revenue, it seems like you mainly have targeted a specific customer group. We can see on the scatterplot of these two that you have some outliers that usually spend more than 100 dollars per meal, which might be business people working overtime and need to order food.

Recommendation

My recommendation is to do a makeover of the website to make it more user-friendly, so customers don't have to click that many times to order their food. It seems like people tend to have a bad experience with your product due to issues with the user-interface of your website. The website should provide a feature that makes it easy for the customer to contact customer service because it seems like that customers that have to contact customer service more than ten times tends to provide a lower revenue.

The highest R^2 of all the models tested is **0.989** on testing data and **0.999** on the training data.