

Analysis Write Up

Insight 1

The relationship of cross-sell success with tastes and preferences is the strongest. Stemming from the insights on what the customers shared, Apprentice Chef already has a good gauge what beverages customers prefer to drink with their chosen meal plan. The promotion works well since the millennial and generation X markets are 321% more likely to purchase a subscription, according to Nielsen (2017). The behavior of choosing convenience and health while being indulgent is a plus for families with children in our target market. The high percentage of customers following the meal recommendation generated for them supports the insights captured.

Insight 2

The number of unique meal sets ordered by the customer is the second weakest relationship with cross-sell success with a p value of 0.989. According to Deloitte (2019), “shifting preferences are transforming consumption” and family time is seen as increasingly important even if it’s cooking at home. The unique meal sets show the demand for variety, high quality and healthy ingredients with a bonus of the Halfway There wine. This is a unique insight to look into since the data generated is lacking patterns and trends of which wines customers prefer to pair with their meals.

Actionable Recommendation

According to Ladd (2018), “by 2025, over half of all meal-kit companies operating today will go out of business”. Apprentice Chef can be an outlier in this industry by retaining their current and attracting new customers with the improvement of their Halfway There strategy. The company can have set meals with pre-chosen Halfway There wines. This will encourage repeat orders and a steady purchase of the wine, instead of waiting for the consumers to add-on the promo in their subscription. To expel the monotony, Apprentice Chef can also have an option of

a “Chef’s Choice” – a custom, made-to-order and still affordable meal plan for consumers who are not particularly happy with the current meal selection. The Chef’s Choice option can be introduced as a promo for a week or so with exclusive and limited edition Halfway There wines to attract more consumers to try out this new meal plan. The low-cost and custom-made meals can give the feel of affordable luxury which consumers may want to indulge in to break from their monotonous work week.

Final Model’s Highest AUC score is KNN Classification with an AUC score of **0.79**.

References

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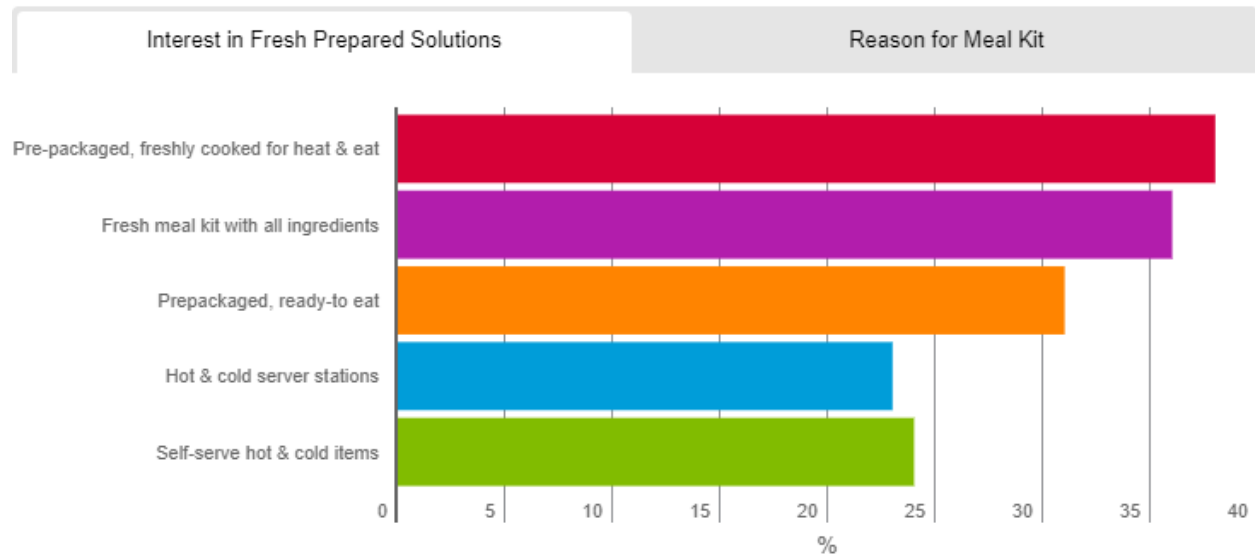
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Appendix

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INTEREST IN AND REASONS FOR BUYING MEAL KITS



Source: The Mindset of the Meal Kit Consumer study, March 2017

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