

Analysis Write Up

Insight 1

The customers who viewed the videos at least twice have the tendency to order more and add to the revenue since they now know how to prepare the meals. The number of photos and number of clicks are high and around 200 seconds on average time per site visit, meaning the customers are interested in searching for a well-balanced meal that they can order. Consumers are very conscious of costs, so they also cancel before noon for a full refund that are most likely done in their mobile phones on an average of 6 times.

Insight 2

Based on the histograms and the scatterplots, the volume of basic and premium plans is enough with around 150 counts, considering consumers have the option of having 3 or 5 meals delivered out of the 52 weeks in a year. Out of the 1,946 current subscribers, Halfway There has a 68% reach that can still be improved in the long run. The median meal rating is 3 to 4 on average and seeing that customers contact the company almost 9 times a year, they have a lot to complain or communicate about the meal subscription service.

Actionable Recommendation

Subscription-based meals is still an industry that has low margins. Apprentice Chef has the current problem of food cancellations, inadequate orders for meal plans and a low subscription rate for Halfway There. To boost their revenue and expand brand image, they should partner with food delivery companies like GrubHub, Door Dash, UberEATS, etc. This will in turn attract more customers to order since they can access the menu and promos in their usual apps. At the same time, Apprentice Chef will be able to limit their delivery costs especially for last minute cancellations by applying the standard terms with delivery apps. Including the Halfway There cross-selling promo will also intrigue the consumers who want a little pick-me-up that is

unexpected in their usual delivery app. This can be also applied by having a presence in big retailers like Walmart, Target, Trader Joe's etc. who already have the market, the capabilities in logistics, cost-minimizing and delivery. The partnerships will definitely help in increasing long-term profitability (more than the current 12 months) and cost of meal preparation, while curbing the customer demand of low prices compared to fast food companies.

Final Model's Highest R-squared value is from the Gradient Boosting Regressor with a training score of **0.927**.