

**Insight #1:**

I found out that the Total Meals Ordered, Unique Meals Purchased, and Contacts with Customer Service are the variables with the least p-values.

Upon observing through our scatter plots, it is stated that the customers who have attended at least one or two of our master classes are more likely to stick with our meal plans. When it comes to our meal prep videos, customers spending 300 units of time on average are great drivers of revenue.

**Insight #2:**

On Meal Rating, our customers are satisfied with meals rated 4 and below. They also prefer receiving their deliveries later than our normal delivery window. It also shows us that after around 20+ orders, we start to lose the loyalty of our customers.

**Recommendation/s:**

Apprentice Chef customers are highly attracted to the varieties of meal plans that we offer. We noticed that once a customer checks out our masterclass, they are more likely to stick with our brand. We still have a large number of customers who are yet to test the waters on our masterclasses. Once they get this full experience, this could affect our meal ratings which is really quite low at the moment. This would also help our customer service department as we can see that our customers have an average of 7.5 interactions with our customer service representatives. This could regard on how to properly utilize our meal plans, and other queries.

We also notice that we have more log ins on our website than on our mobile app. With this information, we would know better on where to allocate our marketing spend.