

A2. Written Individual Assignment- Write Up

First Insight:

Upon gathering information from Apprentice Chef's 1944 customers, we have noticed the majority's behavior. For example, there is still a significant amount of Apprentice Chef's customers who prefer a wider window of delivery time. This makes sense because most people who subscribe to meal kit providers are the young professionals who are still building up their career. Apprentice Chef's customers show that a significant majority of them require an early delivery time—this proves the point that customers from the age range of young professionals have extra curriculars beyond work and home.

Second Insight:

Apprentice Chef's customers benefit on the 'Meal Recommendations' feature of the AC app. This goes to show the customers' taste and preferences to be associated with the meal recommendations' algorithm. Some cuisines also have easier steps to follow to finish making a meal. The AC app could also be gathering internet cookies from the customers' phone which is why the AC app has more revenue drive than the AC website.

Recommendation/s:

Based on the findings through the classification models, Apprentice Chef should most definitely invest on the user interface/ user experience end of their mobile application. Apprentice Chef's customers have an average of 4 interactions with customer service, this might be regarding the delivery time of their meal kits. To address this matter better, Apprentice Chef should deliver their meal kits beyond office hours, or provide a packaging which would make the fresh produce last fresh for almost 10 hours or so.