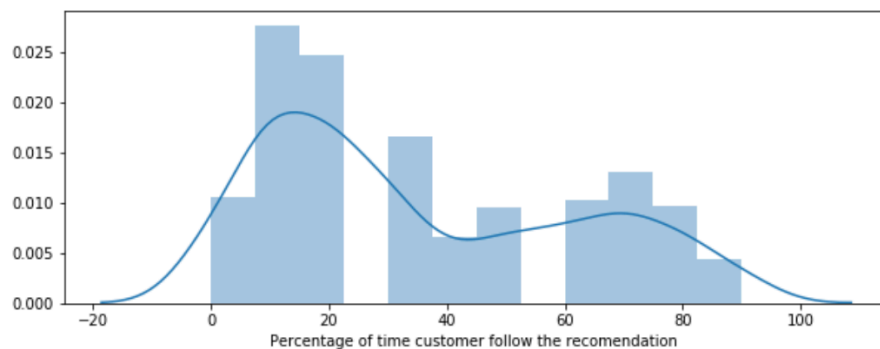


## Analysis Write Up – Cross-selling promotion “Halfway”

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Final AUC score: 0.787

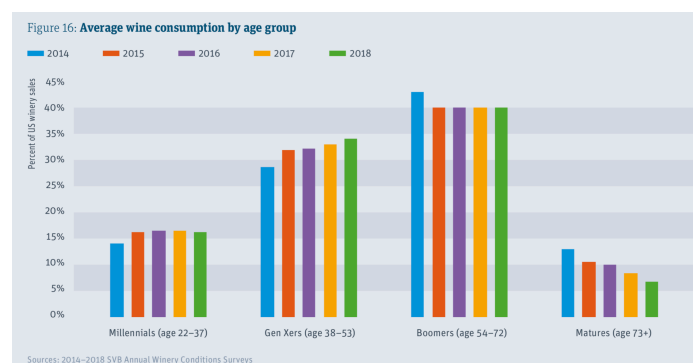
### Business Insight



### FEATURE: FOLLOWED\_RECOMMENDATIONS\_PCT

Percentages of time customer followed the meal recommendation generated for them

The recommendation is a significant feature that the company will be a success in this promotion. The recommender system is unavoidable in the decade due to Youtube, Amazon and Netflix are very competitive in developing the algorithm to personalize content to customers. Because of personalized experience will improve customer satisfaction, retain the customer and become a loyal customer. Study finds, 59% of shoppers who have experienced personalization say it has a huge influence on their purchase decisions.(neotreric,2019) However, the company does not perform well in this algorithm as you can see in the graph, mostly 10%-20% follow the recommendation.



### FEATURE: TASTE\_AND\_PREFERENCE

Customer specified their tastes and preferences in their profile

In this analysis taste and preference also become one of the important features. Because before we personalize the recommendation users, we need to better understand what they like the most, what type of food or drink they prefer. Also, make sure that they are non-alcohol

or not. Age also important to the taste especially wine for this campaign. The graph shows that users age over 38 like to drink wine more than millennials. So if the company has target customer in millennials this campaign might not success.

## Recommendation

- Improve the app or website, require the customer to select taste and preference since the beginning instead of optional update in their profile. This will lead the company start offer the best recommendation to match to their customers. Therefore, the company won't need to guess by offer the best seller menu to the users.
- According to the research, "We like things more when we can categorize them, and categories can help us like things more" (Vanderbilt, T.)By creating the taste and preference, I would suggest to create in several categories , not only cuisine characteristics, but also offer food lifestyle into difference categories as we can be very specific for the users. Some users might not know what they want but if we have more option that will help them to make the decision for instance, Keto, Low Carb, plant-based, etc.
- If we can specify the customer know is non-alcoholic , the company could have another offer for them as this will help the company retain the customer . Moreover , 46% of 18-34 prefer unique flavor (Preparedfood)of beverage so if the company can offer special wine that has some story and offer to them

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