Analysis Write-Up

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Insight 1:

From running the correlations, we can see that the Followed Recommendations Percentage has the highest correlation to the success of a customer signing up for the 'Halfway There' promotion. The company "can utilize that data to personalize offerings, provide targeted recommendations and drive experimentation among shoppers", which would make the app/website more engaging (Dumont, 2019). This also correlates with the fact that consumers would not always know what they want in terms of a wine pairing with their food, so it is more likely that they would follow recommendations/suggestions.

Insight 2:

As Hirschberg et. al states, "speed of delivery is the biggest variable in customer satisfaction, with an average 60 percent of consumers across markets citing it as a key factor. The optimal wait time is no more than 60 minutes" (2016). This is important to note because the primary demographic for this meal kit delivery is the young but busy working professional – this person does not have a lot of time but would still like to enjoy the finer things in life albeit on a very precise timeline. Although the Late Deliveries feature does not correlate too much with the success of this promotion, I think it is important to ensure that the deliveries and handoffs are smoothly made, and any feedback is promptly worked on.

Recommendation:

From the analysis conducted above, my recommendation would be to maximize the offerings of the 'Halfway There' promotion, and ensure that each consumer's tastes are being analysed to provide interesting recommendations and completely personalize the individual user experience. They should also be well-informed about the different types of promotions ideally on their work e-mails because "Sending an email shows initiative. Instead of waiting for a customer to show up, you gently knock on their inbox. Show them you care—send regular newsletters, and inform them of your products and latest deals" (Vjakse, 2020). However, finding an ideal recommendation for the consumer is only one half of the solution – the other half is ensuring the timely delivery of the goods and providing excellent customer service because speed of delivery, as mentioned earlier, is a primary metric of customer satisfaction. To truly determine the customer sentiment, I would also recommend the implementation of a simpler survey/feedback tool such as an NPS score so that more users are likely to provide feedback, and if they were clearly dissatisfied, then customer service could personally follow up with them – this approach would build a stronger relationship between the consumer and Apprentice Chef, and be likely to lower the churn rate.

The best Machine Learning Mode for me was the Pruned Decision Tree Classifier with an AUC score of 0.782.

References

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Vjakse, G. (2020, January 30). Upselling and cross-selling strategies to boost your ecommerce store revenue. Retrieved from: https://www.printful.com/blog/upselling-cross-selling-strategies/