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MSBA3 - Castro

Two Insights

1. Customers with a low percentage of unique meals (less than 30%) drive more revenue. From 30% onwards, the revenue tends be stagnant (around 1,200). Our distribution graph also shows that, around x% of customers have a percentage of unique meals less than y%. So, our customers do not value unicity, and are willing to pay more for the same meal.

2. Customers are not participating a lot to master classes. Within their first year of registration, among all users the maximum number of classes attended per user is 3. 48% of customers never attended a master class. Furthermore, our analysis showed that people who participates to master classes drive more revenue than people who never attended a class.

One Actionable Recommendation and offer recommendations for the business

Our analysis showed that customers who drive more revenue mostly order the same meal. We can assume that's why most people do not attend a lot of master classes. However, many customers do not attend those classes. Our recommendation would be to incentivize the users to participate to master classes at least once, by proposing them a master class with their preferred meal.
As soon as the customer participates to a couple of classes, he/she will be more willing to order more his/her preferred meal and drive more revenue.
The preferred meal refers to the most ordered meal for each customer.

Next steps?
Gather data for our customer -> Narrow down the preferred meal for each customer -> Group customers by category -> Offer master classes by the defined categories.

Furthermore, there is a rising trend with revenue and contacts with customer service until it reaches 10 (the more contact, the more revenue). Then, the trend completely falls apart. Our recommendation to the company would be to get scripts and surveys from people with less than 10 contacts, perform an analysis to get insights on the reason of the contact.

Model's R-squared
The highest model's R-squared is 0.833.