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Analysis Write Up
HULT INTERNATIONAL BUSINESS SCHOOL

INSIGHTS AND ACTIONABLE RECOMMENDATION

Machine Learning Predictive Revenue Model: Apprentice Chef Inc.

INSIGHT 1
In our data set there are two types of clients:
- Clients whom contacted more 10 times the customer service support
- Clients whom contacted less 10 times

Reibstein (2002) found that great customer service support has a high correlation with likelihood to increase purchases. The first group does not order meals as frequently as group 2 which lead to think that in order to increase the purchases in group 1 the customer service team should implement new techniques to build a loyal relation with the group less satisfied.

INSIGHT 2
58% of the clients are not looking to any food pictures. The study done by Kedah (2015) states that the pictures are shown to influence the consumers purchase decision. These higher % of clients lead to think that the design of the online platform should be improved in order to increase the first impression from each visitor. Also, this improvement may lead to increase the meals orders since great visuals will help the consumer decide during the meal purchases.

ACTIONABLE RECOMMENDATION & RECOMMENDATIONS FOR BUSINESS IMPLEMENTATIONS

Noticed that a great number of users have repetitive last names and family names which leads to think that they might be family related. In order to optimize their purchases, I recommend implementing a subscription model for families which would offer competitive pricing options. This implementation will increase the purchase of meals per family groups and also the engagement of the customers on the platform. To implement the subscription model for families I would recommend starting with a small group of families, collect the feedbacks of the new subscription model and implement it to other families if the pilot results to be successful.

Final model highest R-Square value:
Test Score 0.802

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Sources

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