



[Return to "Business Analyst" in the classroom](#)

Predict Impact of New Menu

REVIEW

HISTORY

Meets Specifications

Dear Student,

Congratulations on completing the Predict Impact of New Menu Project! 🍑

Great job! Lots of insights, very well presented and great description of your findings!

I wish you all the best for the coming projects and I'm sure you will do great! 😊

If you like my review, please share your feedback!

Take care and keep up the good work,
Your Reviewer

Plan Your Analysis

The section is written clearly and is concise. The section is written in less than 500 words.

Good write-up in this section. It is clear, concise and straight to the point with respect to the words limit. 🍑

All following questions have been answered correctly:

1. What is the performance metric you'll use to evaluate the results of your test?

2. What is the test period?
3. At what level (day, week, month, etc.) should the data be aggregated?

The three questions have been answered correctly. The performance metric is gross margin, the test period is well calculated ranging from 4/29/16 to 7/21/16. Lastly, the transaction is aggregated at a weekly level. Nice job!



Matching Treatment and Control Units

- The appropriate control variables are selected to match treatment and control variables.
- The decision to include and exclude certain variables is well justified.

The control variables chosen are all correct! In addition, the decision to include and exclude certain variables is well justified. Having chosen our three control variables (AvgMonthSales, Trend, Seasonality), we are ready to match each treatment unit with two control units. Great work!

A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

Awesome! A table with treatment and control unit pairs is included. Each treatment unit is matched to two control units.

Analysis and Writeup

The section is written clearly, is concise, and includes at least one data visualization. The section is written in less than 250 words.

Awesome! The submission is within the word limit of 250 and visualizations have been included. Great!

- The lift and statistical significance calculations are correct.
- The recommendation is correct and based on the results of the analysis.

Awesome! The recommendation is correct. It is proven that the overall lift is greater than 18% which means that the company should roll out the updated menu. Also, the values of the both lifts were calculated correctly. Well done with the analysis! The ideal lift of the West region is 37.9% and that of the Central region is 43.5%. Values provided may vary slightly from this but the answer is within +/- 5% points of each lift number. Excellent work!



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