

# Classification Modeling Analysis

## Case: Apprentice Chef

### [Machine Learning]

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### **Business Insight 1:**

Customers who follow meal recommendations from the website or the mobile app are more willing to buy. This segment of customer values the Apprentice Service, trust the company and also believe the company understands their tastes and preferences and know what they want. Customers who has followed meal recommendation in the past are targets for this promotion, and this action should represent a step further in Apprentice's marketing funnel.

### **Business Insight 2:**

Customer emails set a perfect and quick segmentation, only if full knowledge on domain exists. Being able to split those clients on the three groups: Personal, Job or Junk, allow Apprentice to stratify and prioritize clients since moment one, without any more collected information. And that is awesome, the priority should be: 1.- Job, 2.- Personal, 3.- Junk. Giving a job email demonstrate an incredible interest on the product from this customer and that reason is more than enough to set this client on a priority position. Furthermore, those clients who provide job's email should immediately advance a step of the funnel.

### **Recommendation:**

In order to achieve a successful campaign, Apprentice should put efforts on two methods of collecting information to enhance its recommendations model. First, they should focus on obtaining Tastes and Preferences from customers; there is no better way than knowing from firsthand what they like and what they not. In order to increase the rate of clients who provide tastes and preferences, Apprentice should increase the amount of Call To Action (CTA) in the website and App, also they can try to educate the customer through videos and email that explain in a "fun way" how Apprentice's model works and how knowing customer's tastes and preferences is a win to win situation.

Second, the company could put some capital in developing a prediction model for tastes and preferences of customers in order to improve its recommendation model and consequently get more people into this new promotion and probably in many more in the future. It is clear that the right recommendation is one of the main causes of engagement.

AUC Score	0.814
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