QDOBA
Marketing Plan

Where WE help YOU understand where your customers begin

QWIK RESTAURANT CONSULTING FIRM
By: Jadi Smith

Problem **Statement**

As a data scientist, my firm, QWIK Restaurant Consulting, was hired by Qdoba to analyze their customer-run subreddit to gain valuable insights into their customer base and behaviors, particularly in comparison to their competitor, Chipotle. Our goal is to uncover key factors such as preferred menu items and sentiments expressed by customers. By doing so, this project aims to inform Qdoba on marketing strategies and deepen their understanding of their target audience
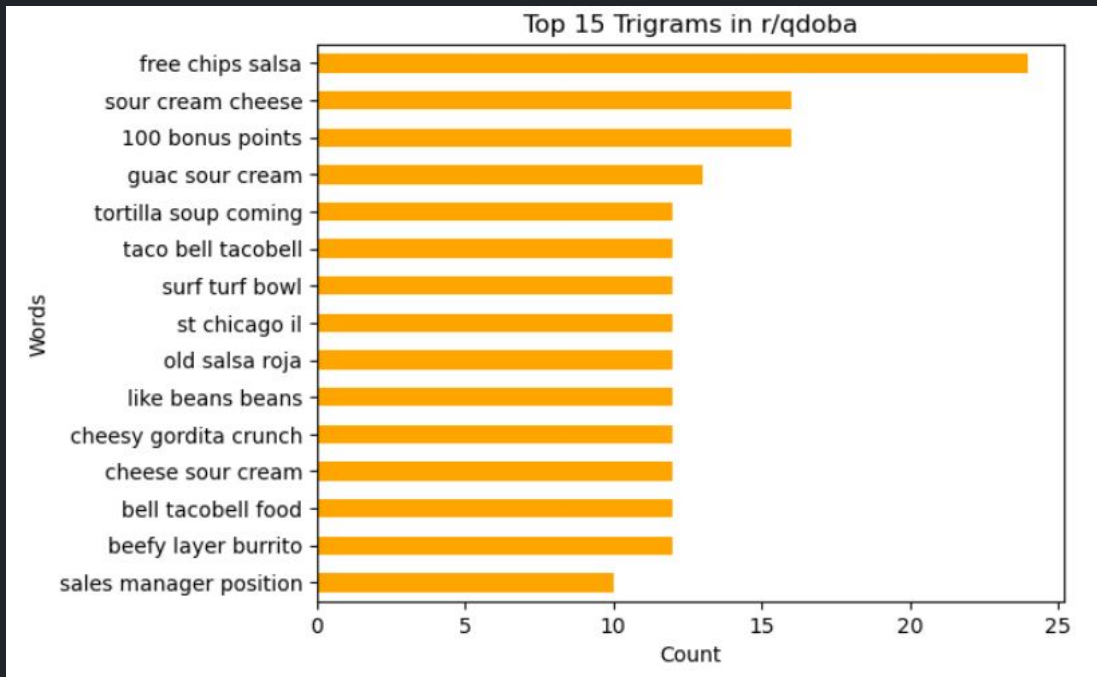
Analysis

Utilized Python and NLP machine learning techniques to gather 4693 rows of data

- Employed PRAW to access Reddit's API
- Web scraped Qdoba and Chipotle subreddits
    - 1000 posts per each sort type
    - Ex: 'new' = 1000, 'rising' = 1000
- NLP Modeling
    - Explored best model with Countvectorizer/TFIDFVectorizer
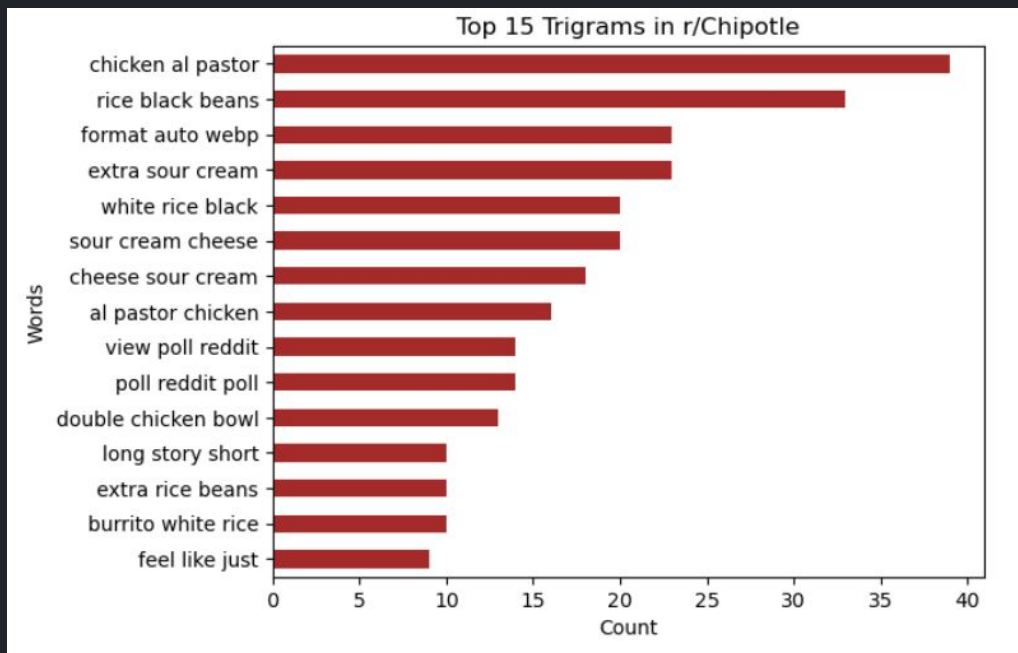   - Top words per subreddit

Trigram Words by Popularity

Top 15 Trigrams in r/qdoba

- Sour cream is the most commented non-free menu item

- People are seemingly anticipating former items such as the tortilla soup, and the old salsa roja recipe

Competitor **Analysis**

Top 15 Trigrams in r/Chipotle

- Chicken al pastor is a popularly mentioned menu item

- Receiving extras like sour cream, and rice and/or beans, is desired in the competition's customer base
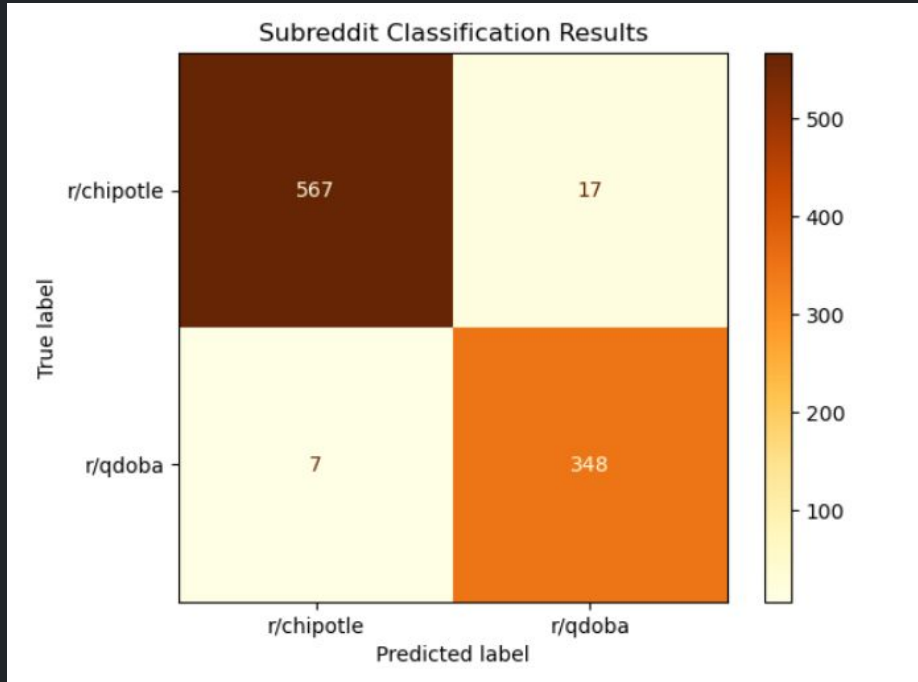
Model Performance

	Train Score	Test Score
Random Forest TFIDF	0.993340	0.974441
KNN CVEC	0.993340	0.964856
LOGREG CVEC	0.985882	0.937167
Naive Bayes TFIDF	0.847096	0.820021
Baseline	0.609418	

Best Model

Subreddit Classification Results
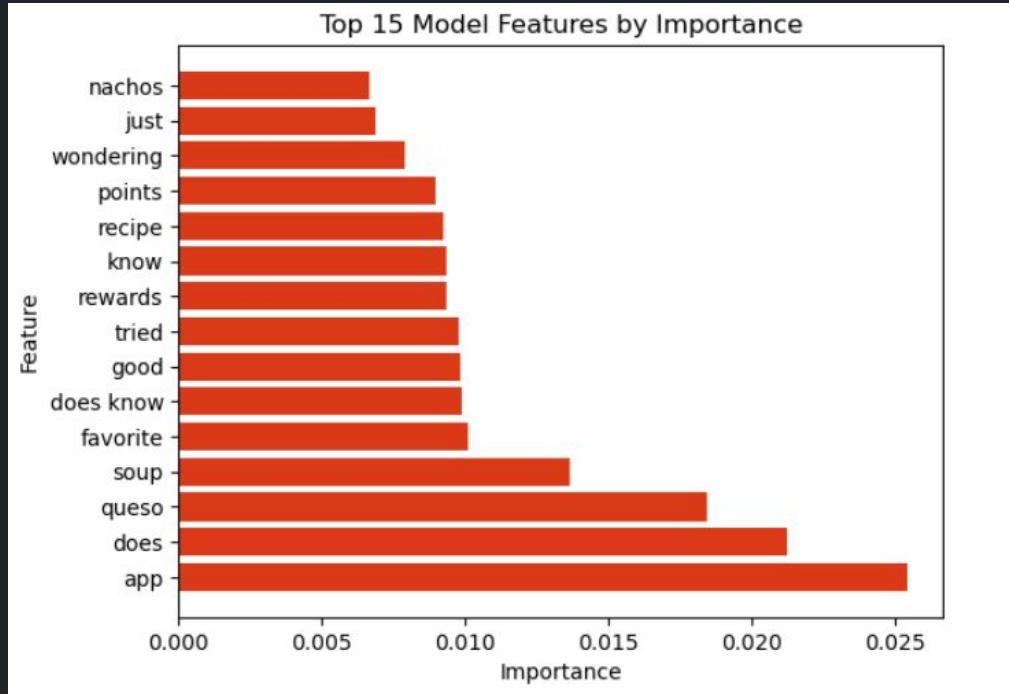
- Model only made 23 incorrect predictions out of 939 on the test set

- Out of 355 Qdoba posts, model got 348 correct, and only 7 wrong

- Out of 584 Chipotle posts, model got 586 correct, and only 17 wrong

Best Model

Top 15 Model Features by Importance

- Customer interests in points and rewards differentiated both Chipotle and Qdoba from each other

- Primarily, the company's app, along with its queso and soup offerings, played a crucial role in teaching the model to distinguish between the different subreddits
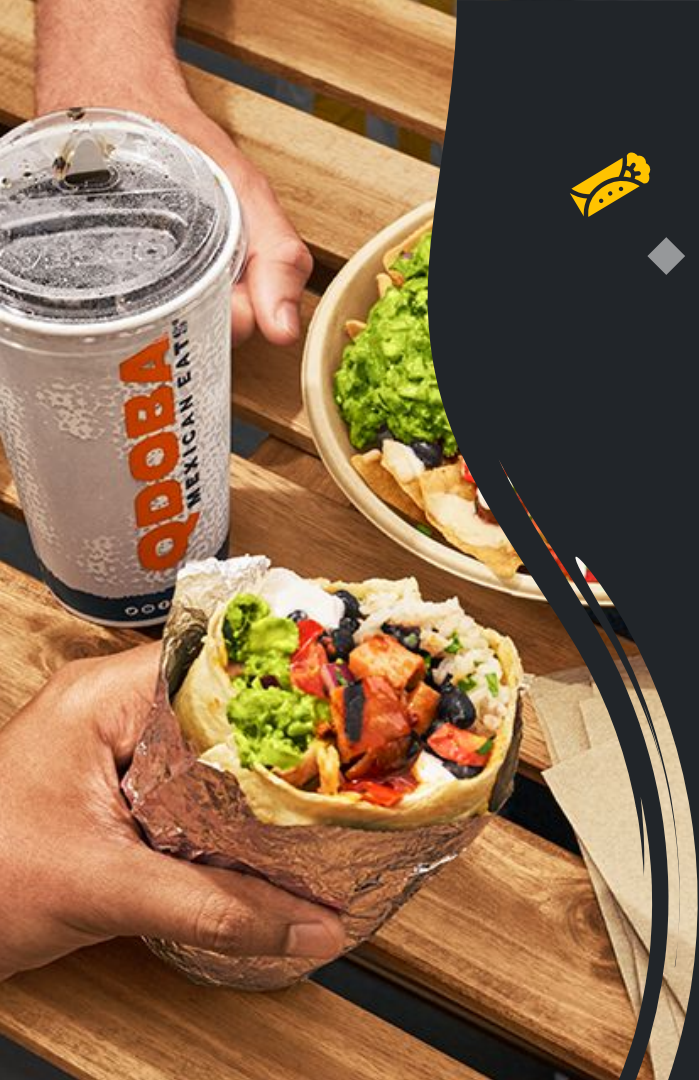
Conclusion and Recommendations

My firm discovered customers are excited about the return of the tortilla soup at Qdoba, and I suggest capitalizing on this buzz by considering a special reward points promotion for the item. Based on customer feedback, bonus points and rewards/giveaways are particularly well-received. Additionally, there have been sporadic mentions of Taco Bell among our customer base, suggesting a potential collaboration opportunity due to shared customer sentiment. They might also benefit from developing their own version of chicken al pastor, given its popularity amongst their biggest competitor, and perhaps even revisiting old recipes for a limited time as some customers have expressed nostalgia for the previous salsa roja recipe, hinting at possible concerns with the recent rollout of the new salsa roja.

Thanks!

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https://praw.readthedocs.io/en/stable/index.html

https://www.qdoba.com/national-burrito-day

https://www.reddit.com/

https://www.slidesgo.com/

https://www.flaticon.com/