

Feature	Description
AcceptedCmp1	1 if costumer accepted the offer in the 1 st campaign, 0 otherwise
AcceptedCmp2	1 if costumer accepted the offer in the 2 nd campaign, 0 otherwise
AcceptedCmp3	1 if costumer accepted the offer in the 3 rd campaign, 0 otherwise
AcceptedCmp4	1 if costumer accepted the offer in the 4 th campaign, 0 otherwise
AcceptedCmp5	1 if costumer accepted the offer in the 5 th campaign, 0 otherwise
Response (target)	1 if costumer accepted the offer in the last campaign, 0 otherwise
Complain	1 if costumer complained in the last 2 years
DtCustomer	date of customer's enrollment with the company
Education	customer's level of education
Marital	customer's marital status
Kidhome	number of small children in customer's household
Teenhome	number of teenagers in customer's household
Income	customer's yearly household income
MntFishProducts	amount spent on fish products in the last 2 years
MntMeatProducts	amount spent on meat products in the last 2 years
MntFruits	amount spent on fruits in the last 2 years
MntSweetProducts	amount spent on sweet products in the last 2 years
MntWines	amount spent on wines in the last 2 years
MntGoldProds	amount spent on <i>gold</i> products in the last 2 years
NumDealsPurchases	number of purchases made with discount
NumCatalogPurchases	number of purchases made using catalogue
NumStorePurchases	number of purchases made directly in stores
NumWebPurchases	number of purchases made through company's web site
NumWebVisitsMonth	number of visits to company's web site in the last month
Recency	number of days since the last purchase

Table 1: Meta-data table

UFood Data Analyst Case

UFood is the lead food delivery app in Brazil, present in over a thousand cities.

Keeping a high customer engagement is key for growing and consolidating the company's position as the market leader.

Data Analysts working within the data team are constantly challenged to provide insights and value to the company through open scope projects. This case intends to simulate that.

In this case, you are presented a sample dataset, that mocks meta-information on the customer and on UFood campaign interactions with that customer.

It is your challenge to understand the data, find business opportunities & insights and to propose any data driven action to optimize the campaigns results & generate value to the company. You should consider that you have to present your results to both technical and business stakeholders.

Key Objectives are:

1. Explore the data – don't just plot means and counts. Provide insights, define cause and effect. Provide a better understanding of the characteristic features of respondents;
2. Propose and describe a customer segmentation based on customers behaviors;
3. Visualize data and provide written reasoning behind discoveries;

The Company

Consider a well-established company operating in the retail food sector. Presently they have around several hundred thousands of registered customers and serve almost one million consumers a year. They sell products from 5 major categories: wines, rare meat products, exotic fruits, specially prepared fish and sweet products. These can further be divided into gold and

regular products. The customers can order and acquire products through 3 sales channels: physical stores, catalogs and company's website. Globally, the company had solid revenues and a healthy bottom line in the past 3 years, but the profit growth perspectives for the next 3 years are not promising... For this reason, several strategic initiatives are being considered to invert this situation. **One is to improve the performance of marketing activities, with a special focus on marketing campaigns.**

The Marketing Department

The marketing department was pressured to spend its annual budget more wisely. Desirably, the success of these activities will prove the value of the approach and convince the more skeptical within the company.