



efood

Senior BI Assessment

Kyriakos Katsarakis

March 2021

Customer Insights - January 2021



Here are some customer summary statistics for the given data.

On the right graph we can see what customers prefer to order more using efood, with customers that use efood to order only 'Meat', 'Breakfast' or 'Italian' being on the top 3.

Interesting enough is the fact that almost half of the customers have only used efood just one time in January 2021

162.95K
Total Customers

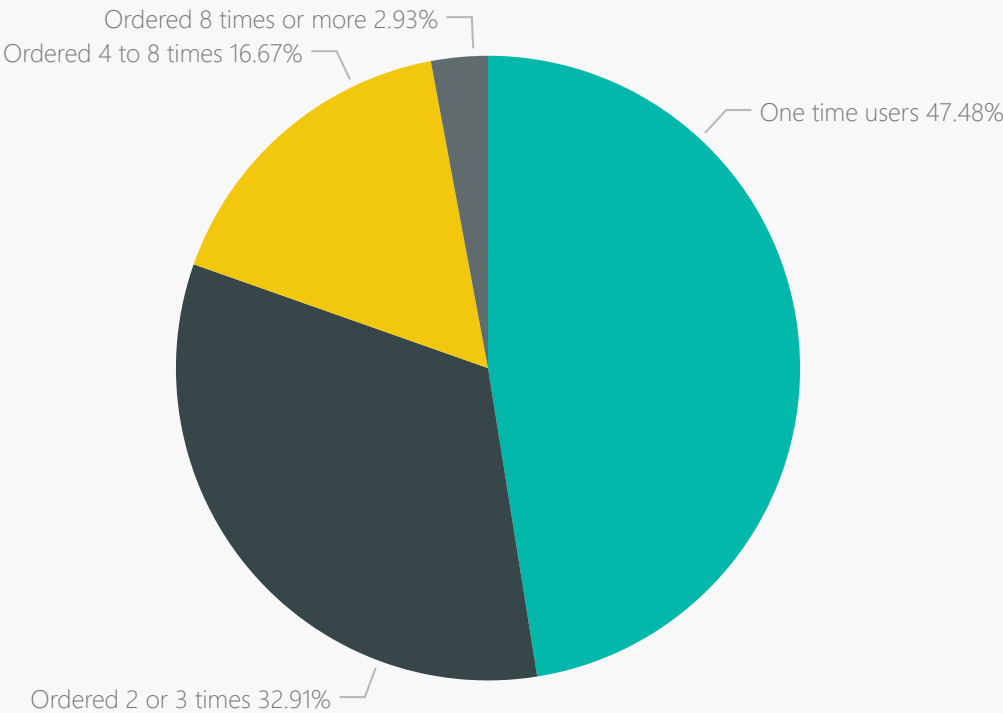
400K
Total Orders

2.45
Average Orders per Customer

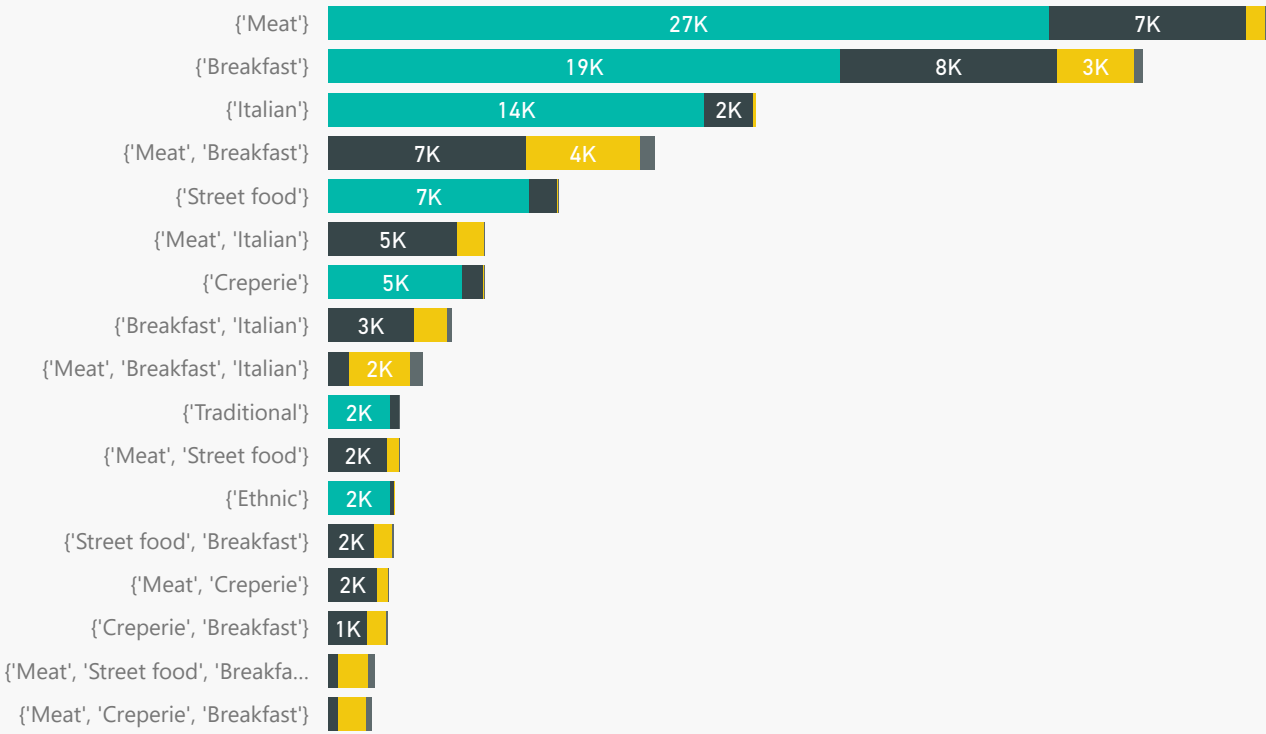
€ 3.49M
Total Value

€ 9.75
Average Customer Value

User Activity



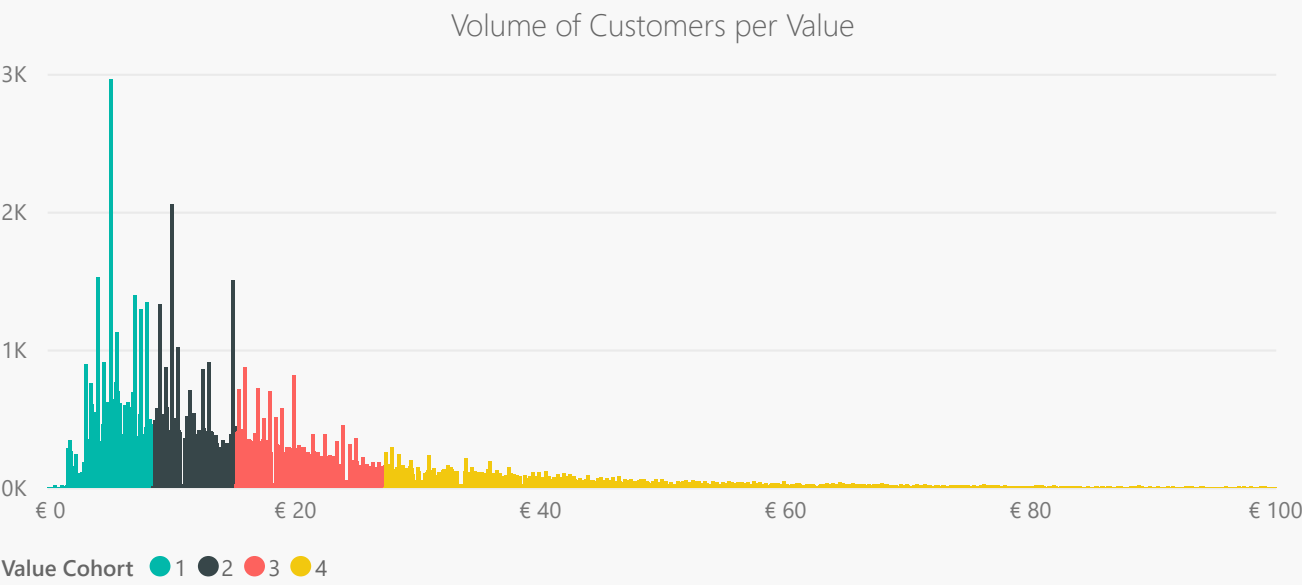
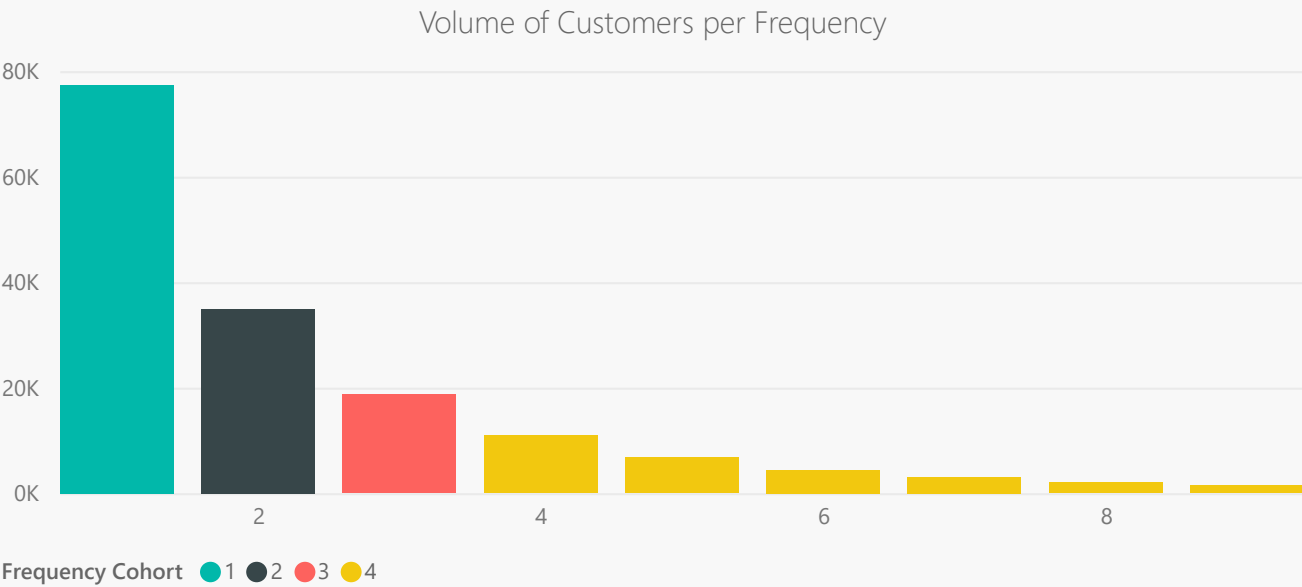
Most Frequent Customer Choices



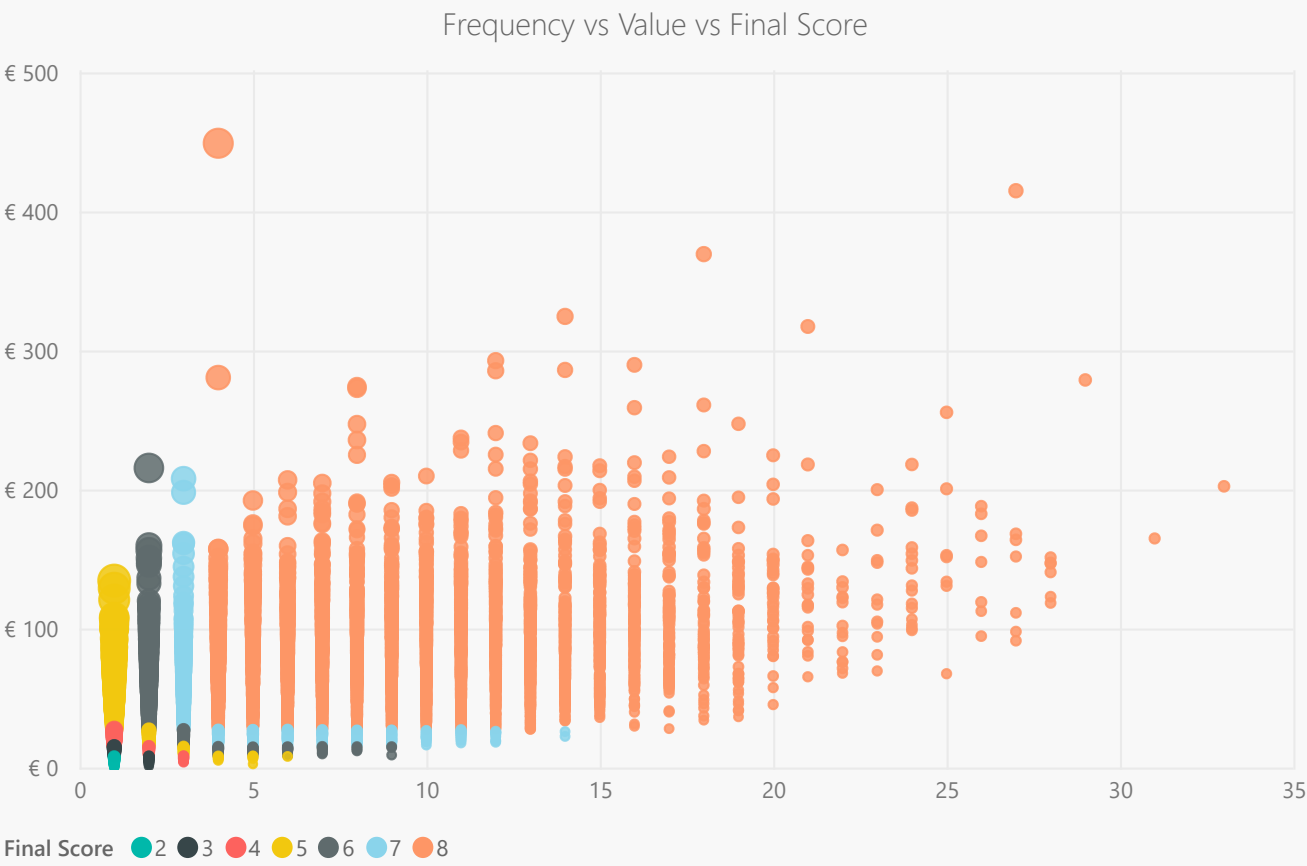
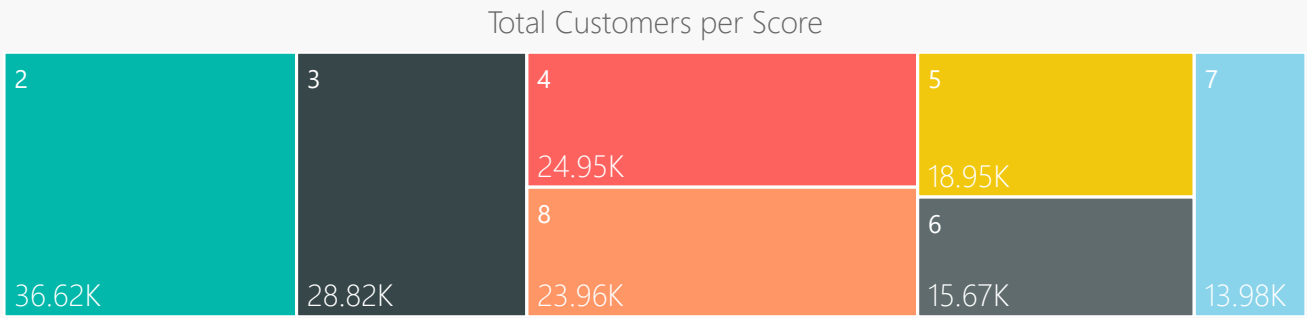
● One time users ● Ordered 2 or 3 times ● Ordered 4 to 8 times ● Ordered 8 times or more

Segment Customers by Frequency and Value

We have seen that almost half of the customers have used efood just one time in Jan-21, 1/3 used it 2 or 3 and only 20% more than 4. Given that we decided to split frequency in 4 cohorts. In the same way we split the total values into quartiles and put a score from 1 to 4 according to the total basket value. We can see both in the graphs below.



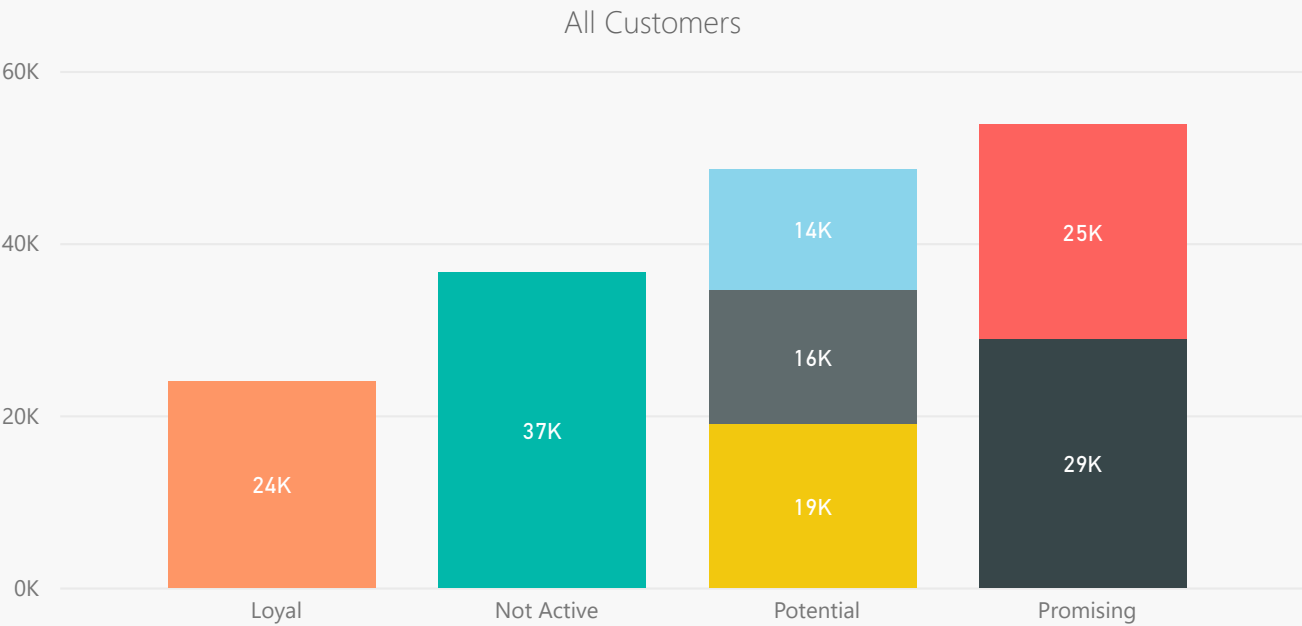
We then added up the two score to create the final segmentation, ending up with 7 segments; as seen below. The treemap presents the total customers fall under each segment. The scatterplot gives us an idea of how the scores are distributed given the individual customers frequency and value.



Coffee Loyalty Customer Selection



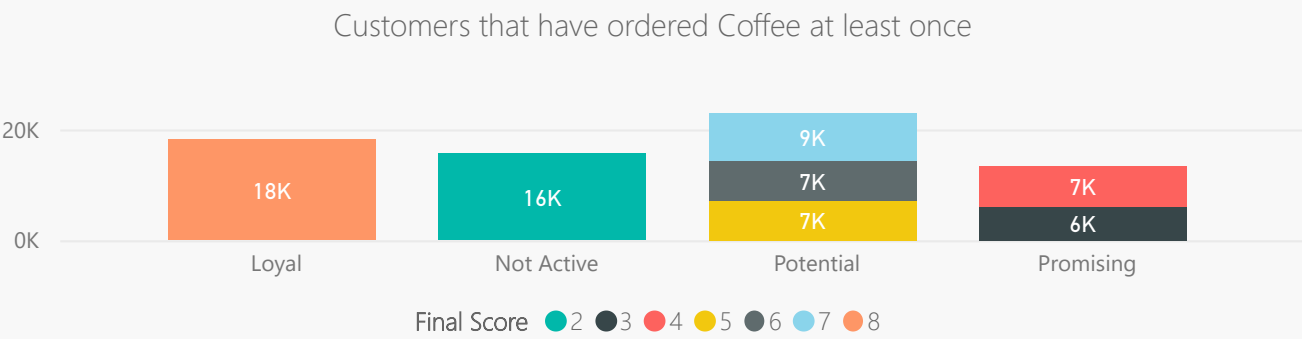
In the final step of the customer segmentation, using the fianla score, we put the customers into 4 categories; 'Not Active', 'Promising', 'Potential', 'Loyal'



For the coffee loalty selection we intend to select from the customers that have ordered coffee at least one time. In the graph below we can see how the customers value per loyalty level, by how frequently they ordered coffee.



As noticed in the graph below, most of the 'Loyal' customers (75%) have bought coffee at least one time.



For marketing purposes we suggest to use the 'Loyal' customers that have ordered coffee at least once in Jan-21. So, the final selection for the campaign should include these 18.18K

Final Selection for Coffee Loyalty Campaign

18.18K