

## **Business Analysis Project**

### **Business Scenario**

Meha (the customer) walks into the Bronco Ice Cream store on El Camino Real at 1:25 PM on a Saturday afternoon in spring. She waits in line outside the store until it is her turn to order. The line is fairly long, and it is 1:30 PM by the time she gets to the front. She approaches the front counter. Behind the counter, there is a menu displayed that shows the prices of different ice cream sizes, as well as the prices of additional add-ons like cones and toppings. The Bronco Ice Cream employee greets her, and asks her if she is ready to place her order. The employee also informs her about the day's special flavors. Meha isn't sure which ice cream she wants yet, so she asks for a sample of mint chocolate chip. The employee gives her a small spoonful of mint chocolate chip. Meha tastes the ice cream, and throws her spoon away into a trash can on the counter. She decides that she doesn't want that flavor, and tries 2 more flavors before deciding on a cotton candy flavor, which also happens to be one of the exclusive flavors for the spring season.

The employee asks her how many scoops of ice cream she wants. Meha asks for a single scoop. According to the menu, a single scoop costs \$4.50. The employee asks her whether she would like to have her scoop in a cup, or have it in a waffle cone for an additional cost (of \$1.00). Meha decides to get the waffle cone. The employee prepares her ice cream cone, and then asks her if she would like to add any toppings. Each extra topping costs an additional \$0.50 per topping. Meha decides to just get rainbow sprinkles. The employee finishes her order by adding the sprinkles, and hands the ice cream to Meha. Both Meha and the employee move down the counter to the register. The employee tells her the final total— \$6.00. The employee asks her if she has a membership with the Bronco Ice Cream rewards program. Meha says yes, and provides her phone number. The employee records her phone number, and enters it into the Bronco Ice Cream rewards system. He informs her that she is 3 more ice cream orders away from earning a free scoop. Meha thanks him for the information, and swipes her credit card in the payment terminal to pay for the ice cream. The employee confirms the payment, and asks her if she wants a receipt (either emailed, texted, or printed). Meha responds that she does not want a receipt, and does not receive one. She leaves the store with her ice cream, at 1:37 PM.

### **Descriptive Analysis**

- Which flavor is the most popular this season?
- How many customers are signed up for the rewards program?
- What season do we make the most profit?
- Which hours of the day are the most busy?
- What day of the week do the most customers come in?

### **Predictive Analysis**

- Which seasonal flavors should be added next season?
- How many orders should a customer register with the rewards program before receiving a free ice cream?
- Which seasons have the greatest return on investment for promotions?
- How many employees should we have on staff at different times?
- How much ice cream should we have in inventory to support a week's operations?