

iFood Data Analyst Case





Agenda

The Company

Company Situation

The Data

Ideal Customers

Questions



The Company

Well established food company

Serves almost one million consumers a year

Have several hundred thousand registered customers

Sells products from 5 major categories, divided into gold and regular products:

- Wine
- Rare meat products
- Exotic fruits
- Especially prepared fish
- Sweet products

3 sales channels:

- Physical stores
- Catalogs
- Website



Company Situation

Solid revenues and healthy bottom line in the past 3 years

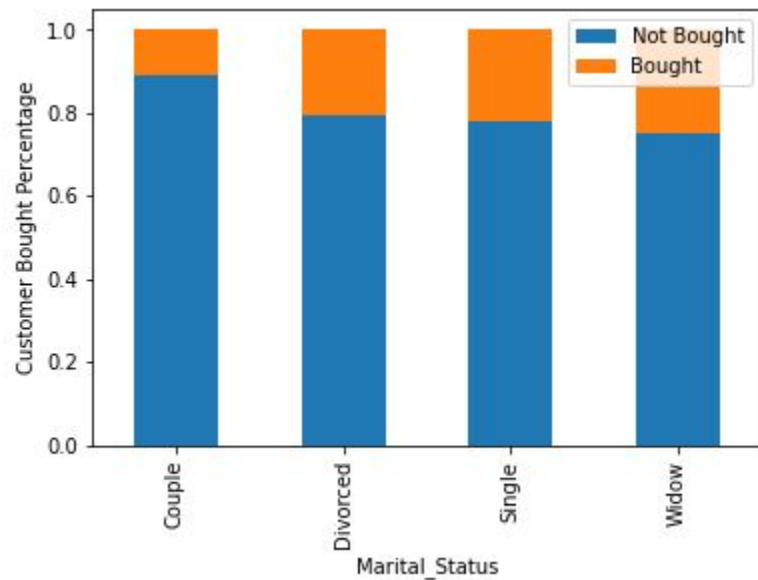
Growth perspectives for the next 3 years are not promising

Previous marketing initiatives have been delivering negative profit (loss)

Data from previous marketing campaign results have been captured

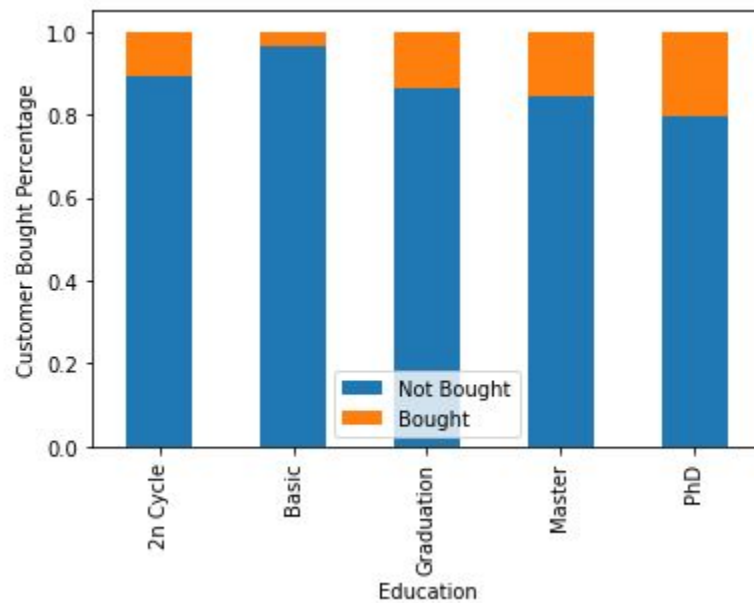


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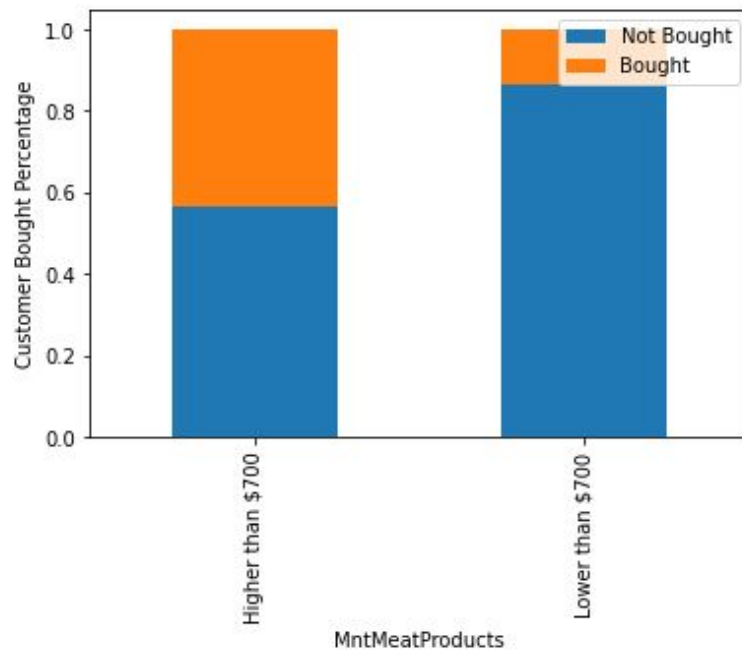


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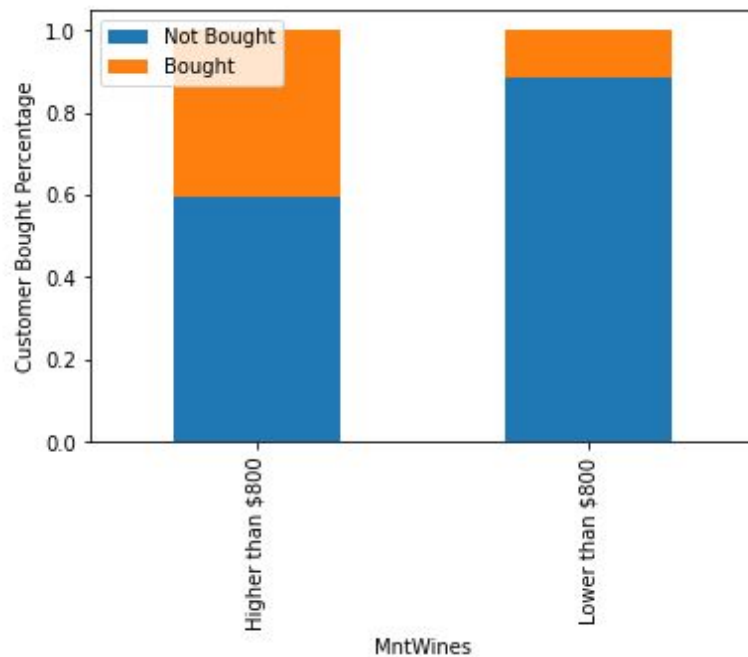


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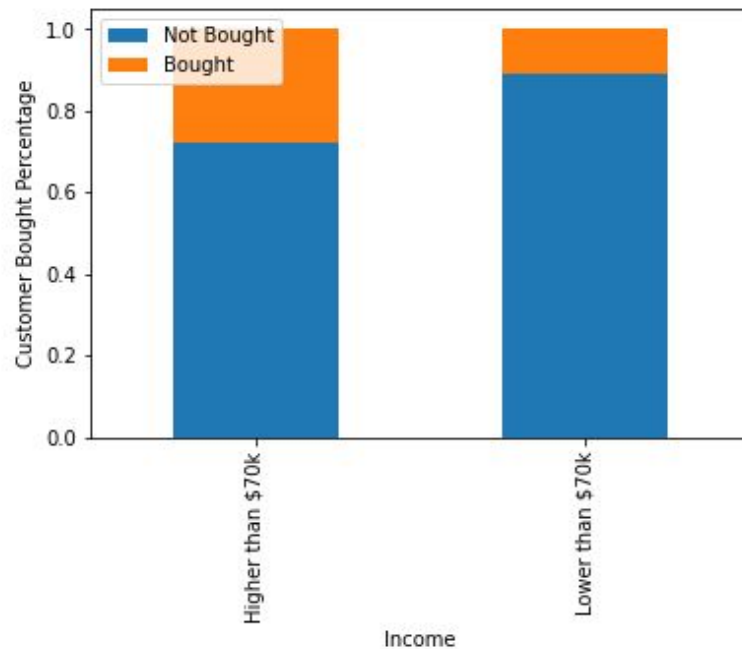


The data





The data





Ideal Customers

Ideal customers to be targeted in next campaign for the same product should have the following attributes:

- Buys wine
- Buys meat
- Have high income
- Is not in a romantic relationship (single, widow, divorced)
- Have a higher degree of education

This way the revenue should improve.