Analysis Report to Apprentice Chef Management

Brief Introduction

Apprentice Chief has been serving customers across the San Francisco's Bay Area from the past three years. They want to understand how much revenue they can expect from each customer and promote their Halfway-There promotion to a broader audience. To better understand these two tasks, they hired us to analyze their first years' service data and generate some actionable insights.

Methodology

- The Data that we got from the Data Science team contains information about 2000 customers who had at least purchased once per month with a total of 11 purchases or one purchase per quarter with at least 15 purchases throughout their first year.

Actionable Insights

- A Customer who has a lengthy name and subscribed using a personal or professional email is more likely to opt for our promotion than a customer who subscribes using junk email.

- Junk email group has the second most potent influence on our promotion. Only 41% of customers from that group subscribed to our promotion, leaving us potential untapped customers left unexplored.

- One unit increase in video preparations is expected to improve the revenue from each customer by 0.04%. So having more detailed videos will motivate customers to buy more.

- Customers registered using any of the three classified email domains given by marketing team will have the same effect on revenue even though their response rates are different.

Performance Metrics for the models

- The Accuracy of the Model predicting expected revenue from each customer is 78.197.

- The Accuracy of the Model predicting the potential Halfway there promotion customers is 76.278

Conclusion

- In conclusion, increasing the duration of preparation instructions will help grow the revenue. Customers from the junk emails category are the least subscriber group to our promotion, so focusing more on them will help us reach more customers.

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