Overview

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Consumer Data & Retention

Aneesh Gupta & Matthew Wang

User Overview

Data for a total of XX users

Joining: 2017-07-12 to 2020-02-23

End: 2018-08-15 to 2021-03-03
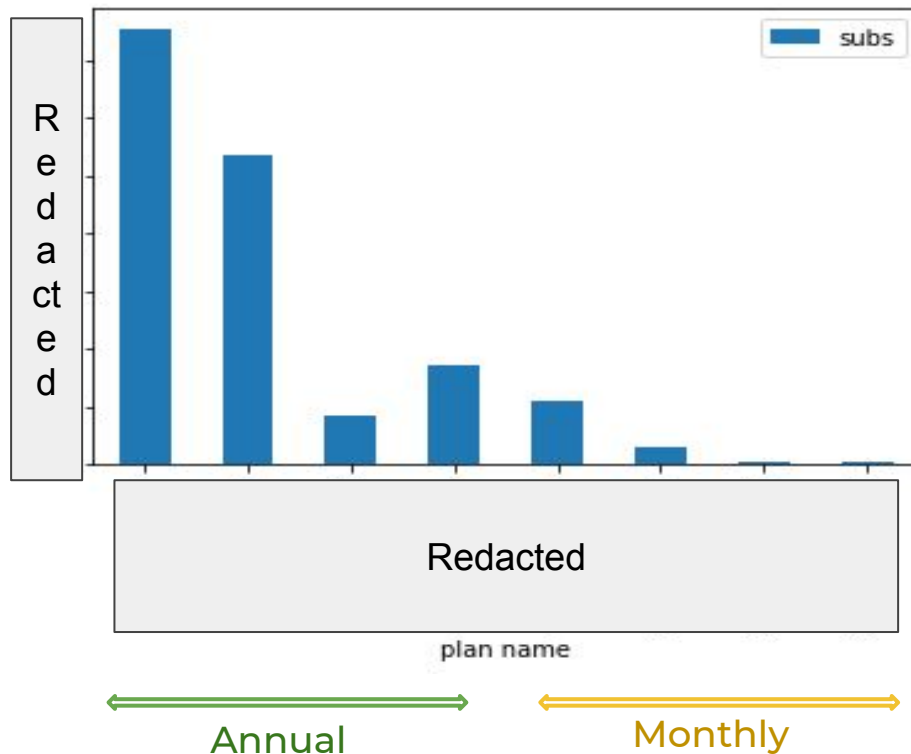
XX active users

XX users have coupons

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➔ Plan X is more popular (also cheaper)

➔ XX box plans more popular than XX box plans

➔ XX might represent families

➔ Offer more incentives for 'shorter' plans. Eg. free trial monthly plan?

Active Subscriptions

Redacted

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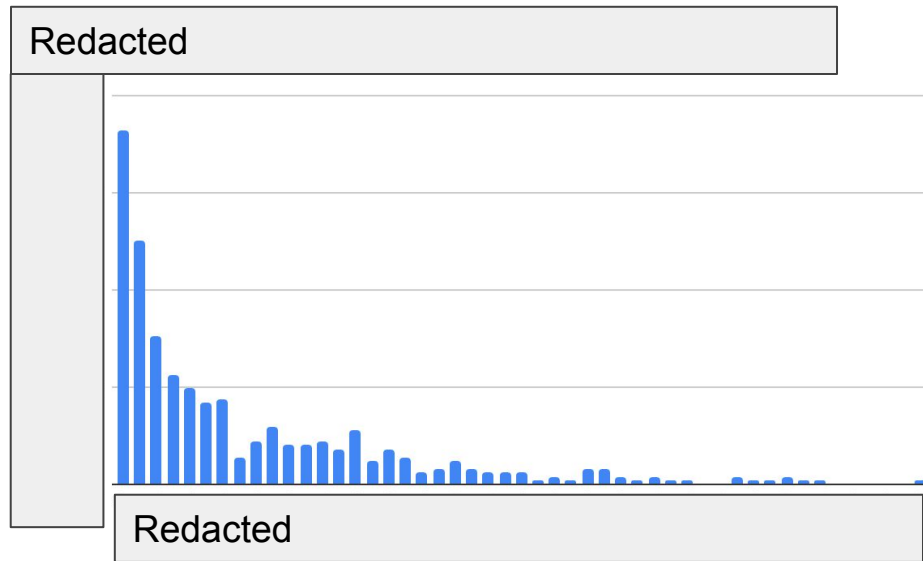
XX active subscriptions

- **XX** active subscribers have not made a checkout.

- **XX** active subscribers have X or more check-outs. (Target Group)

Top Restaurants in Target Group:
1. R1
2. R2
3. R3
4. R4
5. R5

Inactive (cancelled) Subscriptions

Redacted

Redacted

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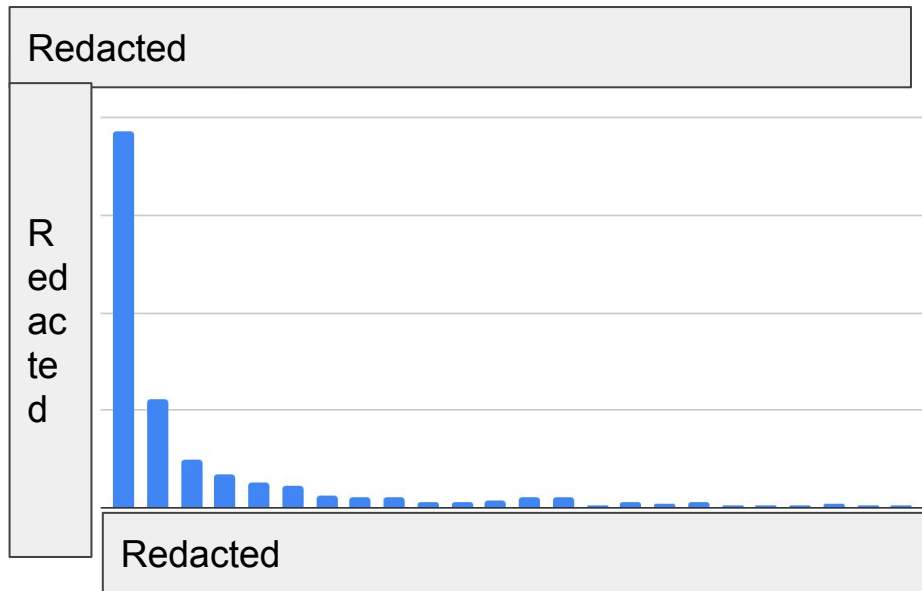
- **XX** expired or cancelled subscriptions:

- **XX** users did not use their subscriptions at all

- **XX** users stop after 1-5 uses

- There a couple of cases where users with XX checkouts ended their subscription.

Initial Retention

Of the XX accounts:

XX

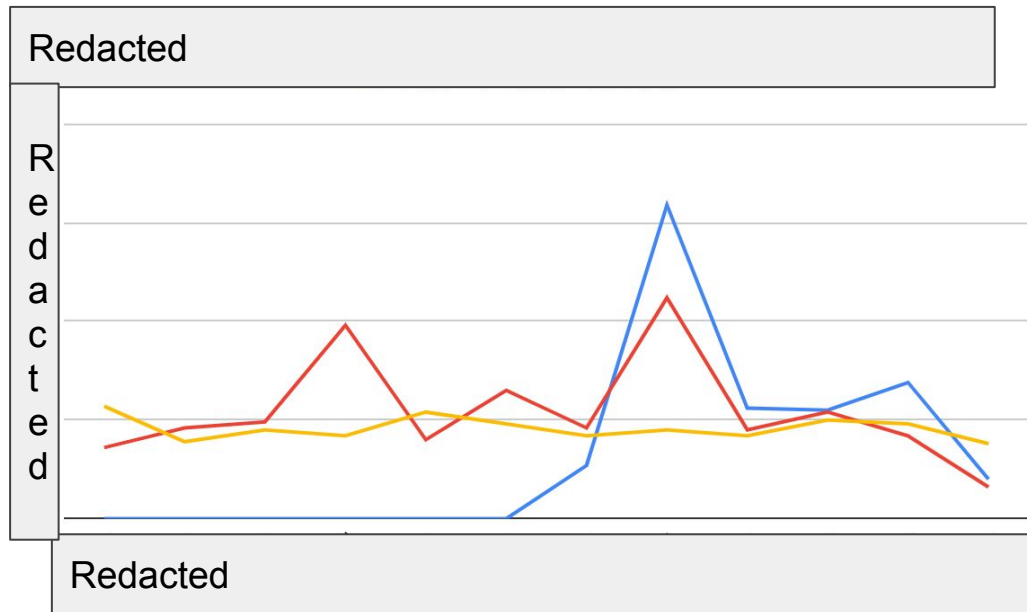Never log in again after the first day

XX

Never log in after the first month

Approximate XX% retention rate for XX+ days

Redacted

Redacted

Redacted

Average growth/month
- 2017: XX users
- 2018: XX users
- 2019: XX users

- Steady growth in 2019

restaurants double in 2018

User Growth in 2020

➔ **XX** new members have joined in 2020
  ◆ XX in January, XX in February

Year	January	February
2018	XX	XX
2019	XX	XX
2020	**XX**	**XX**

- Impressive growth in 2020 so far. On track to beating all previous years.

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➔ **Increase the amount of users in the Target Group**.
  ◆ Focus on promotions at Target Group favorites such as Restaurant X and Restaurant Y
➔ **Increase subscription rates, retention, and growth rate.**
  ◆ Provide XX
  ◆ Send an email blast to XX
➔ **Scale company growth by adding incentives.**
  ◆ Target consumers and restaurants with XX Strategy to join GreenToGo

  ◆ **Example Model:** GreenToGo members get XX at restaurants. Restaurants promote XX and XX

Restaurant Partners

Larry Chen

Restaurants Checkin Checkout

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	Check-Outs	Check-Ins	% Boxes Returned	% Increase in Check-Outs
2017-2018	XX	XX	XX	XX
2018-2019	XX	XX	XX	XX
2019-2020	XX	XX	XX	XX

Promotions in 2018-19 were effective

Restaurants more than doubled (from XX to XX)

Percentage of boxes checked out at restaurants being checked back in is increasing steadily (less boxes are wasted)

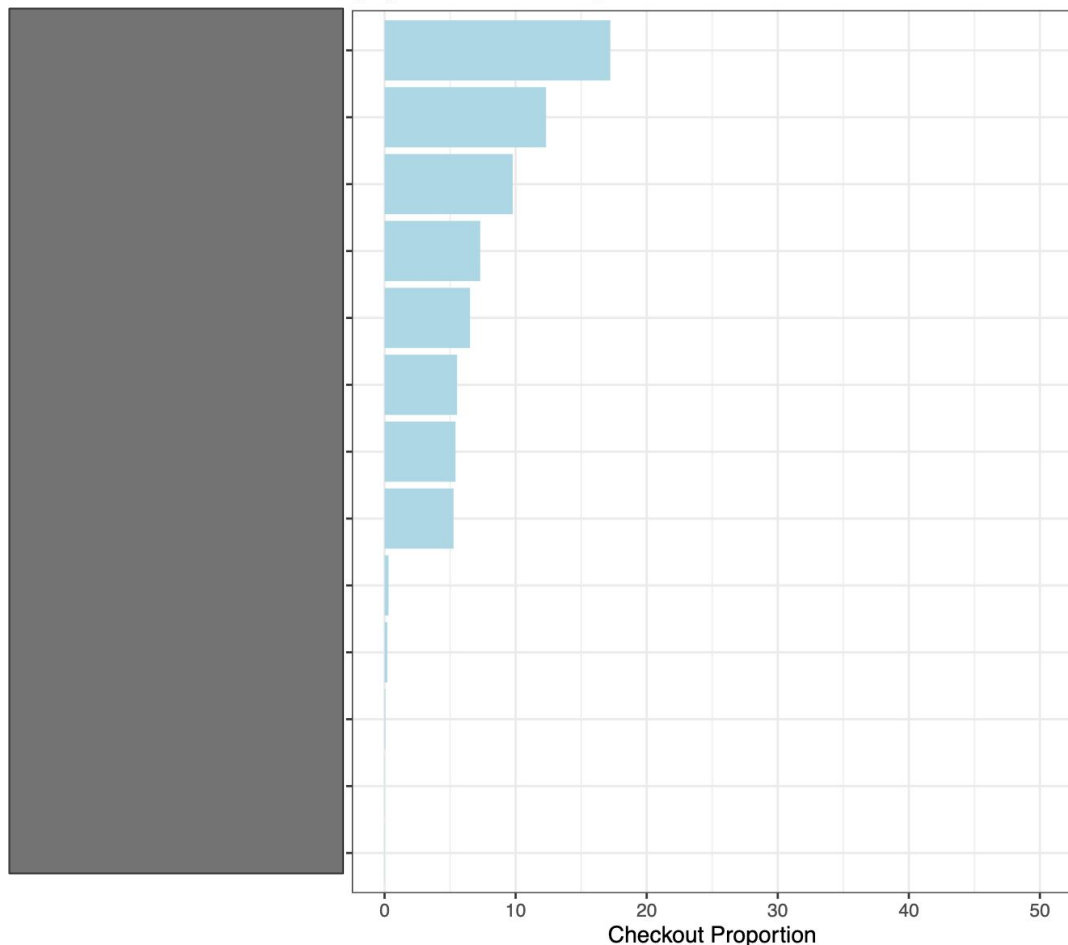Small increase in restaurant partners a XX% increase

Proportion of Checkouts

Many restaurants have negligible check-out amounts

Top X is significantly larger than the rest (XX Total restaurant partners)

Restaurants A, B, C consist of nearly XX% of all check-outs

2019–20 Restaurant Checkout Amount in Proportion
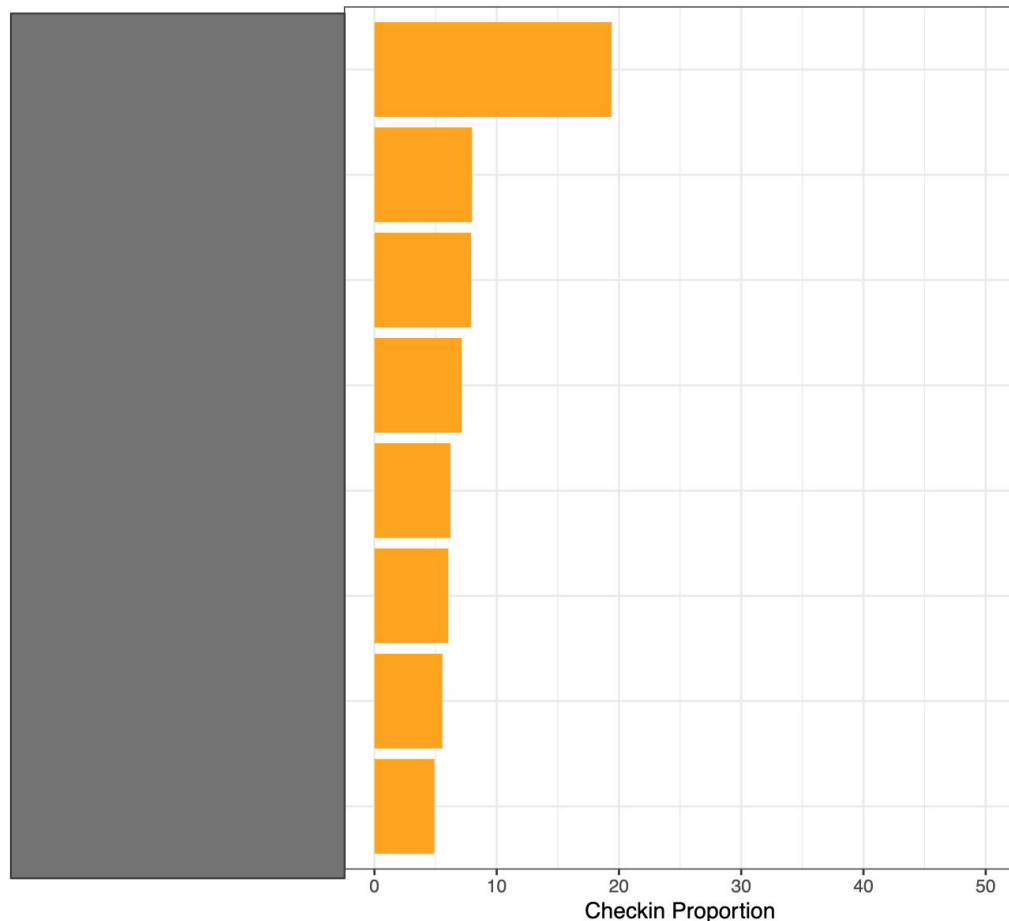(Top 8 and Bottom 5)

Proportion of Checkins

The average number of checkins per restaurant is XX in 2019-20

Durham Co-Op is an extreme outlier and counts for nearly XX%

Restaurant A has large check in amount but low check out amount, high potential (explained next slide)

2019–20 Restaurant Checkin Amount in Proportion (Top 8 Locations)
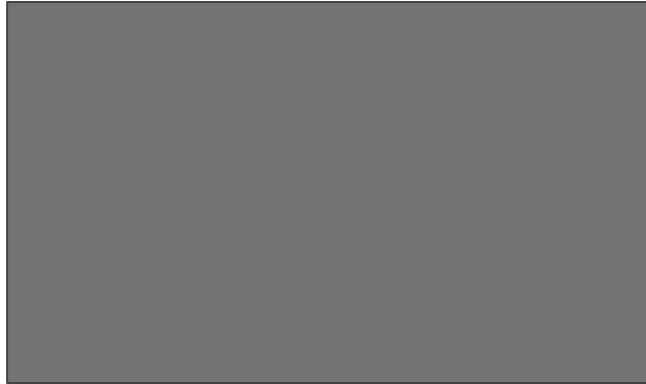
Top 5 Performing Restaurants (2019)

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Redacted

➔ <u>Top 5</u> restaurants makeup XX% of checkouts in 2019
➔ Bottom 15 restaurants makeup XX% of checkouts in 2019
➔ Should focus resources/ad on these top 5~10 restaurants

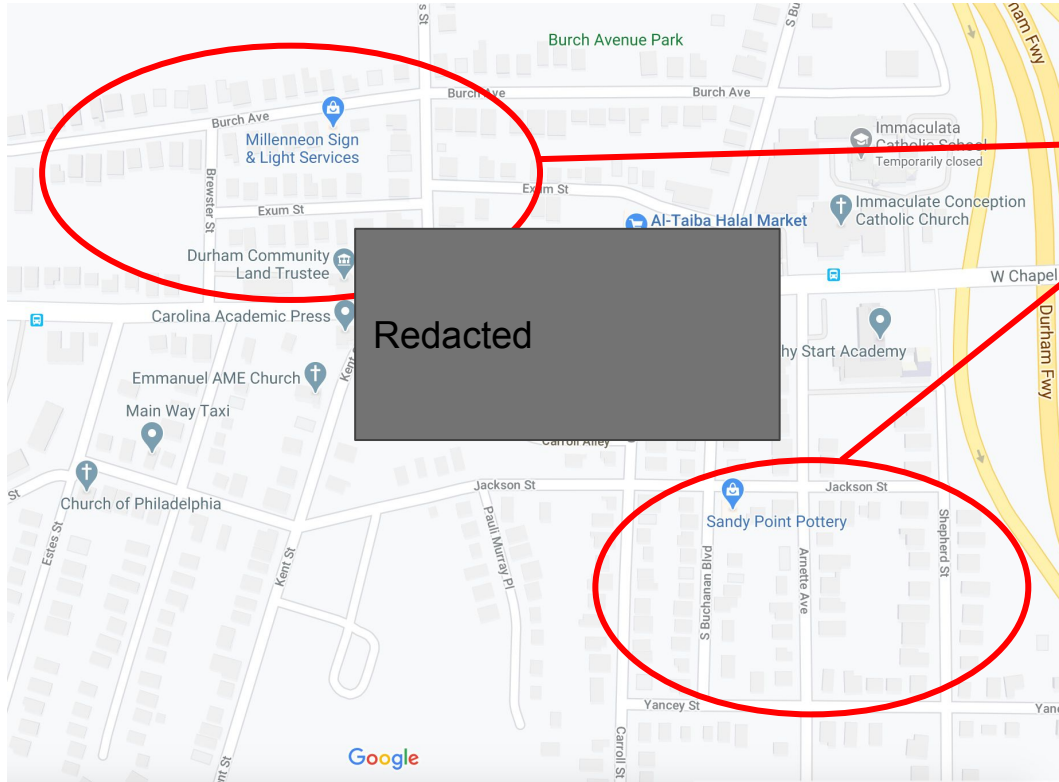# Main Takeaways from Checkout and Checkin

Ideal Checkout Location

Ideal Checkin Location

Map of XX (Checkin Outlier)

➔ Living areas all around XX

➔ Could be smart installing additional check-in locations at establishments like XX

➔ Customers might make a drive to get take-out, but they are unlikely to drive far just to return the box

Corporate & Coupon Codes

Phillip Harmadi

Corporate Code & Continuation Rate

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ALL CUSTOMERS

XX% use CORPORATE codes

Total: XX people

SUBSCRIPTION:

Continue	Cancel
XX	XX
XX%	XX%

XX% don't use any CORPORATE codes

Total: XX people

SUBSCRIPTION:

Continue	Cancel
XX	XX
XX%	XX%

Corporate code: X% __ continuation rate

2-sample t-test: p-value obtained is XX> 0.05 (statistically NOT SIGNIFICANT)
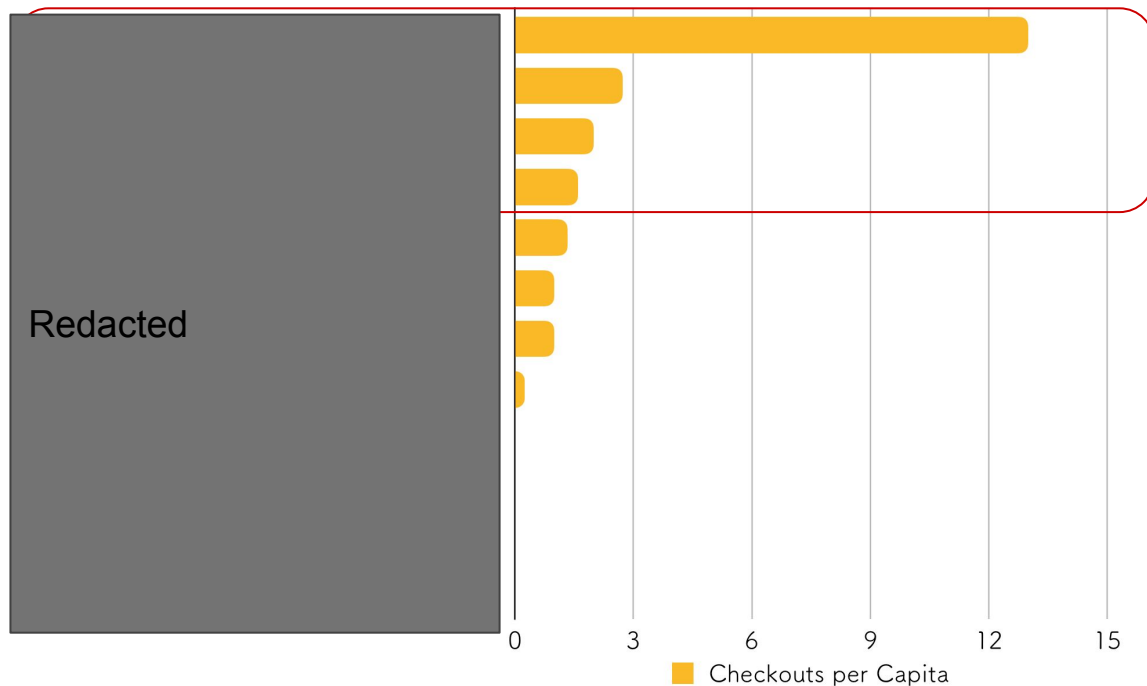
Effectiveness of Corporate Codes
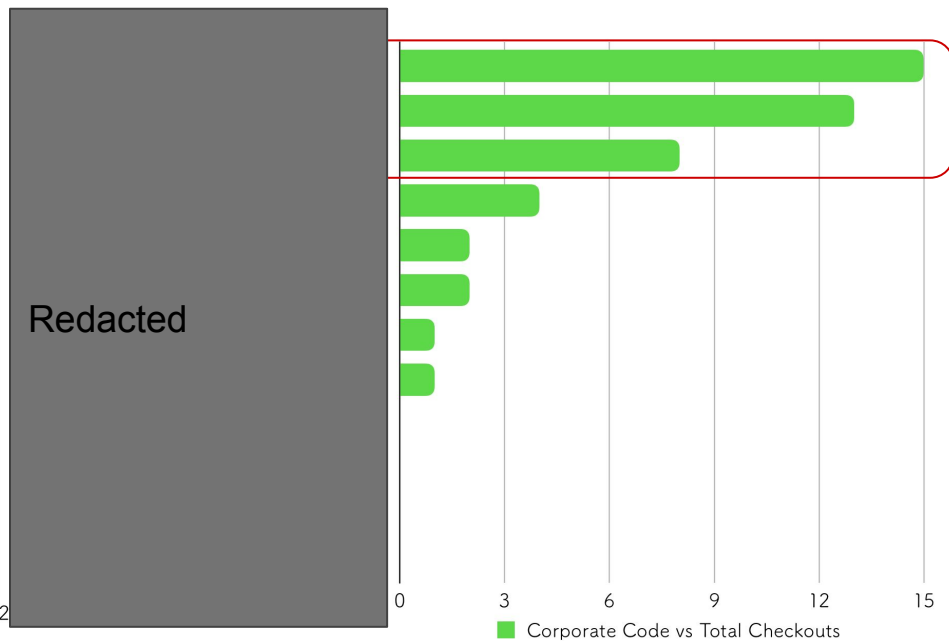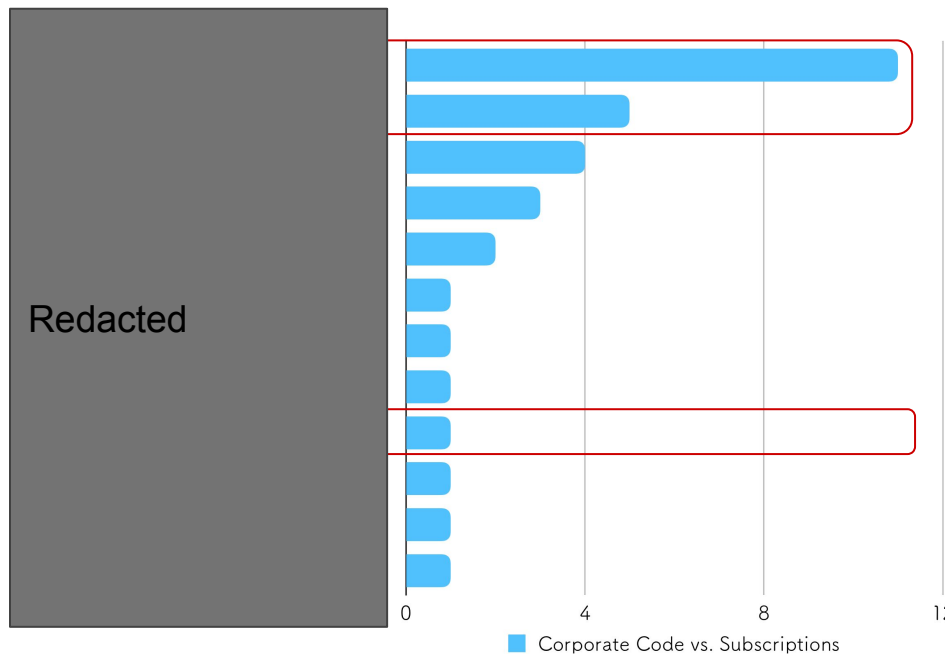
These 3 codes have the highest number of checkouts

Nudge more checkouts through XX

Which Corporate Codes are More Successful?

Redacted

Checkouts per Capita

These 4 codes have high number of checkouts per subscription with that corporate code

Suggestion:

Strategize a plan to increase referrals within these corporate codes

Coupon Code & Continuation Rate

ALL CUSTOMERS

X% use COUPON codes

Total: XX people

SUBSCRIPTION:

Continue	Cancel
XX	XX
XX%	XX%

XX% don't use any COUPON codes

Total: XX people

SUBSCRIPTION:
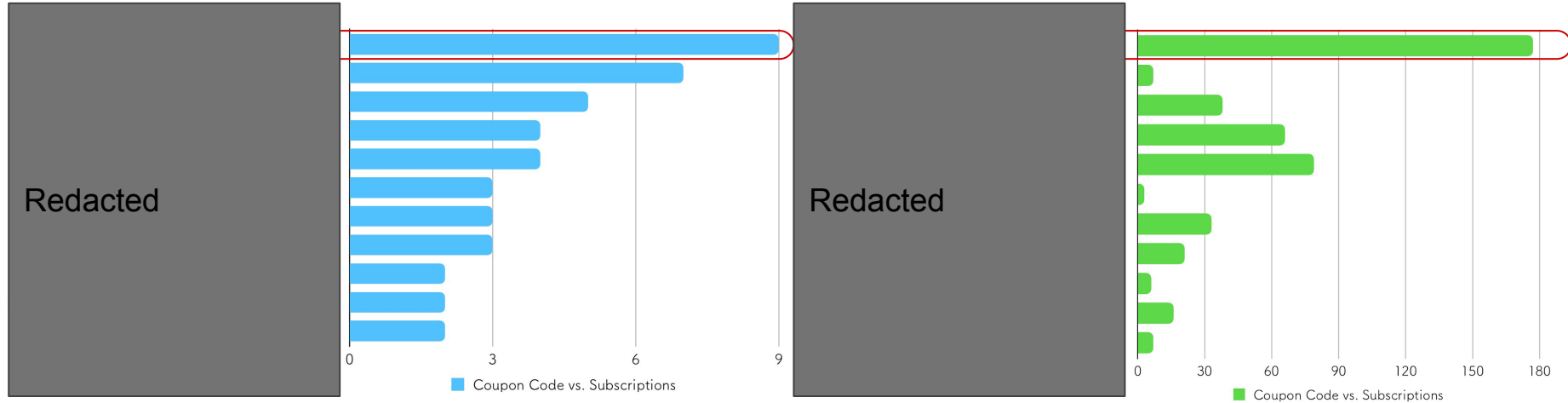
Continue	Cancel
XX	XX
XX%	XX%

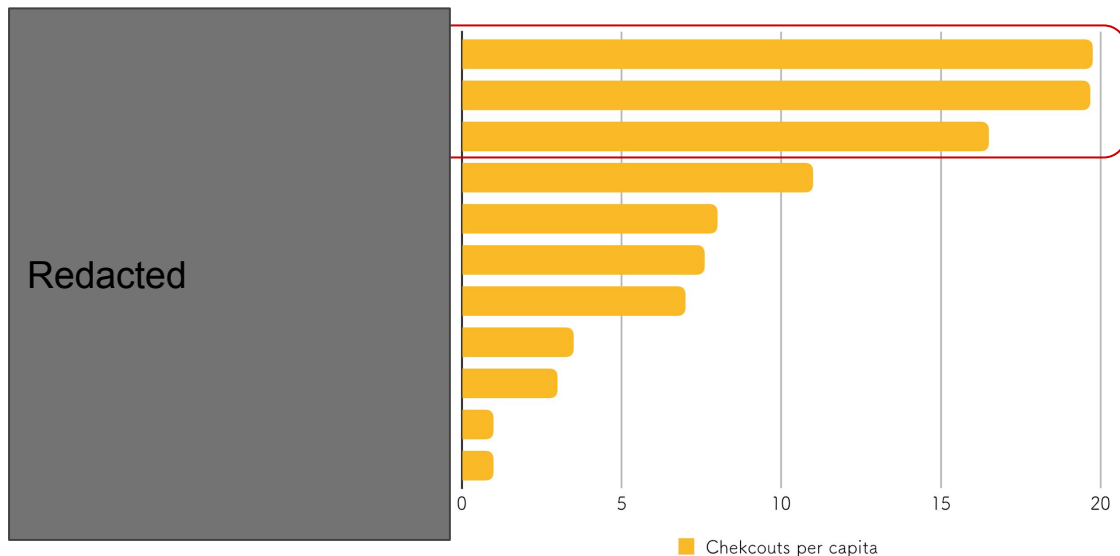**Coupon code: X% higher continuation rate**

2-sample t-test: p-value obtained is XX < 0.05 **(statistically SIGNIFICANT)**

Effectiveness of Coupon Codes

Coupon X stands out! Analyze specifically on customers using Coupon X. Why can this coupon have high number of **subscriptions** and **checkouts**?

Redacted

Coupon Code vs. Subscriptions

Redacted

Coupon Code vs. Subscriptions

*graphs only display coupon codes with 2 or more subscriptions

Which Coupon Codes are More Successful?

Redacted

Chekcouts per capita

Suggestion:

- Consider patterns and trends among high-performing coupons **(#X, #X, #X)**

- Apply the trend for future coupons and customers

*graphs only display coupon codes with 2 or more subscriptions

Continuation Rate

➔ **Key Points:**

- Higher continuation rate = higher customer loyalty
- Corporate code: X% higher continuation rate
- Coupon code: X% higher continuation rate

➔ **Suggestions:**

- Use corporate code only if it is proven to increase profitability
- Definitely continue to use coupon code

➔ **Remarks:**

- Sample size is considerably small
- Analysis results can be more credible with more samples as the company grows in the future

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➔ **Restaurant Partners**
- ◆ **Top 5: X**
- ◆ **X restaurants are poor checkout locations**
- ◆ **New Checkin locations near X, potentially at X or X**

Takeaways (3/3)

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➔ **Corporate and Coupon Codes**
  ◆ **Continue the use of coupon codes due to X customer loyalty**
  ◆ **Analyse why certain codes have higher checkouts per capita**
  ◆ **Identify trends in high-performing codes: Types of restaurants, customer demographics**

DIIG Data Team Spring 2020

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Thank You

→ Questions?
→ Next Steps

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