Case Analysis – Assignment 1 – Write up

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Insight 1	I must not believe only in the feelings. I must do it to skip the bias of any giving information. After analyzing the data properly, it changed how I handled it. While reading the case and checking the data, I though which would be the variables related to the Revenue and tried them in a model. I selected all that were money related and I didn't get a good score. After I checked the statistics and based my selection on it, the result was much better.
Insight 2	There are ways to go through the data and find transformations that can improve the model. When I created the flag to say if the user makes use of the weekly plan or not, which may be a simple change, and inserted it in my model, it became more important than the original variable, that was the quantity of weekly plans ordered.
Recommendation	Based on the data, I would suggest segmenting the clients. The Revenue shows a clear division around the value of 2300. I would create an indicator, based on the consumption behavior and consumption that would indicate if the client is a Premium (expect to generate revenue above 2000) or not. In the beginning, this segment is based on supplied information and updated monthly. The data didn't show how long the customers are ordering. Complete the data with the number of months would help to refine the model and improve its accuracy, since new clients probably generate smaller amount of revenue. For business suggestion, I would recommend incentivizing the clients to attend the master classes. Those with high number of classes impact positively the revenue. I would also make a marketing campaign to introduce new categories of dishes to grow the awareness about the variety of products. By raising both numbers the revenues will follow the trend.
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