Swire Coca-Cola Red Truck Customer Analysis

Business Problem Statement

Swire Coca-Cola is the Coca-Cola distributor for 13 states on the west coast. They service two customer groups - red truck customers, which are local businesses Swire services through its in-house logistics system, and white truck customers – which are larger distributors that buy and sell Coca-Cola to another end customer. Swire does not have a systematic way to identify which customers are expected to be well performing in the future and therefore does not have a clear strategy for which customers they choose to service internally on red truck versus an alternate route to market.

The purpose of the project is to identify customers that Swire currently works with that are or will be ordering above/below the threshold set at 400 gallons a year. The project will include developing a model to predict which customers are anticipated to grow above threshold and include analysis on characteristics of profitable red truck customers.

Benefit of Solution

The benefits of a prediction model include:

- Deeper understanding of the characteristics red truck customers that allow Swire to grow alongside the customer
- Empower potential growth customers through focused customer relationships
- Provide estimated cost of delivery for customers that are anticipated to grow, but still below threshold

Analytics Approach

Our approach will be to analyze and segment SWIRE's customers to identify current profitability by customer and determine the characteristics that show potential growth. We will predict 2024 orders in a supervised modeling environment, in the process, determining the best indicators for growth and well performing customers.

Success Metrics

- Identification of threshold customers that are currently ordering below threshold that will order above threshold in the future
- Identified characteristics of high performing customers

Scope/Deliverables

Primary deliverables for this project will be the following:

- In-depth analysis of customers and customer groups
- Prediction model to identify which customers will grow
- Testing period to analyze performance of prediction model
- Detailed report of above analysis and findings
- GitHub repository of all code

Project Details

The project will be executed by Imogen Holdsworth and Madalyn Young, on or before April 9th , 2025.
Following is a list of project milestones:

- Business problem statement delivery
- Exploratory analysis
- Final presentation