



ANALYTICS CLUB



RMIT BUSINESS ANALYTICS CHAMPION

SEASON 4

ROUND 2 CASE STUDY

Prepared by
RMIT Vietnam Analytics Club





CASE STUDY PURPOSES

In Round 2 of this competition, your team will assume the roles of a Business Analyst team reporting to the Head of the department of a Food and Beverage company.

The case study is a transformative experience, offering participants both practical insights and hands-on experience to explore their ability in analyzing data, generating insights, and deliver tailored strategies to maximize your company's engagement and value proposal to each customer segments. The ability of slide illustration, data story-telling, and critical thinking are also tested by requiring participants to submit their answers in PowerPoint format.

***THE CASE STUDY IS DESIGNED FOR THE PURPOSES OF THIS COMPETITION ONLY.
ALL PROVIDED DATASETS DO NOT REPRESENT ANY REAL CASES***



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SUBMISSION GUIDELINES

Description: Your team will have 6 days (9:00 8/11 to 23:59 13/11) to analyze and uncover insights from the given datasets.

Subsequently, you must provide appropriate recommendations to help the company improve its performance (external sources could be used to support your arguments; in that case, proper references should be provided). You are required to submit your answers in:

- ◆ A PowerPoint or PDF File presenting your key analysis and recommendations. The maximum number of slides is 15 slides (including executive summary, divider page, ending page; excluding cover page, references, and appendices). For each extra slide, 5% of the total mark will be deducted.
- ◆ An Excel File demonstrating the required calculations and data tables. For details of the Excel submission, please refer to the file “Round 2 Dataset”, especially the “Excel Submission Notes” Sheet.



SUBMISSION GUIDELINES



Submission Details:

- Only Team Leader can submit the work.
- Each team only has ONE CHANCE of submission. In the scenario when a team submits more than once, the RBAC Organizers will only grade the first submission.
- The slides should follow the given template and contain these required parts: a cover page, an executive summary & your answers.



Please name both of your submitted files as: Your Team Name_R2_RBAC2023

Please submit your team files via this submission form:

https://bit.ly/RBAC2023R2_SubmissionForm



Deadline of submission: 23:59 PM, MONDAY 13 NOVEMBER 2023



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BUSINESS BACKGROUND

Pizza Hut is the first international pizza brand present in Vietnam since 2006. With the dynamic positioning by targeting young customers, this has been the market leader in terms of revenue and the quantity of 130 stores.

During the period 2019-2023, Covid has significantly changed consumer behavior in the F&B industry. Customers now not only seek a quality product but also demand more culinary experiences. To maintain its leading position, Pizza Hut has implemented many renovation campaigns to adapt to the changing patterns.



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BUSINESS BACKGROUND

In 2023, Pizza Hut opened 2 signature stores with new design concepts to improve dine-in quality. Furthermore, it helps customers reduce queuing time by applying the Bring Your Own Device (BYOD) feature when ordering at the table. This is also a leading point to encourage customers to interact with online ordering activities on the website or through the in-house app.

In terms of R&D, the brand regularly introduces product innovations such as ‘Hot pot pizza’, ‘Crispy shrimp pancake pizza’ or ‘Silkworm pizza’. This unique fusion practice has helped a Western-origin dish become more familiar to Vietnamese tastes.

Pizza Hut's communication activities also attract a vibrant discussion on social networks thanks to its youthful language, unique approach, and novel ideas in a context where fast food brands solely mention promotion.



BUSINESS BACKGROUND

However, the current market is becoming more and more competitive due to the emergence of new competitors and the diversity of culinary options. Besides the renovation activities mentioned, gaining additional insights from data such as Customer life value (CLV) and Customer churn rate has always been a critical perspective in determining business growth.

As the Business Analyst team, you are required to report to the Head of department an accurate evaluation of the company, forecast its future performance and feasible recommendations.



BUSINESS QUESTIONS



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BUSINESS QUESTIONS

As a Business Analyst at Pizza Hut, you are required to achieve 4 objectives:

1. Describe the portrait of customers and provide insights into their behavior.
2. Using the RFM model, segment customers into different groups.
3. Proceed customer behavior prediction analysis for at least in the next 6 months.
4. Provide recommendations to enhance customer engagement in each segment.



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BUSINESS QUESTIONS

1. Describe the portrait of customers and provide insights into their behavior.

- a. Who are the people buying products?
- b. Which location do they live in?
- c. Which channel are they purchasing from?
- d. What makes them buy?*

*Note: factor about why a purchasing trend or relationship occurred. For example: seasonal factor, demographic factor, etc.



BUSINESS QUESTIONS

2. Using the RFM model, segment customers into different groups.

Note: You can freely choose names, categorize, and define your own groups.



BUSINESS QUESTIONS

- 3. Proceed customer behavior prediction analysis for at least in the next 6 months.**
 - a. Calculate customer life value (CLV) of each group
 - b. Predict the churn rate for each group or each customer



BUSINESS QUESTIONS

4. Provide recommendations to enhance customer engagement in each segment.

- a. How to engage and attract new customers or lapsers?
- b. How to increase frequency for repeated users?

Note: Your team can refer to innovation ideas regarding products, customer experiences, promotional activities, or any other ideas that are driven by your analysis in previous questions or from trustworthy external sources.



MARKING CRITERIA

15%

DATA PREPARATION AND PRECISION

- Organize and present data in a neat format.
- Ensure data integrity, accuracy, and uniformity.
- Use proper formulas and calculation techniques/models in the Excel file.
- Present all data tables and calculations that support the analysis in the Powerpoint/PDF files.

40%

DATA ANALYSIS AND INSIGHTS

- Provide clear problem statements.
- Demonstrate problem-solving capability by identifying relevant items for the given situation with good explanations.
- Use data precisely and thoughtfully during the problem-solving process.
- Synthesize the numbers to provide logical insights to the business with strong backup.
- Identify different criteria to analyze and compare the given options when needed.
- Make valid conclusion



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MARKING CRITERIA

20%

DATA VISUALIZATION AND SLIDE PRESENTATION

- Pick the suitable charts or tables
- Keep the chart/table precisely informative, highly insightful, and especially easy to understand for the audience.
- Choose suitable colors, numbers, and texts to depict the key messages articulately.
- Present the slide in a logical, professional, and easy-to-follow format and a good balance between texts and elements
- Slides and presentations should support and be relevant to each other.

25%

RECOMMENDATION

- Give data-informed recommendations.
- Define clear goals and possible outcomes of the recommendations on the business.
- Tailor the recommendation regarding the company's capabilities.
- Ensure the recommendations are creative yet relevant to the business, feasible to implement, and have measurable results within a particular period of time.
- Provide evaluations on the recommendations in various aspects.