BUSINESS REPORT

This comprehensive business intelligence report presents an in-depth analysis of Nujoom's restaurant partner ecosystem, highlighting operational patterns, CRM engagement trends, campaign effectiveness, and churn dynamics. The insights are derived from integrated SQL pipelines, campaign uplift models, and CRM activity logs, all of which are visualised through Power BI. This document identifies areas for optimisation, reveals opportunities for strategic growth, and outlines data-backed recommendations to strengthen partner retention and performance.

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Executive Summary

Nujoom is a rapidly growing food delivery platform, currently partnered with over **200 restaurants** across **Qatar**. This report provides an analytical assessment of Nujoom's operational performance through four key lenses:

- **Restaurant performance** (orders, revenue, and satisfaction)

- **Marketing campaign effectiveness**

- **CRM engagement and churn risk**

- **Strategic takeaways for portfolio growth**

Our goal was to transform raw data into actionable intelligence to empower account managers, marketing leads, and leadership teams to make data-driven decisions that retain high-value clients and drive repeat business.

Project Objectives

- Evaluate restaurant performance across revenue, order volume, and customer feedback

- Measure uplift impact from marketing campaigns

- Assess CRM engagement in reducing churn risk

- Identify high-value accounts and at-risk partners

- Recommend data-driven retention and growth strategies

Methodology

Data Sources:
 We used the following datasets:

- Orders: Pre- and post-campaign order volumes

- Campaign data: Campaign type, duration, and uplift impact

- CRM interactions: Account manager contact logs

- Performance summary: Ratings, delivery time, revenue

Tools Used:

- Python (pandas, matplotlib) for data transformation

- SQL for data extraction and joins

- Power BI for dashboarding and visualization

Section-Wise Analysis & Insights

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1. Restaurant Portfolio Performance

Insight Highlights:

- Total orders surpassed **20.7K** across active restaurants

- Total platform revenue exceeded **QAR 2.38 million**

- Average customer rating is stable at **3.74**, with negligible impact from delivery time

- **Order volume is the key driver** of revenue. Restaurants with high prices but low order counts underperform relative to high-volume partners

- No correlation between delivery time and rating suggests factors like **food quality, packaging**, or **customer service** may affect satisfaction

Recommendation:
Investigate non-logistical factors impacting customer experience. Collaborate with restaurant partners on quality control and post-delivery feedback.

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2. Campaign Uplift Analysis

Insight Highlights:

- **Combo Offers** outperform all other campaign types with the highest uplift

- In some cases, campaigns like **Free Delivery** had a **negative impact** on orders (e.g., Restaurant 1194 saw a 33% drop)

- Campaign responses vary by restaurant — a "one-size-fits-all" strategy does not apply

- **Top revenue uplifts** were driven by a combination of strong campaign type + pre-existing customer base

Recommendation:

- Pilot **A/B campaign testing** per restaurant to find optimal strategies

- Build personalised campaign frameworks and avoid overusing ineffective promotions

- Learn from top performers (e.g., Restaurant 1170) to create case studies

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3. CRM Activity vs Churn Risk

How Churn Was Calculated:
Restaurants in the **bottom 25% of total revenue and order volume** were classified as "At Risk" of churn. This binary flag helps identify vulnerable clients for retention action.

Insight Highlights:

- There's a **clear inverse correlation** between **CRM interactions and churn risk**

- Restaurants with **6+ CRM contacts** were significantly less likely to churn

- Account managers with consistent, proactive follow-ups saw stronger client retention

- Some restaurants with **low order volume** were still retained — purely due to CRM relationship strength

Soft Observation:
Our account managers are doing an **outstanding job** — churn-risk restaurants are few, and most portfolios are well-maintained. Still, several restaurants fall at risk despite strong engagement, possibly due to **external competition**, **in-house delivery** adoption, or **platform switching**.

Recommendation:

- Create a CRM interaction tracker with a monthly minimum touchpoints

- Consider churn interviews or win-back surveys for lost partners

- Offer exclusive incentives to restaurants at the churn threshold

- Work with top-performing managers to replicate success playbooks

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4. Executive Overview

Insight Highlights:

- **Uplift ≠ Retention**. Several restaurants with high campaign uplift were still marked at risk

- **Burger, Qatari, and Italian** cuisines dominate order volumes — portfolio skew is clear

- Average uplift varies significantly across the board; no single metric guarantees retention

- The majority of "At Risk" clients are still receiving CRM calls, implying **external factors** are likely at play (e.g., shifting delivery partners)

Recommendation:

- Set up a "portfolio intelligence" model to track restaurant behaviour and campaign impact jointly

- Develop data-driven segmentation for cuisine type vs campaign responsiveness

- Consider exploring **exclusive delivery partnerships** with high-churn yet high-potential restaurants

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Strategic Recommendations

- **CRM Playbook:** Build a standard engagement playbook by tier (e.g., high-risk, mid-value, elite)
- **Campaign Personalisation:** Shift from generic campaigns to targeted, data-backed offers
- **Churn Modelling:** Redefine churn with additional features (review data, delivery satisfaction)
- **Cuisine Focus:** Create cuisine-specific playbooks — Qatari, Italian, and Burger dominate
- **Smart Deals:** Work with partners to design mutual exclusivity or loyalty bonuses
- **Analytics Layer:** Empower account managers with real-time churn dashboards and alerts

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Appendix

Files Referenced:

- orders.csv, restaurants.csv, campaign_uplift_analysis.csv

- crm_contact_tracker.csv, crm_interactions.csv, restaurant_performance_summary.csv

- dashboard. pbix (Power BI)

- Python scripts: churn.py, campaign_uplift_analysis.py, load data into pandas.py

- SQL: sql tables.sql, sql connection.py

Technologies Used:

- Python (Pandas, Matplotlib)

- Power BI

- SQL Server

- Microsoft Excel / Power Query

- Google Docs (for final reporting)