

Craver Solutions Week 5 - 6 Report

Key Tasks Completed:

1. Continued analysis.
2. Refined the dashboard in preparation of the finalization.
3. Updated team and individual work logs.

Team Work Log:

Dates	Task	Hours/Day
May 30 - 31, 2024	Met with Craver to present our dashboard and the results of our analyses.	1
	Natalie - Continued working on Objective 1(c) by diving deeper into product analysis - product affinity analysis, time of the day purchase sales analysis and working on drawing different insights and completing pending analysis bit for the report generation.	7
	Pranav - Worked on the RFM analysis between successful and unsuccessful merchants.	8
	Chris - Worked on Order Source analysis to see if there's any discrepancies in order frequency between Web-based and App-based orders for Sticky VS Non-sticky customers.	6
	Jade - Worked on objective 5, try to identify merchant type classification	3
	Jacob - Not Available	5
June 1 - 2, 2024	Natalie - Continued working on Objective 1(c) looking into product sales and growth rate of sales per category.	7
	Pranav - Ran multiple regression to identify weights for the RFM scores.	8
	Chris - Based on the suggestion from Zuki, Craver's Marketing Director, I conducted a deeper analysis on coupons usage patterns for sticky VS non-sticky users. Drafted new query to extract time-series data on	8

	specific coupons usage.	
	Jade - Worked on objective 5, try to identify merchant type classification	3
	Jacob - Not Available	6
June 3 - 5, 2024	Team finalized the slide-deck for the mid-term presentation.	3
	Team continued to build the dashboard pages.	2
	Natalie - Worked and created the final pages of the dashboard for the overview, coupon analysis and retention analysis in preparation of the final dashboard and cleaned up the final report.	7
	Pranav - Built a new dashboard page to compare the performance of a successful merchant and an unsuccessful merchant.	8
	Chris - Conducted analysis on points redemption for sticky vs non-sticky customers. Finalized set of visualizations to be included in dashboard.	7
	Jade - Finalized personal dashboard page	3
	Jacob - Not Available	8

Action Items for Next Week:

- Team:
 - Continue to develop the dashboard and keep updates to the client.
 - Continue to work on the final report.
- Natalie:
 - Work on Objective 1(e) looking into other recurring trends - and complete the pending analysis bit for product analysis and report generation.
- Christopher:
 - Work on the final report paragraphs and analysis for objective 2. Finalize dashboard layout and functionalities.
- Jade:
 - Complete objective 5
 - Work on the final report

- Pranav:
 - Continue to perform analysis to obtain the weights to accurately gauge the RFM scores for the merchants.
 - Perform qualitative analysis based on the reviews provided by the Craver team.