

# [Confidential] UBC MDS Craver Q2 2024 Project Scope

## Craver Contacts

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## Overview

This doc describes high level potential project objectives and scope. Craver is flexible on the scope, although we have key questions we would love to focus on if possible. These are open-ended and Craver is looking to collaborate with the MDS team on what is possible.

### Release of Results must be Approved (!!)

Craver's customers are very sensitive about the insights derived from these questions. As such, Craver requires that any use, research, and/or release or publication of specific insights, results, and data derived from Craver's data must be approved in writing. No identifiable merchant information or competitive insights may be released. However, Craver will work with the team to ensure that high level work and outcomes can be promoted by team members on resumes.

- We cannot share any identifiable data regarding merchants.
- However, we are open to sharing about the project, high level conclusions, and the nature of the work and partnership, and even partnering between Craver and UBC/Capstone team to cross-promote this effort.
- Students can share high level information about the work done, the tools, data, and non-specific conclusions from this data. E.g. students can include the project on LinkedIn, resumes, etc. We ask that specific conclusions from insights remain confidential and any use is approved in writing, both for the privacy of our merchants and for Craver's competitive position.

## Recommended Timeline

Date	Deliverable
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April 23, 2024	Access to BigQuery data
May 1, 2024	Confirm scope based on evaluation of Craver Data
June 28, 2024	Project outcomes

## BigQuery

<https://console.cloud.google.com/bigquery?project=craver-capstone-2024-01>

## Potential Insights and Scope

### Priority Insights

1. For specific large merchant Jules/Lovebird as focus area (can extend to other merchants):
  - a. ( Jules/Lovebird) Looking deeper into the loyalty program to see how earning and using credit (stars) influences guests' behavior when it comes to ordering in person/over the phone vs door dash vs craver
  - b. ( Jules/Lovebird) Comparing the growth of customer behavior in terms of their evolution as a Jules and/or Love Bird customer (i.e. if they were just a customer of Jules and then became one at Lovebird too and vice versa)
  - c. ( Jules/Lovebird) How we can increase ticket values based on recurring trends
    - i. E.g. complementary items/pairings?
  - d. ( Jules/Lovebird) Customer patterns/growth before and after the installation of Craver
  - e. ( Jules/Lovebird) Other basic recurring trends on a consumer basis (i.e. popularity of items, what sells based on time of year, etc.)
2. What patterns and understanding can we gather from orders data for sticky/non-sticky guests at successful/less successful merchants? MAIN IDEA: E.g. Facebook users getting to 7 friends in 10 days, you're a user for life What's this for craver? 1000 users in 30 days?
  - a. E.g. if a customer buys once with a perfect experience, maybe they have a 40% chance of returning – so what promotions/purchases/incentives can drive that 40% higher. Or what makes those customers in the 40% repurchase? Similar on the second purchase, etc...
3. How does restaurant type (cafe, coffee shop, pizzeria, etc) factor into merchant success, and what distinctives can we identify from our data?
4. What are common features of our upper quartile (% rev through craver) customers? (may be more qualitative than quantitative, or a mixture). Successful high revenue merchants vs unsuccessful high revenue merchants.

5. What's the cart abandon rates, what are the trends correlated with purchase completion/abandonment? What traits/characteristics/merchant types/basket sizes/etc could factor in?

## Additional Insights

1. Merchants who have less than 3 FTE employees are likely to churn?
2. Merchants who are not open at sign up (location to open 0-2 months) are likely to churn?
3. Merchants where the owner is our main point of contact are going to have a long onboarding period (from sign up to first intake of orders)?
4. Merchants in rural areas are likely to churn (low local population levels)
5. Merchants located in a pedestrianized area are more likely to succeed?
6. If a car is required to get to the location, then you're less likely to use an app because it's illegal to use your phone in the car?
7. Merchants with small menus (under 10 items) are likely to churn?

## Outcomes

- The outcome could be reports, scripts, transformed data. We'd like to partner with a team to help clarify and identify the most practical + useful form.
- Ideally, at the end of the project, we have developed and documented conviction on specific insights.