

Craver Solutions Week 3 - 4 Report

Key Tasks Completed:

1. Proposal approved and finalized by Craver (Capstone partner).
2. Developed more comprehensive aggregated tables to answer each objective based on Mike Jones' (Craver's VP Engineering) inputs and suggestions.
3. Drafted several visualizations to be added in our dashboard.
4. Updated team and individual work logs.

Team Work Log:

Dates	Task	Hours/Day
May 17-18, 2024	Scheduled a meeting with Craver to share progress updates, query results, and challenges.	1
	Natalie - Worked on data wrangling and exploratory data analysis to understand user data and loyalty programs i.e., Obj 1(a).	7
	Pranav - Worked on comparing the metrics of successful and unsuccessful high revenue merchants.	8
	Chris - Created an aggregated table containing important metrics to answer objective 2 (users' stickiness) via SQL queries on Craver's database.	6
	Jade - Worked on Characterizing users of different merchants	6
	Jacob - Worked on classification of merchant locations.	5
May 19-20, 2024	Natalie - Focused on developing effective strategies to answer Objective 1(e): Other basic recurring trends on a consumer basis (i.e. popularity of items, what sells based on time of year, etc.)	7
	Pranav - Identified a successful coffee shop and unsuccessful coffee shop and analyzed their growth and customer retention.	8
	Chris - Formulated a 'lapsed metric' and added 'reorder rate' metric to the aggregated table. Identified	8

	trends via scatter plots and box plots to determine stickiness thresholds	
	Jade - Identified the installation time of Craver for different merchants and its impact on orders. Explored the differences between users who placed orders through different sources(Web and Mobile)	6
	Jacob - Finalized the heuristic to classify each merchant location.	6
May 21-23, 2024	Team drafted a slide-deck for the mid-term presentation.	3
	Team started to create a mock-up for the dashboard main page.	2
	Natalie - Created charts using Looker for objective 1(a) and (e) to prepare for building a comprehensive dashboard.	7
	Pranav - Created charts using Looker for objective 4.	8
	Chris - Generated scatter plots for the clustering results.	7
	Jade - Created charts using Looker for objective 1 (b) and (d).	7
	Jacob - Created table with initial statistics calculated for each location.	8

Action Items for Next Week:

- Team:
 - Create individual dashboard pages for the presented analysis for the internal meeting on Wednesday.
- Christopher:
 - Distribution analyses are going to be conducted to identify interesting patterns or trends within each group (STICKY VS NON-STICKY, using approved thresholds)
- Jacob:
 - Produce boxplots for each statistic and category.

- Perform t-tests.
 - Calculate user based statistics for each location.
- Jade:
 - Check the consumer data from Jules/Lovebird to ensure no overlap.
 - Use Hometown coffee as case study to look into the effect of Craver since it has a more effective baseline along with the analysis of Jules&Lovebird Craver impact.
 - Look into the correlation between abandonment rate and merchant type, basket size.
 - Visualize order value and frequency analysis from different sources.
- Pranav:
 - Improve the accuracy of the performance classification.
 - Perform qualitative analysis and delve deeper into the product analysis between successful and unsuccessful merchants.
- Natalie:
 - Work on Objective 1(c) conduct product analysis - conversion rate, repeat purchase rate, and complete the pending analysis bit for the report generation.