

Team Logs

**Christopher Prasetya Mulya | Jacob Rosen | Jade Yu | Natalie Crystal Coutinho |
Pranav Kumar Mahesh**

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Week	Dates	Task	Hours/Day
0	April 23, 2024	Project Kickoff Meeting - Craver Team	1
0	April 25-30, 2024	Team delved into the data to gain a deeper understanding of the company's operations.	2
1	May 1, 2024	Convened a team meeting to discuss task allocation and plan our next steps. Started to work on the team charter.	1
1	May 3, 2024	Team collaboration on bringing together our initial ideas in alignment with the set objectives, preparing for the proposal.	1
1	May 4, 2024	Team focused on developing strategies tailored to address the key objectives, aligning with each member's assigned tasks. Finished the team charter.	3
1	May 5-7, 2024	Team drafted the proposal write-up and presentation.	2
2	May 8-9, 2024	The team collaborated to delve deeper into the data, exploring additional strategies to extract valuable insights in preparation for the upcoming presentation to the Craver team.	2
2	May 10, 2024	Scheduled a meeting with Craver to finalize the proposal and seek their approval.	1
2	May 11-13, 2024	Team finalized the proposal, incorporating feedback from Craver. Subsequently, we initiated data exploration to extract valuable insights.	2
3	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
4	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 trends via scatter plots and box plots to determine stickiness thresholds	8
		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
4	May 21-23, 2024	Team drafted a slide-deck for the mid-term presentation.	3
4	May 21-23, 2024	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
4	May 24-25, 2024	Natalie - Worked on Objective 1(c) conducted product analysis - top selling items, repeat purchase rate, and refining the pending analysis bit for the report generation.	7
		Pranav - Conducted cohort analysis on the 2 different merchants (successful vs unsuccessful) to compare their customer retention.	8
		Chris - After getting the thresholds approved by Craver, I updated the SQL query to create a new column that categorizes the users into STICKY / NON-STICKY / 1-TIME CUSTOMERS based on the approved thresholds filter.	6
		Jade - Work on the slide deck for mid-term presentation; work on objective 5, calculated cart abandonment rate and preliminary analysis	8
		Jacob - Not Available	-
5	May 26-28, 2024	Natalie - Worked on creating slides for the mid-term presentation and supporting analysis to provide to Craver.	5
		Pranav - Compared the prices of the top ten most popular product categories between the successful and unsuccessful merchants to identify any patterns in their prices.	8
		Chris - Worked on some visualizations and charts for the user profile analysis of sticky VS non-sticky customers (histograms, bar charts), finalized mid-term presentation slide deck.	8

		Jade - Mid-term presentation preparation, preliminary work on the final report	5
		Jacob - Not Available	-
5	May 29 - 31, 2024	Natalie - Worked on Objective 1(c) to understand the product analysis dynamics for the two merchants - top selling product, product affinity, time of the day purchase sales analysis, etc.	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.	
		Jade - Worked on objective 5, try to identify merchant type classification	3
		Jacob - Not Available	-
6	June 1 - 2, 2024	Natalie - Continued working on Objective 1(c) looking into product sales and growth rate of sales per category and refined the previous code for simplicity.	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 specific coupons usage.	
		Jade - Worked on objective 5, try to identify merchant type classification	2
		Jacob - Not Available	-
6	June 3 - 5, 2024	Natalie - Worked and created the final pages of the dashboard for the overview, coupon analysis and retention analysis in preparation of the final dashboard tying everything together and cleaned up the final report.	7
		Pranav - Built a new dashboard page to compare the performance of a successful	8

		merchant and an unsuccessful merchant.	
		Chris - Conducted analysis on points redemption for sticky vs non-sticky customers. Finalized set of visualizations to be included in the dashboard.	
		Jade - Finalized personal dashboard page	3
		Jacob - Not Available	-
6	June 6 - 8, 2024	Natalie - Continued working on Objective 1(c) by diving deeper into product analysis - product sales trends and category growth analysis and working on drawing different insights and drawing recommendations.	7
		Pranav - Worked on the RFM analysis between successful and unsuccessful merchants.	8
		Chris - Conducted further analysis on points redemption for sticky vs non-sticky customers. Refined query to filter for point redemption frequency at each merchant.	7
		Jade - Worked on the final report	3
		Jacob - Not Available	-
7	June 9 - 11, 2024	Natalie - Completed the analysis bit for the report generation.	8
		Pranav - Completed the weighted RFM scoring.	8
		Chris - Further analysis on point redemption tiers for each merchant & Report drafting for objective 2	7
		Jade - Finalized personal dashboard page	3
		Jacob - Not Available	-
7	June 12 - 14, 2024	Natalie - Worked on the Objective 1(a) looking into the Retention Analysis - RFM Analysis for Repeat Vs New Customers and other Temporal Patterns and working recommendations.	8
		Pranav - Continued with the report generation	6

		Chris - Continued with the report generation and visualizations.	6
		Jade - Finalized personal part of the report.	3
		Jacob - Not Available	-
8	June 15 - 18, 2024	Natalie - Parameterized SQL queries as requested by Cravers to work on different Merchants. Along with the parametrization for anonymizing the merchant names for ensuring data privacy and security. Continued with the report generation for MDS Submission (Anonymized). And created a sanitized i.e., (De-Anonymized) Report for Cravers.	8
		Pranav - Based on inputs given by Craver executives, fixed the RFM scores by modifying the logic.	8
		Chris - Finalized actionable insights for Craver and worked on report paragraphs.	5
		Jade - Worked on the final report	3
		Jacob - Not Available	-
8	June 19 - 21, 2024	Natalie - Worked further on Objective 1(a), deriving additional insights into coupon analysis and devising actionable recommendations.	8
		Pranav - Worked on the anonymized report which is to be given to Craver.	8
		Chris - Worked on presentation slide decks and report - both anonymized and anonymized versions	6
		Jade - Finalized presentation slides	3
		Jacob - Not Available	-
9	June 22 - 25, 2024	Met with Craver and presented our final analysis in preparation for the Final Capstone.	1
		Finalized the final report and presentation.	8

