

Craver Solutions Week 6 - 7 Report

Key Tasks Completed:

1. Continued analysis.
2. Refined the dashboard in preparation of the final delivery to Craver.
3. Started tying up the Report to be reviewed by Craver.
4. Updated team and individual work logs.

Team Work Log:

Dates	Task	Hours/Day
June 6, 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.	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	-
June 7, 2024	Met with Craver to discuss the analyses extracted uptil now and need for further insights.	1
	Natalie - Continued working on Objective 1(c) looking into product sales and growth rate of sales per category.	2
	Pranav - Ran random forest to identify weights for the RFM scores.	8
	Chris - Drafted some actionable insights based on each merchants point redemption tiers (analyzed each merchant's ordering app)	7

	Jade - Worked on the final report	3
	Jacob - Not Available	-
June 8 - 9, 2024	Natalie - Completed the analysis bit for the report generation.	5
	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	-
June 10 - 12, 2024	Natalie - Continued with the report generation.	5
	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	-

Action Items for Next Week:

- Team:
 - Finalize the dashboard and report these updates to the client.
 - Finalize the final report.
- Natalie:
 - Complete the report generation and dashboard.
- Christopher:
 - Finalize the final report and dashboard design for objective 2
- Jade:
 - Refine dashboard and final report if necessary
- Pranav:
 - Complete the report and dashboard.