Craver Solutions Week 4 - 5 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 24-25, 2024	Met with Craver to present our EDA and the results of our analyses and shared the survey form to obtain their feedback.	1
	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 - Preliminary analysis of objective 5; abandonment rate distribution	6
	Jacob - Not Available	5
May 26-27, 2024	**Natalie -** Worked on creating slides for the mid-term presentation and supporting analysis to provide to Craver.	7

	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 - Work on the slide deck for mid-term presentation, work on objective 5	6
	Jacob - Not Available	6
May 28-30, 2024	Team finalized the slide-deck for the mid-term presentation.	3
	Team continued to build the dashboard pages.	2
	Natalie - Calculate the conversion rate, categorize products by looking into the time of the day purchases, and growth rate of sales per category. And start creating the final dashboard and cleaning up the final report. Submitted a summarized analysis to Craver up to the mid-term.	7
	Pranav - Focused on geographical, product and order based analyses between the two merchants.	8
	Chris - Mid-term presentation, preliminary analysis on the lapsed metric trend between sticky vs nonsticky, and customer's points.	7
	Jade - Mid-term presentation, preliminary work on the final report; submitted a extensive report of objective b&d to Craver	7
	Jacob - Not Available	8

Action Items for Next Week:
- Team:
    - Create individual dashboard pages for the presented analysis for the internal meeting on Wednesday.

- Christopher:
    - Finalize the visualizations that are going to be added into the dashboard, draft report paragraphs for objective 2.

- Jacob:
    - Produce boxplots for each statistic and category.
    - Perform t-tests.
    - Calculate user based statistics for each location.

- Jade:
    - 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.
    - Work on the final report

- 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(e) looking into other recurring trends - and complete the pending analysis bit for the report generation and integrate few pages of the dashboard together.