Craver Solutions Week 0 - 3 Report

Key Tasks Completed:

1. Delved into understanding the data and chalking down plans for action.
2. Completed the Team Charter.
3. Proposal approved and finalized by Craver (Capstone partner).
4. Updated team and individual work logs.

Team Work Log:

Dates	Task	Hours/Day
April 23, 2024	Project Kickoff Meeting - Craver Solutions Team	1
April 25-30, 2024	Team delved into the data to gain a deeper understanding of the company's operations.	2
May 1-4, 2024	Allocated objectives to each individual and started preliminary analysis work in alignment with the set objectives, preparing for the proposal.	2
May 5-10, 2024	Team drafted the proposal write-up and presentation.	5
	Presenting the initial ideas and direction to Cravers.	1
May 11-13, 2024	Team finalized the proposal, incorporating feedback from Craver. Subsequently, we initiated data exploration to extract valuable insights.	2
May 14-16	**Natalie** - Formulating Queries for User Data & Loyalty Program Analysis i.e., Objective 1.	2.5
	Pranav - Identified the upper quartile merchants and split them up into top 10 successful and unsuccessful merchants.	7
	Chris - Began formulating queries to collect users data along with their order frequencies and coupons usage.	2.5
	Jade - Data cleaning and preparation by joining tables and running queries.	3

| | Jacob - Continued to refine SQL queries to categorize restaurants based on Craver requests. | 3 |

Action Items for Next Week:
- Natalie:
  - Work on Objective 1(a) conduct preliminary analysis - understanding how coupons and points influence customer ordering behavior and create necessary visualizations.

- Pranav:
  - Utilize multiple metrics to identify how merchants can be grouped into successful or unsuccessful categories.

- Christopher:
  - Formulate a lapsed metric and add a reorder rate metric to the aggregated table.
  - Identify trends via scatter plots and box plots to gauge stickiness thresholds.

- Jacob:
  - Finalize heuristic for restaurant classification.

- Jade:
  - Understand customer growth between merchants before and after the installation of Craver.
  - Distinguish orders placed through Craver or other platforms to understand the impact of Craver.