

Individual Logs
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Date	Activity	Category	Time (hrs)
April 23, 2024	Met with the Craver team for onboarding purposes.	Client Meeting	1
April 25-30, 2024	Explored the data hosted on BigQuery.	EDA	-
May 3, 2024	Worked on refining our initial ideas in alignment with the set objectives, discussing them during the team meeting in-preparation for the proposal.	Team meeting	1
May 4, 2024	Drafted the key objectives part for the proposal	Proposal writing	1
May 5, 2024	Drafted the methodology section for key objective 2	Proposal writing	1
May 6, 2024	Designed a comprehensive Gantt Chart to organize our project timeline	Proposal writing	2
May 10, 2024	Had a meeting with Craver to finalize the proposal and seek their approval.	Client meeting	1
May 13-14, 2024	Began formulating queries to collect users data along with their order frequencies and coupons usage	Data Wrangling & EDA	2.5/day
May 15-16, 2024	Refined SQL Query, included filters to exclude test accounts.	Data Wrangling	3/day
May 17, 2024	Had a meeting with Craver to present my findings and ensure alignment with initial goals and client's expectations.	Client meeting	1
May 18, 2024	Created an updated version of the aggregated table containing important metrics to answer objective 2 (users' stickiness) via SQL queries on Craver's database. Extracted the resulting table into Google Sheet for ease of analysis.	Data Wrangling & EDA	6
May 20, 2024	Formulated a 'lapsed metric' and added 'reorder rate' metric to the aggregated	EDA & Data Visualization	8

	table. Identified trends via scatter plots and box plots to gauge stickiness thresholds.		
May 21, 2024	Conducted a k-means clustering on the different metrics used to determine customers' stickiness. Found natural grouping between points. Finalized the thresholds values based on the clustering results and the descriptive statistics (Q1, Q2, Q3) of each metric.	Data Analysis	8.5
May 24, 2024	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.	Data Analysis	5
May 25, 2024	Refined and parameterized queries for the 2 merchants.	Data Analysis	2
May 27, 2024	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.	Data Visualization	5
May 28, 2024	Finalized mid-term presentation slide deck and talking points	Presentation	3
May 30, 2024	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.	Data Analysis	5
June 1, 2024	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.	Data Analysis	6
June 3, 2024	Conducted analysis on points redemption for sticky vs non-sticky customers. Finalized set of visualizations to be included in dashboard.	Data Analysis & Visualizations	7
June 5 - 6,	Conducted further analysis on points	Data Analysis	8

2024	redemption for sticky vs non-sticky customers. Refined query to filter for point redemption frequency at each merchant.		
June 9, 2024	Further analysis on point redemption tiers for each merchant & Report drafting for objective 2.	Data Analysis & Report Writing	7
June 11 - 13, 2024	Continued with the report generation and visualizations.	Report Writing & Dashboard	11
June 14, 2024	Presented our final presentation to our Capstone partner, gained feedbacks regarding potential insights to be derived from the analyses	Presentation	2
June 15-16, 2024	Finalized actionable insights for Craver and worked on report paragraphs.	Report Writing	6
June 18-19, 2024	Worked on presentation slide decks and report - both anonymized and anonymized versions	Report Writing & Slide deck	9
June 23, 2024	Finalized slide deck content and performed the final run-through of the presentation with the group.	Presentation	4