

## **Business Problem Statement**

Local businesses significantly contribute to the growth of Swire Coca-Cola and over time the management has also recognized their importance and have decided to partner with them and build a sustainable business model which will be equal beneficial for all the stakeholders. The biggest challenge in partnering with local businesses is to decide on the right partners as there are 100's of new QSR's and restaurants opening every quarter but partnering with every one of those might not be profitable. The team at Swire have decided to partner with a 3rd party group to find out the metrics and build a model to evaluate a partnership and also project the profitability.

An analytical model will be built to evaluate the customers who are most likely to purchase a Coca-Cola product during their visit to the restaurant. Understanding the sales from customer standpoint will eventually help us to get to know the profitability of the partnership with a restaurant. Historical data is taken into consideration to predict the sales for each partner restaurants. To avoid biased dataset, data is gathered from different locations and geographies to get a more accurate and correct output. The metrics like Average Revenue Per Customer, New Customer addition, Sales Productivity etc. are useful in evaluation of sales at each partner restaurant. This Project will be a success if the sales and profitability for each partner restaurant is consistent quarter over quarter and a regular stream of new restaurants are added to this list.