Case Challenge Part I (Individual Assignment 1)

Apprentice Chef

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This document contains two insight and one actionable recommendation. **My final model's highest R-Square value is: 0.801**

Insight 1: Total meals order

The highest outlier for this value was 250. With this threshold we have 33 costumers that generate 147000 dollars, which is odd based on the amount meals they ordered in contrast with the lowest threshold 13, it only generates 26357 dollars which is less than 1% of the total revenue.

Insight 2: Contact with costumer service

For this column there is an odd trend, until 10 contacts with costumer services the revenue in regard to this variable seems to be growing. Until it hits 11 and it start decreasing. Contact with customer service and revenues correlated until it hits 11 times, after which there seems not to be a correlation
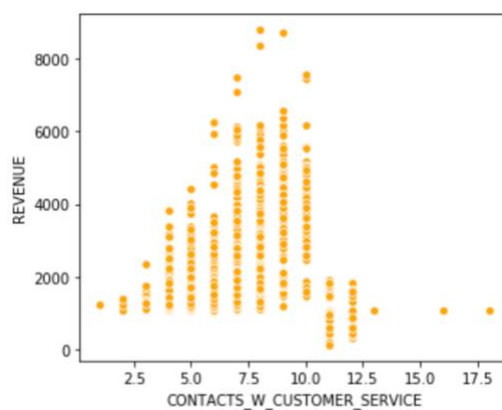
Actionable recommendation

The first thing to do is evaluate and make an analysis why is causing the drop-in revenue when more people contacting costumer service, It is important to contact this costumers and find out what is the cause of their struggle cooking and start a plan where we can make it easier for people to prepper the meals, with this plan we will have less people contacting costumer service if the instructions should be clearer.