

Case Challenge Part II (Individual Assignment 1)

Apprentice Chef

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This document contains two insight and one actionable recommendation. **My final model's highest AUC value is: 0.80**

Insight 1: Refrigerated locker should not be a variable

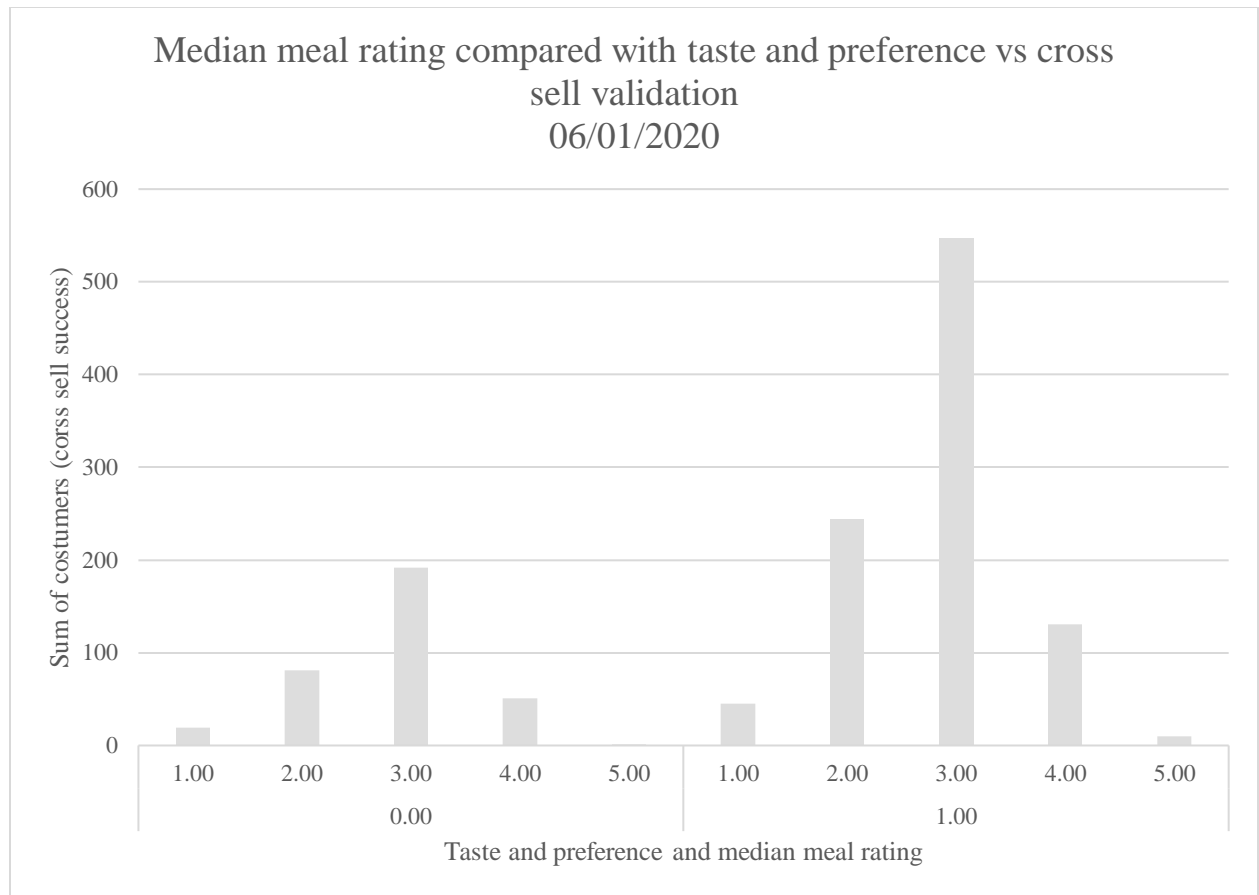
The model showed that this variable package locker is not significant to the model and to predict if the person is going to subscribe to cross-selling promotion, because business competition like *BlueApron* or *HomeChef* . deliver their package with a cold packs and isolator than let the food stay fresh for longer periods of time. (Lindberg, 2020)

On the other side wine (depending on the wine) should be in room temperature (Ashenfelter, 2016) and if it is not remind at this temperature will decrease wine quality which means a worse experience for the costumer.

Insight 2: Taste and preference

The graph shows how having the costumers specify their taste and preference affects in a positive way whether or not the costumer will acquire the *halfway there*. Taste and preference play a key role in the overall satisfaction of the costumer on this type of service (Preston, 2020)

Taste and preference play a key role in our model, our competition *Blue Apron* and *Hello fresh* has a better qualification because they take advantage against their competition having *mandatory* this configuration and this give the costumer the opportunity to pick with their preference. (Preston, 2020)



Actionable recommendation

The first thing we should do to make costumer acquired *halfway there* is make mandatory to fill taste and preference in this case we can provide a better service for the costumer and therefore he will get more products from **Apprentice chef**. In addition to the initial configuration I recommend the costumer should decide what type of wine he like the most.

On a related note we should increase our costumer median meal rating satisfaction in order to do that we should not take into account if the costumer has refrigerated package locker, in this **Apprentice chef** should have a better way to isolate and refrigerate the food they sent to

each costumer. Since a fresh ingredients make a better dish and therefore make a more satisfied user.

Bibliography

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