

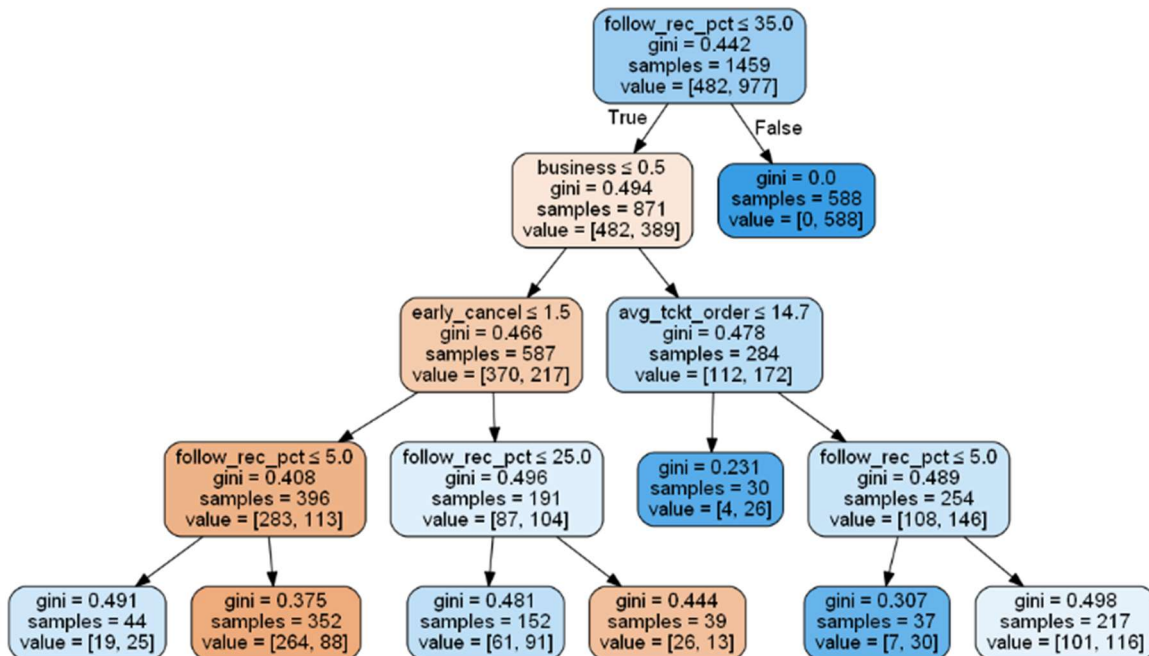
Apprentice Chef | Halfway There | Business Insights

Apprentice Chef has a cross-sell option where you can purchase and receive weekly a half bottle of wine from a local California vineyard. This analysis was focused on understanding which customer target to focus and promote that more successfully. In the process, it was possible to get two business insights and to elaborate one actionable recommendation for the company.

Business Insight 1

Considering all our models, the most significant variable to determine the success of that cross-sell promotion is '*Followed Recommendation Percentage*', i.e., the ratio of times that a customer visited the company's platform and watched the recommendations.

	coef	std err	z	P> z	[0.025	0.975]
follow_rec_pct	-0.0330	0.008	-4.091	0.000	-0.049	-0.017



It means that is a customer with a higher engagement with the platform, a customer that trust in the company and, therefore, more open to receive suggestions when promoting a new product.

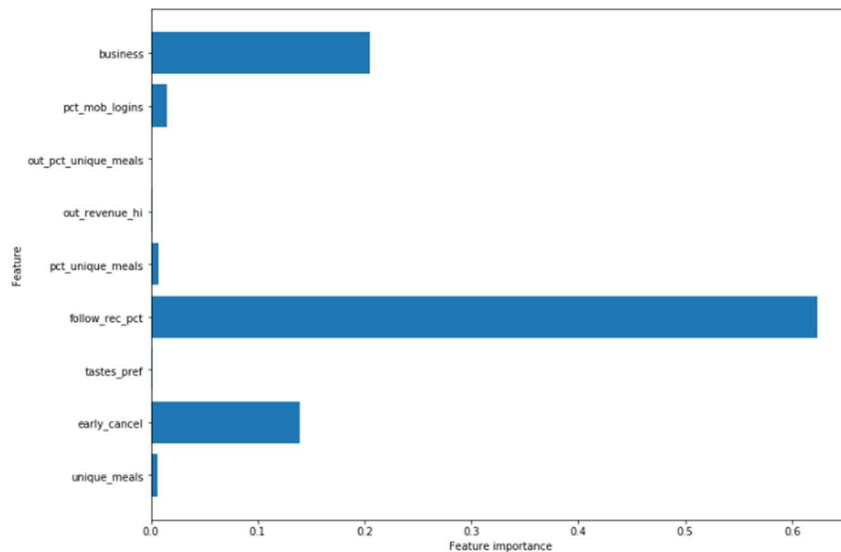
That piece of information might be used especially by UX department, understanding how the experience can be improved to maximize the number of customers who follow recommendations, especially considering that **almost 69% (1,162 customers) followed recommendations less than 30%** of the times they logged in, i.e., there is room for improvement there.

Business Insight 2

Another important information extracted from the analysis was the significance of the feature '*Business*', i.e., a customer with a professional e-mail domain. That is especially helpful because it also helps to clarify who is the customer target, which, by the way, **represents 36% of total customers**.

```
Domain Group
-----
business    696
junk        389
personal    861
Name: domain_group, dtype: int64
```

Besides the engagement and the interaction with the platform, we are talking about a specific type of customer. It is an information that may be exhaustively used by the marketing department when elaborating their campaigns. Reflecting and defining that profile can be the key to succeed with the cross-sell campaign.



Actionable Recommendation

As recommendation, Apprentice Chef would elaborate an e-mail marketing campaign with a coupon to send to its entire business base, excluding those who already signed up for the cross-sell promotion. That email would offer a free sample of any of their option of wines for these customers with a well-elaborated storytelling behind it to convince them about the attractiveness of the cross-sell promotion.

It is important to emphasize that such campaign will cost **\$ 3,475** considering the most expensive case scenario, i.e., all the customers that receives the email open, request the free trial, and order the most expensive wine.

However, more important than that, besides the fact that it will give an unique opportunity for Apprentice Chef to increase the ratio of professional customers, that may also be used as a learning process for future campaigns when targeting new customers within that profile.