Insight 1

Customers who contact customer service for greater than 10 times is a source of significant business loss.

Our data analysis shows that for customers who have beyond 10 calls with customer service, their revenue contribution significantly varies from those below 10. In fact, according to our revenue prediction model, one additional contact with customer service beyond 10 calls can dent revenue by $903.

There are 216 customers who have made greater than 10 calls with customer service in the dataset.

Insight 2

Customers who are from the Greyjoy family are power users of our meal subscription service.

After grouping customers by Game of Thrones family trees and encoding the family group into the dataset for the prediction model, the model reveals that customers who belong to the Greyjoy family contribute $499 more in revenue than those who are not. [1] [2]

In fact, the Greyjoys are the only large family group who show significant contribution to our revenue based on their family lineage.

Recommendation

Based on the top insights, it is recommended that Apprentice Chef organizes consumer research groups from those two cohorts, i.e. the Greyjoys and the 216 customers who made more than 10 calls with customer service. It is most likely that those customers are making complaints about their experience with our service. Conducting qualitative research with our power users and customers who experience important difficulties with our service will uncover valuable customer insight for Apprentice Chef to identify opportunities for upselling and reducing churn.

In addition, engaging with the Greyjoys can foster deeper customer loyalty. A trusted business-customer relationship can evolve into unbranded or branded endorsement of our service. User endorsement, from word-of-mouth to online discussion, helps to build and improve the Apprentice Chef brand and produces valuable User Generated Contents that Apprentice Chef can leverage on its marketing channels.

R-squared

The final revenue prediction model's highest R squared is 0.689, signifying that our model explains 68.9% of how the revenue changes.

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[1] EW Staff. (2019, March 20). Get your houses in order with EW's ultimate 'Game of Thrones' family tree. Retrieved January 27, 2020, from https://ew.com/tv/2019/03/20/game-of-thrones-family-tree/

[2] Game of Thrones Family Tree. (2017, September 2). Retrieved January 27, 2020, from https://usefulcharts.com/blogs/charts/game-of-thrones-family-tree