



Customers Relationship Management

Denis C. - 5238035

Section 741

Delivery service of fresh, tasty, nutritious meals made from natural products, designed specifically for you. Choose a meal that fits your lifestyle.



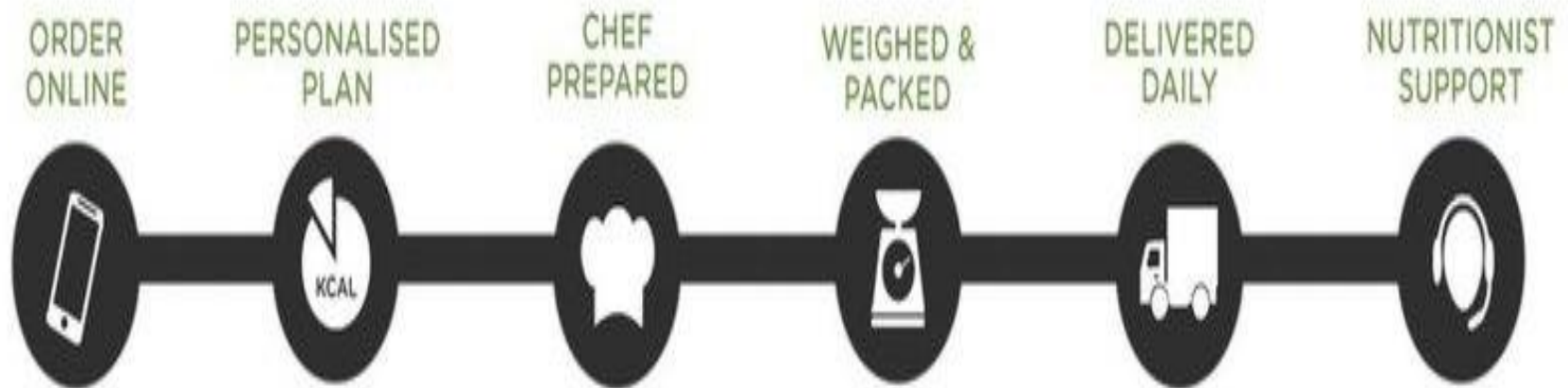
Customer Profile

- ? Gender: Male and Female
- ? Age: 18-55
- ? Race/Ethnicity: European and Asian
- ? Occupation: Worker
- ? Lifestyle: Active
- ? Social level: Middle and High
- ? Household Income: 1500\$ and up



One-to-One Marketing

? -Call to our service with your registered mobile number or by our mobile app and we will know your address as well as your favorite side orders. You can repeat your last order once you call. And you don't have to tell your address again and again for home delivery. We already know your address and have registered it against your mobile number.



Customization and Personalization

- ? Customization and Personalization
- ? -Customers can get nutritionist support, they will feel individual approach.
- ? -Customers can create a personalized menu, or choose ready-made diets according to their way of life. They also can get support and advice for make their menu.

КОРЗИНА 

Очистить **Заказать**

Доставка: 250 руб (18% НДС включен)

ПЕЛЬМЕНИ "BODYBUILDER"
 Цена: 340 руб
 Количество: 1

ФАРШ ИНДЕЙКИ
 Цена: 130 руб
 Граммы: 100

БАТАТ
 Цена: 150 руб
 Граммы: 150

	Углеводы	Белки	Жиры	Калории
Всего	100	50	70	400

Заказать **911 руб**

КУБИНСКИЙ СТЕЙК ИЗ ГОВЬЯ... 



КУБИНСКИЙ СТЕЙК ИЗ ГОВЬЯЖЕЙ ВЫРЕЗКИ

Цена: 850 руб

в избранное **в корзину**

Ккал	Углеводы	Белки	Жиры
528 гр	13 гр	42 гр	28 гр

Размер порции 400 г.: 200 г. говядины + 200 г. овощного рататуя.
 Ингредиенты: говядина вырезка, баклажаны, кабачки, кинза, лимон, винный уксус, лук репчатый, перец молотый красный, оливковое масло, петрушка, чеснок

КОРЗИНА 



Александр Маслов

maslov@kenzap.com

+796464646464643

Калужская д12

Подтвердить

Communicate Channels

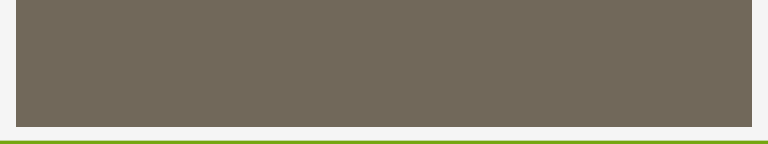
? Communicate Channels

- Online Call Center
- Line
- Facebook
- VK
- Service's official website
- Email
- Instagram
- Periscope



Data Mining

- ? 1. Clustering
- ? -We segment a particular customers into the distinct groups based on their goals and preferences.
- ? We will have three groups
- ? 1. Who want gain weight
- ? 2. Who want loose weight
- ? 3. Who want maintain a healthy lifestyle



Association

- ? Association is useful for analyzing and predicting customer behavior. We try to make Up-Selling and Cross Selling. For example: if we know that customer make order for party, then we can offer some sweets for desert and snacks. It's also important part in shopping basket data analysis, product clustering, catalog design and store layout.



ПРИ ЗАКАZE НЕДЕЛЬНОГО РАЦИОНА

ФИТНЕС-ТОРТ - В ПОДАРОК!



ФИТНЕС -ТОРТ «МИНДАЛЬНЫЙ»

2800 РУБ. ЗА 1000 г.

Prediction

Sales analysis

- ? We collect information about customer's historical purchasing to predict sales. By prediction we will know how to act in future and and reduce risks.



Thank You!
😊