**Description**

PizzaOL is a new Pizzeria in the city that sells Pizza only online using Mobile App since more than 2 years. Customer can pay via e-payment methods such as credit card or PizzaPay. PizzaOL's owner has appointed you to recommend key indicators to assess the PizzaOL performance and to build its own strategy in the next year.

20 separate variables (attributes) have been identified by other market research company. Those attributes were captured through focus groups discussion, pretesting, and application in previous studies, and are considered to be the most influential in the selection of any provider in the Pizza market. Three groups of information were collected in the study. The first group of information was perceptions of PizzaOL’s performance on 13 attributes (see sheet Variables). Moreover, the market research company suggested to collect data from 140 customers who previously had experience with PizzaOL. The scale of each of the 13 attributes is based on a 0-10 scale, with 10 being “Excellent” and 0 being “Poor”; (Note: the scale is continuous). The second group of information related to the purchase outcomes and customer relationships (e.g., satisfaction with PizzaOL and whether the customer would consider a subscription to the PizzaOL “Just in Time Pizza”). A third group of information is available from PizzaOL's clients’ database that includes information such as age group of customer and length of purchase relationship. When data are collected and later analyzed PizzaOL can develop a better understanding of both the characteristics of its customers and the relationships between their perceptions and their actions toward PizzaOL. From this understanding of its customers, PizzaOL will be in a good position to develop its action plans for next year to improve or to fine-tune its operations and performance to fulfill customers’ expectations. Brief descriptions of the database variables are provided in sheet "Variables". A deﬁnition of each variable and an explanation of its coding are provided in the sheet "Variables".

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|  | **Database Classification Variables** |  |
| 1 | X1 Customer Type |  |
| 2 | X2 Gender |  |
| 3 | X3 Age Group |  |
| 4 | X4 Location |  |
| 5 | X5 Payment Method |  |
|  | **Performance Perceptions Variables** | **Benchmark for the Mean** |
| 6 | X6 Pizza Quality | **8.1** |
| 7 | X7 Online Tracking System of the Order | **6.0** |
| 8 | X8 Changing Order Process after placing it | **6.0** |
| 9 | X9 Complaint Resolution | **6.0** |
| 10 | X10 Advertising about the PizzaOL | **6.0** |
| 11 | X11 Pizza Varieties in the Menu | **6.0** |
| 12 | X12 User Experience (with the Mobile App) | **6.0** |
| 13 | X13 Competitive Pricing | **7.2** |
| 14 | X14 Money Back | **6.0** |
| 15 | X15 New Pizza Offereing | **6.0** |
| 16 | X16 Ordering and Billing Process through the Mobile App | **6.0** |
| 17 | X17 Discount and Promotion | **6.0** |
| 18 | X18 Delivery Speed | **6.0** |
|  |  |  |
|  | **Outcome/Relationship Measures** | **Benchmark for the Mean** |
| 19 | X19 Current Purchase Level of Pizza from PizzaOL | **61.0** |
| 20 | X20 Consider to subscribe to the service JITP offered by PizzaOL |  |

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|  | **DATA WAREHOUSE CLASSIFICATION VARIABLES** |
|  | Five variables were extracted from PizzaOL’s data warehouse to reflect the basic customer characteristics and their relationship with PizzaOL. The five variables are as follows: |
|  | **X1 Customer Type -- Length of time a particular customer has been buying from PizzaOL:** |
|  | *1 = less than 6 months* |
|  | *2 = between 6 months and 1 year* |
|  | *3 = longer than 1 year* |
|  | **X2 Gender -- Gender of the Customer:** |
|  | *0 = Male* |
|  | *1 = Female* |
|  | **X3 Age Group -- Two Age groups were defined based on cut-off age at 35 years old:** |
|  | *0 = Customer who is older than 35 years old* |
|  | *1 = Customer who is younger than or equal 35 years old* |
|  | **X4 Location -- Customer location:** |
|  | *0 = Southern part of the City* |
|  | *1 = Northern Part of the City* |
|  | **X5 Payment Method -- How customer does pay the bill:** |
|  | *0 = PizzaPay* |
|  | *1 = Credit Card* |

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| **PERCEPTIONS OF PizzaOL** |
| Each respondent’s perceptions of PizzaOL on a set of business functions were measured on a graphic rating scale, where a 10-centimeter line was drawn between the end-points, labeled “Poor” and “Excellent". |
| *As part of the survey, respondents indicated their perceptions by making a mark anywhere on the line. The location of the mark was electronically observed and the distance from 0 (in centimeters) was recorded in the database for that particular survey. The result was a scale ranging from 0 to 10, rounded to a single decimal place, (see sheet DataSet). The 13 PizzaOL attributes rated by each respondent were as follows:* |
| **X6 Pizza Quality --** Perceived level of quality of the received Pizza (packaging, freshness, taste) |
| **X7 Online Tracking System of the Order --** Perceived level of satisfaction regarding the order online tracking system through the App |
| **X8 Changing Order Process after placing it --** Extent to which the order can be changed after placing it |
| **X9 Complaint Resolution --** Extent to which any complaints are resolved in a timely and complete manner |
| **X10 Advertising about PizzaOL --** Perceptions of PizzaOL’s advertising campaigns in all types of media |
| **X11 Pizza Varieties in the Menu --** Depth and breadth of PizzaOL’s menu whether it meets customer needs |
| **X12 User Experience (with the Mobile App) --** Overall experience by navigating PizzaOL’s website (Look & Feel), User-friendliness and ease of use |
| **X13 Competitive Pricing --** Extent to which PizzaOL offers competitive prices for similar Pizza at other providers' site |
| **X14 Money Back --** Extent to which PizzaOL stands behind its Pizza and service warranties and claims in case customer showed non satsifactory reactions |
| **X15 New Pizza Offereing --** Extent to which PizzaOL promotes and sells new Pizza offerings |
| **X16 Ordering and Billing Process through the Mobile App --** Perception that ordering and billing process is handled efficiently and correctly on the Mobile App |
| **X17 Discount and Promotion --** Perceived satisfaction regarding the discount and promotion PizzaOL is offering |
| **X18 Delivery Speed --** Amount of time it takes to deliver the Pizza once an order has been confirmed |
| **PURCHASE OUTCOMES** |
| Five specific measures were obtained that reflected the outcomes of the respondent’s purchase relationships with PizzaOL. These measures include the following: |
| **X19 Percentage of Purchases from PizzaOL --** Percentage of the purchasing from PizzaOL compared to purchasing from other Pizza providers, measured on a 100-point percentage scale |
| **X20 Perception of Future Relationship with PizzaOL --** Extent to which the customer would consider to subscribe to a service "Just in Time Pizza" JITP, by which the customer will get the Pizza Just in Time irrespective of the time and location. |
| *0 = Would not consider* |
| *1 = Yes, would consider to subscribe to JITP offered by PizzaOL* |