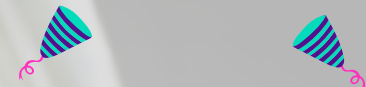


Company Background

Lee Wee & Brothers (LWB) strive to create not just meals, but memorable experiences that bring people together. The company believe that every dish is an opportunity to share **happiness** and build lasting connections among the community.



Problem Statement

In pursuit of expanding Lee Wee & Brother's market footprint, how can the company gain a better understanding of their customer preferences while looking out for potential expansion opportunities.

Role of Accounting Analytics



The role of Accounting Analytics has transcended traditional financial reporting and compliance. We employed several sophisticated techniques such as the Association Rules model, RFM model, and Geographical Map analysis to achieve a nuanced understanding of customer purchasing patterns and potential markets for expansion. This drove targeted strategies to help LWB further grow & gain a competitive advantage in the market.

Recency, Frequency, and Monetary Value (RFM) Analysis:



- Segmented individual and corporate customers based on the RFM of their purchases using K-means Clustering
- Identified outliers within each segment and recommended follow-up actions on how to target them

Market Basket Analysis:



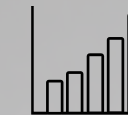
- Used apriori algorithm to identify association in customer segments
- Analyzed the association rules to understand customer preferences and determine bundling opportunities

Geographical Analysis:



- Represented spread of customer orders through map visualizations
- Identified possible locations for expansions and franchising and shortlisted the best location by customer spending and competitors' location

Looker Studio Dashboard:



- Improved elements from previous dashboard
- Incorporated additional elements from Accounting Analytics analyses
- Improved visualization and understandability and User Interface



Key Insights:



- Individual & corporate customers can be classified under these segments: Champions, Loyal, New, At Risk, and Lost
- Individual Customers - Significantly more variety in their purchasing behaviour. Most of their significant purchasing behaviour occurring within the Cooked category
- Corporate Customers - More focused within the Lunch Box category. With Lunch Boxes of similar protein being treated as substitutes.
- Customers from [redacted] region tend to spend more than customers from [redacted] region

Recommendations Moving Forward...



- Allow customers to self-indicate if they are ordering as a corporate customer regardless of their order amount
- Reward Champions, seek feedback from Loyal Customers, attract and retain New Customers
- Re-engage and win-back At Risk and Lost Customers by incentivizing them
- Bundle complimentary Lunch Boxes to provide ease in bulk buying for customers
- Bundle Cooked Dishes/Tubs/Buckets with Cooked Finger Food to capitalize on cross selling opportunities
- Implement targeted discounts using individual and corporate cluster unique behaviours to increase avg. order value
- Open a new outlet at [redacted] region as it has higher number of orders and also higher invoice amounts in these orders

Reflection and Appreciation Message



Our group would like to express our gratitude to Professors Benjamin and Clement, Shan Shan, and the LWB team for giving us the opportunity to work on a real-world project while honing on our accounting analytical skills.

Working on this project has profoundly shaped our understanding and appreciation for the value in accounting analytics. At the same time, collaborating with the LWB team under real-world pressures and deadlines taught us the value of effective communication, in order to meet the clients' needs effectively.



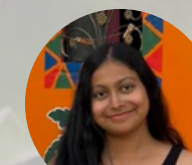
Colin



Ashley



Jordan



Melissa



Yu Kai

Lee Wee & brothers Traditionally Tasty