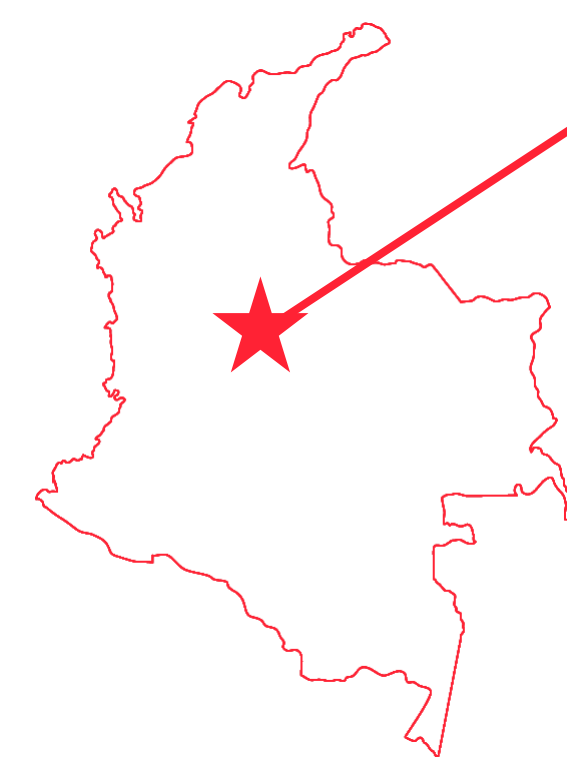


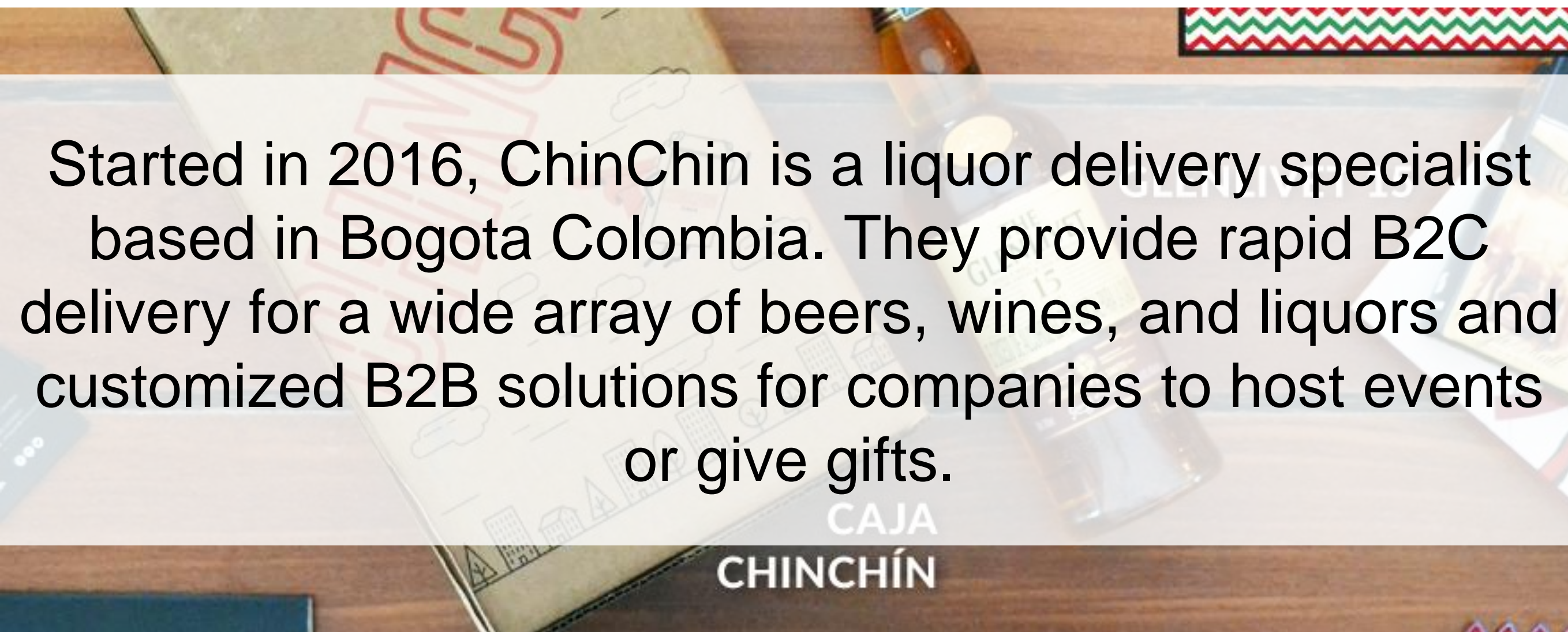
CHINCHIM



Bogota, Colombia
G-Lab 2018

Dan Barnes
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..... E-BAR



Started in 2016, ChinChin is a liquor delivery specialist based in Bogota Colombia. They provide rapid B2C delivery for a wide array of beers, wines, and liquors and customized B2B solutions for companies to host events or give gifts.

B2C

B2B

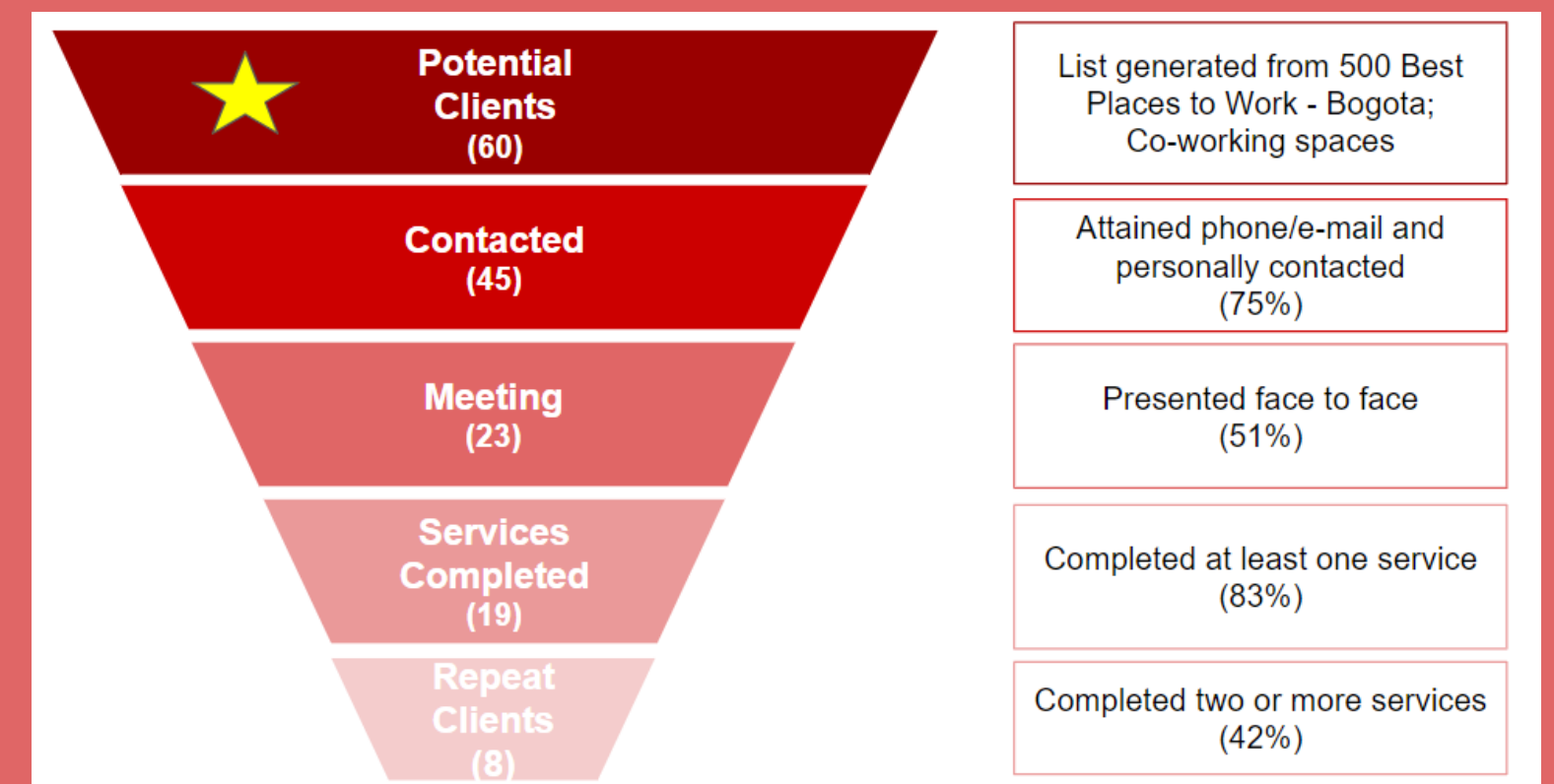
Scope

- Analyze existing customer data
- Interview customers to understand their experience
- Evaluate current marketing efforts
- Develop detailed marketing plan

- Evaluate current B2B scope and offerings
- Interview customers to understand their experience
- Develop a strategy to refine and drive forward B2B offering

Analysis

Cluster	# of Users	Age (Years)	Total Spend (COP)	# Orders	Coupons Used
1	237	31.06	221,140	2.41	0.03
2	98	44.66	188,056	2.01	0.40
3	266	25.76	117,558	1.55	1.19
4	158	23.75	91,667	1.45	0.06
5	40	35.29	1,148,905	12.47	1.25
6	4	35.62	3,546,575	24.99	3.99
7	2	38.40	1,346,800	30.49	14.97
8	2	30.06	5,036,750	38.49	15.97



Next Steps

- Continue newsletter A/B testing to refine most effective approach
- Monitor customer registrations and actions to follow up and drive sales
- Track KPIs monthly to measure progress

- Limit Scope to drink themed events, corporate gifting, and corporate happy hours
- Use CRM tool track customers and follow-ups
- Track KPIs monthly to measure progress

