Customer Analysis v1

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CP 1a | Customer Race

14.71%
13.24%
72.06%

Q21 What is your race ..
- Caucasian
- Hispanic & Latinx
- Other Race or Eth..

CP 1b | Customer Gender

2.74%
27.40%
69.86%

Q20 What is your ge..
- Female
- Male
- Non-binary

CP 1c | Customer Age

Age in years
60
40
20

CP 1d | Customer Income

$0-$30,000	23.29%
$30,000-$60,000	28.77%
$60,000-$100,000	24.66%
$100,000-$150,000	10.96%
$150,000-$200,000	10.96%
$200,000-$300,000	1.37%

- 52% of respondants Making less than $60,000/ yr

Total
Responses
73

CP 1f | Education Level

28.77%

42.47%

17.81%

10.96%

Q25 What is your highes..
- College graduate
- Graduate school
- High school graduate
- Some college

Points of interest

- Of the people surveyed, those who are not students are most likely in the upper tier of Incomes reported. (1e)

- 50% of those who are not students are making more than $60,000/yr (1e)

CP 1g | Educational Institution Attended

11.43%
4

17.14%
6

71.43%
25

Institution
- CU Denver
- MSU
- Other Institution

CP 1e | Student Status

4.17%

33.33%

50.00%

12.50%

Q23 Are you a student? ..
- College student
- Graduate Student
- Not a student
- Part-time Student
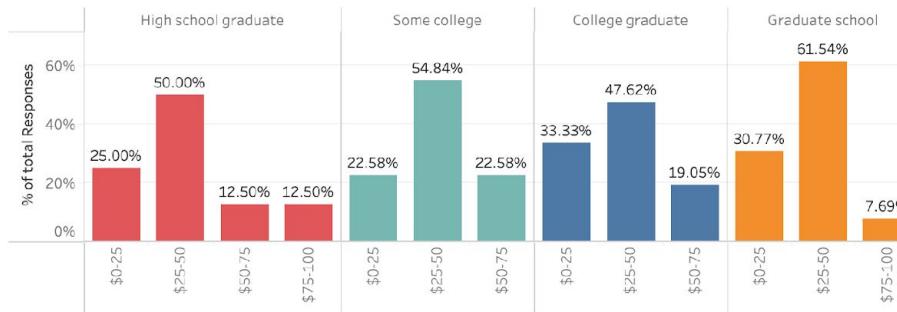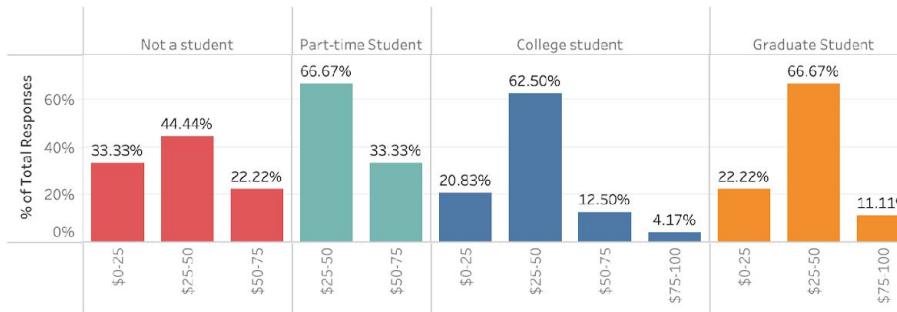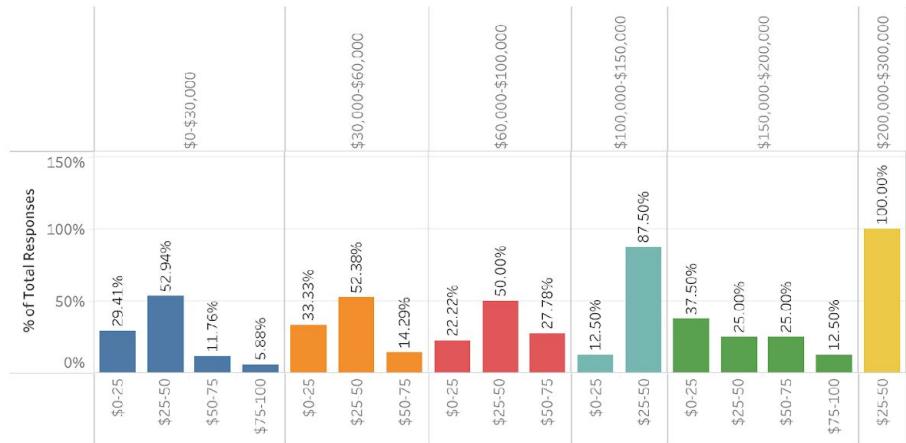
CP RE.1e.1 | Average Order Size by Education Level

CP RE.1e.2 | Average Order Size by Current Student Status

CP RE.1e.3 | Average Order Size by Income
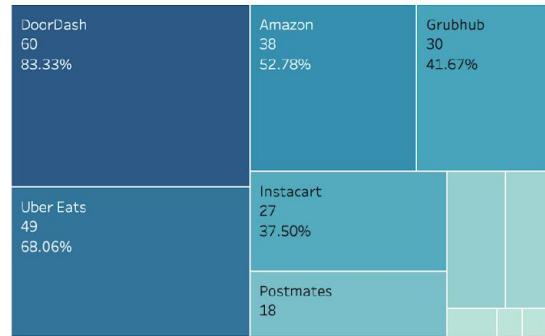
Points of Interest
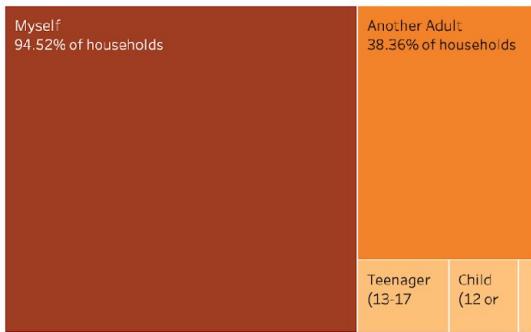
- Pretty consistently the $35- $50 range seems to be the sweet spot for basket sizes across all categories.
- speculatively, part-time students and non-students may have larger households (roommates, children, etc.)

CP 2a | Platforms Used

DoorDash
60
83.33%

Amazon
38
52.78%

Grubhub
30
41.67%

Uber Eats
49
68.06%

Instacart
27
37.50%

Postmates
18

CP 2g | Who Places Orders

Myself
94.52% of households

Another Adult
38.36% of households

Teenager
(13-17

Child
(12 or
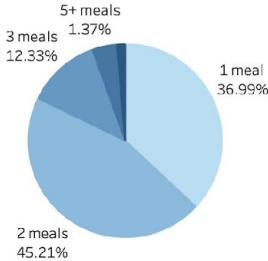
CP 2e | Meals Ordered in a Single Restaurant Delivery

5+ meals 1.37%
3 meals 12.33%
1 meal 36.99%
2 meals 45.21%

CP 2c | Times per Week Customers Order Delivery

4-6 orders 8.33%
0-1 order 12.50%
1-3 orders 79.17%
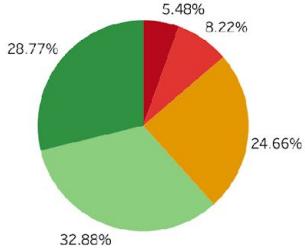
Points of Interest

- Data in 2a and 2g are deaggregated, percentages reflect total # of repsonses.

- 2d shows that people are ordering more than one meal at a time. Are these Power users who are ordering meals for the week? or ordering 2+ meals because they are ordering for others?
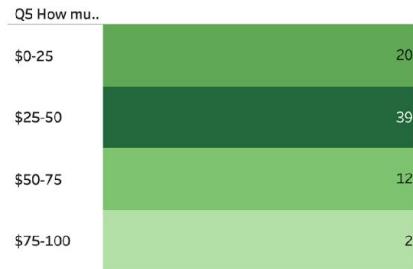
CP 2b | Choosing of Platforms based on Fees

5.48%
8.22%
28.77%
24.66%
32.88%
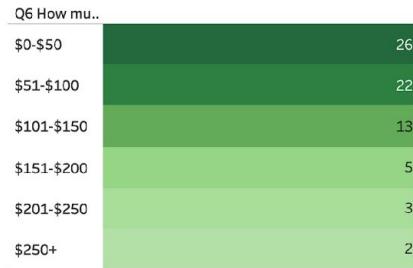
Q9 How frequently do you choos..
■ Never
■ Rarely
■ About half the time
■ Usually
■ Always

CP 2f.1 | Money Spent on a Single Restaurant Order

Q5 How mu..

$0-25	20
$25-50	39
$50-75	12
$75-100	2

CP 2f.2 | Money Spent on a Typical Grocery Delivery Order

Q6 How mu..

$0-$50	26
$51-$100	22
$101-$150	13
$151-$200	5
$201-$250	3
$250+	2
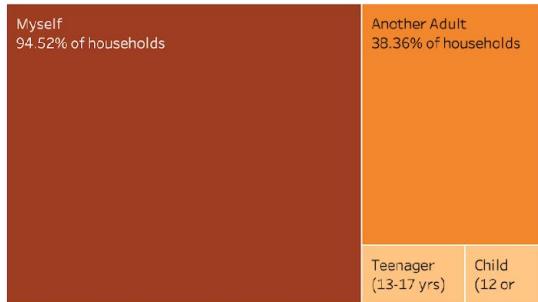
Points of Interest

- 61% or almost 2/3 of Customers Report "Always" or "Usually" choosing the delivery platform they're going to order from based on fees (2b).

- This is spread pretty evenly across Student categories- I had suspected that "not students" might be less price sensitive over all, and more brand loyal (2b).

- 2b is Interesting because, anecdotally, on average I spend $100 or greater whenever I go grocery shopping in person. I'm surprised that this is weighted towards the lower end, given the included cost of delivery.

- It could be interesting to look at the overlap between money spent on Restaurant order with reported income, how many meals they claim to be buying (2f).

CP 2g | Who Places Orders

| Myself 94.52% of households | Another Adult 38.36% of households |
| Teenager (13-17 yrs) | Child (12 or |
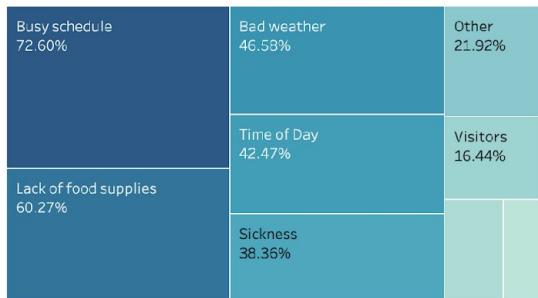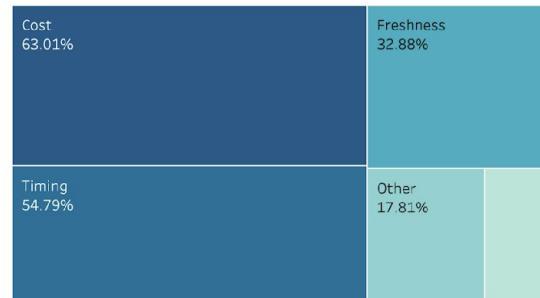
CP 2h | Frequency of Pickup Vs Delivery

Always or Usually Order Delivery	47.22%
About half the time	33.33%
Always or Usually Order Pickup	19.44%

Points of Interest

- ~48% of Respondants will Never or Rarely pickup a restaurant meal or curbside groceries rather than order delivery. ~Woah~ (2h)
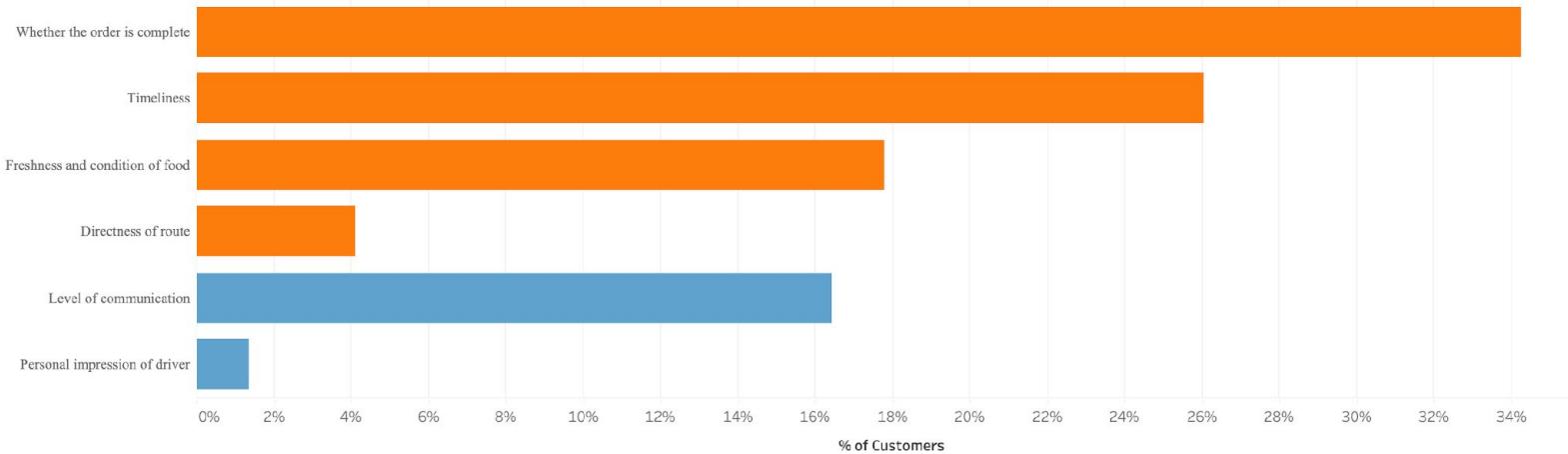
- More people than I would expect never order food for pickup. Could have to do with proximity to restaurants they want to eat at (2h).

- Whats the commonality between the top categories(2i.1)?

- Cost, timing and freshness were the three biggest concerns amongst customers orderign Pickup instead of delivery (2i.2).

CP 2i.1 | Reasons for Ordering Delivery

Busy schedule 72.60%	Bad weather 46.58%	Other 21.92%
	Time of Day 42.47%	Visitors 16.44%
Lack of food supplies 60.27%		
	Sickness 38.36%	

CP 2i.2 | Reasons for Ordering Pickup

| Cost 63.01% | Freshness 32.88% |
| Timing 54.79% | Other 17.81% |

CP 3d | Criteria for Rating Drivers
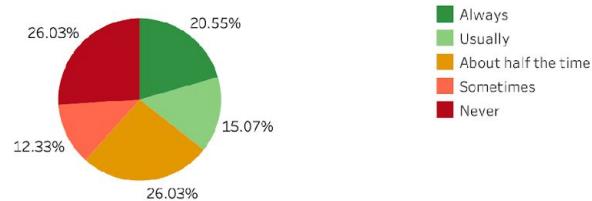
~48% of customers use crteria for rating drivers that are not within the drivers control. This creates an interesting situation where driver livelihod is put at risk by factors beyond their control.

Not Fully Within Control of Driver
Within Control of Driver

CP 3c | Frequency of Rating Drivers

- Always
- Usually
- About half the time
- Sometimes
- Never

20.55%
15.07%
26.03%
26.03%
12.33%
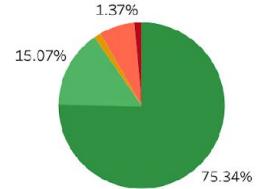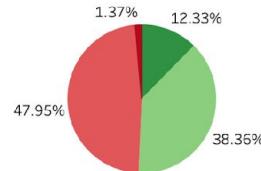
Points of Interest

- Frequency of Rating Drivers Is broken aproximately into thirds - with over half only providing a rating for drivers half the time or less.

CP 3a | Frequency of Tips for Driver

1.37%
15.07%
75.34%
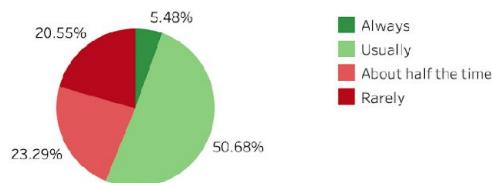
CP 3e | Frequency Ordering From Unknown Restaurants
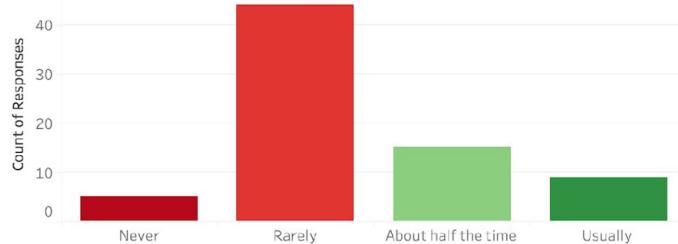
1.37%
12.33%
38.36%
47.95%

CP 4a| Frequency with which you cook with ingredients from scratch

Legend:
- Always
- Usually
- About half the time
- Rarely

5.48%
20.55%
23.29%
50.68%

CP 4b | How Frequently do you Prepare Processed or Prepackaged meals from the Grocery Store?

Count of Responses (y-axis: 0, 10, 20, 30, 40)

Categories: Never, Rarely, About half the time, Usually

CP 4c | How have you planned, made or acquired your meals over the last year?

I shop for ingredients and cook from scratch
83.56% of Respondants

I order food delivery
61.64% of Respondants

I order food for take-out
64.38% of Respondants

I use prepared meal kits ordered online
17.81% of Respondants

I use prepared meal kits from the grocery

Points of Interest

- The data for fig. CP 4c has been deaggregated from original data. The percent is the number of respondants who chose the answer out of the total # of respondants for the survey (73).

- This would seem to indicate that actually most customers are cooking for themselves frequently.

- It's hard to say how much deskilling is taking place without a prior baseline.