Analysis Report

Online Food Delivery Sales Analysis
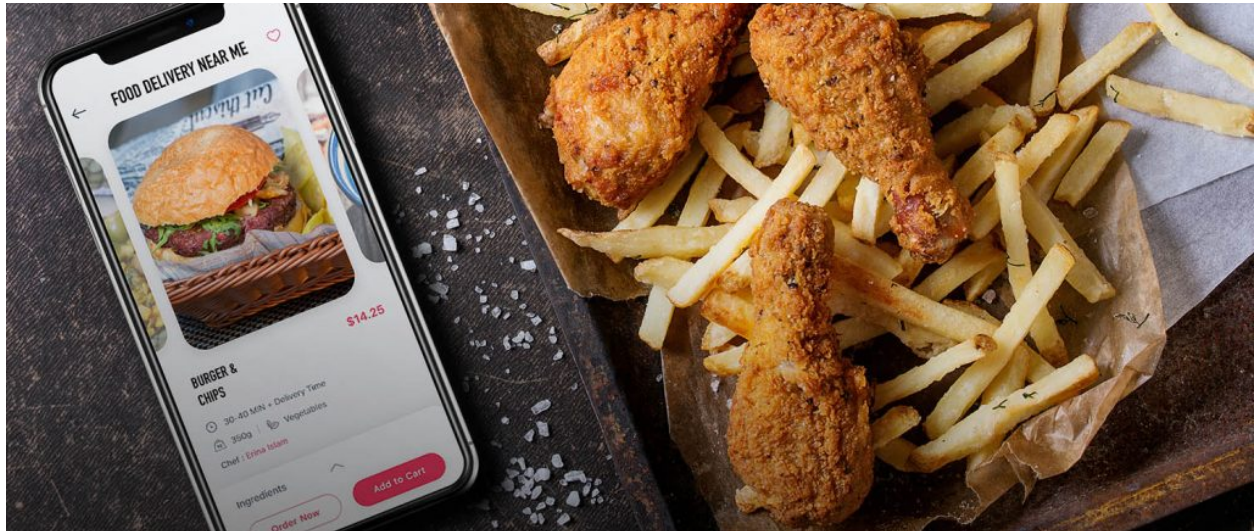

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I.   Introduction

This report provides an analysis of food delivery sales data for a one-month period from August 1, 2021 to August 30, 2021. The data includes fields such as order date, city, price of item, item name, user ID, and food category. The purpose of this analysis is to gain insights into customer behavior and identify opportunities for improving sales.

The food delivery industry has experienced significant growth in recent years, and this trend has been further accelerated by the COVID-19 pandemic. As more people continue to work from home and practice social distancing measures, the demand for food delivery services has increased. In this highly competitive industry, it is essential for companies to understand their customers' preferences and tailor their offerings accordingly to remain competitive.

This report aims to provide valuable insights into the food delivery market by analyzing the sales data for the month of August 2021. The report will present key findings on the total revenue generated, sales by city, sales by food category, and the most popular food items ordered by customers. These insights will help food delivery companies make informed decisions about their offerings, pricing strategies, and marketing efforts to improve sales and customer satisfaction.

Please note that the source of the data will not be disclosed in this report to maintain confidentiality.

II.   Methodology

The data analysis for this report was conducted using Google Sheets, a powerful spreadsheet software that allows for efficient manipulation and visualization of large datasets. The dataset was first imported into Google Sheets and cleaned to remove any duplicate or irrelevant data.

Pivot tables were created to aggregate the data by various dimensions, such as sales by city, sales by food category, and total revenue. These pivot tables were then used to create charts and graphs to visualize the data and identify trends and patterns. Formulas were used to calculate key metrics such as total revenue, percentage of sales by city and food category, and percentage of sales for each food item.

To ensure the accuracy and reliability of the data, a sample of the dataset was manually checked for errors and inconsistencies. Any discrepancies were corrected before proceeding with the analysis.

Overall, the methodology used for this analysis allowed for efficient manipulation and visualization of the large dataset and provided valuable insights into customer behavior and preferences in the food delivery market.

III. Results

A. Sales and Revenue

The total revenue generated during the one-month period from August 1, 2021 to August 30, 2021 was ₹652,238. This represents the sum of all sales made during the period and provides an overview of the overall performance of the food delivery business.

a. Revenue over time

A line chart was created to visualize the trend in revenue over time during the one-month period. The chart shows that revenue increased steadily in the first week of August, peaking in the second week, and then declined in the final week of August. The highest revenue was recorded on August 13, 2021 when the total revenue for the day was ₹60,744.00. This trend in revenue over time provides insights into the business's performance throughout the month.
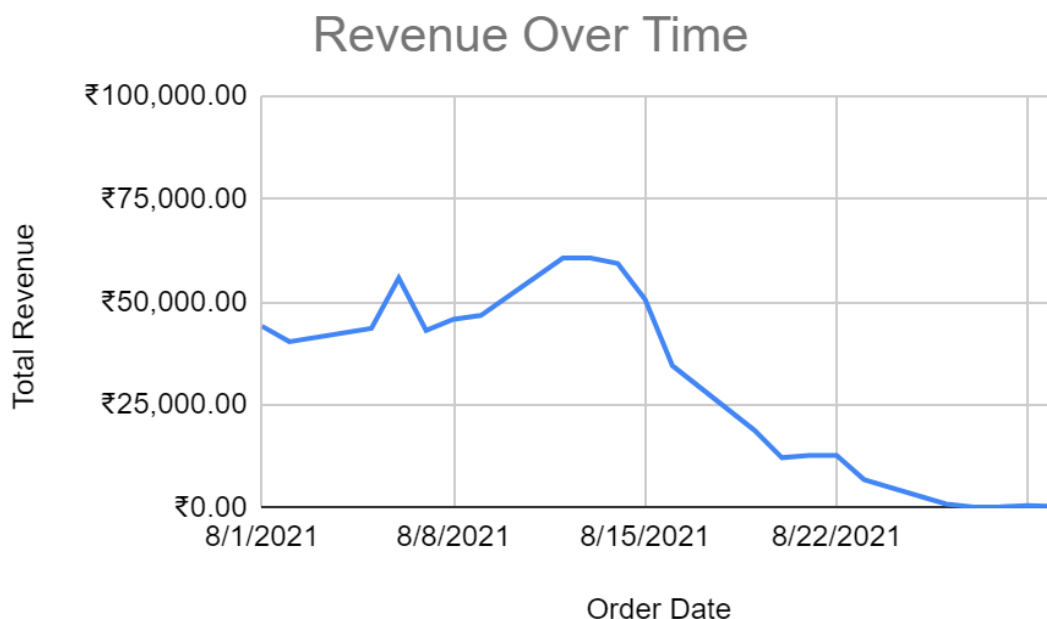
b. Revenue distribution by city

A pie chart was created to visualize the revenue generated by each city during the one-month period. The chart shows that Indore had the highest revenue, followed by Mysore and Huderabad. This information can help the business allocate resources and focus its marketing efforts in the cities with the highest revenue potential.

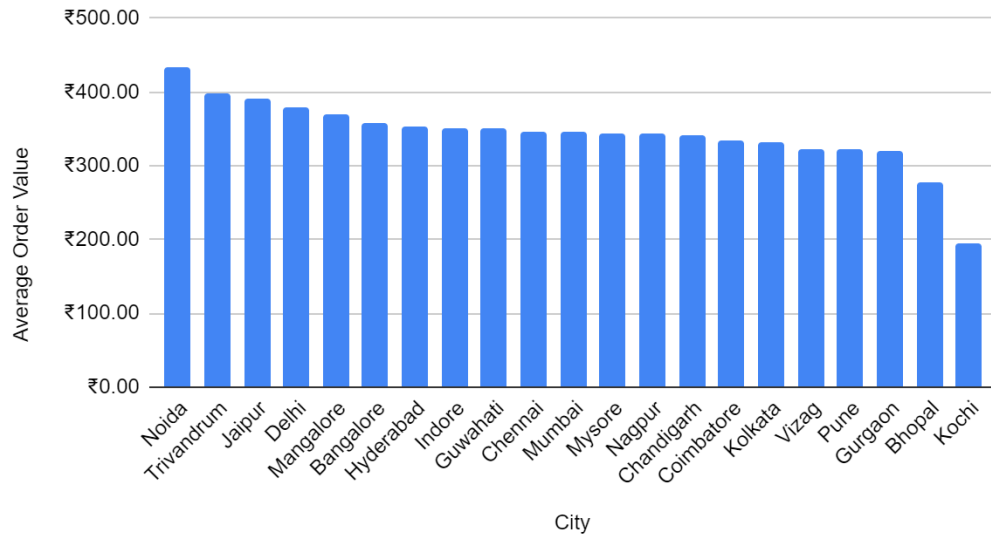**Revenue Distribution over cities**
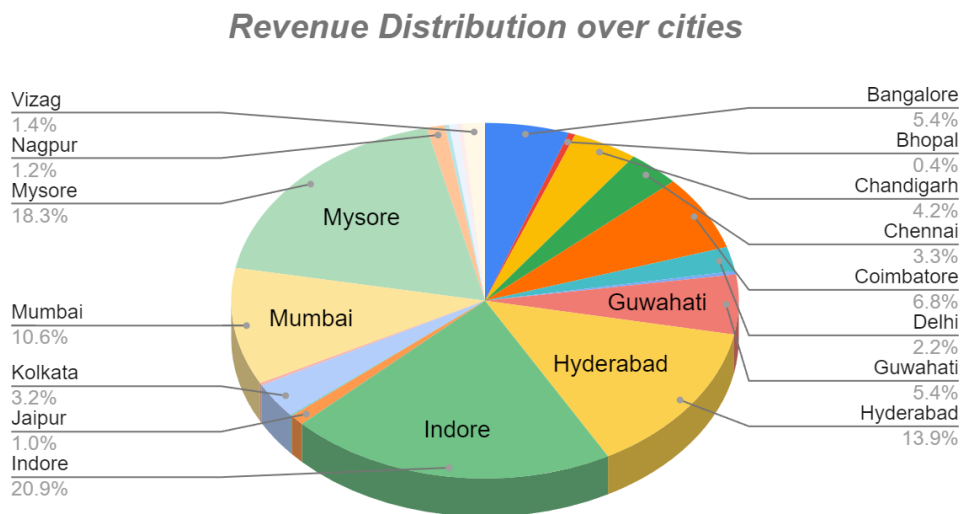
c. Average order value by city

To analyze the average order value by city, a pivot table was created to group the data by city and calculate the average order value for each city. The results showed that the highest average order value was recorded in Noida with an average order value of ₹432.75. The lowest average order value was recorded in Kochi with an average order value of ₹195.00.

A column chart was created to visualize the average order value by city, with each city represented by a bar. The chart shows that the average order value varies across different cities, with some cities having significantly higher or lower average order values compared to others.
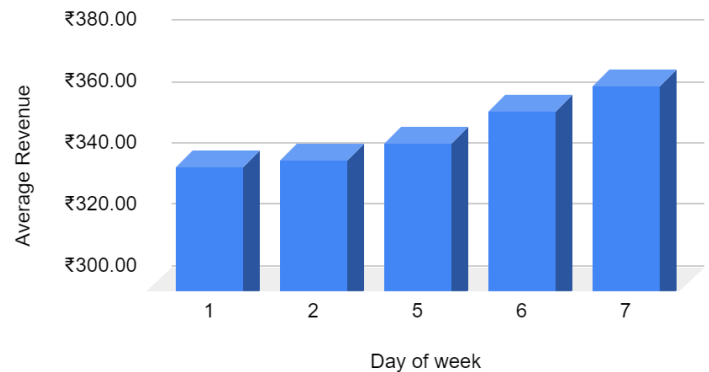
Average order value for each city

Average Order Value by City — bar chart. Cities in descending order of average order value: Noida (~₹430), Trivandrum (~₹395), Jaipur (~₹390), Delhi (~₹378), Mangalore (~₹370), Bangalore (~₹358), Hyderabad (~₹352), Indore (~₹350), Guwahati (~₹349), Chennai (~₹345), Mumbai (~₹344), Mysore (~₹342), Nagpur (~₹341), Chandigarh (~₹339), Coimbatore (~₹333), Kolkata (~₹330), Vizag (~₹320), Pune (~₹318), Gurgaon (~₹316), Bhopal (~₹275), Kochi (~₹192).
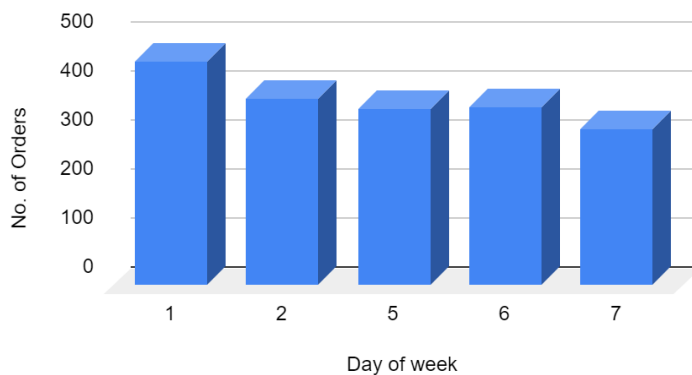
d. Weekly statistics

The results showed that the highest average revenue was recorded on Sundays with an average revenue of ₹363.62. The lowest average revenue was recorded on Mondays with an average revenue of ₹337.30.

Average Revenue by Day of week — bar chart. Day of week (1, 2, 5, 6, 7) with average revenue increasing from ~₹332 to ~₹357.

Total Orders by Day of Week — bar chart. Day of week (1, 2, 5, 6, 7) with number of orders: day 1 ~420, day 2 ~330, day 5 ~310, day 6 ~320, day 7 ~270.

The results showed that the highest number of orders was recorded on Mondays with a total of 457 orders. The lowest number of orders was recorded on Sundays with a total of 318 orders.
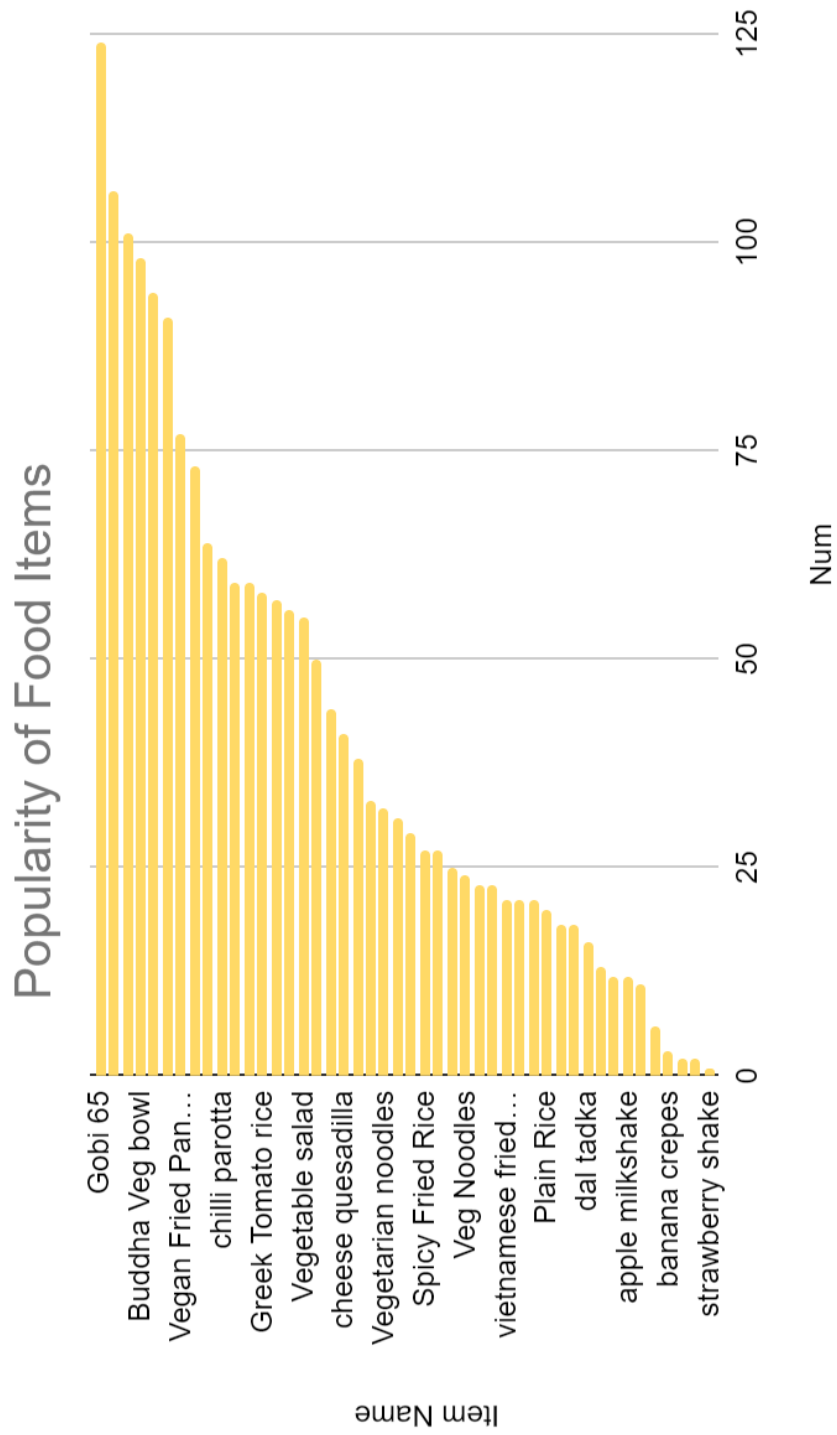
B. Popularity Trends

a. Food Category

A column chart was then created to visualize the results, with each food category represented by a column. The chart shows that the most popular food category was 'Rice and noodles' with a total of 460 orders. The least popular food category was 'Side Dish' with a total of 27 orders.

Popularity of Food Categories
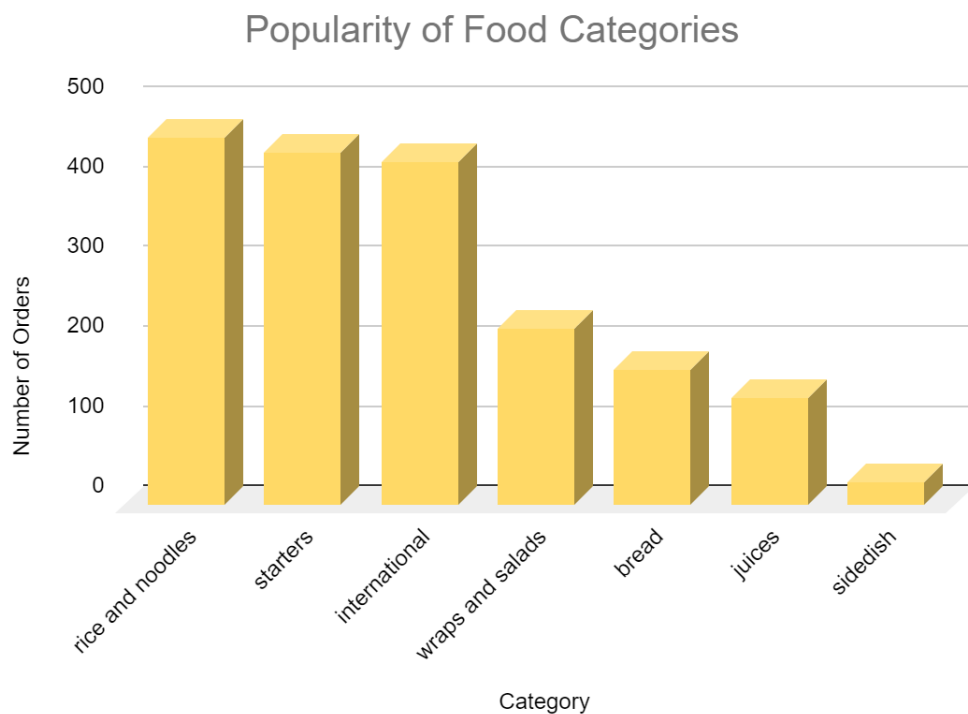
b. Food Item

A bar chart was then created to visualize the results, with each food item represented by a bar. The chart shows that the most popular food item was 'Gobi 65' with a total of 124 orders. The least popular food item was 'Strawberry Shake' with just a single order placed.

Popularity of Food Items

Item Name (y-axis, top to bottom): Gobi 65, Buddha Veg bowl, Vegan Fried Pan..., chilli parotta, Greek Tomato rice, Vegetable salad, cheese quesadilla, Vegetarian noodles, Spicy Fried Rice, Veg Noodles, vietnamese fried..., Plain Rice, dal tadka, apple milkshake, banana crepes, strawberry shake

Num (x-axis): 0, 25, 50, 75, 100, 125

C. Quick Insights

Q. What was the total revenue generated by food delivery sales during the month?

- Total revenue generated during the one-month period was ₹652,238.00

Q. What was the most popular food category ordered by customers?

- The most popular food category ordered by customers is Rice and noodles.

Q. What was the most popular item ordered by customers?

- The most popular food item ordered by customers is 'Gobi 65'.

Q. What was the average price of items sold during the month?

- The average price of items sold during the month was ₹347.30

Q. Which city had the highest sales generated during the month?

- The city with the highest sales generated was Indore.

Q. How many unique users made orders during the month?

- The number of unique orders received was 101.

Q. Which day of the week observed the highest number of orders?

- 457, the highest number of orders, were observed on Mondays.

IV. Conclusion

1. The analysis of average order value by city provides insights into customer behavior and spending patterns in each city and can help the business tailor its offerings and promotions to increase revenue and customer satisfaction.

2. The analysis of average revenue and number of orders by day of week provides insights into the business's performance on each day of the week and can help the business plan promotions and other marketing strategies to increase revenue on the days with lower average revenue.

3. Analyzing the popularity of food categories and food items provides valuable insights into customer preferences and behavior and can help the business optimize its menu offerings and promotions to increase revenue and customer satisfaction.

4. Overall, the insights gained from this analysis can help the business optimize its pricing, marketing, and menu strategies to increase revenue and customer satisfaction. The business can also use the insights to identify areas for improvement in its operations and customer experience, which can lead to a more successful and profitable food delivery service.

V. Appendices

Link to spreadsheet:　　⊞ Online Food Delivery Sales Data

Citation to raw spreadsheet:　　⊞ Food Delivery Sales Data

Reference:　　▶ Full Excel Project | Excel tutorials for Beginners | Data Analytics p...