

120M

Sum of num_orders

week

All

\$31.92bn

Sum of Revenue

\$3.96bn

Sum of Discounted price

6.19%

%Discount

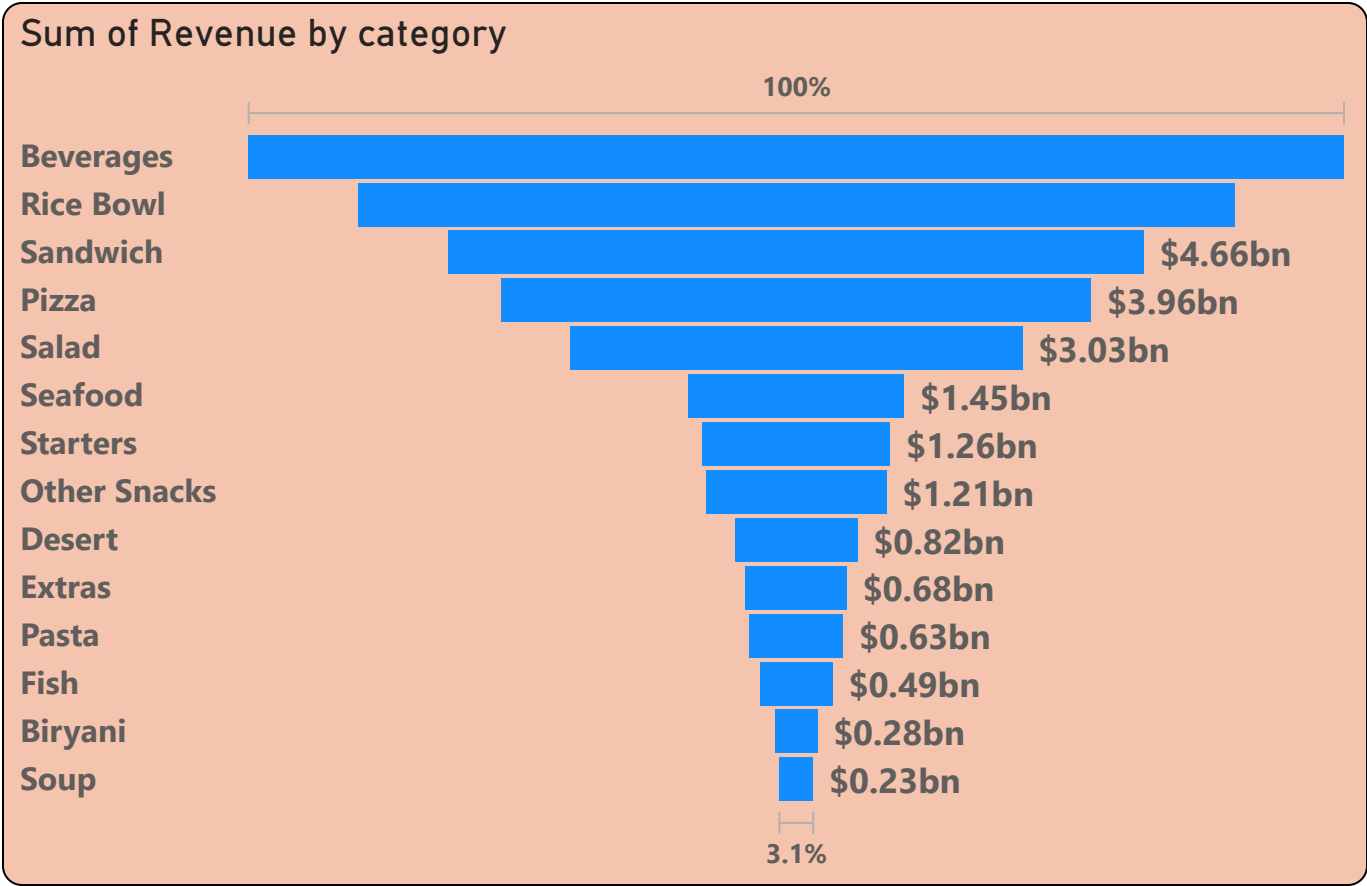
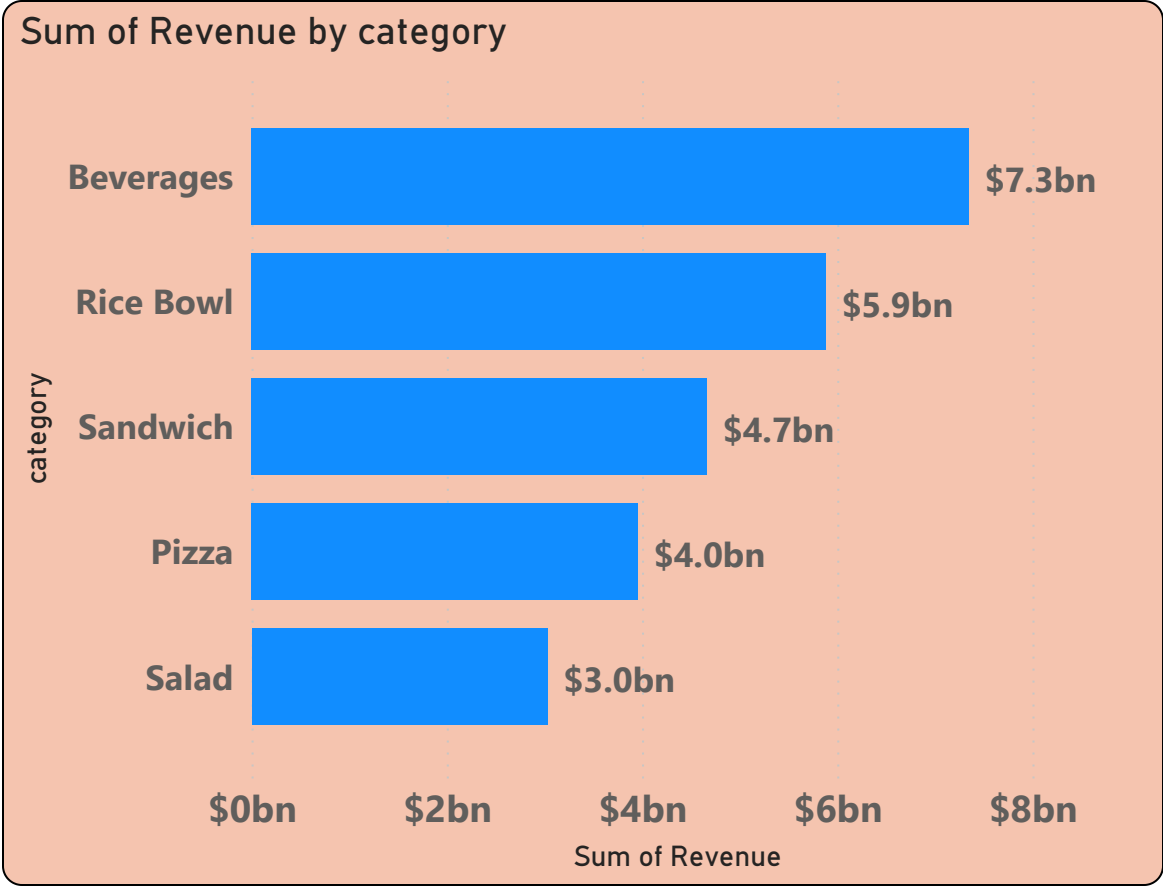
Top 5 Categories

Sales by area

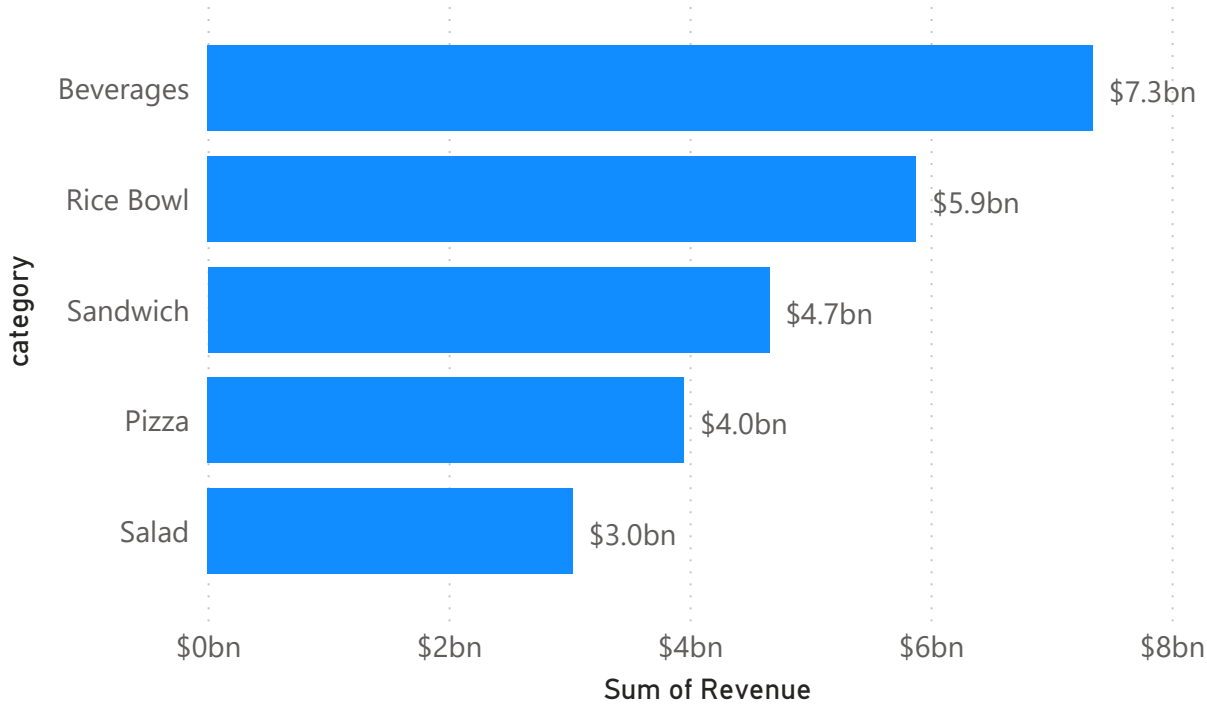
Emailer promotion

Homepage promotion

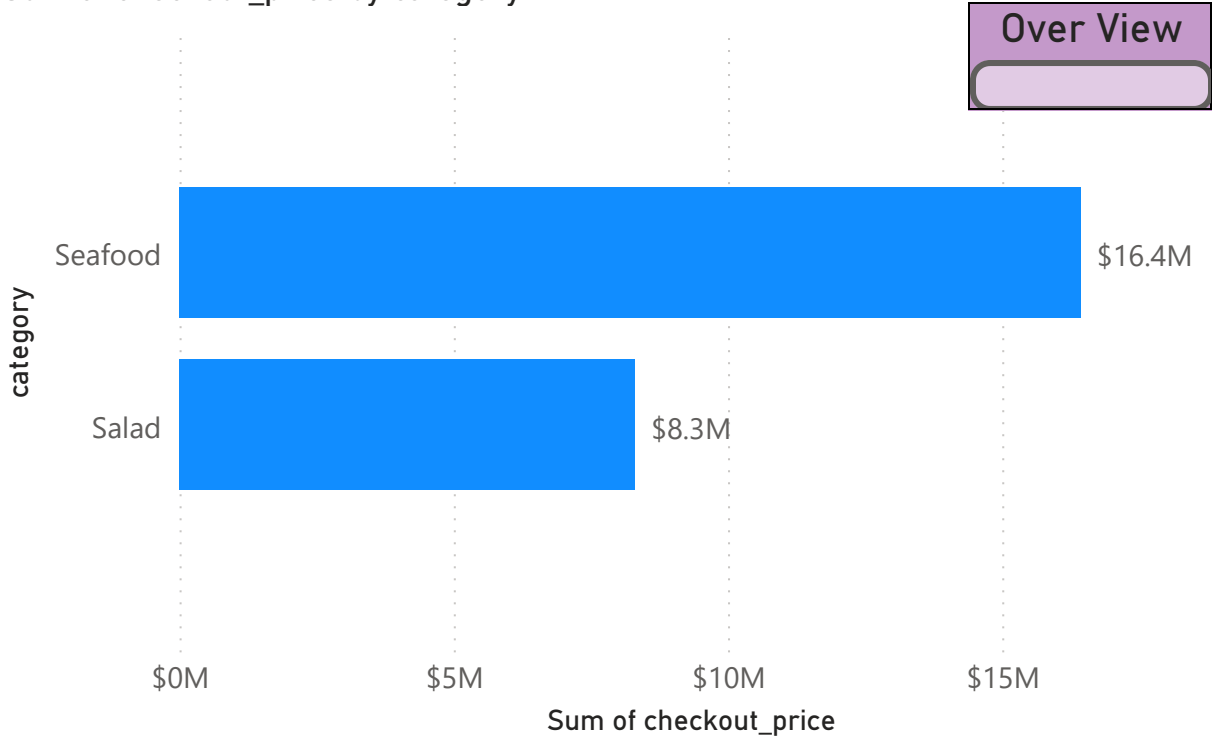
No. of Order Predictor



Sum of Revenue by category

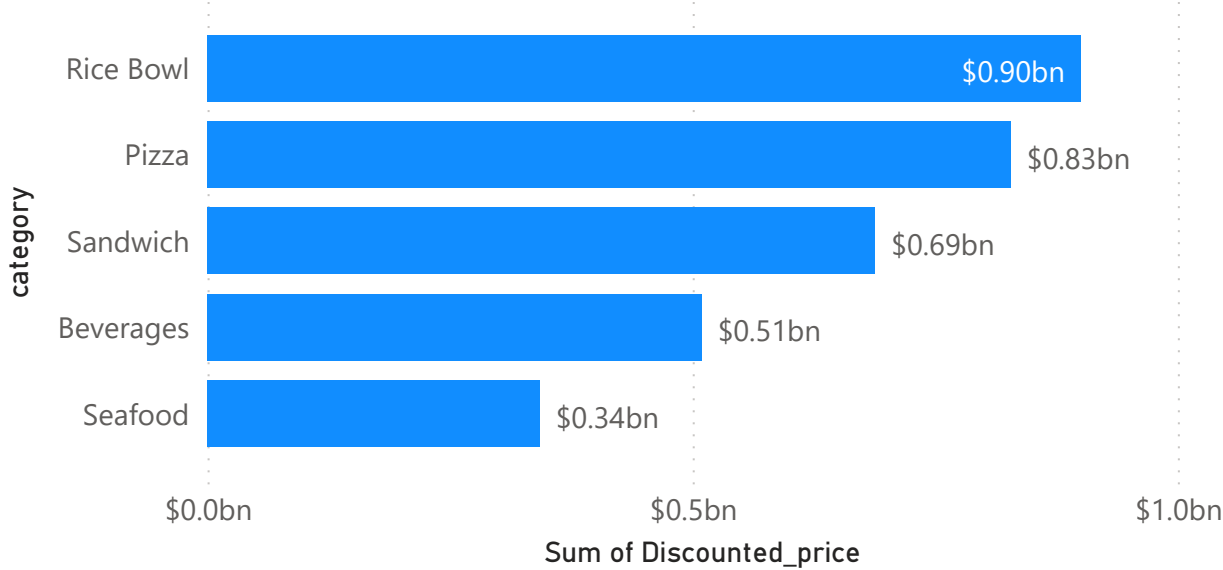


Sum of checkout_price by category



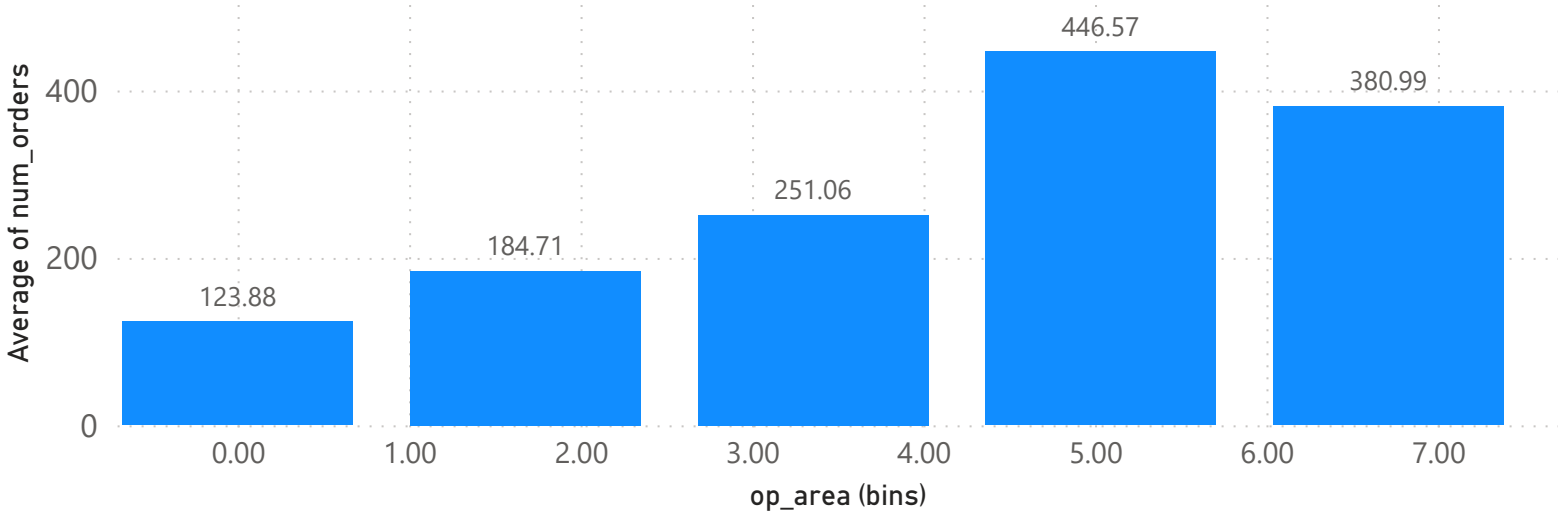
Over View

Sum of Discounted_price by category

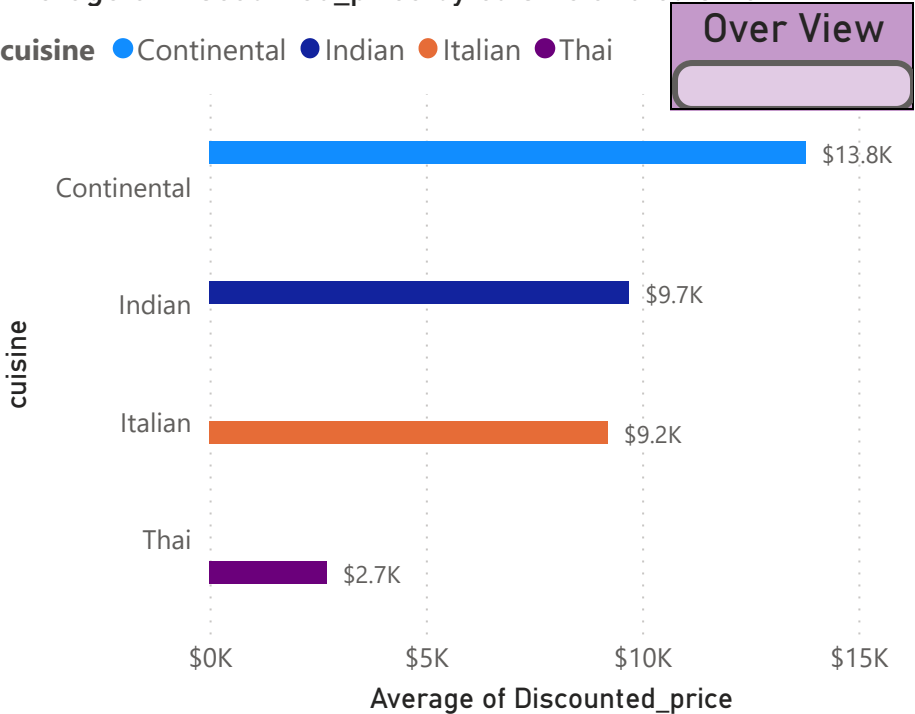


- The top 5 revenue generating categories are Beverages, Rice bowl, Sandwich, Pizza and Salad, which maybe because of higher discounted prices on each except for salad
- The top 5 discounted categories are Beverages, Rice bowl, Sandwich, Pizza and Seafood
- Though Salad is in top 6 discounted category, the revenue by it higher than Seafood
- This is because when the discounted price is compared, the price of seafood after check out (including discount) is 2 times higher than the price of salad after check out (including discount)
- This resulting from higher cost price of the seafood category
- The increase in price on seafood could be due to various reasons including and not limited to storing of ingredients of seafood, special transportation for ingredients of seafood etc., which may not be that important for ingredients of a salad

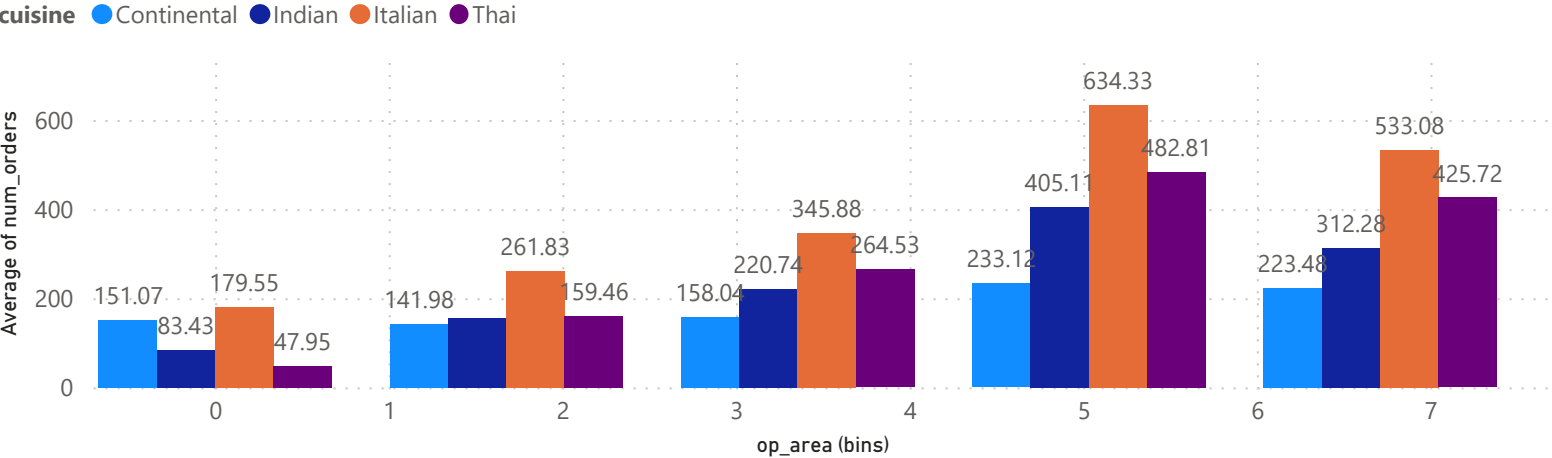
Average of num_orders by op_area (bins)



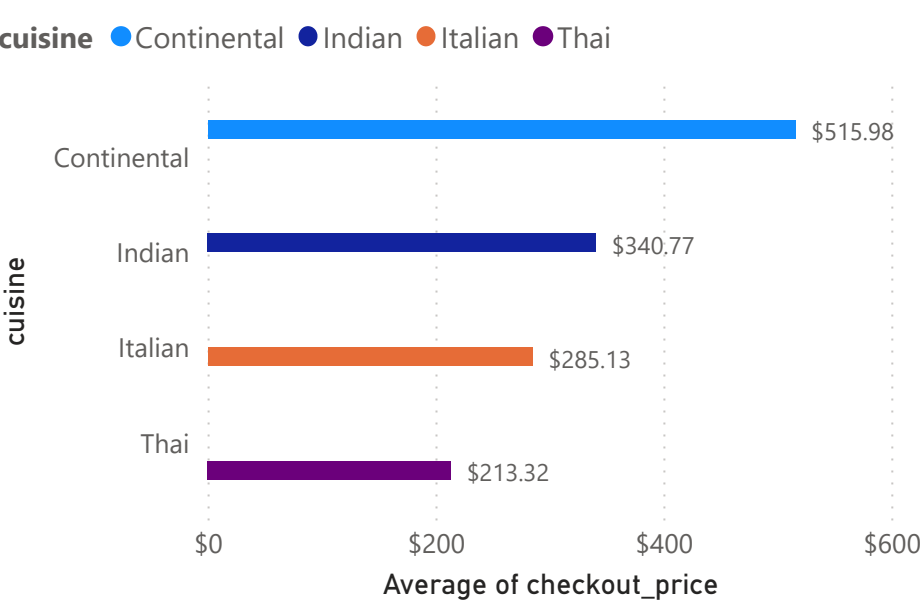
Average of Discounted_price by cuisine and cuisine



Average of num_orders by op_area (bins) and cuisine



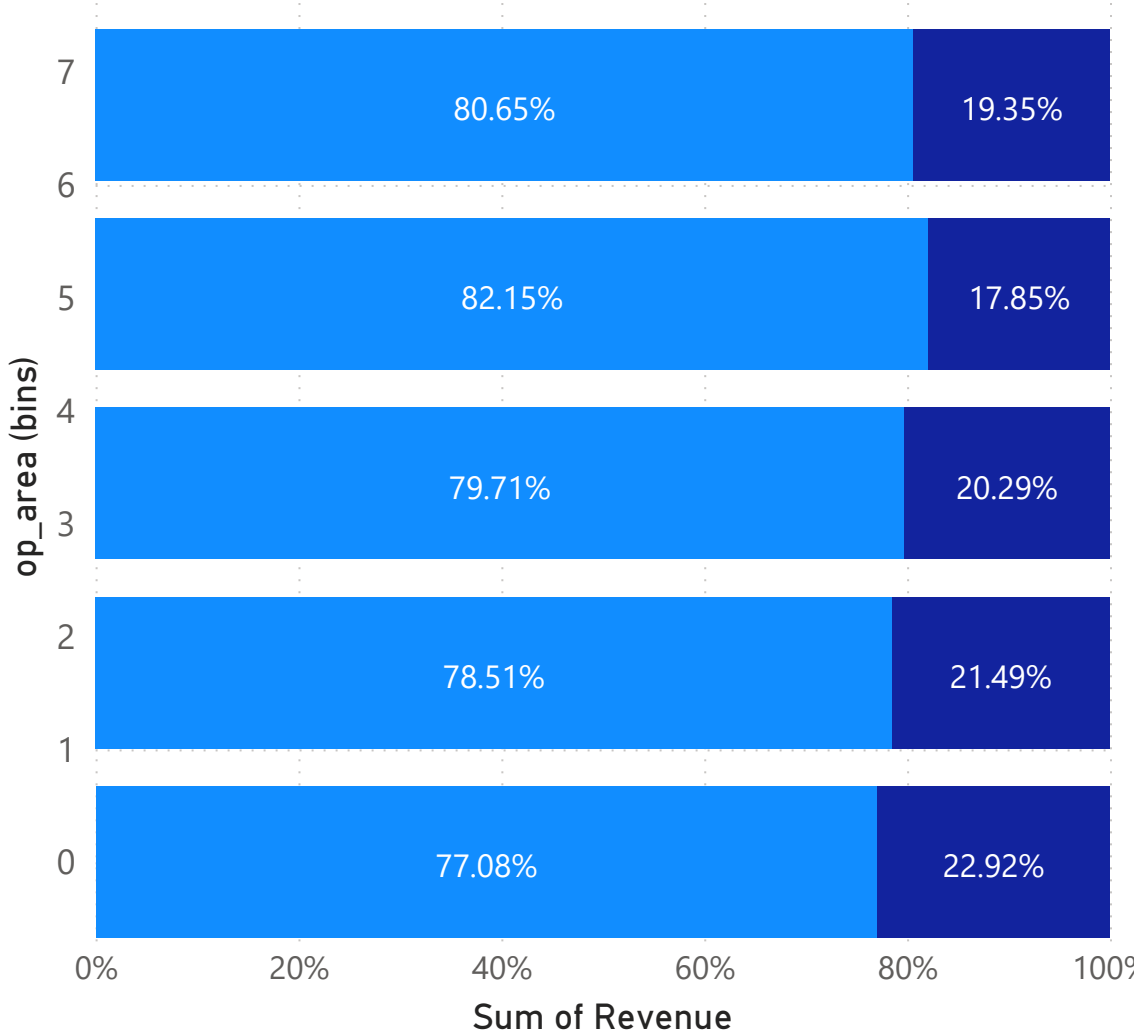
Average of checkout_price by cuisine and cuisine



1. For operational areas greater than 4 and lesser than 6 the average number of orders is high
2. In these regions the top 2 players are Italian cuisine and Thai cuisine is found to be ordered more frequently, because their average check out price is much lesser than the other 2 cuisine

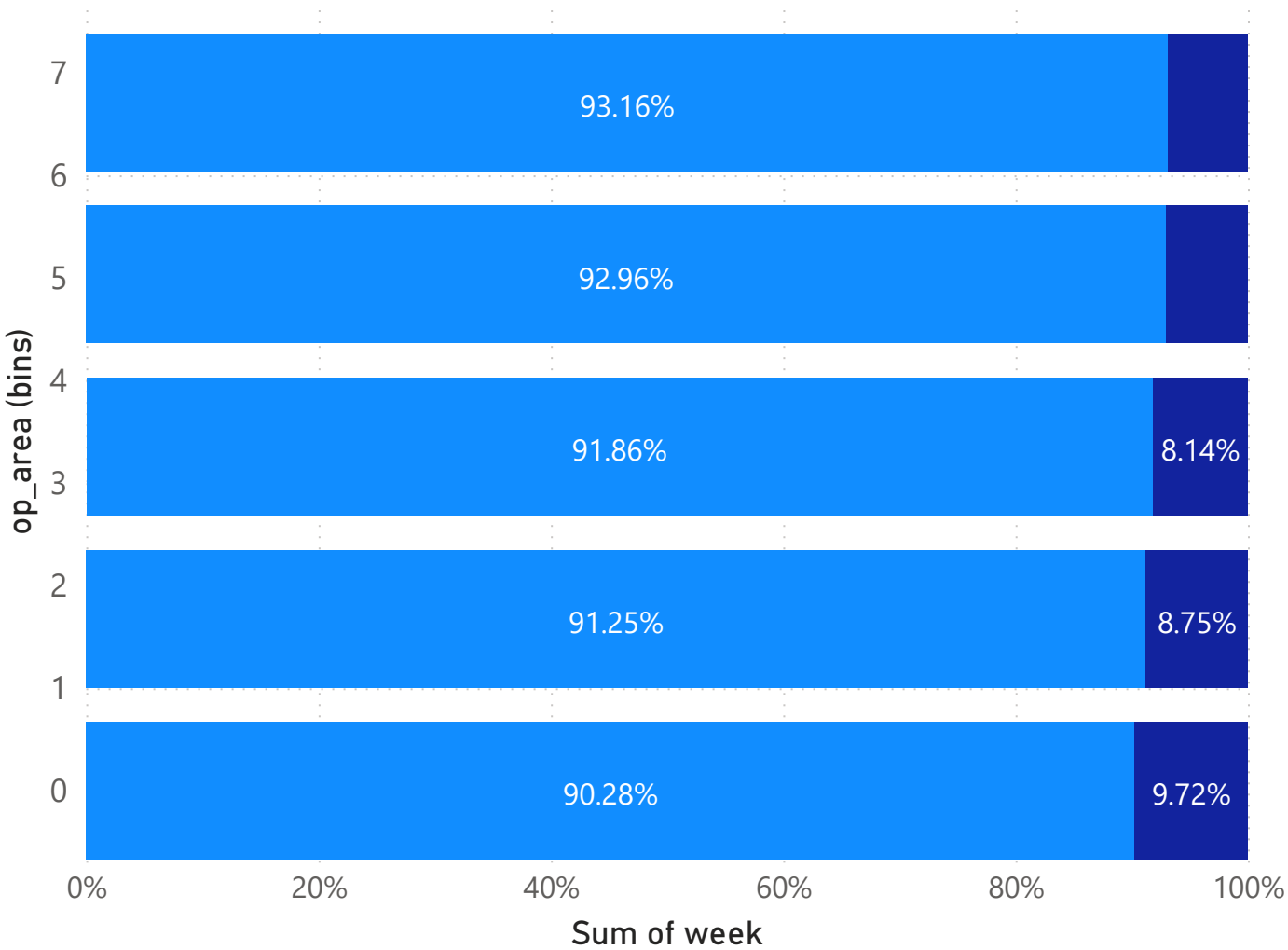
Sum of Revenue by op_area (bins) and emailer_for_promotion

emailer_for_prom... ●0 ●1



Sum of week by op_area (bins) and emailer_for_promotion

emailer_for_promotion ●0 ●1

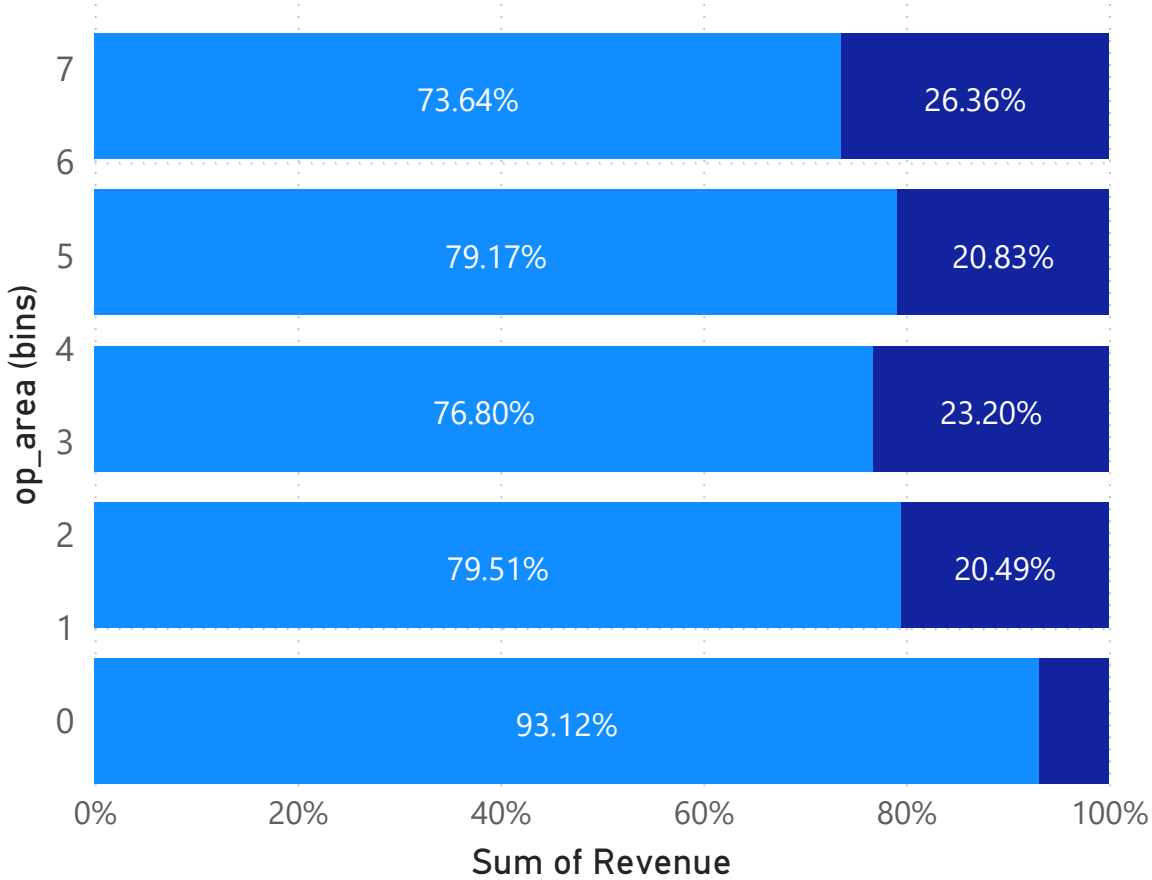


Over View

- It is to be observed that in the time period of implementation, the nearly 20% of the revenue is generated due to the promotion
- If a ratio of revenue to time is considered, in case of no promotion the revenue generated per week was nearly around 89% but after the promotion were placed the revenue to time ratio increased to approximately 200% (given the time frame it was implemented)

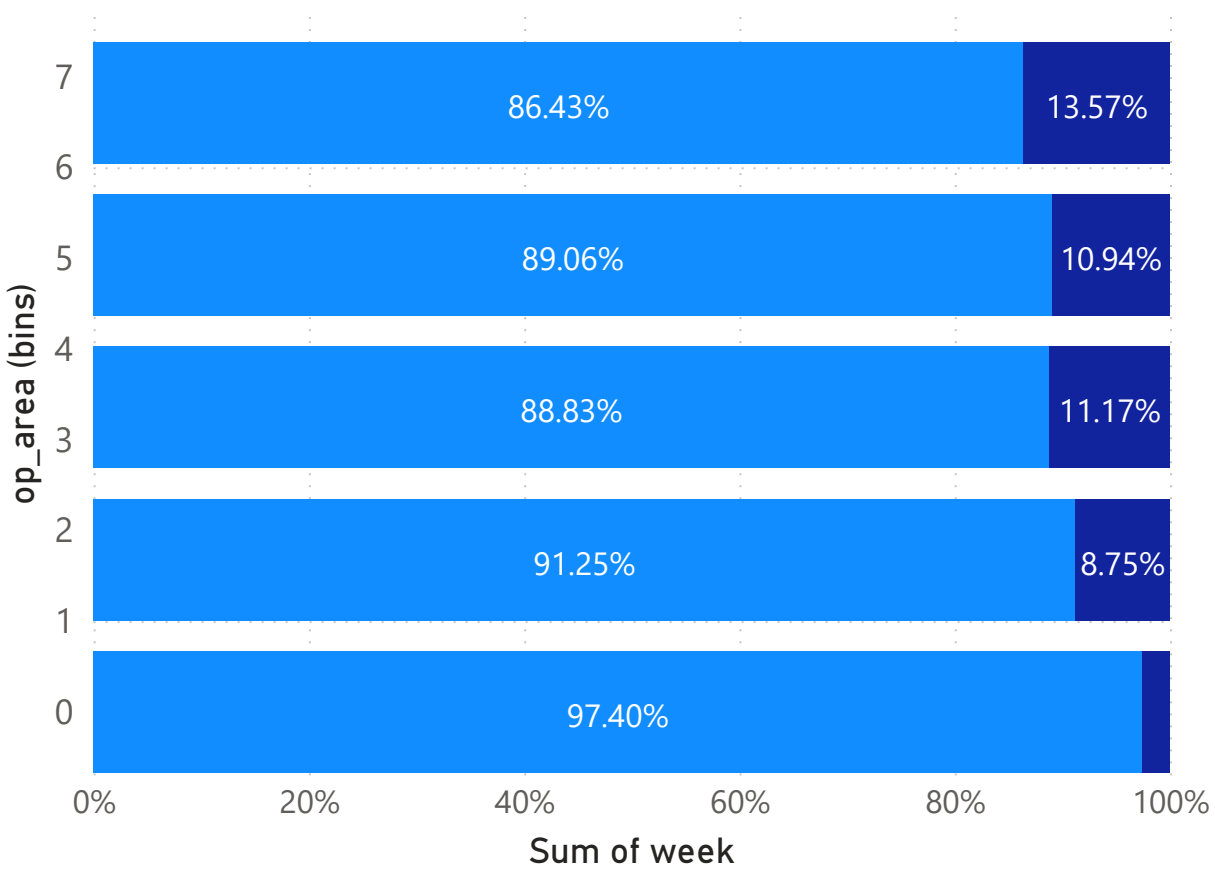
Sum of Revenue by op_area (bins) and homepage_featured

homepage_featur... ● 0 ● 1



Sum of week by op_area (bins) and homepage_featured

homepage_featured ● 0 ● 1



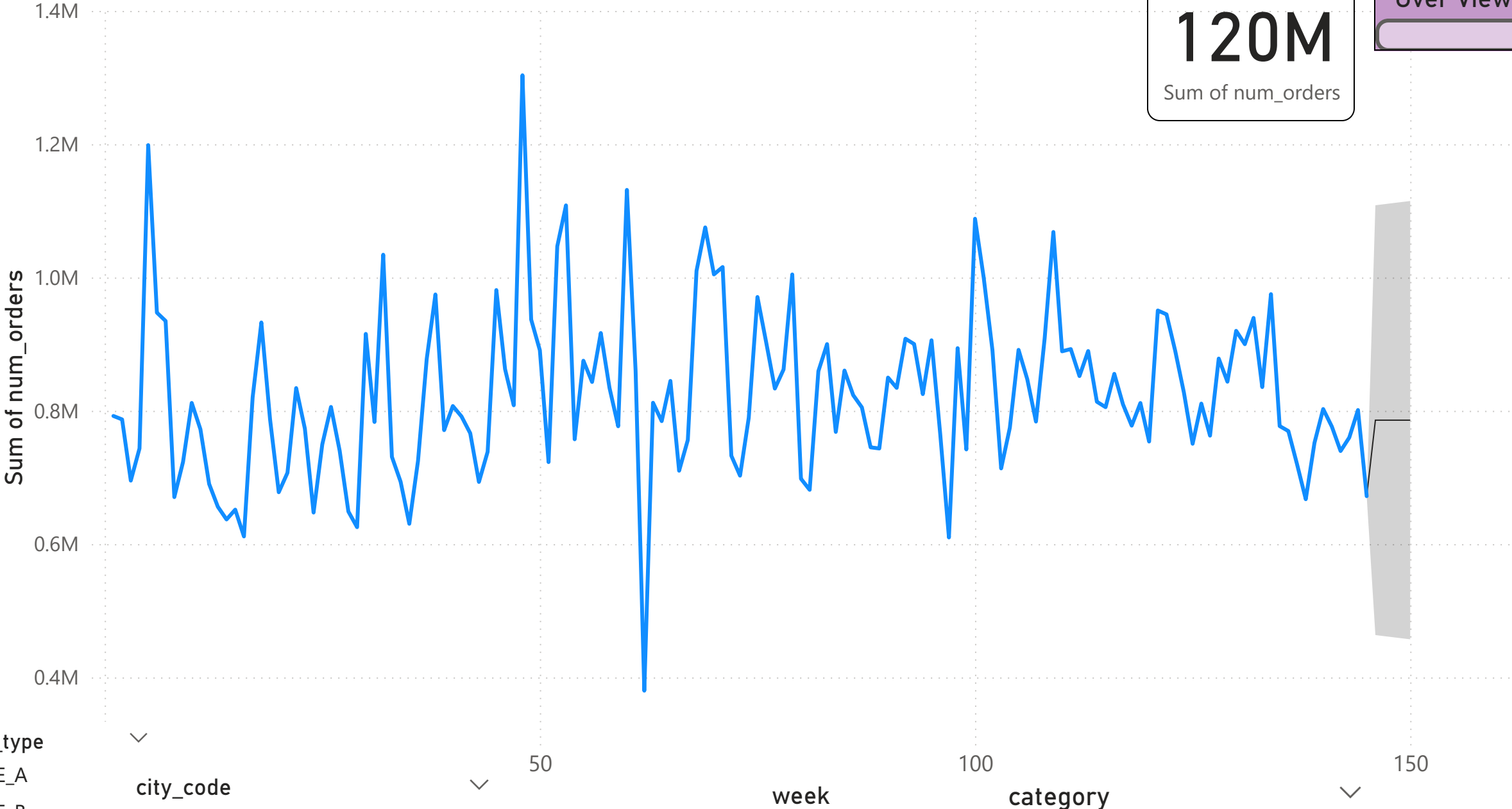
- It is to be observed that in the time period of implementation, the nearly 20% of the revenue is generated due to the promotion
- If a ratio of revenue to time is considered, in case of no promotion the revenue generated per week was nearly around 89% but after the promotion were placed the revenue to time ratio increased to approximately 200% (given the time frame it was implemented in operational area from bin 1
- But such a strategic advantage is not observed in operational area below 1

Sum of num_orders by week

120M

Sum of num_orders

Over View



center_type

- ☐ TYPE_A
- ☐ TYPE_B
- ☐ TYPE_C



city_code

All



week

category

All

