

Dive In Data

An online food delivery company named “VISHWAST” has decided to expand their operations and wished to enter the Indian city Pune. VISHWAST allows the users to select food from restaurants and order to their homes. Like every aggregator in the space, there are mainly 2 channels- B2C and B2B. The B2C revenue comes from a special rewards program or exclusive membership program that would allow the consumers to prescribe to a monthly or annual membership. The B2B revenue comes from collecting a portion of the fee per order collected as commission from the restaurants. Hence, the company has to acquire both consumers as well as other businesses.

VISHWAST has set up a data science wing in their company and hired your team. They want you to analyse data and help the company expand in terms of both growth and revenue. This would be possible with both more daily active users on the platform as well as lots of restaurants with a wide variety of cuisines that would further drive traffic to the app. They have already run a whirlwind campaign with deep discounts that are piling the losses and putting a lot of strain. You have been given a mandate - to inform where to cut the spending with minimal damage and also simultaneously find ways to increase the revenue stream with data driven insights.

Top management of “VISHWAST” believes that more good restaurants on the app, improves the brand value of VISHWAST and drives traffic to the app further leading to increase in Daily Active Users, daily value of orders and impacting revenue.

Now As a data science team of “VISHWAST”, please find a series of good restaurants (Based on the dataset) in Pune city so that they can be onboarded on the “VISHWAST” online app.

Please give the proper justification (statistical, visualizations) based on your inferences.

About the dataset:

The dataset contains various restaurant details of the Pune city in India

Name	Description
Restaurant#	Restaurant id of a specific city Ex. Pune
Restaurant Name	Name of the restaurant
Category	Category of the restaurant
Pricing_for_2people	Price for two people
Locality	Locality of the restaurant
Dining_Rating	Rating of the based on dining
Dining_Review_Count	Total count of reviews based on dining
Delivery_Rating	Rating of the based on delivery (Online apps)
Delivery_Rating_Count	Total count of reviews based on dining (Online apps)
Address	Address of the restaurants
Phone_No	Phone number of the restaurants
Known_for	The restaurant is best known for

Mandatory Submissions: Make a presentation/report on your findings in PowerPoint (Maximum of 5 slides excluding Introduction and Thank you slide) along with the coding file (.ipynb/.R etc) should be uploaded in .zip format on Unstop with file name “DIVEINDATA_TEAM NAME_TEAM LEADER’S NAME” by 11:59 PM on 21st September 2022

Thanks and Regards,

Team VISHWAST – The Marketing Analytics Club

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