

CUSTOMER ANALYSIS REPORT

2024

Introduction

The objective of this analysis is to find insights from the data about user behaviour, cooking sessions registered by users and order details of the users. The analysing process was done by analysing, cleaning, merging and creating pivot tables from the given data and creating a dynamic dashboard which contains graphs and charts that contribute major insights on user behaviour, popular dishes, orders and sales and relationship between cooking sessions and user orders.

Tools Used

Power Query for data cleaning, Excel for data analysis and dashboard making, Canva for report making.

Insights

- Orders shows a 50% hike on Sundays when compared to other days
- Users in states with higher population like Chicago, New York, Los Angeles tends to place more orders
- 88% of orders are completed. The rest is cancelled
- 50% of the orders are cancelled on Wednesday
- Dishes with higher rating generates higher revenue
- Orders at night is higher than orders at morning and orders at noon
- Dinner dishes like grilled chicken contributes 28% to the revenue and spaghetti contributes 31%
- People in the age 28,35,42 shows high tendency of ordering food

Insights

1. · Since 50% of orders are cancelled on Wednesdays, give new offers and bring new varieties of food on Wednesday
2. · Enhance Promotions through social media and through other methods specially on places like Austin, Miami and Boston for new customers
3. · Bring more varieties in Lunch and Breakfast also
4. · Enhance customer experience
5. · Provide exclusive offers, gift coupons or discounts for regular customers

Conclusion

This analysis addressed major issues and insights about the customers, their demographic features, trends in ordering, major revenue generating dishes, and location where majority of the customers from etc.

Also this report brings forth some business recommendations for boost in orders and thereby boost in sales

By analysing these suggestions and implementing necessary actions the growth of the company can be surely ensured.

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