# User Behavior Analysis: Cooking Sessions and Orders

## Introduction

In today's fast-paced world, understanding user behavior is crucial for enhancing customer experience and driving business success. This report delves into the relationship between cooking sessions and user orders, identifies popular dishes, and explores the demographic factors influencing user behavior.

## User Engagement Insights

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| User ID | Session Count | Order Count | Total Amount | Average Session Rating | Total Revenue | Successful Orders |
| U001 | 3 | 3 | $35.00 | 4.53 | $1.07 | 3 |
| U002 | 3 | 3 | $31.00 | 4.13 | $1.67 | 3 |
| U003 | 3 | 3 | $32.00 | 4.60 | $1.15 | 1 |
| U004 | 2 | 2 | $21.50 | 4.70 | $0.91 | 2 |
| U005 | 2 | 2 | $22.50 | 4.50 | $0.60 | 2 |
| U006 | 1 | 1 | $13.00 | 4.80 | $0.29 | 1 |
| U007 | 1 | 1 | $14.00 | 5.00 | $0.35 | 1 |
| U008 | 1 | 1 | $11.00 | 4.30 | $0.55 | 1 |

Key Observations:

- Users with more sessions tend to place more orders, indicating a positive relationship between engagement and spending.

- The average session ratings suggest a high level of user satisfaction, particularly with User ID U007, who achieved a perfect rating of 5.00.

## Session Duration Analysis

Understanding how long users engage with sessions can inform us about user experience:

Average Session Duration: 30.31 minutes

Duration Range: 10 minutes (minimum) to 45 minutes (maximum)

## Popular Dishes and Meal Types

### Most Popular Dishes:

|  |  |
| --- | --- |
| Dish Name | Order Count |
| Spaghetti | 4 |
| Grilled Chicken | 4 |
| Caesar Salad | 3 |
| Pancakes | 2 |
| Veggie Burger | 2 |
| Oatmeal | 1 |

This information can guide menu adjustments and marketing strategies.

### Meal Type Distribution:

|  |  |
| --- | --- |
| Meal Type | Order Count |
| Dinner | 8 |
| Lunch | 5 |
| Breakfast | 3 |

This indicates that dinner is the most popular meal type, suggesting potential areas for promotion

## Demographic Insights

### Order Count by Age:

|  |  |
| --- | --- |
| Age | Order Count |
| 25 | 1 |
| 27 | 2 |
| 28 | 3 |
| 30 | 2 |
| 31 | 1 |
| 35 | 3 |
| 38 | 1 |
| 42 | 3 |

### Order Count by Location:

|  |  |
| --- | --- |
| Location | Order Count |
| Austin | 1 |
| Boston | 1 |
| Chicago | 3 |
| Los Angeles | 3 |
| Miami | 1 |
| New York | 3 |
| San Francisco | 2 |
| Seattle | 2 |

These insights can help target marketing campaigns effectively.

## Revenue Insights

### Total Revenue per Session Day:

|  |  |
| --- | --- |
| Session Day | Revenue per Session |
| Friday | $0.60 |
| Monday | $0.58 |
| Saturday | $0.59 |
| Sunday | $1.90 |
| Thursday | $1.00 |
| Tuesday | $1.07 |
| Wednesday | $0.85 |

Sunday shows the highest revenue, indicating strong user engagement on that day.

### Successful Orders per Session Day:

|  |  |
| --- | --- |
| Session Day | Successful Orders |
| Friday | 2 |
| Monday | 1 |
| Saturday | 2 |
| Sunday | 4 |
| Thursday | 2 |
| Tuesday | 2 |
| Wednesday | 1 |

Sunday also leads in successful orders, emphasizing its importance for user engagement

## 5. Business Recommendations

Based on the analysis, the following recommendations are made:  
- Focus marketing efforts on dinner menus, as this is the most popular meal type.  
- Promote popular dishes like Spaghetti and Grilled Chicken to increase sales.  
- Target younger demographics (ages 27-42) with specific campaigns.  
- Maximize engagement on Sundays through special offers or events, as this day shows the highest revenue and successful orders.

## 6. Conclusion

The analysis of user behavior has provided valuable insights into the relationship between cooking sessions and user orders, popular dishes, and demographic factors influencing behavior. The recommendations provided can assist in enhancing user engagement and driving revenue.