



**FOODHUB™**

# BUSINESS CASE

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# BUSINESS OVERVIEW



# ABOUT FOODHUB

FoodHub is a company that provides an online food ordering and delivery service for many takeaways and restaurants.

They use an app which both the food provider, delivery person, and customer can use to order, pay, track, deliver the food package, and rate the order.

FoodHub earns a fixed margin on all delivery orders from the restaurants.





# PROBLEM

## IMPROVE THE BUSINESS

Enhancing their customer experience to increase revenue for the client and to increase orders for the food providers.

Not all customers give a rating for their orders –  
The client needs an increase customer ratings which shows the customers overall satisfaction that not only impacts the client, but the restaurants the customers choose to order from as well.

Come up with promotional offers to help the company grow.

# SOLUTION

## GAIN BUSINESS INSIGHTS THROUGH DATA ANALYSIS

- Look at the most popular cuisine types and the order volume across the weekdays and weekend
- Understand if food preparation time and delivery time affect rating or order numbers
- Estimate the revenue of the company's data
- Inform the company on promotional offers



## DATA CLEANSE

The dataset had no missing values. There are nine columns in the dataset. The categorical columns converted to category, and the rating column converted to numerical after removing the “not given” ratings.

736

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Orders that were not rated by the customers out of the 1898 total orders in the dataset

1200

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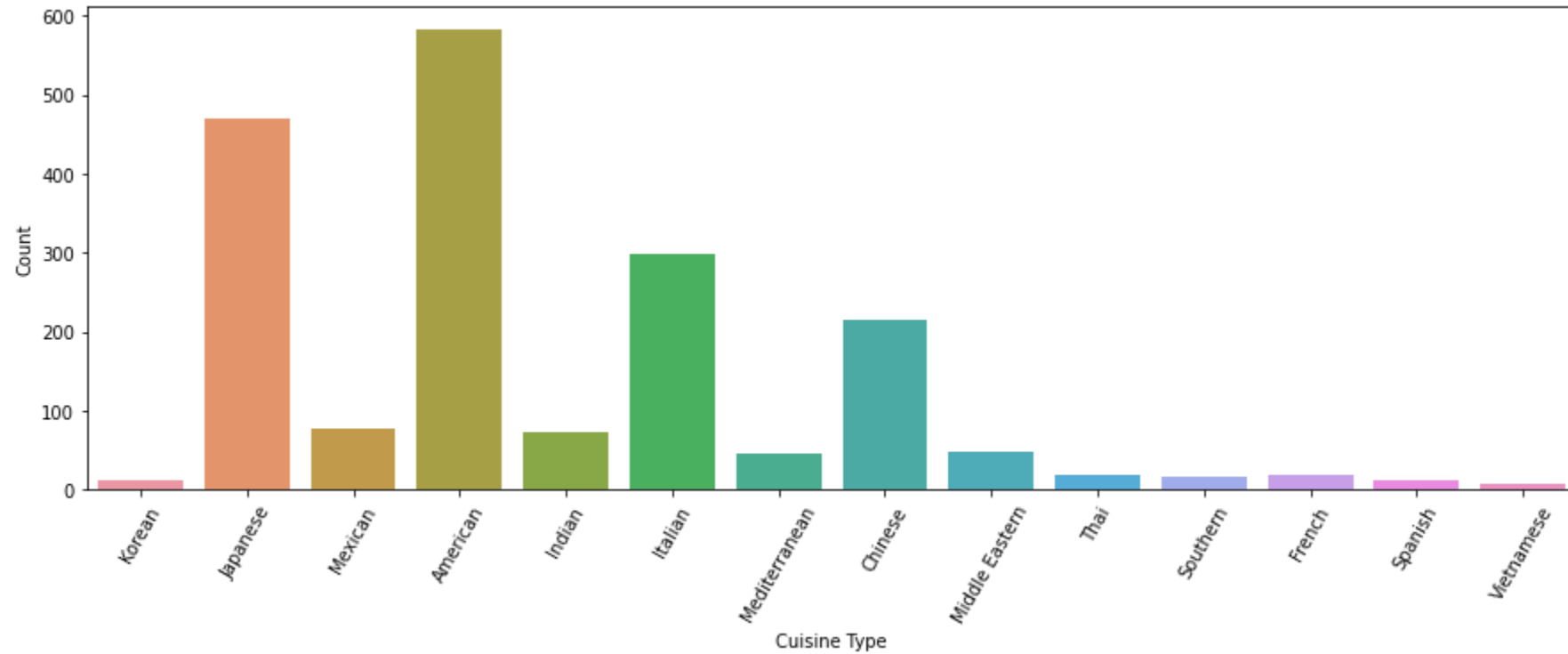
Unique customer IDs of the registered customers using FoodHub from the sampled data

178

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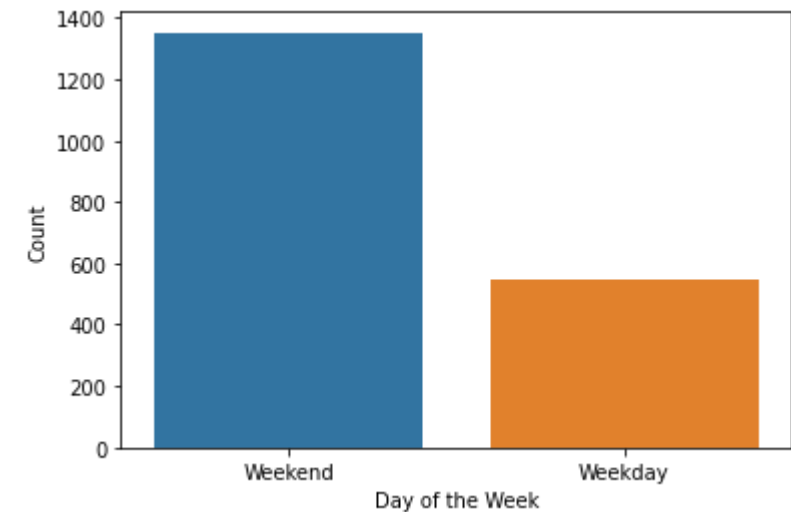
Different restaurants you can order from in the app that covers 14 different cuisine types

## DATA OVERVIEW



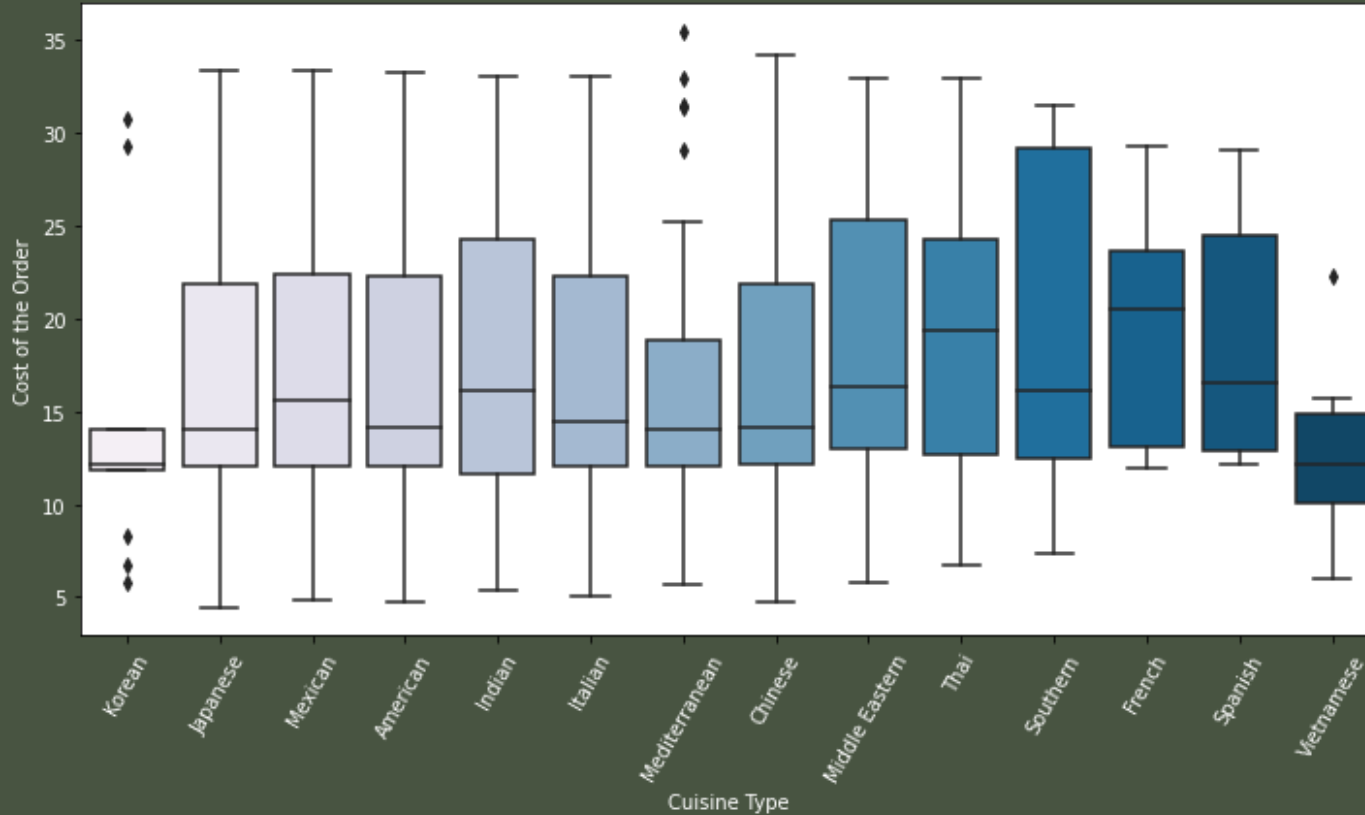
## CUISINE ANALYSIS

There are 14 cuisine types, with the most popular being American, Japanese, Italian, and Chinese. The least popular cuisine is Vietnamese. Customer orders are more than half on the weekend compared to the weekday.





# CUISINE TYPE AND COST OF THE ORDER



French and Spanish are quite expensive, with Vietnamese and Korean being the cheapest. The top four cuisine types (American, Italian, Chinese and Japanese) have similar costs for their meals. Outliers are present for Korean, Mediterranean and Vietnamese.

## COST INSIGHTS

- The number of total orders that cost above 20 dollars is 555
- 29.34% of orders are above 20 dollars



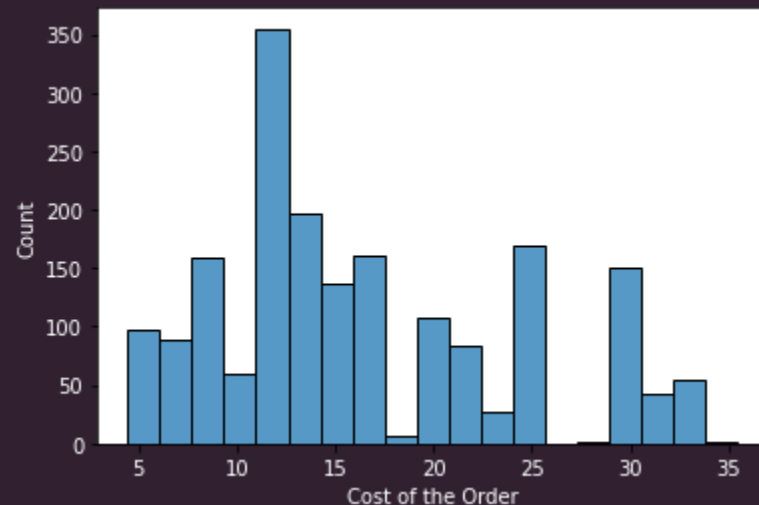
# ORDER ANALYSIS

## MOST POPULAR CUISINE ON WEEKENDS:

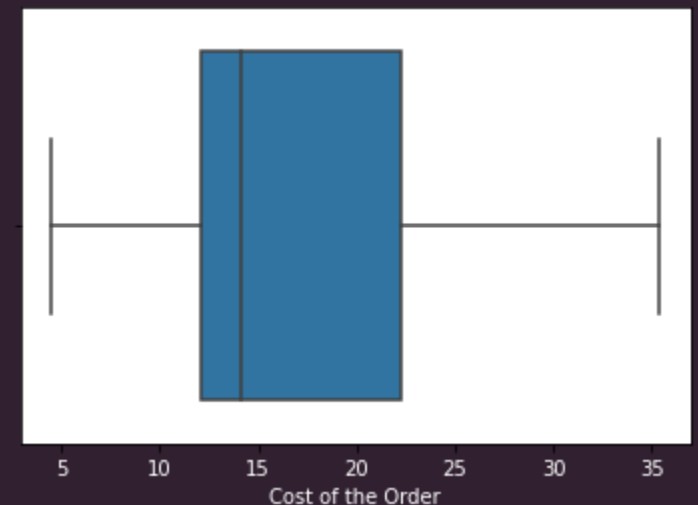
Cuisine Type	Orders Received
American	415
Japanese	335
Italian	207
Chinese	163
Mexican	53

## TOP 5 RESTAURANTS:

Restaurant Name	Orders Received
Shake Shack	219
The Meatball Shop	132
Blue Ribbon Sushi	119
Blue Ribbon Fried Chicken	96
Parm	68



There is a right skewness in the data showing the median price of an order is \$16.50, with price varying from \$5 to \$35. The higher end most likely being the more expensive meals. A majority of the orders are around 12-13 dollars.

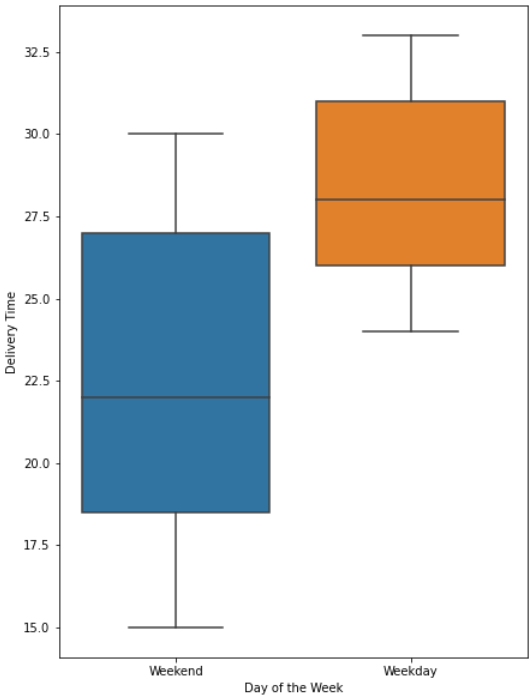




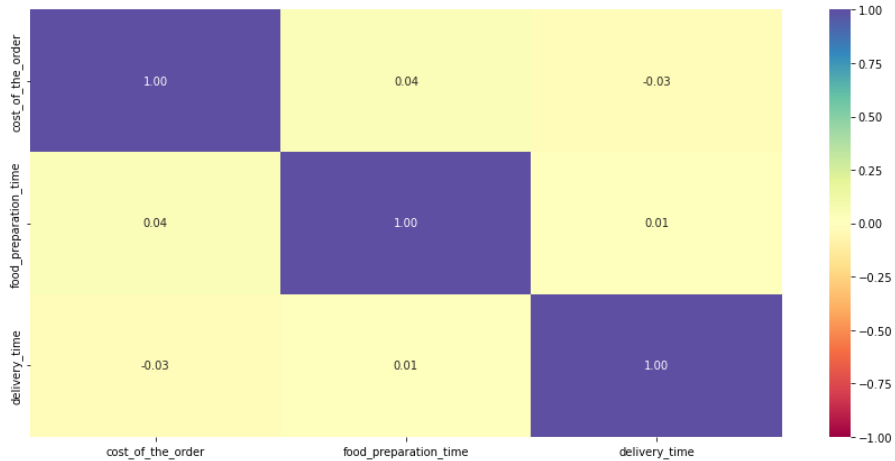
# TIME ANALYSIS

## DELIVERY TIME

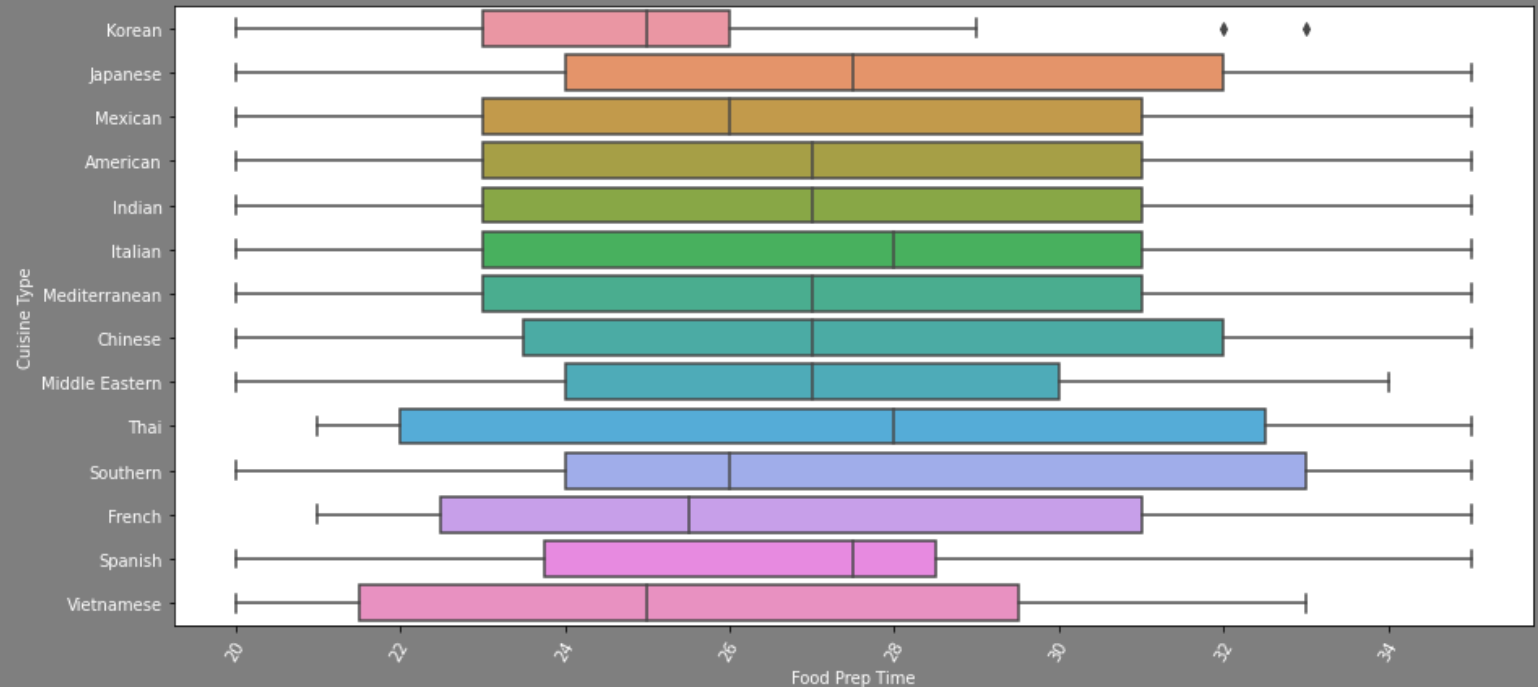
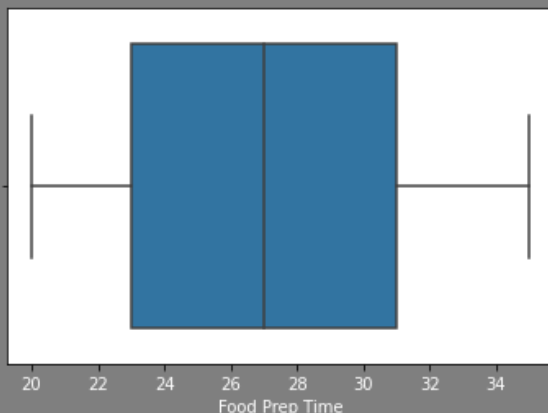
Average delivery time is around 24 minutes. With the median delivery on the weekend being around 22 minutes, compared to around 28 minutes on a weekday.



There is no correlation between delivery time, food preparation time, or cost of the order.



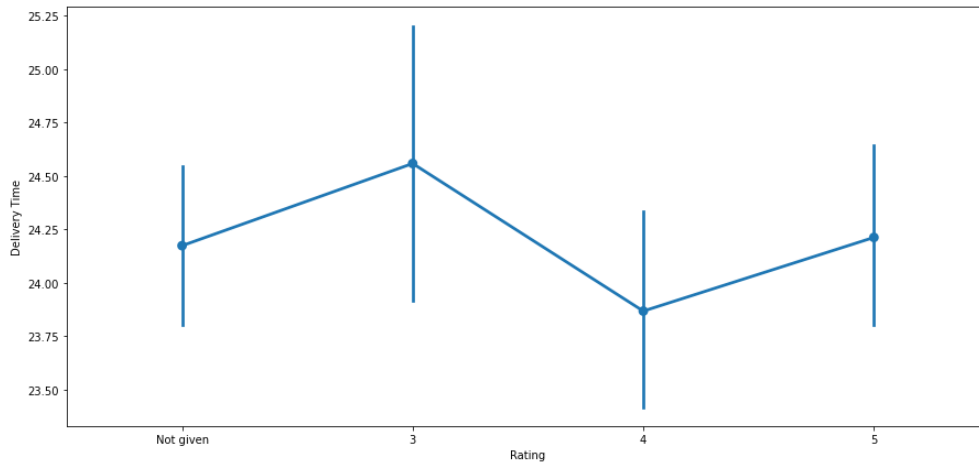
# FOOD PREPARATION TIME



The distribution seems to be symmetrical as the average time looks to be equal to the median time. There are no outliers with the food prep time ranging from 20 to 35 minutes.

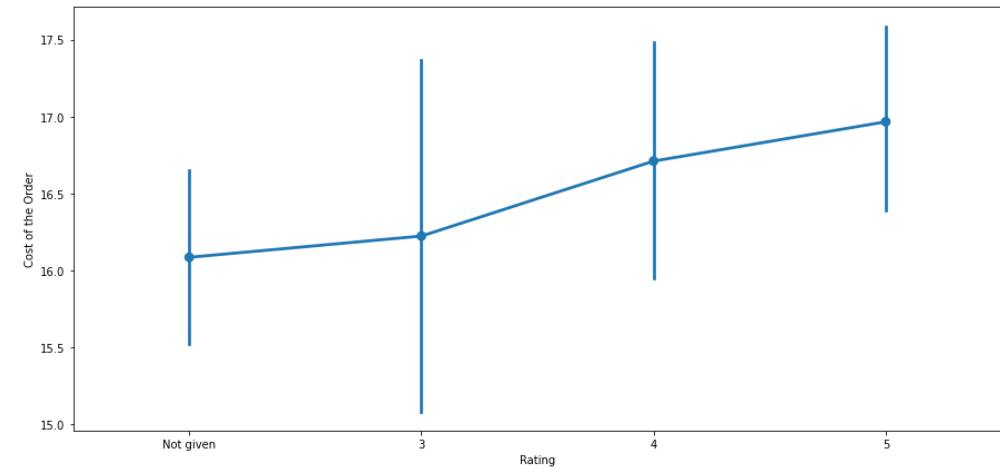
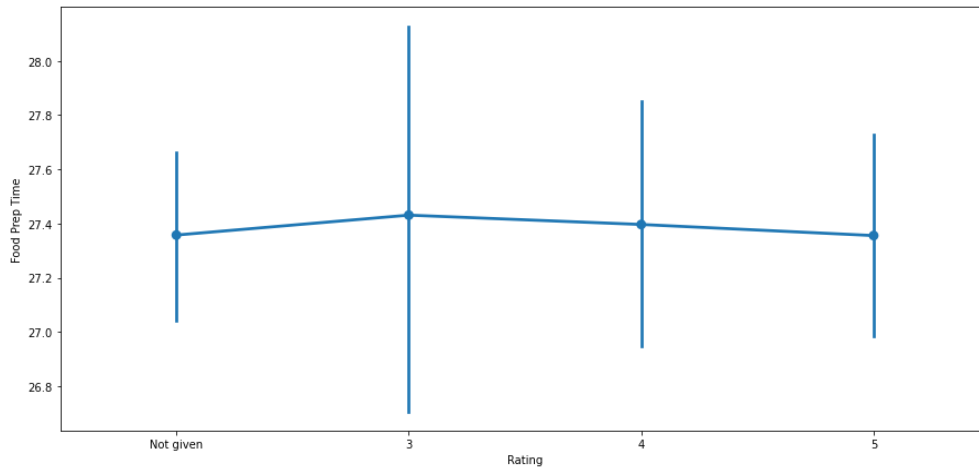
When comparing the different cuisine types, food preparation time seems to be consistent across most of the cuisine types. Korean takes the least time to prepare and has outliers.

# RATING ANALYSIS



There is no clear relationship between rating and food preparation time. Delivery time may impact the low-rating of the orders.

There is a positive linear relationship between rating and cost of the order. This potentially reflects better quality of the food and cuisine type. Classier restaurants not only charge more but tend to produce tastier, quality meals.





# BUSINESS INSIGHTS

## PROMOTIONAL OFFER FOR RESTAURANT ADVERTISEMENTS

The restaurants that have a rating count of more than 50 and the average rating greater than 4 are:

- The Meatball Shop
- Blue Ribbon Fried Chicken
- Shake Shack
- Blue Ribbon Sushi

10.54%  
TOTAL DELIVERY  
TIME

Around 10.54% of orders have a total delivery time of more the 60 minutes

\$6166.3  
REVENUE

In the dataset given, the net revenue generated is \$6166.30 across all orders

## TOP 5 CUSTOMERS TO GIVE 20% DISCOUNT VOUCHERS:

Customer ID	Orders Received
52832	13
47440	10
83287	9
250494	8
259341	7



## CONCLUSIONS

- The most popular cuisine types among the FoodHub customers are American, Japanese, Italian and Chinese
- The most popular restaurant of all the 178 restaurants is Shake Shack and has received the highest number of orders
- 38.8% of orders have not been rated by customers
- On the weekdays, delivery time takes longer which could be due to more traffic volume compared to the weekends
- Order volumes are double on the weekends compared to the weekdays
- The cost of the orders across the most popular cuisine types are similar, however there are outliers and variability which could be due to the different types of meals on the menu. Such as entrees, mains, desserts, and platters.



## RECOMMENDATIONS

- FoodHub can provide promotional offers to the most popular, top-rated restaurants as they serve most of the orders and bring in the most revenue
- They can look at increasing their restaurant client base by getting other restaurants focused on the popular cuisines to come on board the FoodHub system
- A good portion of orders have not been given a rating; this needs further investigation. Maybe the company can provide a rewards system, such as give 5 ratings for 5 orders and receive free delivery or a percentage off their next order.
- Around 10% of orders had a delivery time of more than 60 minutes. Can try to minimize this by hiring more delivery persons to decrease the delivery time portion of the total delivery time.





THANK YOU

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