

# **DELIVERY MARKET ANALYSIS**

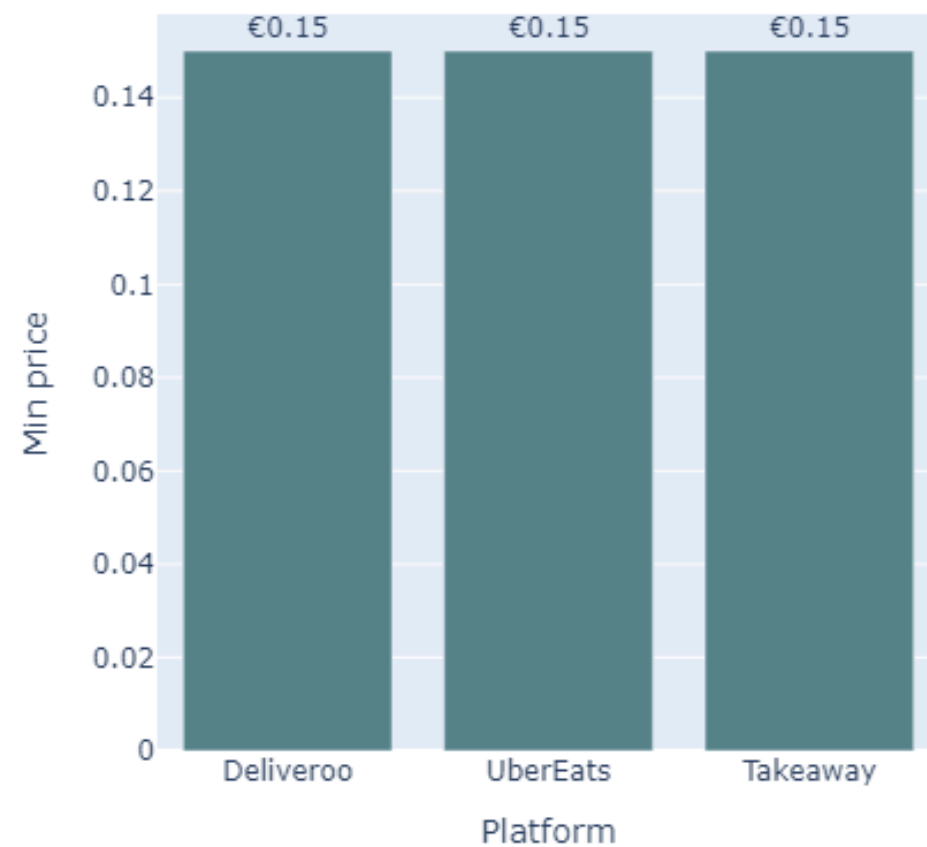
Presented by Imad, Tumi, Celina

# Price analysis

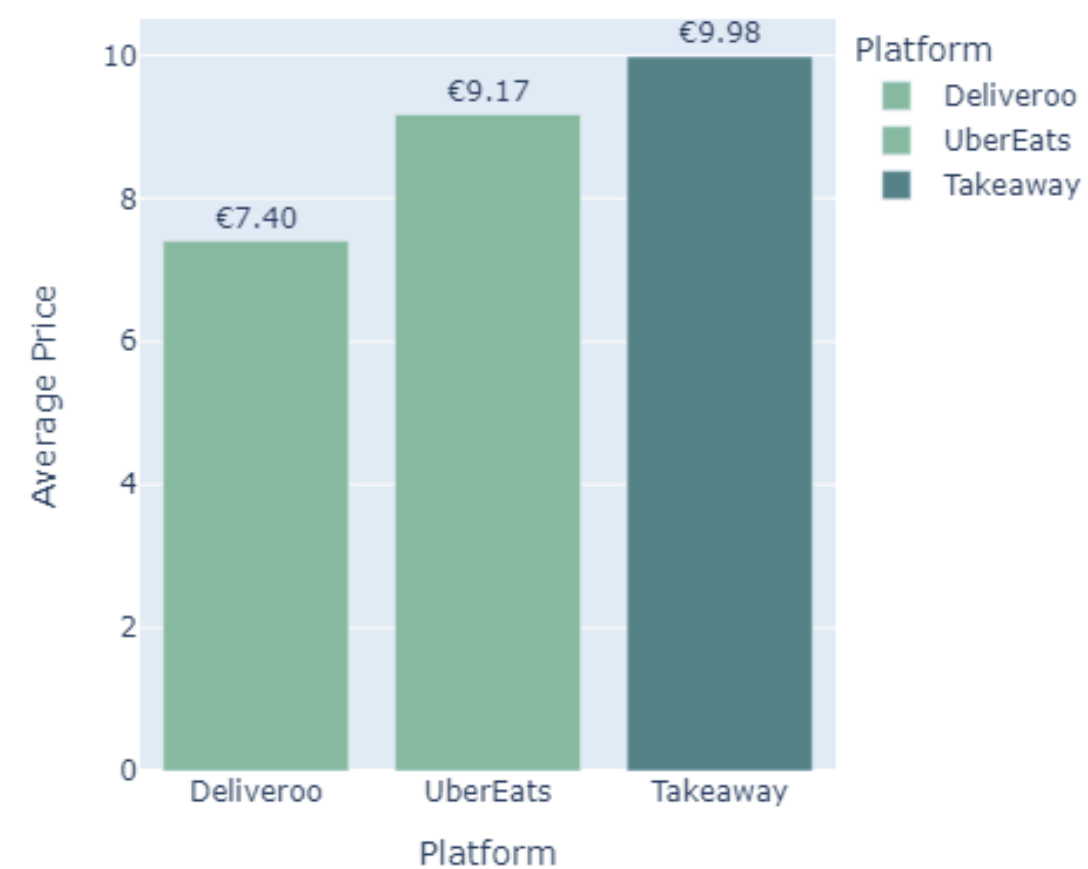
What is the price distribution of menu items?

- Equal minimum price due to the same product being available in all platforms.
- Considerant difference in average item price per platform.
- Maximum price corresponding to champagne/wine bottles

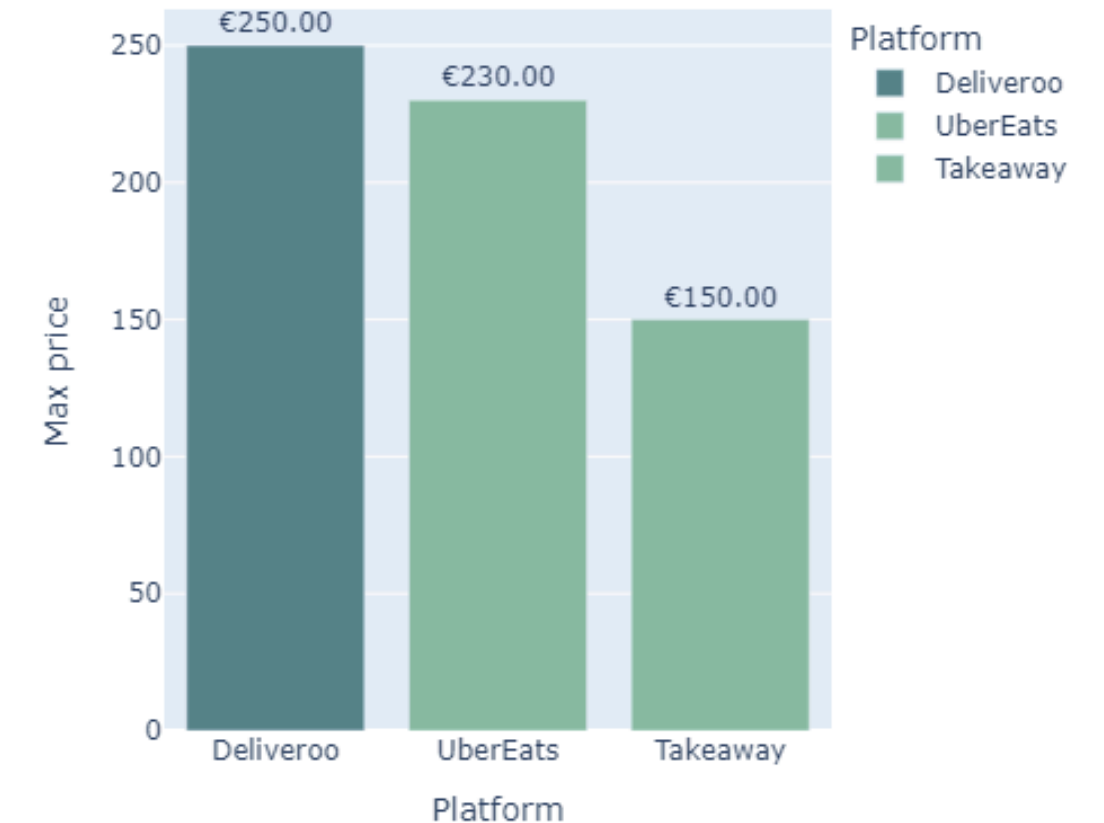
Minimum item price by Platform



Average Item Price by Platform



Maximum item price by Platform



# Price analysis

Which restaurants have the best price-to-rating ratio?

**Best overall** (at least 10 reviews):

Takeaway – QueTacos

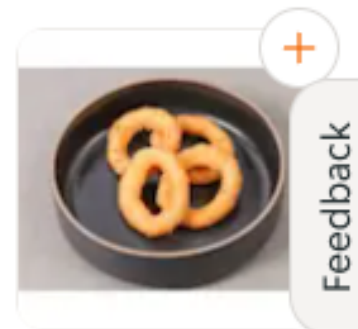
Rating: 5.0

Avg. Item price: € 2.86

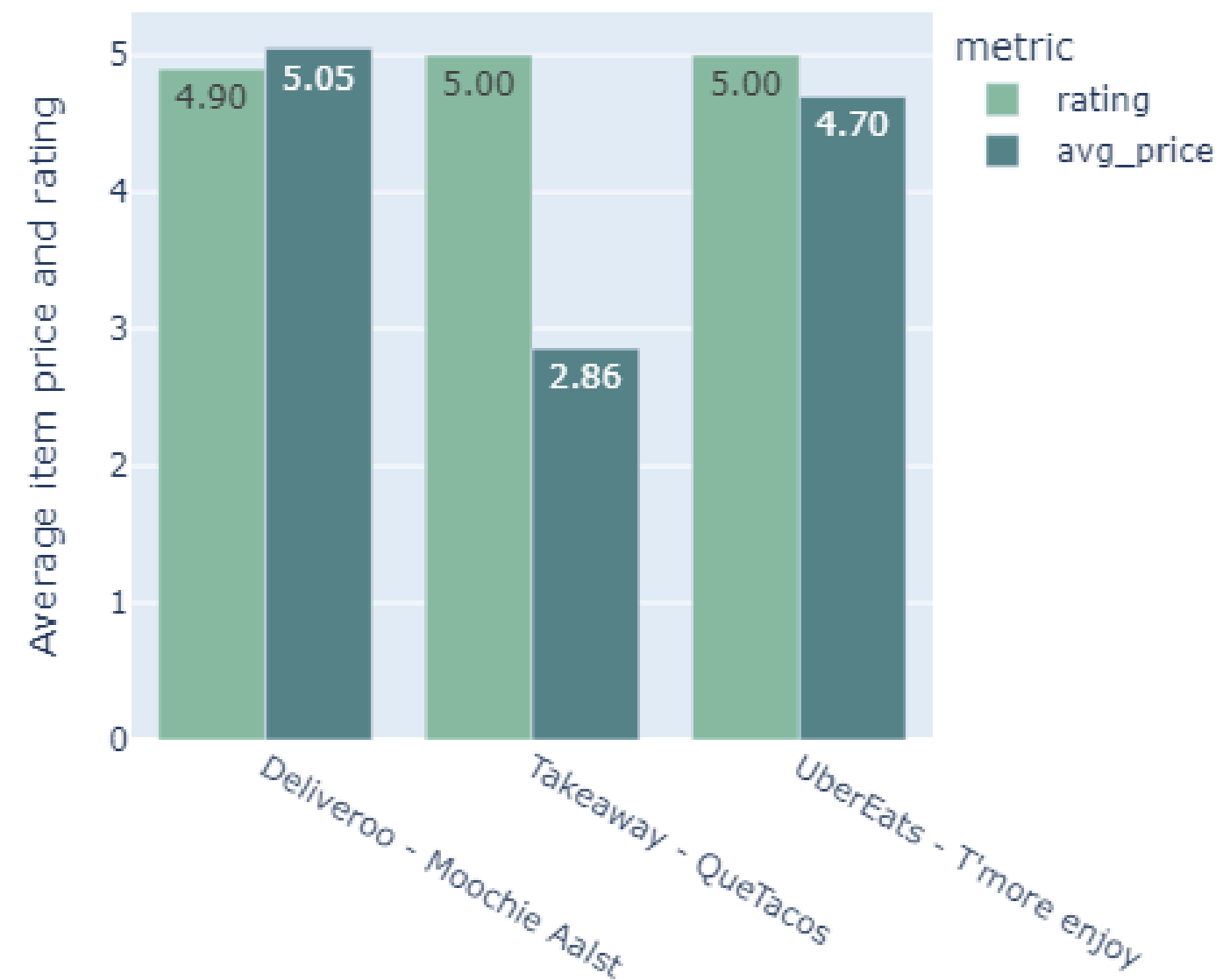


Onions Rings ⓘ

€ 2,50



Best price-rating restaurants by Platform



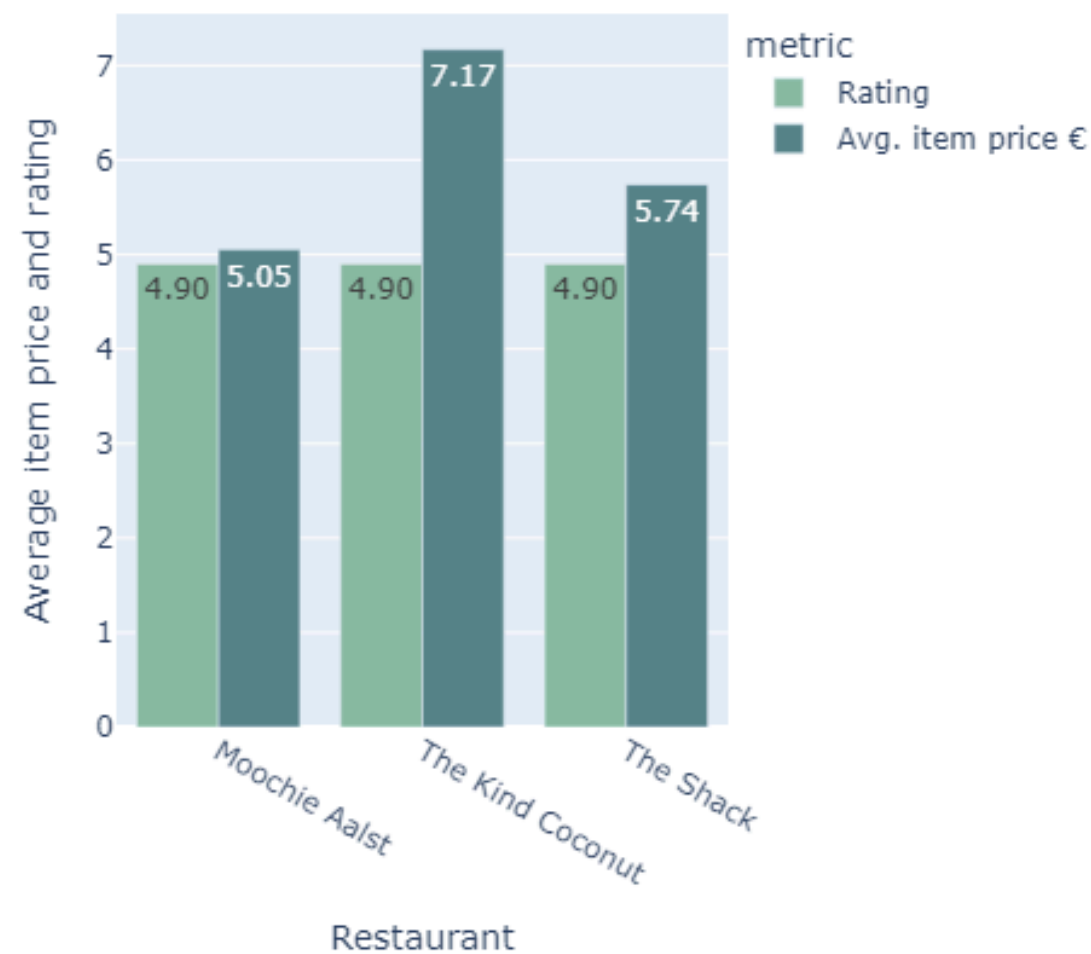
Best restaurant per platform

# Price analysis

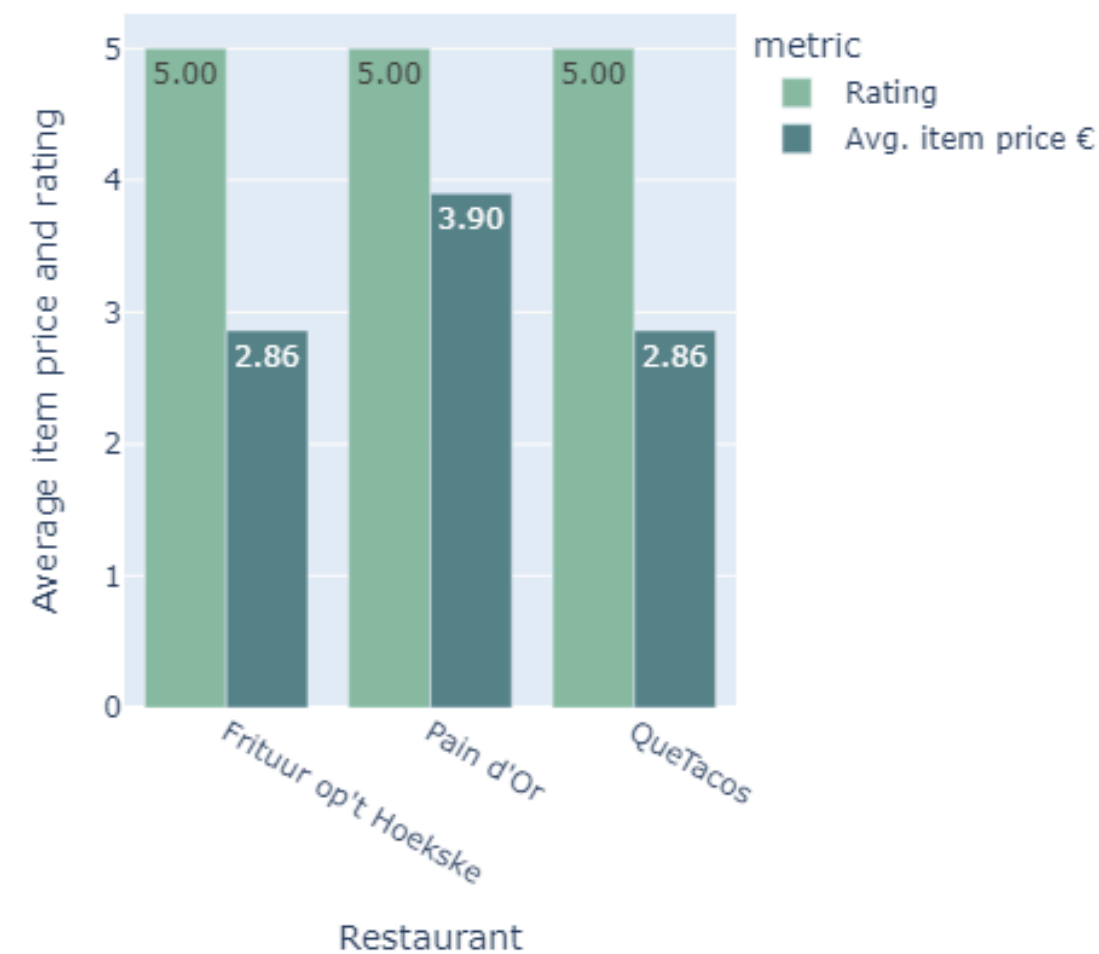
Which restaurants have the best price-to-rating ratio?

Top 3 restaurants with the best price-rating per platform.

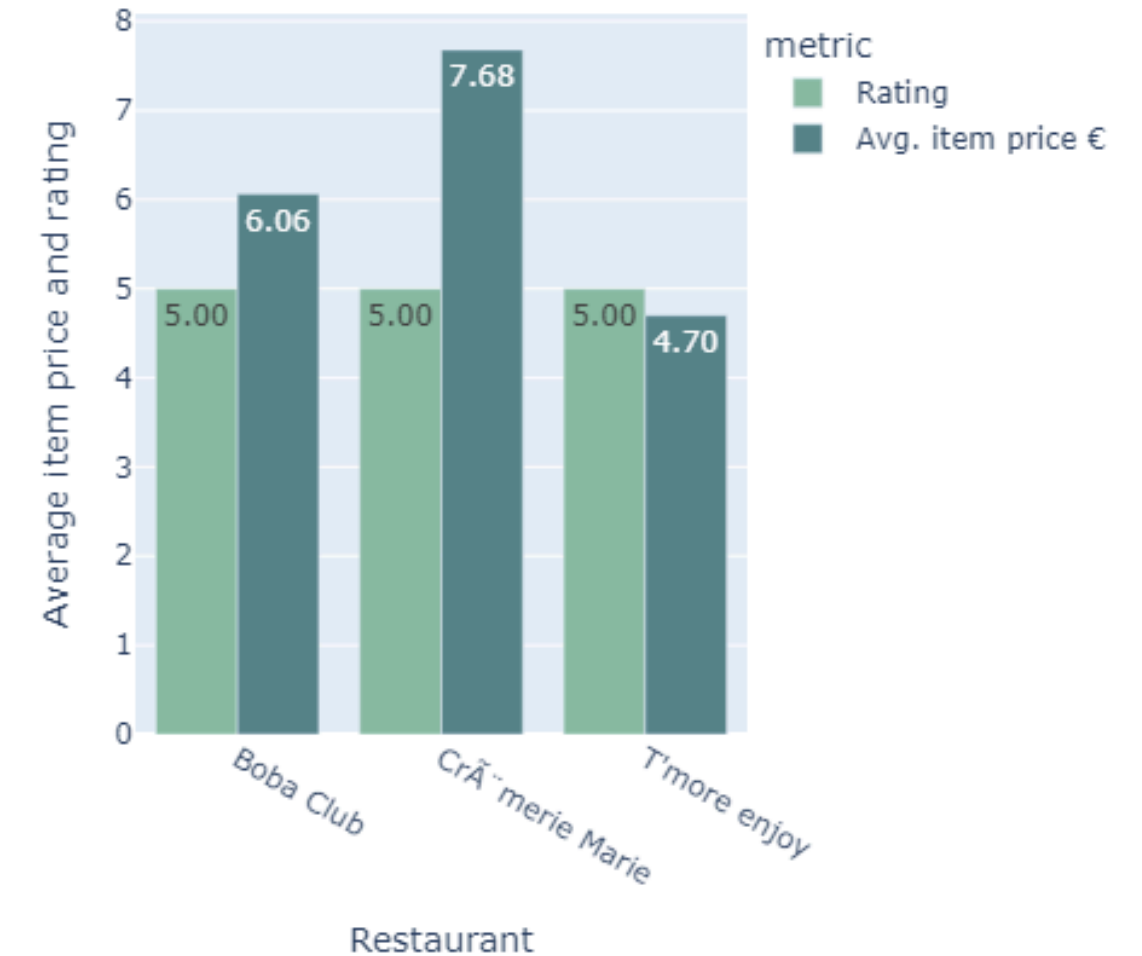
Best price-rating restaurants - Deliveroo



Best price-rating restaurants - Takeaway



Best price-rating restaurants - Uber Eats





# Price analysis

Which restaurants have the best price-to-rating ratio?

**Best with +500 reviews**

De Echte Eethuis Carlos

Rating: 5.0

Rating count: 599

Avg. Item price: € 11.08



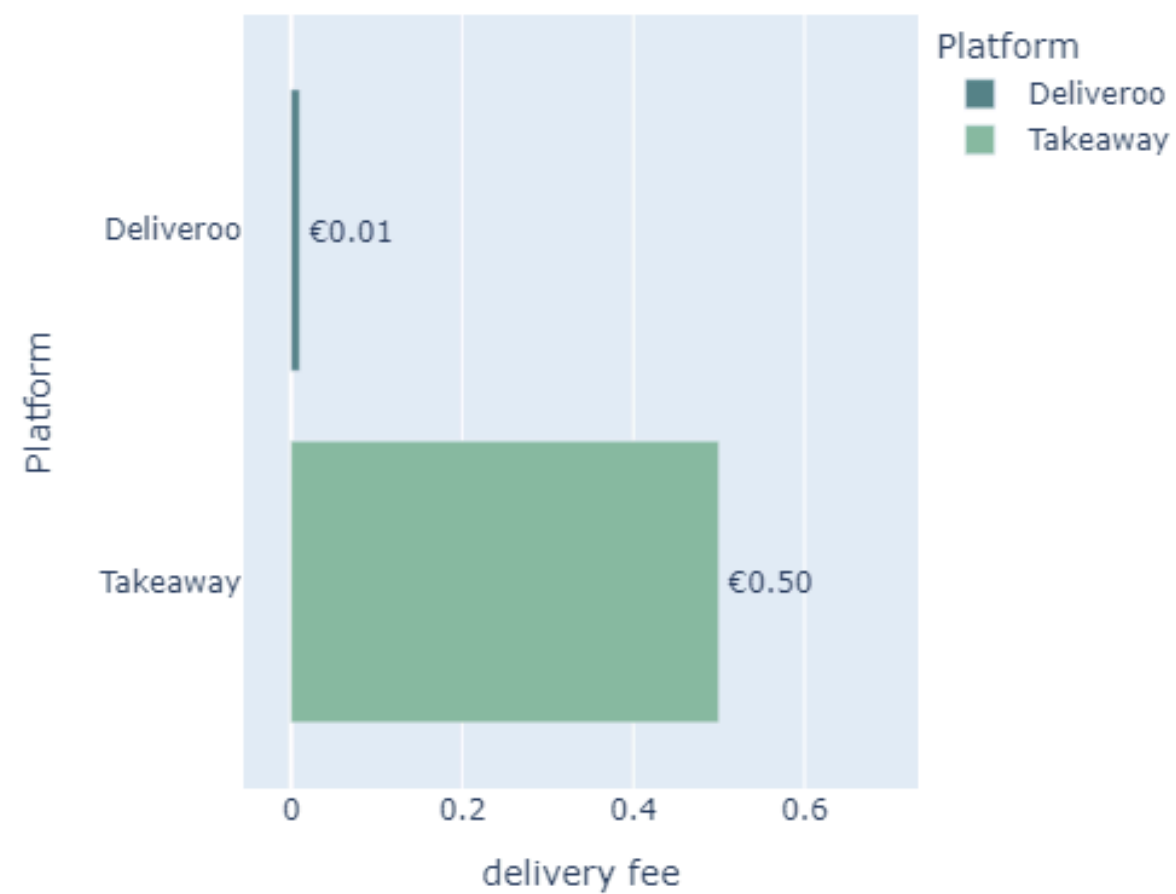
Herseltsesteenweg 207, 3200 Aarschot

# Price analysis

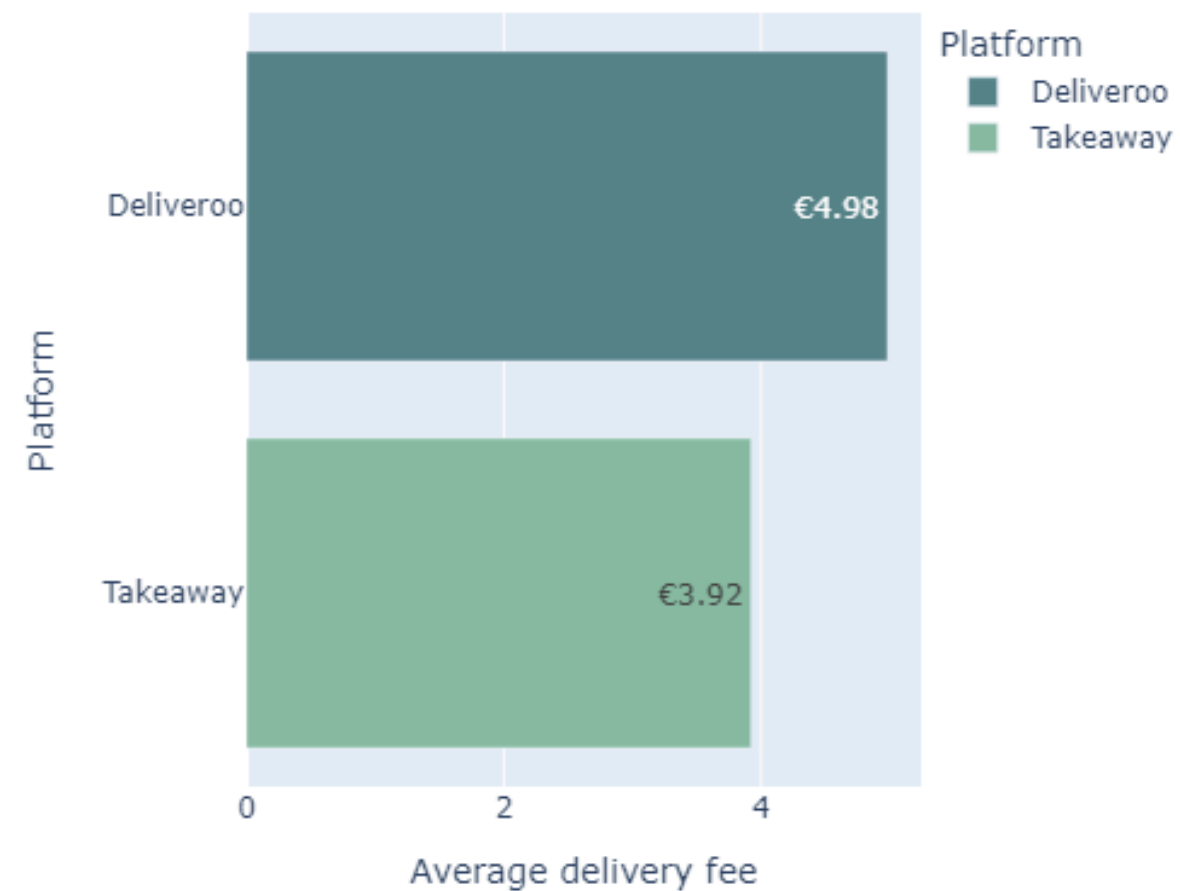
How do delivery fees vary across platforms and locations?

- Information available for Deliveroo and Takeaway

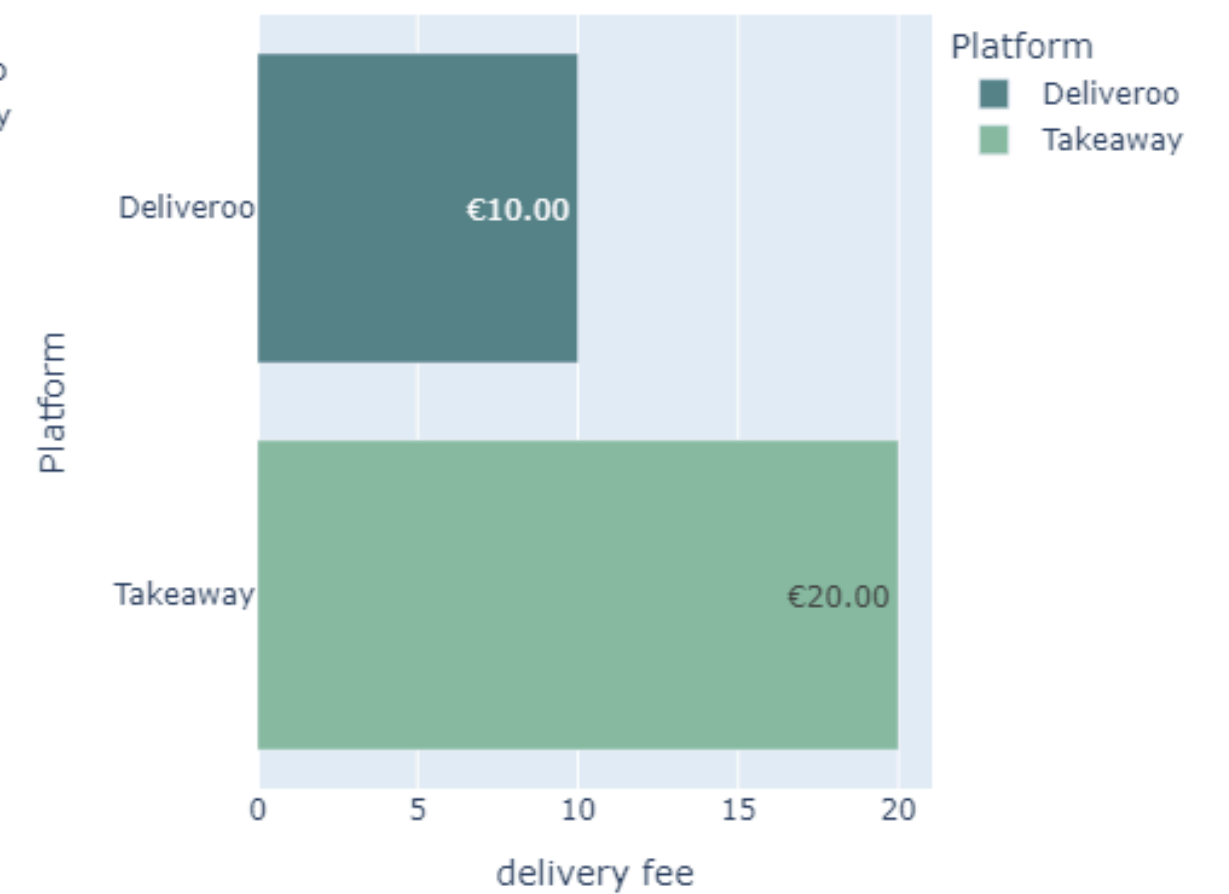
Minimum delivery fee per item



Average delivery fee by platform



Maximum delivery fee per item



# Price analysis

How do delivery fees vary across platforms and locations?

- Information available for Deliveroo and Takeaway

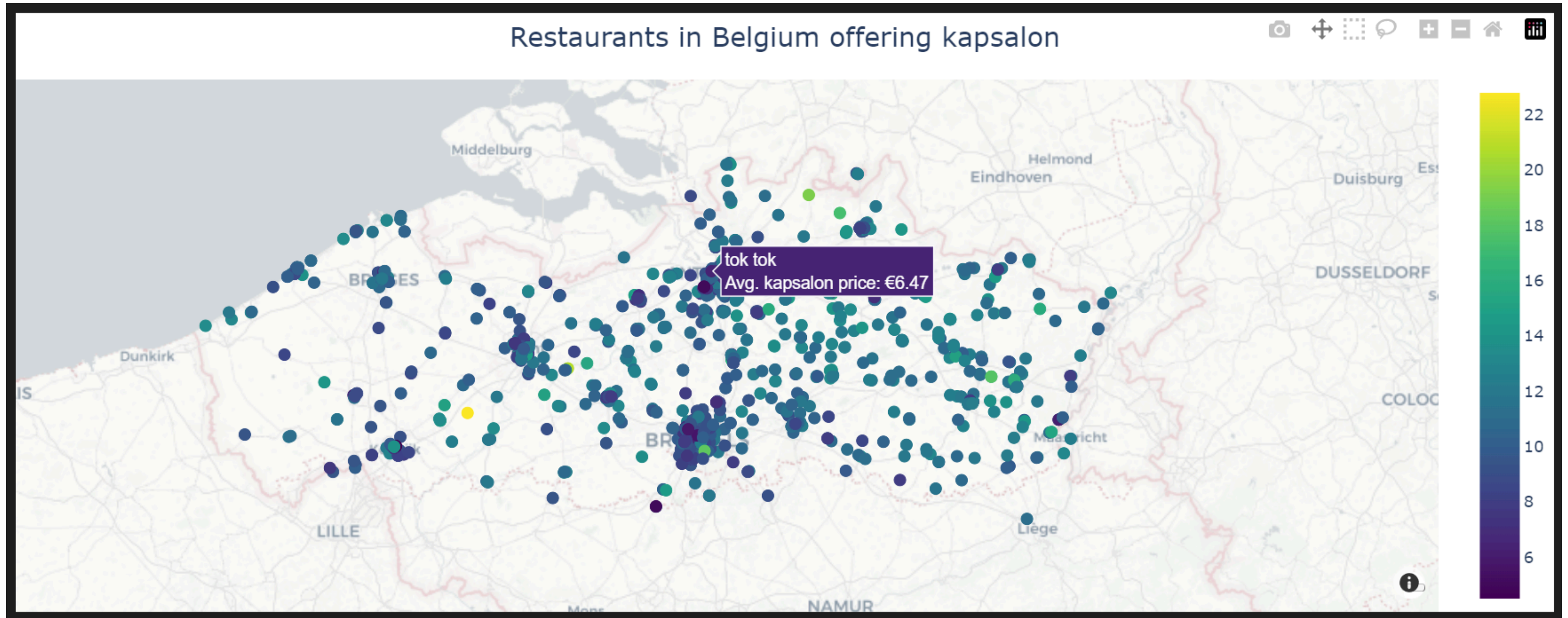
Cities with lowest average delivery fee

| city         | delivery_fee |
|--------------|--------------|
| Hove         | 0.5          |
| Linkeroever  | 0.9          |
| Boechout     | 1            |
| Berlare      | 1            |
| Buggenhout   | 1            |
| Sint Niklaas | 1            |
| Termonde     | 1            |
| Waasmunster  | 1            |
| Niel         | 1            |
| Lebbeke      | 1            |



# Price analysis

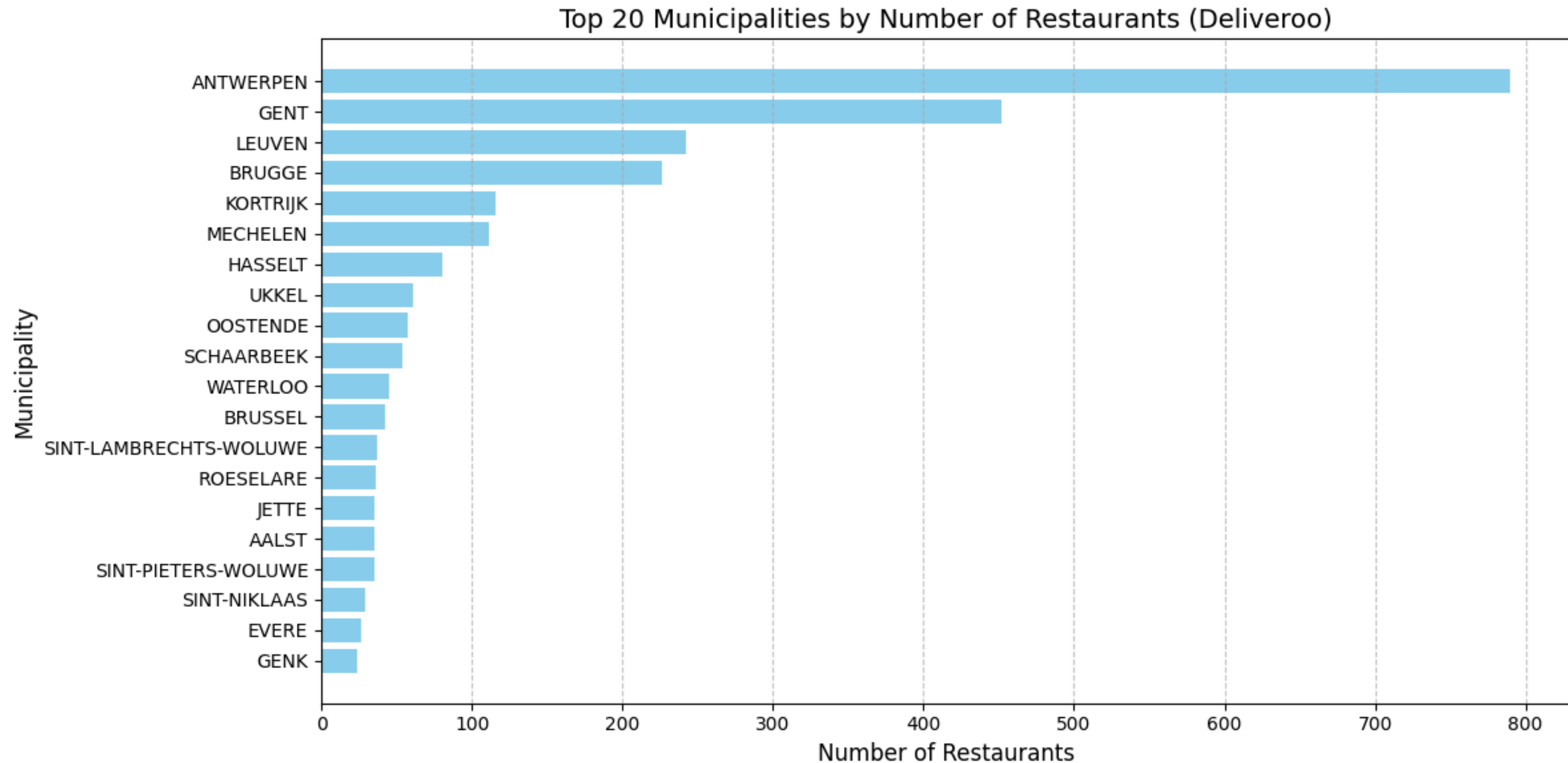
Map locations offering kapsalon and their average price





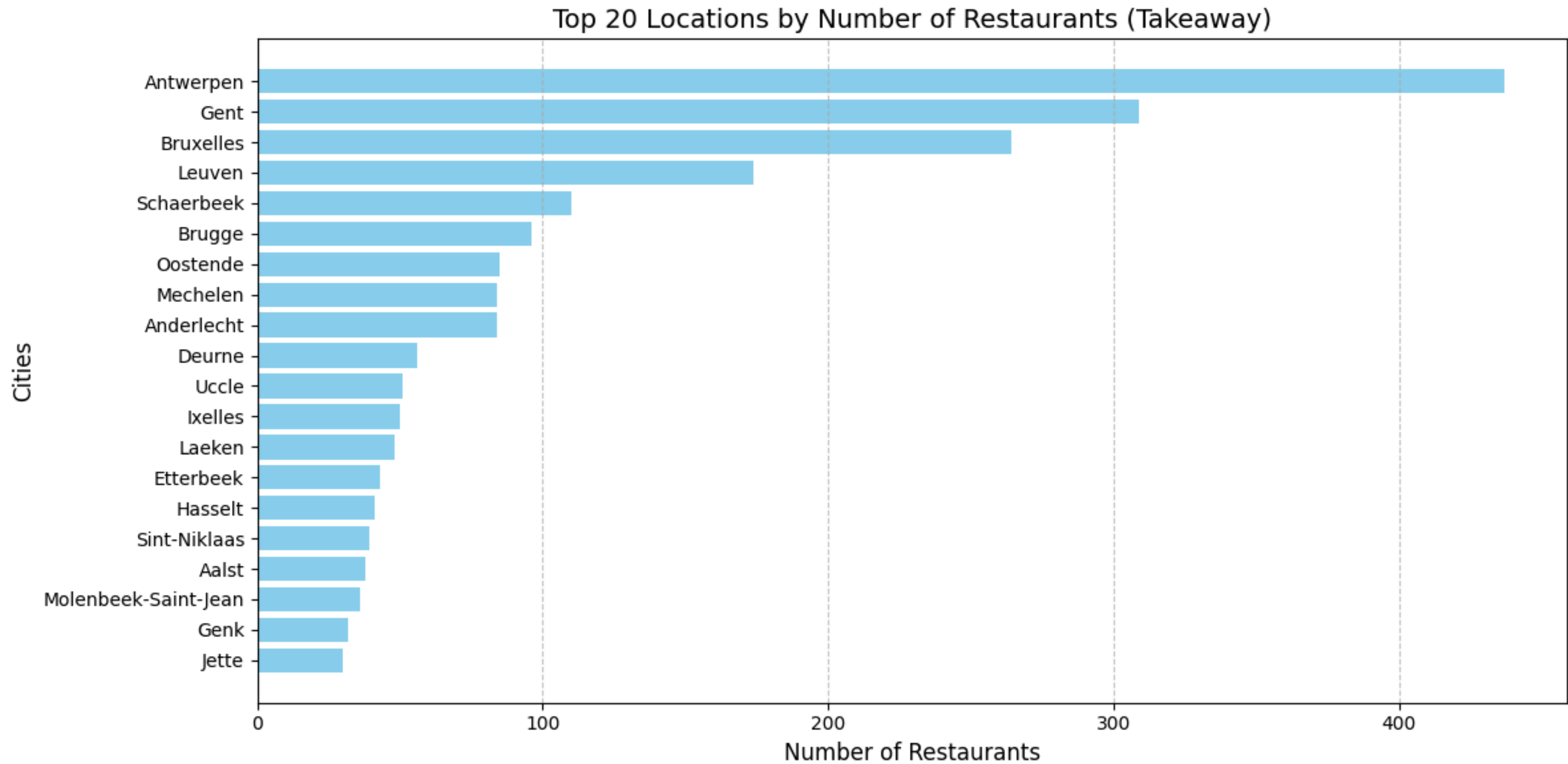
# Restaurant Distribution

Where are the restaurants distributed against the databases



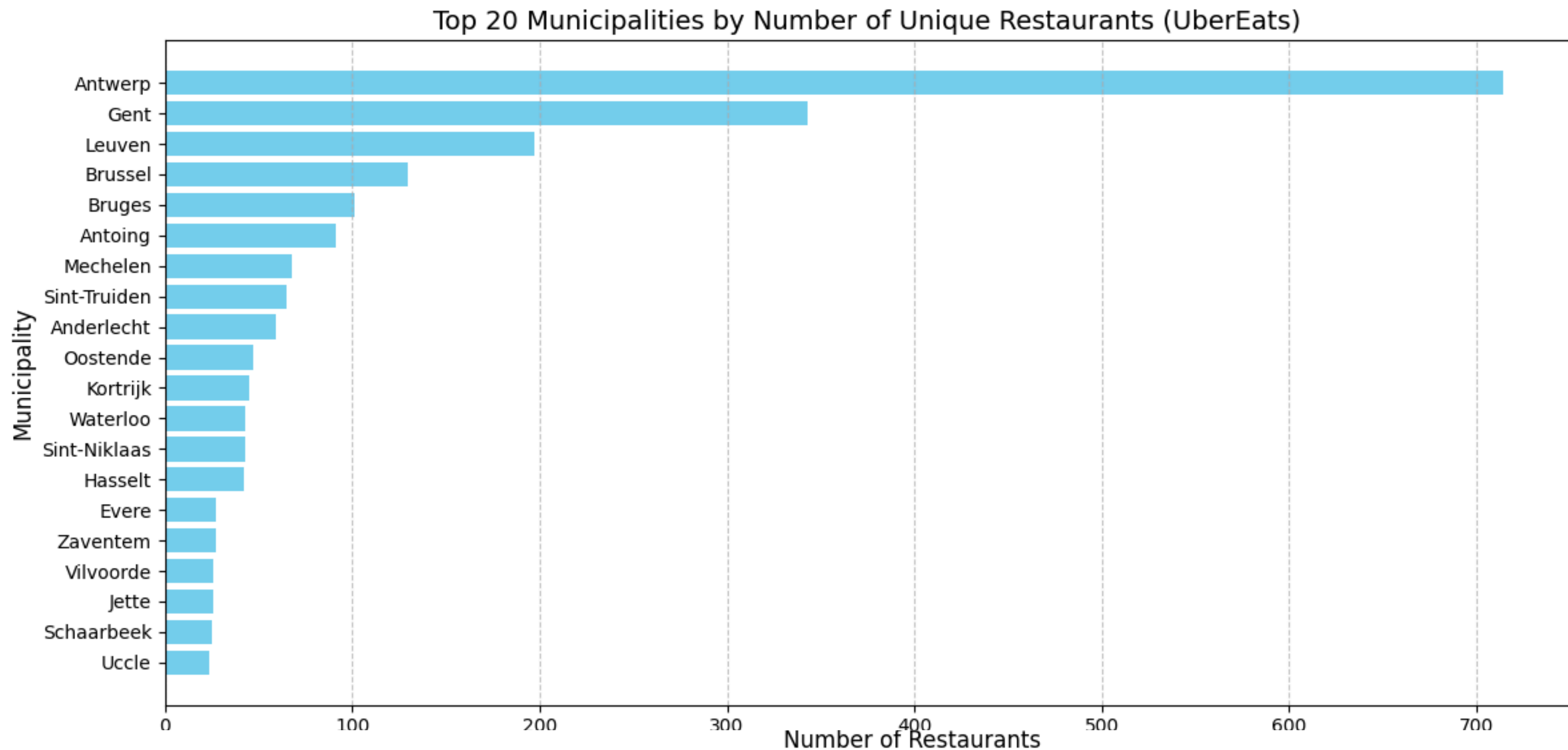
# Restaurant Distribution

Where are the restaurants distributed against the databases



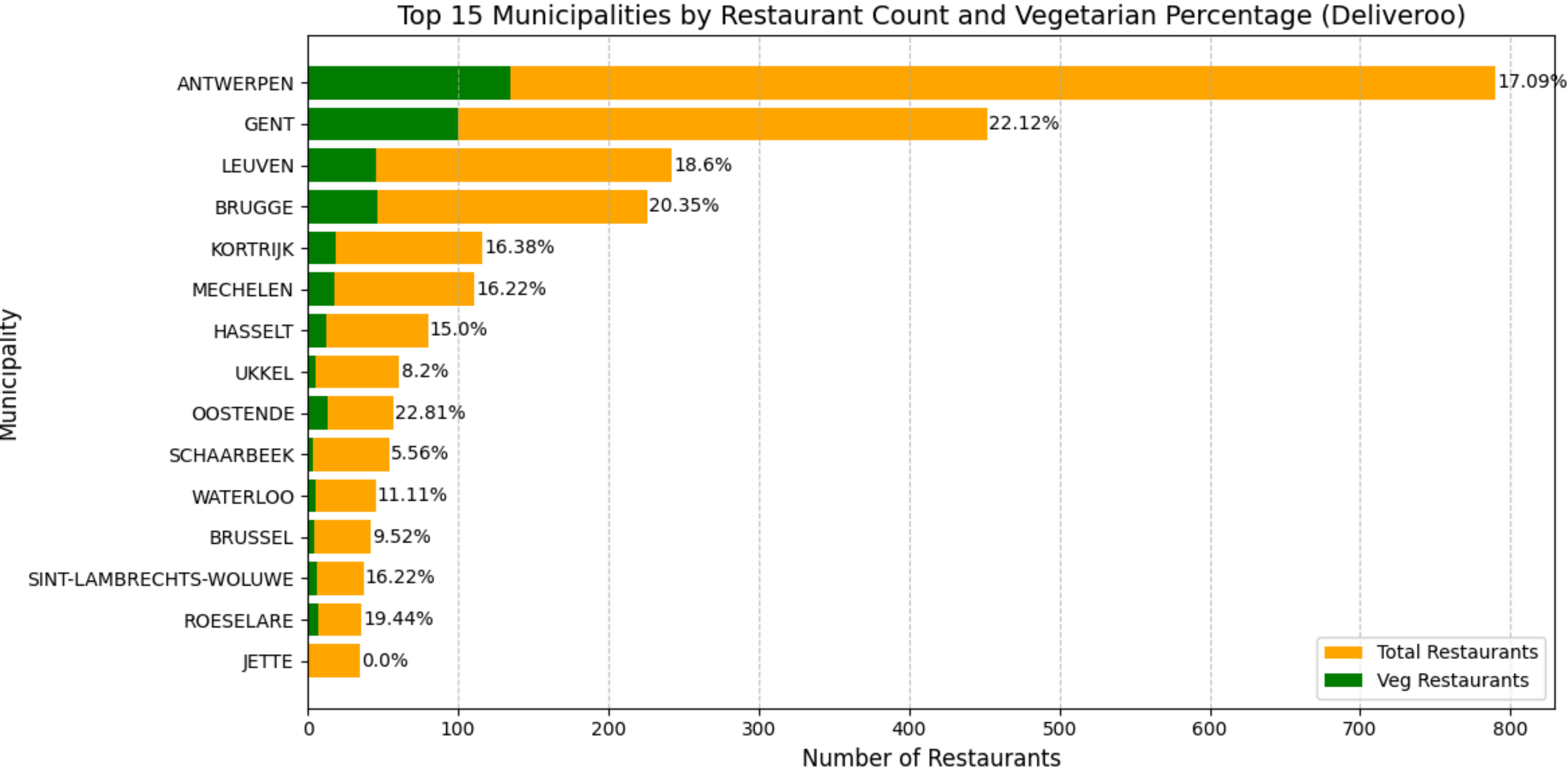
# Restaurant Distribution

Where are the restaurants distributed against the databases



# Vegetarian & Vegan MeAL

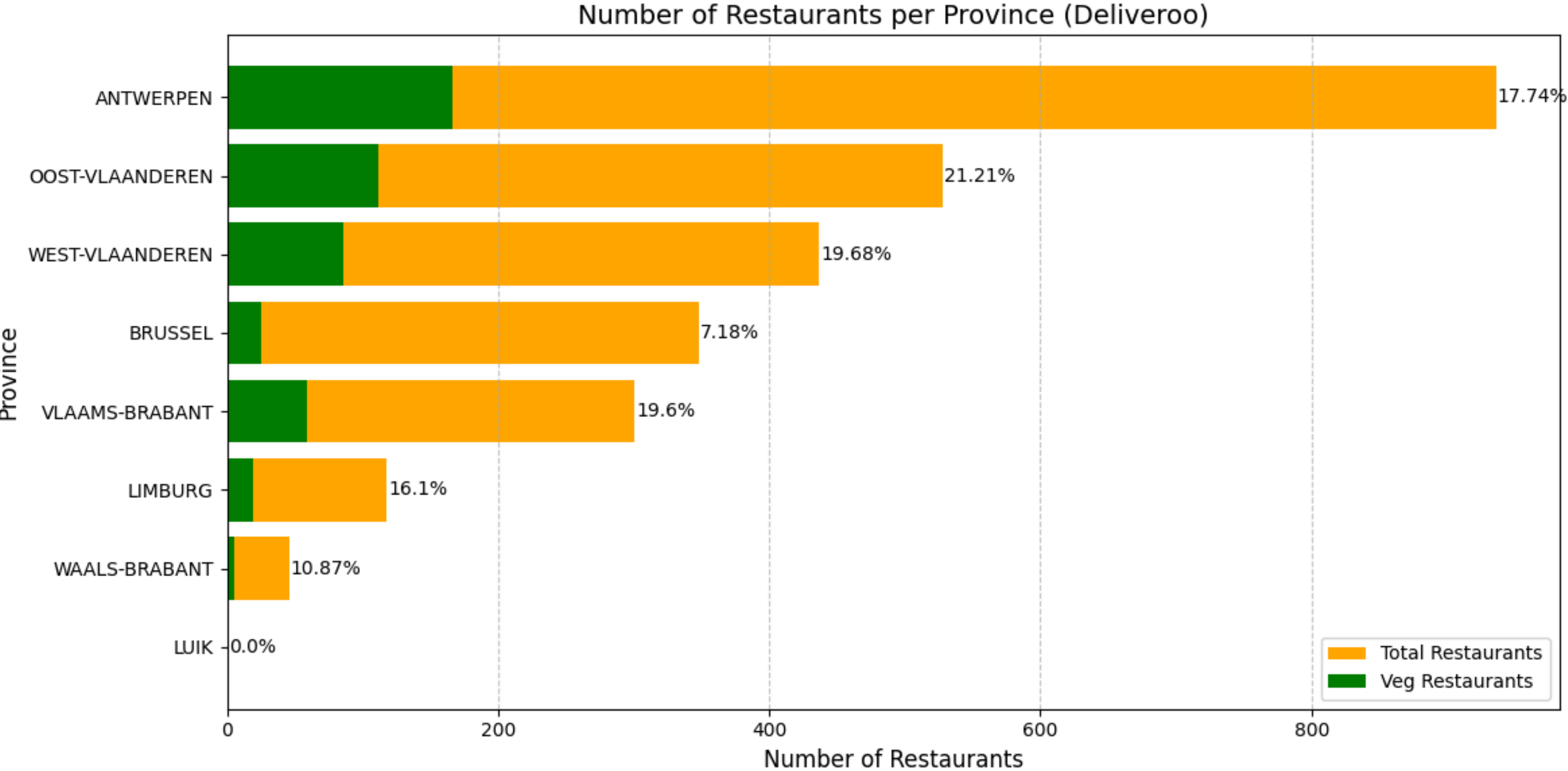
What restaurants serve meals for Vegetarians & Vegans





# Vegetarian & Vegan MeAL

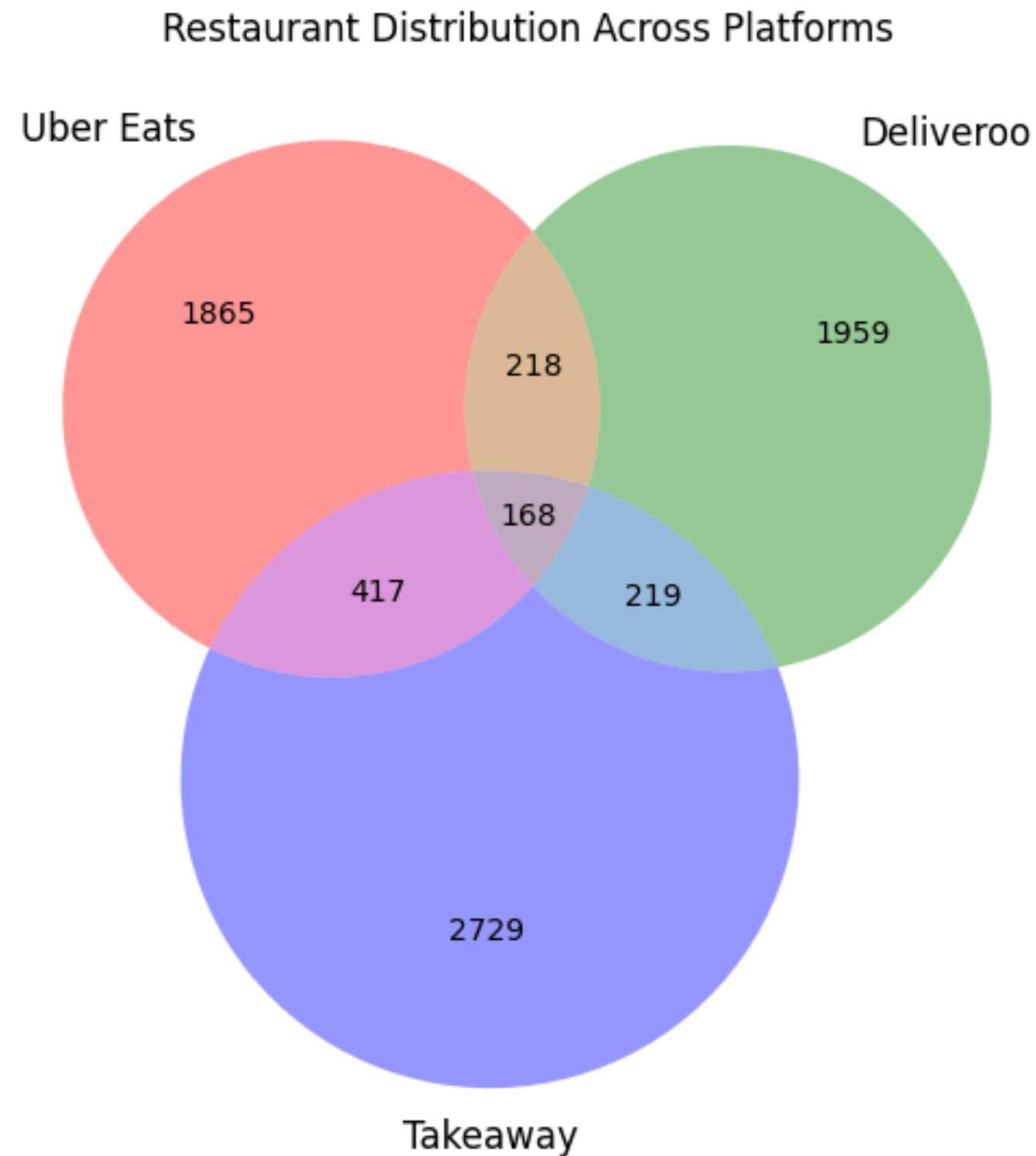
What restaurants serve meals for Vegetarians & Vegans



# Ratings analysis

Create a Venn diagram comparing restaurant distributions

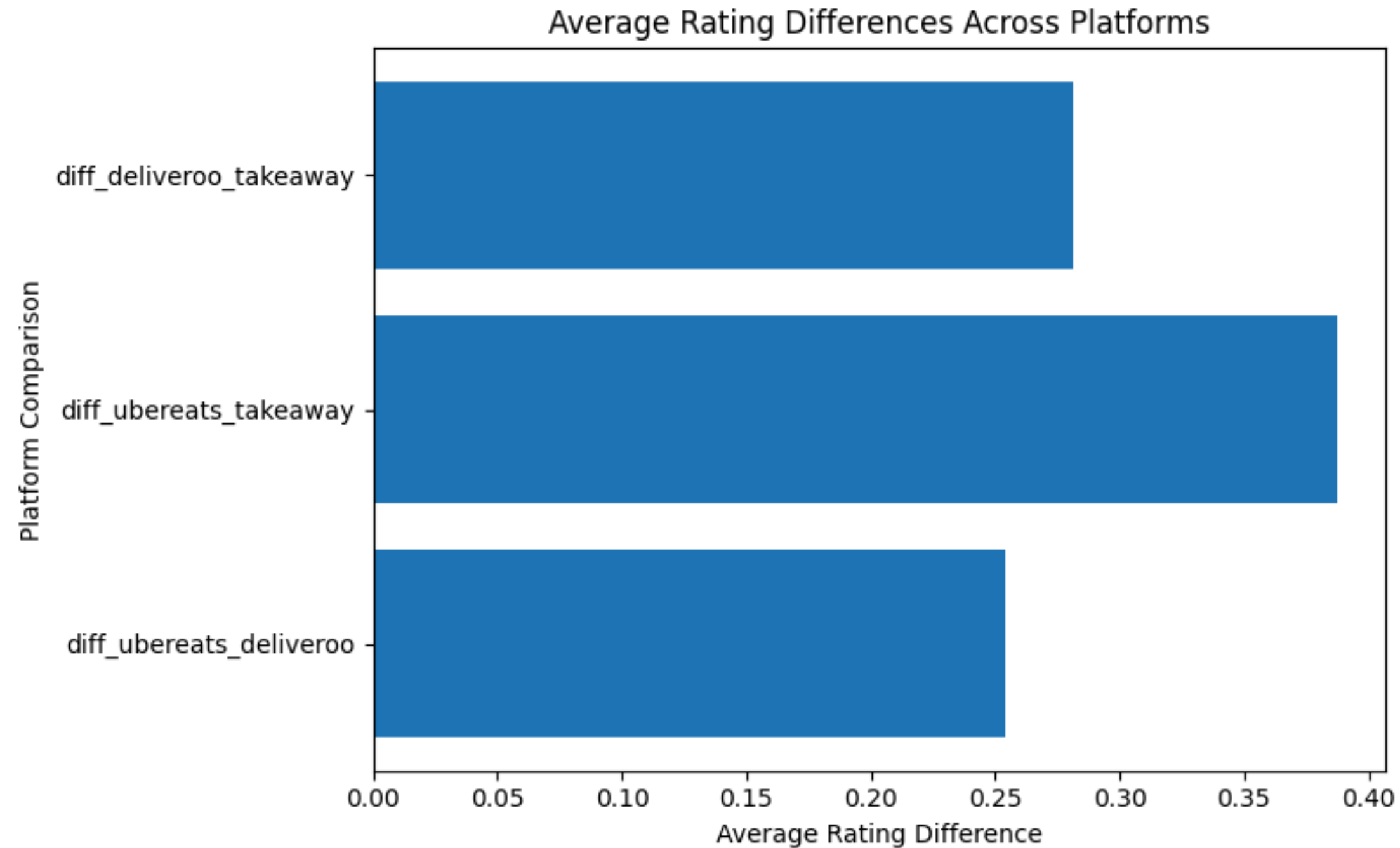
- Challenge : Some restaurants are difficult to link as their name is not the same on every platform



# Ratings analysis

How do ratings of similar restaurants differ ?

- Challenge : Some restaurants are difficult to link as their name is not the same on every platform



# Ratings analysis

Identify the top 3 hummus serving restaurants.

- Challenge : Difficult to filter on Hummus only has a lot of dishes contains Hummus

| Restaurants            | Ratings | Votes | Location                           |
|------------------------|---------|-------|------------------------------------|
| Restaurant<br>le Royal | 5.0     | 359   | 1210 Saint-<br>Josse-ten-<br>Noode |
| Cairo One              | 4.9     | 619   | 9120<br>Beveren                    |
| Lagash                 | 4.8     | 251   | 3600 Genk                          |
| Sahtain                | 4.8     | 136   | 3000 Leuven                        |
| RUBA                   | 4.6     | 500   | 3000 Leuven                        |



**Thank you  
very much!**

PRESENTED BY IMAD, TUMI,  
CELINA