FOOD FORECASTING ANALYSIS PROJECT

The following report summarizes the insights founded via analyzing the food forecasting analysis data using Tableau.

Fig 1.1 General analysis

General analysis of the Food forecasting Data

1. The Center ID **13** has placed **higher number of orders** compared to other center ids and center id **41** has placed **least orders**.

2. The **highest number of orders** placed against food category is bagged by **Beverages** while the **Biryani** has got **less orders**

3. **Italian cuisines received more orders**.

4. Higher number of orders not necessarily means high revenue. The cuisine which had **least orders "Continental" has generated high revenue**.

5. The **meal id 2290 has high number of orders** compared to all other meal id.

6. On average, **week 62 has received less number of orders** comparatively than others while the high number of orders based on week seems to be oscillating.
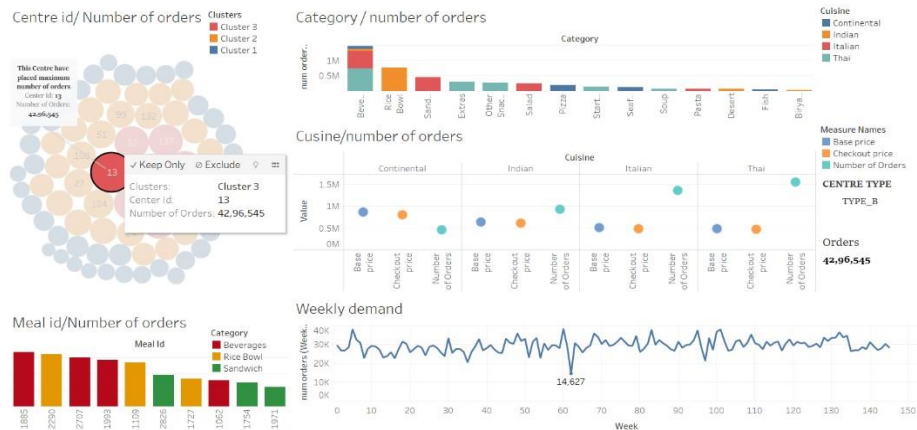
Fig1.2 Center ID 13

1. Highest number of orders based on center ID: 13

- Total number of orders – 42,96,545
- Category with high number of orders – Beverages
- Category with less number of orders – Biryani
- Cuisine with high number of orders – Thai
- Cuisine with less number of orders – Continental
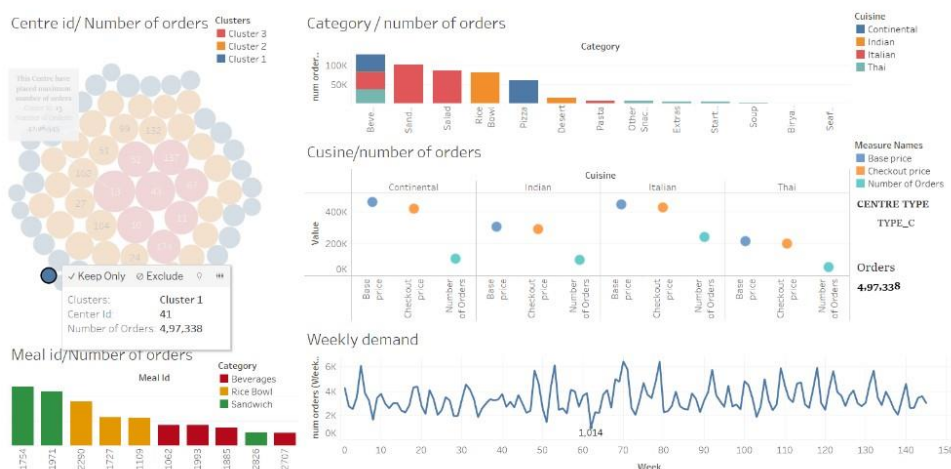- Top meal id – 1885

Fig 1.3 Center Id 41

2. Lowest number of orders based on center ID: 41

- Total number of orders – 4,97,338

- Category with high number of orders – Beverages

- Category with less number of orders – Seafood

- Cuisine with high number of orders – Italian

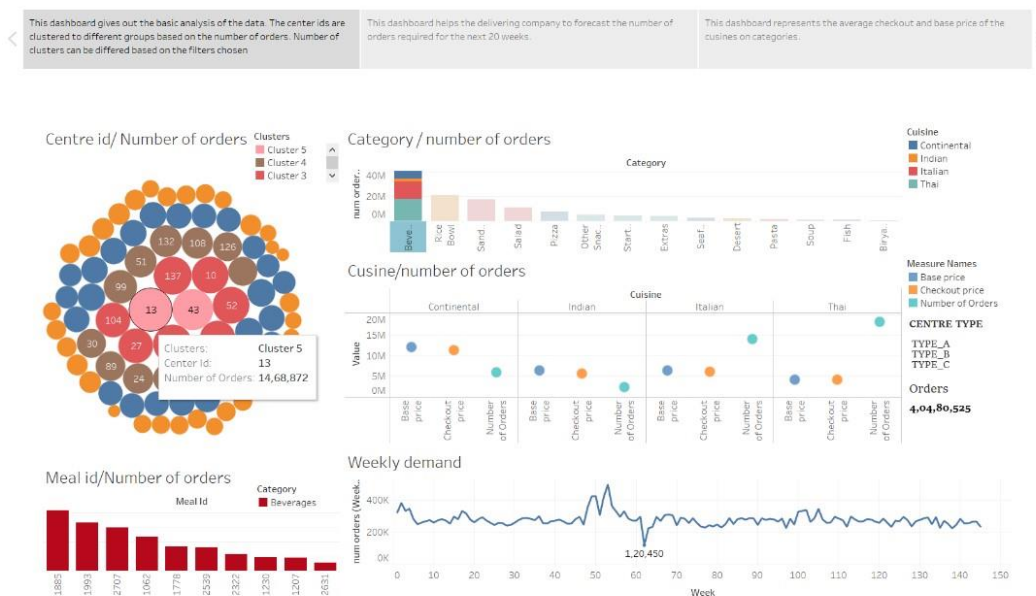- Cuisine with less number of orders – Thai

- Top meal id – 1754

Fig 1.4 Highest ordering category

- The center which ordered highest number of beverages is Center 31 with

  orders 14,68,872.

- The highest selling meal id of the category beverages – 1885

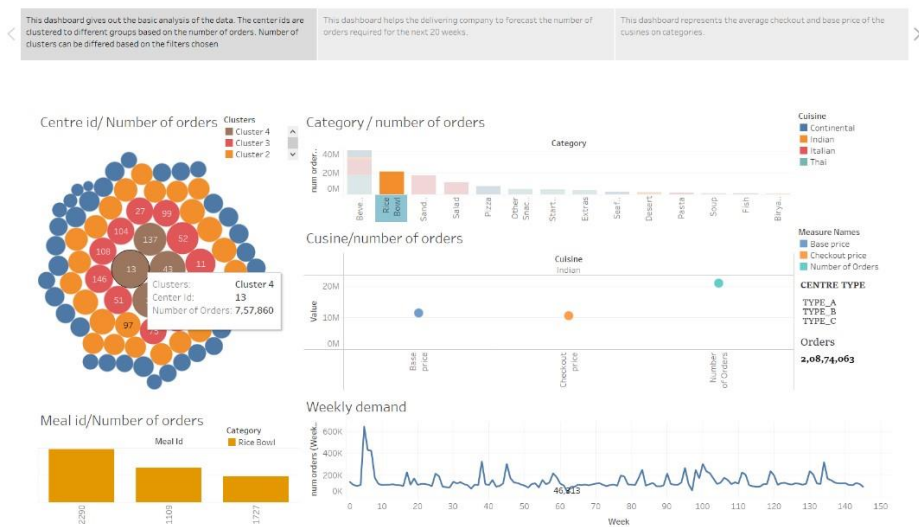- The total number of orders placed on category "Beverages" – 4,04,80,525

Fig 1.5 Highest selling Cuisine – Indian Rice bowl

- The center which ordered a greater number of rice bowl – Center 13 with orders 7,57,860
- The total number of orders placed on category "Indian Rice bowl" – 2,08,74,063.
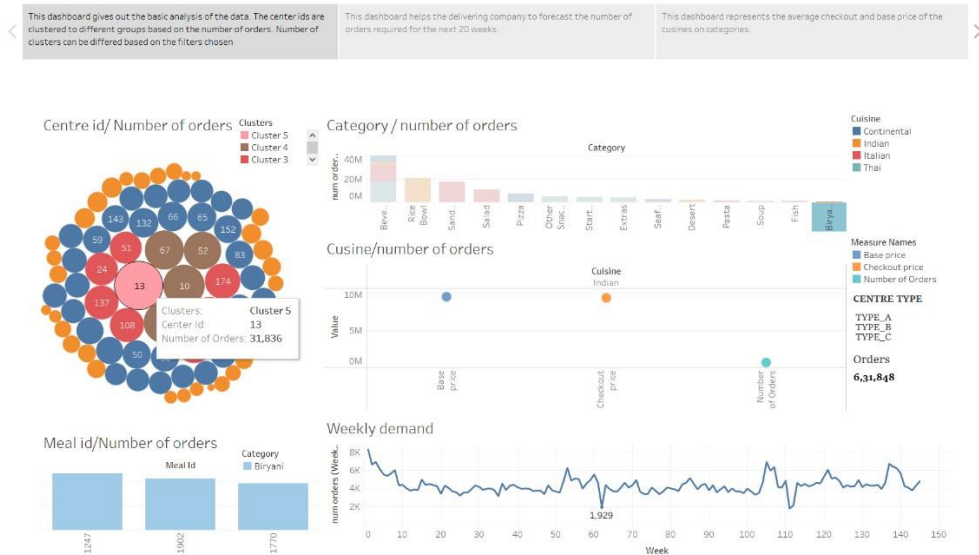- The highest selling rice bowl meal id – 2290

Fig 1.6 Less ordered Category – Indian Biryani

- The center which ordered a greater number of biryani – center 13 with 31,836 orders
- The total number of orders placed on Biryani – 6,31,848
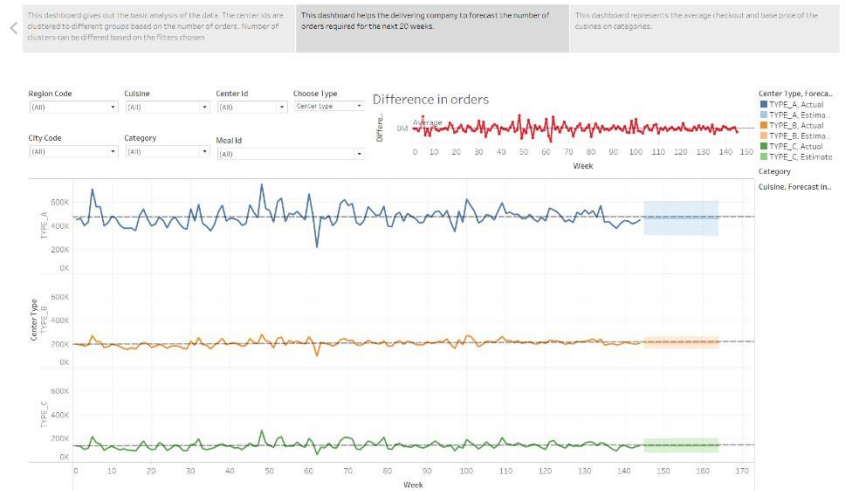
- The highest sold biryani meal id - 1247

Fig 1.7 Forecasting the total orders based on Centre type

- Forecasted order for Type A for the week 164- 4,62,686

- Forecasted order values for Type B for the week 164 – 2,10,138

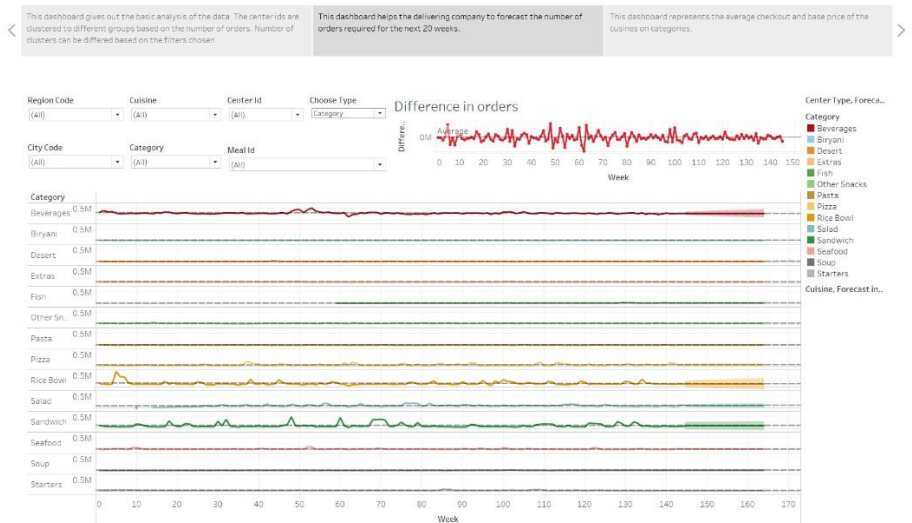- Forecasted order values for Type C for the week 164 – 1,40,222

Fig 1.7 Forecasting the total orders based on Category

- Forecasting order for Beverages for the week 164- 263575

- Forecasting order for Biryani for the week 164- 4236

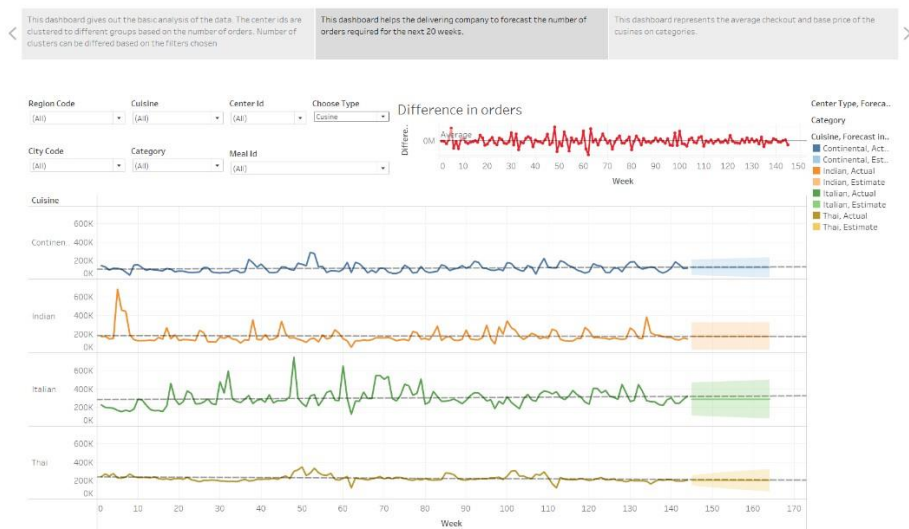- Forecasting order values for Sandwich for the week 164- 110974

Fig 1.8 Forecasting the total orders based on Cuisines

- Forecasting order for Continental for the week 164- 125525

- Forecasting order for Indian for the week 164- 177959

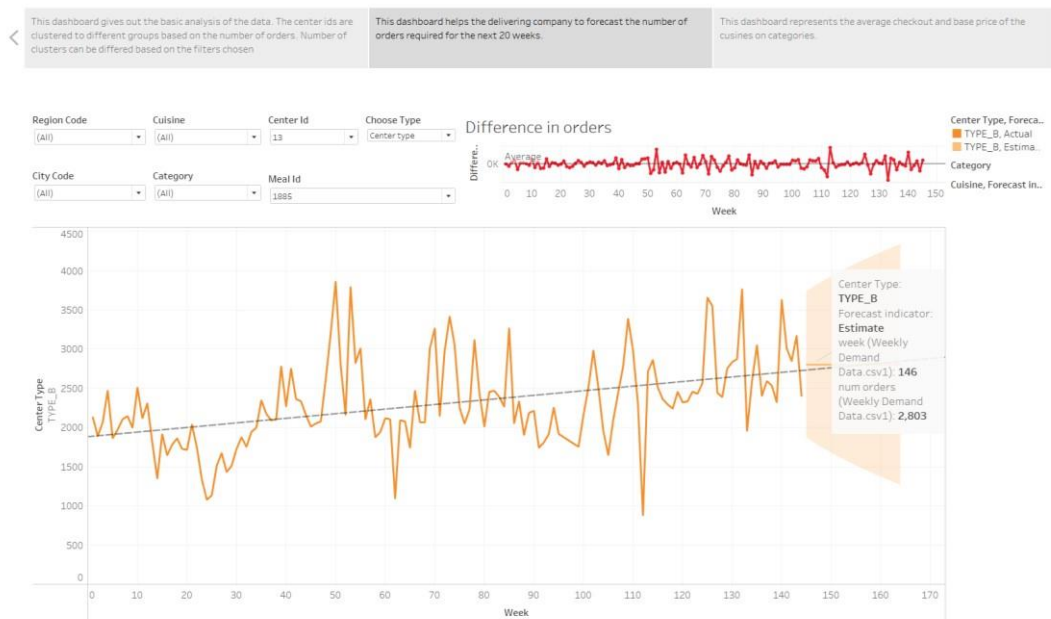- Forecasting order values Italian for the week 164- 289391

Fig 1.9 Forecasting of highest selling food id for the center13

 The forecasted demand for the Meal id 1885 of the Centre 13 is 2803.

- The trend of the meal id 1885 is positive.

Fig 2.0 Average price based on category

- Avg. base price and Avg. checkout price for each Category broken down by Cuisine.
- Highest average Cusine - Continental
- Lowest average Cusine - Thai
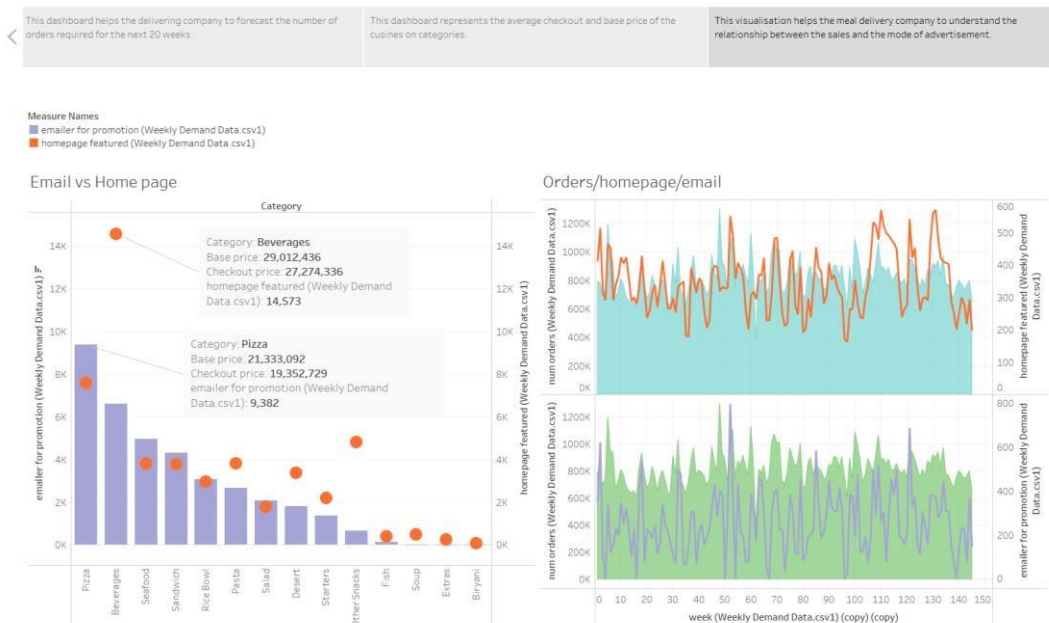- Highest average Category - SeaFood
- Lowest average Category – Beverage

Fig 1.10 Email vs Home page

 Pizza was promoted more via email while Beverages was promoted more via Homepage.