



Customer Demographics Analysis Key Insights & Recommendations

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Upliance.ai is at the forefront of revolutionizing the cooking experience for young India with its AI-powered cooking assistant. As a fast-moving startup, understanding customer behaviour, especially in terms of demographics, is crucial to refining product offerings, improving customer satisfaction, and driving revenue.

Business Recommendations

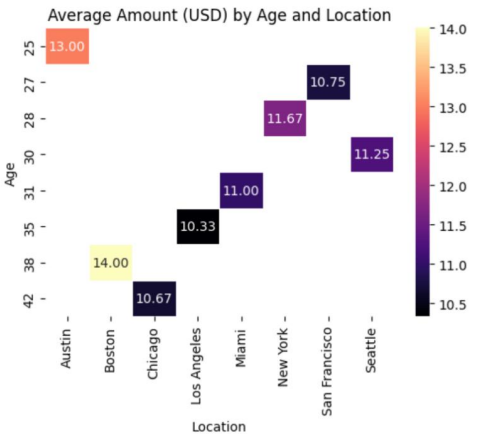
- 1
- Focus on promoting dishes like those (Spaghetti, Grilled chicken) in the top popular dishes list
- 2
- Analyze sessions with higher revenue efficiency to optimize cooking durations.
- 3
- Focus on promoting premium services in Boston for older users and enhancing engagement activities for younger demographics in vibrant cities like Austin and New York.

Product Received Ratings



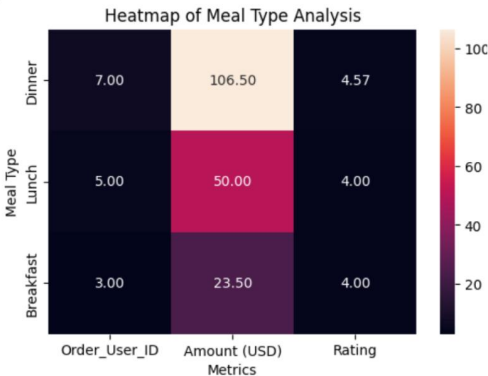
Demographic Based Ratings

- Users aged 38 in Boston generated the highest average revenue (\$14.00) with a perfect session rating (5.0), followed by 25-year-olds in Austin (\$13.00 and a 4.8 rating).
- Younger users (25–30 years) showed higher engagement in cities like New York and Austin, while older users (38 years) demonstrated premium spending behavior in Boston.

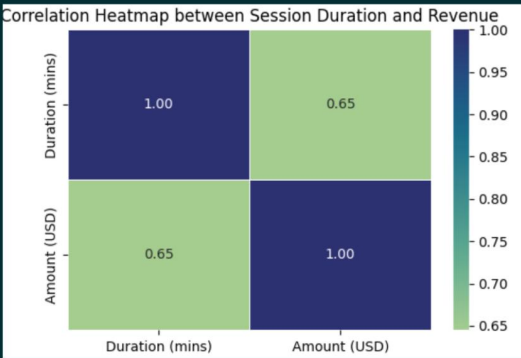


Meal Type - Amount & Ratings

- Dinner orders generate the highest revenue (\$106.5) with the best user rating (4.57), indicating a high satisfaction for premium meals.
- Lunch and breakfast, with moderate revenue and similar ratings (4.00), could benefit from value-oriented offerings and bundling to increase order size and satisfaction.

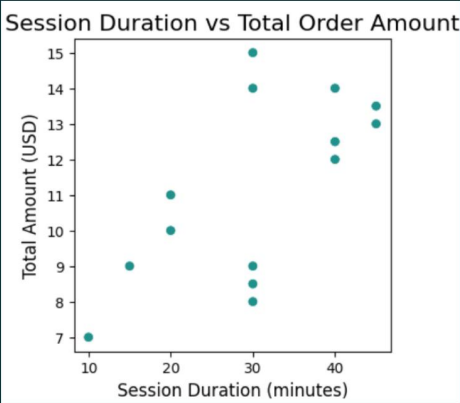


Cooking Session Duration vs. Revenue



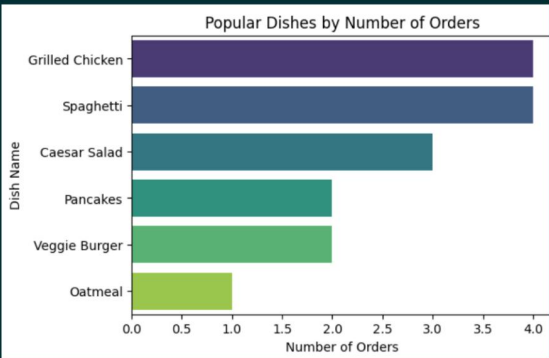
Correlation between session duration and revenue is 0.65

Cooking Session Duration vs. Total Order Amount



- Longer sessions (e.g., 40 mins) tend to generate higher revenue, i.e., a 40-minute session generated \$12.5, while a 15-minute session generated \$9.0.
- Revenue Efficiency: Shorter sessions often have higher revenue per minute.
- For example, (S005) achieved \$0.60 per minute compared to S003 at \$0.31 per minute.

Identifying Popular Dishes



- Spaghetti has generated more revenue when compared to Grilled chicken
- Grilled chicken is rated as the highest (user satisfaction) when compared to spaghetti
- Revenue by dishes
- Spaghetti: Average revenue per session = \$13.5
- Grilled Chicken: Average revenue per session = \$12.8
- Caesar Salad: Average revenue per session = \$9.33