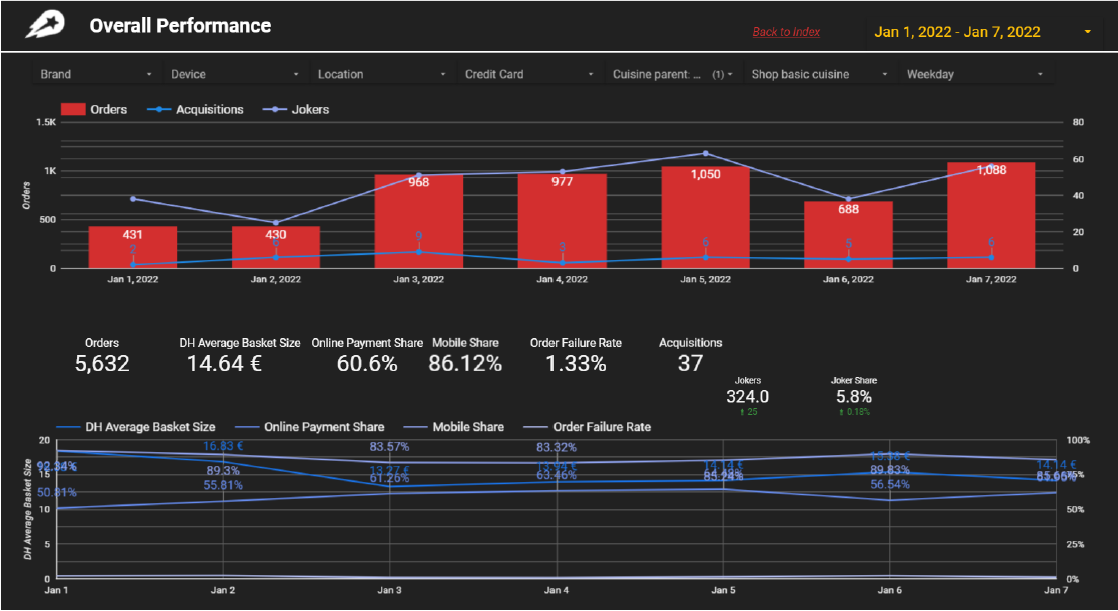
**Cover Slide**



On the first graph the total number of daily orders together with number of daily acquisitions and daily joker orders are being displayed for the first week of January.

-Suggested improvements:

* Remove the second axis to the right, since is more common for the human eye to view immediately the left axis
* Remove axis name ̎Orders ̎
* The title should be more descriptive. Is the graph referring to total efood daily orders? Is it only about a specific city? Is it for a particular type of cuisine?
* Do not show the absolute number of orders -the left axis will remain, instead show the number of acquisitions and jokers, since we removed the axis
* Use another color for Jokers, because it’s very similar with the blue color for acquisitions, thus confusing the stakeholders
* Remove grid lines from background for a cleaner view
* Use a tooltip where all metrics on the graph can be displayed with both absolute numbers and percentages, so the stakeholders can hover over accordingly to their needs
* Probably two line charts are confusing with too much information, so it would be a better practice to keep those metrics to the tooltip
* Regarding the text metrics below the graph, probably it would be better for Orders, Acquisitions and Jokers to be on the top with better alignment and order, so the stakeholders can have the high-level numbers and a general overview
* DH Average Basket Size(€) it could be a better fit in this graph, probably in the orders tooltip

The next graph displays daily online payment share(%), daily mobile share(%) and daily order failure rate(%).

-Suggested improvements:

* The left axis is redundant since the enumeration is on integers, and the displayed metrics are in percentages. Thus, the right axis should replace the left one
* Remove axis name ̎DH Average Basket Size ̎
* The chosen colors for the line charts do not help the viewer to distinguish the metrics. New colors should be assigned, which will provide better user experience instead of trying to find out which line refers to which metric
* Remove percentages for all days of week, maybe show only the percentage for the day with the highest value, to avoid all these information and confusing between not only axis value and the graph, but also between metrics
* Regarding the remaining text metrics below the graph, probably it would be preferable to have better alignment
* Green arrows under the metrics (increase)/or red(decrease) should be there for all metrics. Additionally, stakeholders must be informed about the value with which the comparing happens; previous day, same day for the previous week or same day for the previous month?

**Geographic Breakdown**

A screenshot of a computer

Description automatically generated with medium confidence

In the above table we can see performance by city for the first week of January.

-Suggested improvements:

* The title should be more descriptive; ̎Weekly Performance In Geographical Breakdown ̎ or ; ̎Breakfast Cuisine Weekly Performance In Geographical Breakdown ̎
* Again the %Δ, doesn’t referring to the comparison; previous week, same week of the month for previous month
* Most of the times is preferable to have a single page display, without forcing the user to scroll up and down to have the whole view
* Null values in the dataset should not be presented to the stakeholders (probably something wrong with data)
* Data for all cities must be provided (e.g., Σέρρες, where %Δ values are missing. Unless market was launched at that week)
* Column ̎Poli ̎, must be replaced with ̎City ̎, greeklish is unprofessional
* It is highly recommended to report geographical data on a map. Easily interpretable display, in one single page. The user can again hover over through each city and see in a tooltip all the metrics by city. With this way more metrics can appear in a dashboard, instead of numerous columns. The default view, will show only the number of orders per city

It's obvious that on special days (New Years, Epiphany) the number of orders is reduced compared to other days. Something expected, if take into consideration that during festivities families or friends are gathered together to celebrate. However, on special days a higher average basket size is displayed, probably because even though the number of orders is reduced the amount is higher. It is not very common to order during festivities, but if someone does it, maybe means that it was an urgent request (lack of time, more visitors than expected). So it is wise to consult both metrics together and not separately, because misleading by data will occur.

As far as it concerns the cities, Athens is the city with the most orders and then comes Thessaloniki - both are the biggest cities. Especially in Athens almost half of the Greek population lives there, and there are much more universities and students. However, in Kozani, even though the number of orders is highly increased, the average basket size is reduced. Probably a coupon campaign was running through that period. In Ioannina both the number of orders and the average basket size have dropped. A further investigation is necessary to understand the reasons behind this decrease. Ioannina is also a city full of students, so assumptions related to the departure of them to their hometowns can be made.