

## Milestone - 3

# Food Trends Understanding Customer Preferences

## PAGE 4 – Ordering Behaviour and Insights

This page provides insights into customer food preferences, menu performance, and revenue contribution across different food items and cuisines. The visuals help stakeholders understand what customers prefer to eat and which menu items and cuisines drive sales.

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### 1. KPI – Total Customers Ordered

**Visual Type:** Card

**Fields Used:** Customers (Distinct Count)

**Description:**

This KPI displays the total number of unique customers who have placed orders. It provides a high-level measure of customer engagement with the food menu and helps assess overall reach.

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### 2. KPI – Popular Item

**Visual Type:** Card

**Fields Used:** Food Item, Total Sales Quantity

**Description:**

This visual highlights the most frequently ordered food item based on sales quantity. It helps identify customer favorites and items with consistently high demand.

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### 3. KPI – Expensive Item

**Visual Type:** Card

**Fields Used:** Food Item, Maximum Price

**Description:**

This KPI displays the most expensive food item available on the menu. It is useful for identifying premium offerings and understanding the upper price range of menu items.

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## 4. KPI - Cheapest Item

**Visual Type:** Card

**Fields Used:** Food Item, Minimum Price

**Description:**

This visual shows the lowest-priced food item currently available. It helps identify budget-friendly options and supports pricing and value-based decisions.

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## 5. Veg vs Non-Veg Distribution

**Visual Type:** Donut Chart

**Fields Used:** Veg\_or\_NonVeg, Total Orders

**Description:**

This chart compares the proportion of vegetarian and non-vegetarian orders. It provides insight into dietary preferences and helps in planning menu composition.

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## 6. Item-wise Restaurant Coverage and Sales Quantity

**Visual Type:** Table

**Fields Used:** Item, Total Restaurants, Total Sales Quantity

**Description:**

This table shows how many restaurants offer each food item and the corresponding total quantity sold. It helps evaluate item availability versus demand.

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## 7. Top 10 Cuisines by Quantity Sold

**Visual Type:** Treemap

**Fields Used:** Cuisine, Total Sales Quantity

**Description:**

This visual represents the top cuisines based on total quantity sold. The size of each block indicates the relative popularity of cuisines among customers.

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## 8. Top 5 Foods by Revenue

**Visual Type:** Bar Chart

**Fields Used:** Food Item, Total Revenue

**Description:**

This chart displays the top five food items based on revenue contribution. It helps identify high-value items that significantly impact overall sales.

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## PAGE 5 – Ordering Behaviour and Insights

This page focuses on analyzing customer ordering patterns, revenue behavior, and order value characteristics to support business optimization and decision-making.

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### 1. KPI – Customers Who Placed Orders

**Visual Type:** Card

**Fields Used:** Customers (Distinct Count)

**Description:**

This KPI displays the number of customers who have placed orders. It helps measure active customer participation within the selected filters.

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### 2. KPI – Average Orders per Day

**Visual Type:** Gauge / Card

**Fields Used:** Average Orders per Day (Measure)

**Description:**

This visual shows the average number of orders placed per day. It provides insight into daily demand consistency and helps in operational planning.

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### 3. KPI – Total Orders

**Visual Type:** Card

**Fields Used:** Total Orders

**Description:**

This KPI presents the total number of orders placed. It gives a direct measure of overall transaction volume.

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### 4. KPI – Average Revenue per Day

**Visual Type:** Card

**Fields Used:** Average Revenue per Day

**Description:**

This visual displays the average revenue generated per day. It helps evaluate daily business performance and revenue stability.

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## 5. Total Orders by Cuisine and Order Value Category

**Visual Type:** 100% Stacked Column Chart

**Fields Used:** Cuisine, Order Value Category, Total Orders

**Description:**

This chart compares high-value and low-value orders across different cuisines. It helps identify cuisines that tend to generate higher-value orders.

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## 6. Order Volatility Index

**Visual Type:** Area / Line Chart

**Fields Used:** Order Date (Year), Daily Orders

**Description:**

This visual illustrates fluctuations in daily order volume over time. It helps identify periods of high and low demand and assess order volatility.

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## 7. Total Revenue by Order Frequency Segment

**Visual Type:** Column Chart

**Fields Used:** Order Frequency Segment, Total Revenue

**Description:**

This chart shows revenue contribution from different customer segments based on order frequency. It highlights the importance of repeat customers in driving revenue.

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## 8. City-wise Revenue Distribution

**Visual Type:** Matrix

**Fields Used:** City, Cuisine, Total Revenue

**Description:**

This matrix provides a detailed breakdown of revenue across cities and cuisines. It enables stakeholders to compare regional and cuisine-level performance effectively.