

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.