FoodSaver - Visualization data map

Bar Chart: displaying the most used features in the app. Each bar represents a feature, and its height shows how often it has been accessed by users.

Which of the app's features are the most used?

Count total usage per feature.

Track most common screen transitions.

Sankey Diagram: illustrating the most common navigation paths within the app. Each node represents a screen, and the connections indicate the transitions users frequently take.

Which app features (such as Mystery Boxes, Savings & Earnings Tracker, etc.) are used less than once per week on average per user?

Line Chart: displaying the average response time for loading the main surplus food listing page. The x-axis represents time, and the y-axis shows the response time in seconds.

What is the average response time for loading the main surplus food listing page?

Calculate average response time per day/week.

Count how often each filter is applied.

Bar Chart: displaying the most frequently used filtering options. Each bar represents a filter type.

Which filtering options are most frequently used by users?

Bar Chart: Bars graphic showing the number of crashes per feature. Each bar represents a feature, and its height indicates the number of crashes reported.

What features are causing the app to crash unexpectedly?

Count crashes per feature.

Rank features from least to most used.

Sorted Bar Chart: ranking the least used app features. Each bar represents a feature, ordered from the least to the most accessed.

What are the most common navigation paths users take within the app?

Logs (PostgreSQL)

Extract all user search terms. Count the occurrences of each preference.

Word Cloud: representation of the most searched cuisines or food preferences within the app, providing insights into user demand.

What are the most frequently searched cuisines or food preferences within the app?

Pie Chart: Circular graph showing the percentage of personalized recommendations that resulted in purchases. Each slice represents a different outcome.

What percentage of customized recommendations to users end up in purchases?

Calculate % of recommendations that led to purchases.

Track user actions. Count the number of users at each step.

Funnel visualization: showing the percentage of users at each step of the checkout process, highlighting where drop-offs occur. The first step represents users who add items to the cart, and the final step represents completed purchases.

How frequently do users abandon the checkout process before completing a purchase?

Stacked Bar Chart: displaying the growth of restaurant and supermarket categories over the last three months. Each bar represents a category, and the different colors indicate the distribution of users.

Which restaurant or supermarket categories are gaining popularity among users in the last three months?

Count purchases per category over 3 months.

User Database (PostgreSQL - CRM)

Average rating per restaurant/supermarket

Ranked Table: Table listing the most liked reviewed restaurants and supermarkets this week. Each row represents a business.

What restaurants and supermarkets have been the most liked or positively reviewed this week?

Line Chart: showing the average browsing time before a purchase. The x-axis represents different users or sessions, while the y-axis represents the average time spent browsing before a transaction.

What is the average time users spend browsing before making a purchase?

Calculate the average duration between browsing and purchase completion across users.

Count repeat visits after positive ratings.

Line Chart: showing the frequency at which users return. The x-axis represents time, and the y-axis represents the percentage of returning users.

How often do users return to a restaurant or supermarket they previously rated positively?

Word Cloud: most common categories of surplus food items listed by restaurants and supermarkets. Larger words indicate more frequent listings.

What are the most common categories of surplus food items listed by restaurants and supermarkets on the app?

Count occurrences of each product category.

Product & Inventory Database (PostgreSQL)

Legend - Question types

Type 1		Type 4	
Type 2		Type 5	
Type 3			