

Report: User Behaviour and Popular Dishes Analysis

1. Overview This report provides an analysis of user behaviour and the popularity of dishes based on the given dataset. The goal was to uncover trends in user orders, assess demographic influences, and offer recommendations to boost business performance.

2. Key Findings

A. Popular Dishes:

- The most frequently ordered dishes are:
 1. Spaghetti - 4 orders
 2. Grilled Chicken - 4 orders
 3. Caesar Salad - 3 orders
 4. Pancakes - 2 orders
 5. Veggie Burger - 2 orders
- Dinner items are particularly popular, indicating a preference for hearty and familiar meals.

B. Demographic Insights:

- **Age Group Analysis:**
 - Users aged 28, 35, and 42 placed the most orders (3 each).
 - The highest average spenders were 38-year-olds (\$14.00 per order) and 25-year-olds (\$13.00 per order).
- **Location Analysis:**
 - Most orders came from New York, Chicago, and Los Angeles, with 3 orders each.
 - Users in New York spent the most (\$35.00 total).
- **Meal Preferences:**
 - Dinner is the preferred meal, making up 7 orders and \$80.50 in spending.
 - Lunch and breakfast follow with 5 and 4 orders, respectively.

C. Correlation Analysis:

- A positive correlation (0.64) exists between session ratings and order ratings.
- Longer cooking sessions are linked to higher order amounts (0.65).

- Quality cooking sessions (ratings and duration) significantly influence spending and satisfaction.
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3. Recommendations

1. Expand the Menu:

- Add variations of popular dishes, such as different pasta sauces or vegetarian options.
- Focus on enhancing dinner offerings to cater to user preferences.

2. Targeted Marketing Campaigns:

- Create promotions and loyalty programs targeting users aged 28–42.
- Focus marketing efforts on New York, Chicago, and Los Angeles, where user engagement is high.

3. Personalized Suggestions:

- Use favourite meal data to recommend related dishes.
- Offer meal bundles based on popular choices to increase order value.

4. Improve Cooking Sessions:

- Provide premium or extended cooking sessions for users who prefer longer durations.
- Focus on enhancing session quality to improve ratings and increase spending.

5. User Feedback:

- Collect feedback from users with lower ratings to identify areas for improvement.
 - Use reviews to refine cooking experiences and dish offerings.
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4. Conclusion This analysis sheds light on key user behaviours and preferences, offering a foundation for strategic decision-making. By focusing on popular dishes, targeting high-performing demographics, and improving cooking sessions, the business can enhance user satisfaction, drive orders, and boost revenue.