



Promo-You-niverse

Unveiling the Stellar Influence of Data-Driven Strategies and Promotions on Success in Food Delivery

Gelo Salvador's Promo Data Analysis Exam

**"Investments in
Data Science in the
food delivery
business increased
significantly from
46 million dollars in
2013 to 1 billion
dollars in 2015."**

-Grubhub



Objectives



To unveil Customer profiles and their distinctive behaviours through customer profiling and segmentation



To discover the influence of promotions on business performance



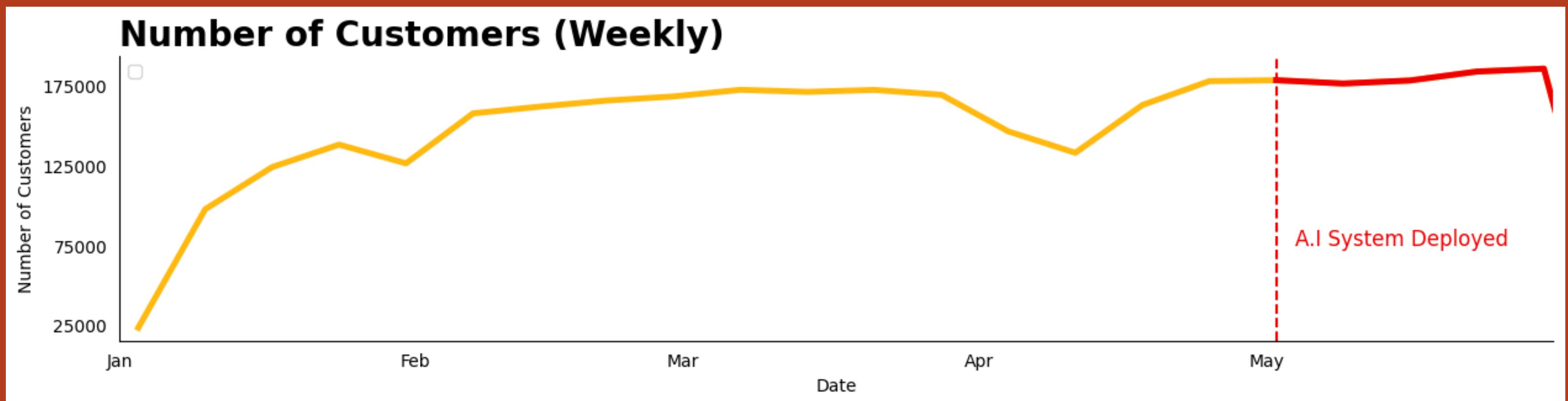
To synthesize comprehensive and actionable business insights from customer profiling, segmentation, and the impact of promotions

who are our Customers?



Steady as she grows!

Our customer base is on a **consistent climb**, with occasional dips, yet the introduction of our AI system hasn't caused a significant ripple in the trend.



Power of Human Touch

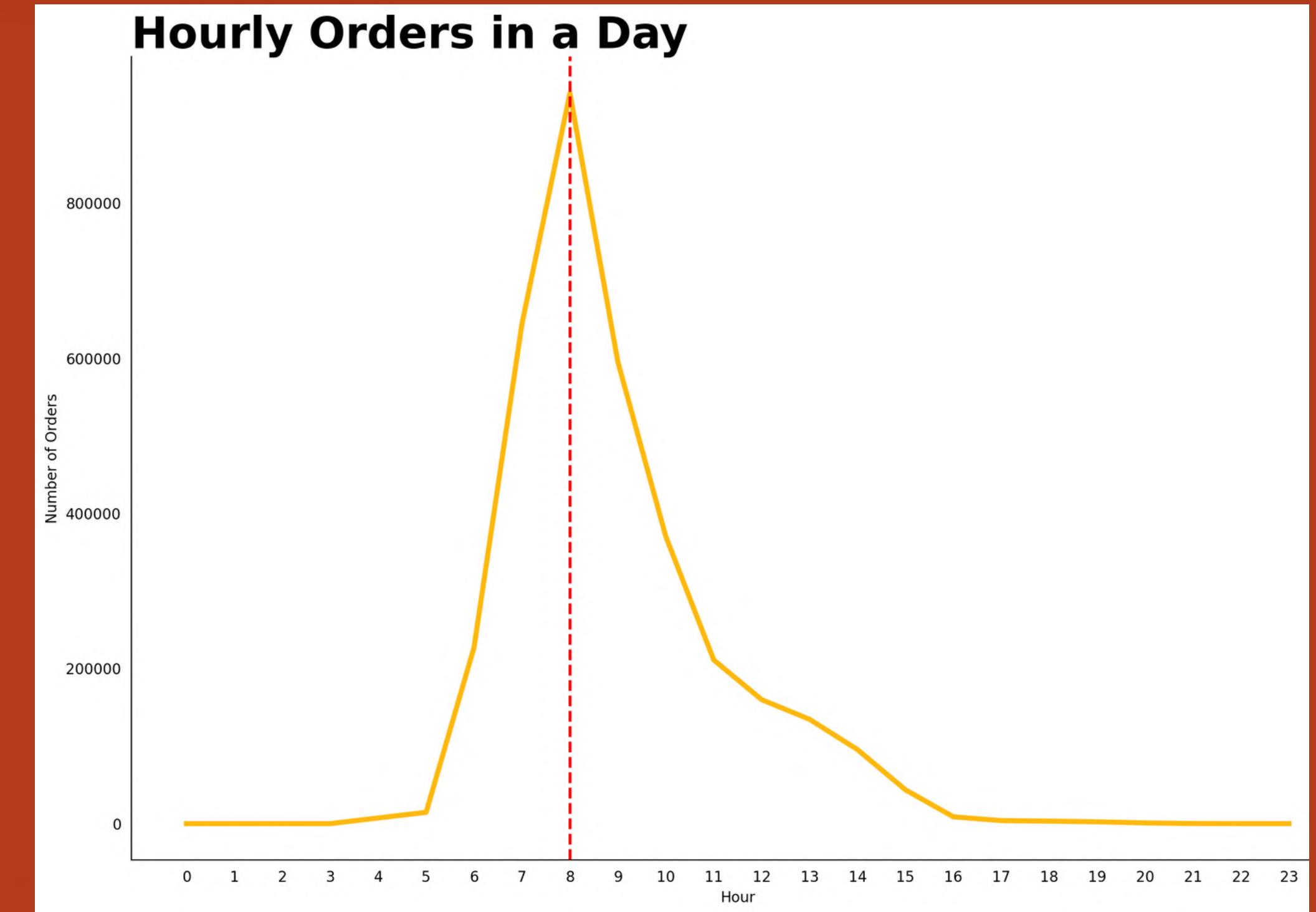
While AI systems can be valuable tools for customer acquisition, it's important to remember that human touch and personalized recommendations can still play a significant role in driving customer growth.

Combine the power of AI algorithms with human expertise. Hire a team of food experts or culinary enthusiasts who can curate personalized recommendations based on customer preferences, dietary restrictions, and past orders.



Rise and Dine!

Our customers are early birds, feasting predominantly from 6AM to 12NN, with the breakfast rush peaking at 8AM."



Sunshine Sensations

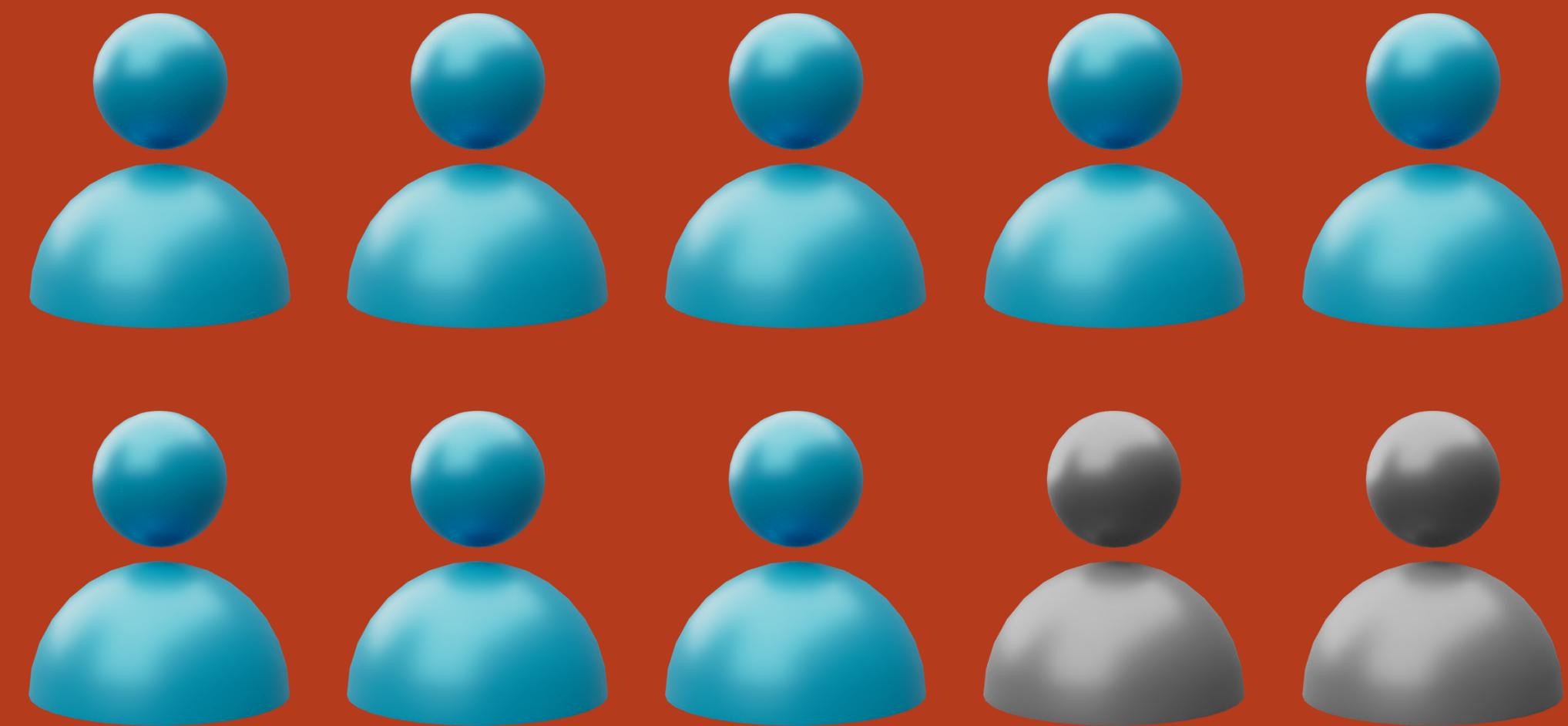
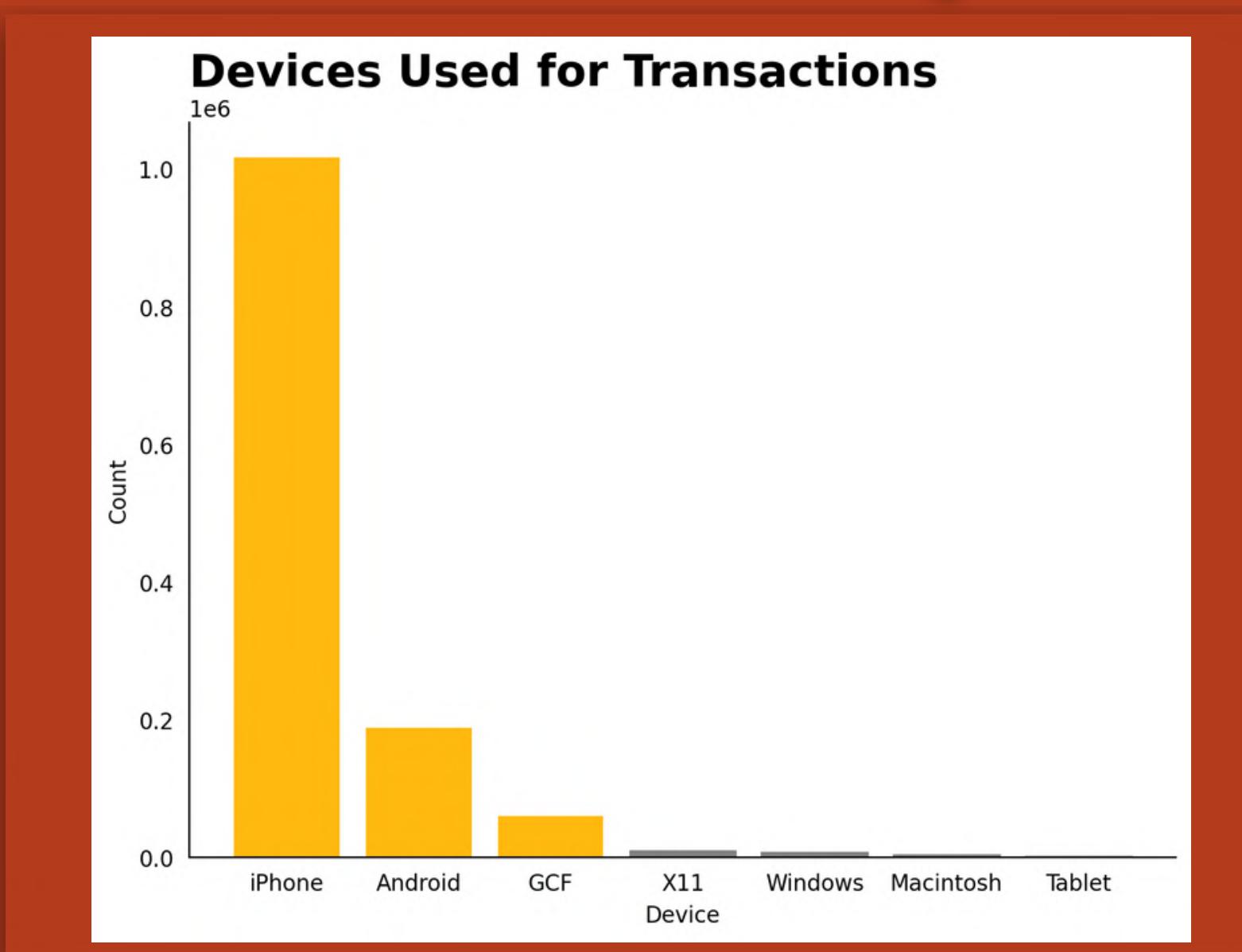
Consider Expanding Breakfast Menu Options and Promote Morning Specials

By offering a wider variety of breakfast choices and exclusive morning deals, this strategy aims to captivate customers during the early hours of the day.



Apple of their Eye!

8 out of 10
of our customers are reaching
us through their iPhones.





Our iPhone users are not shy about splashing the cash, with an impressive average spend of 17.55 AUD per user.

They're the golden apples of our customer base!

iSplurge

Average User Spending by Device

iPhone

A\$ 17.55

A\$ 5.81

A\$ 3.41

Android

Google Food Ordering

Price Differentiation

Given the high spending habits of iPhone users, consider implementing a price differentiation strategy that prioritizes showcasing premium or higher-priced menu items to these customers.



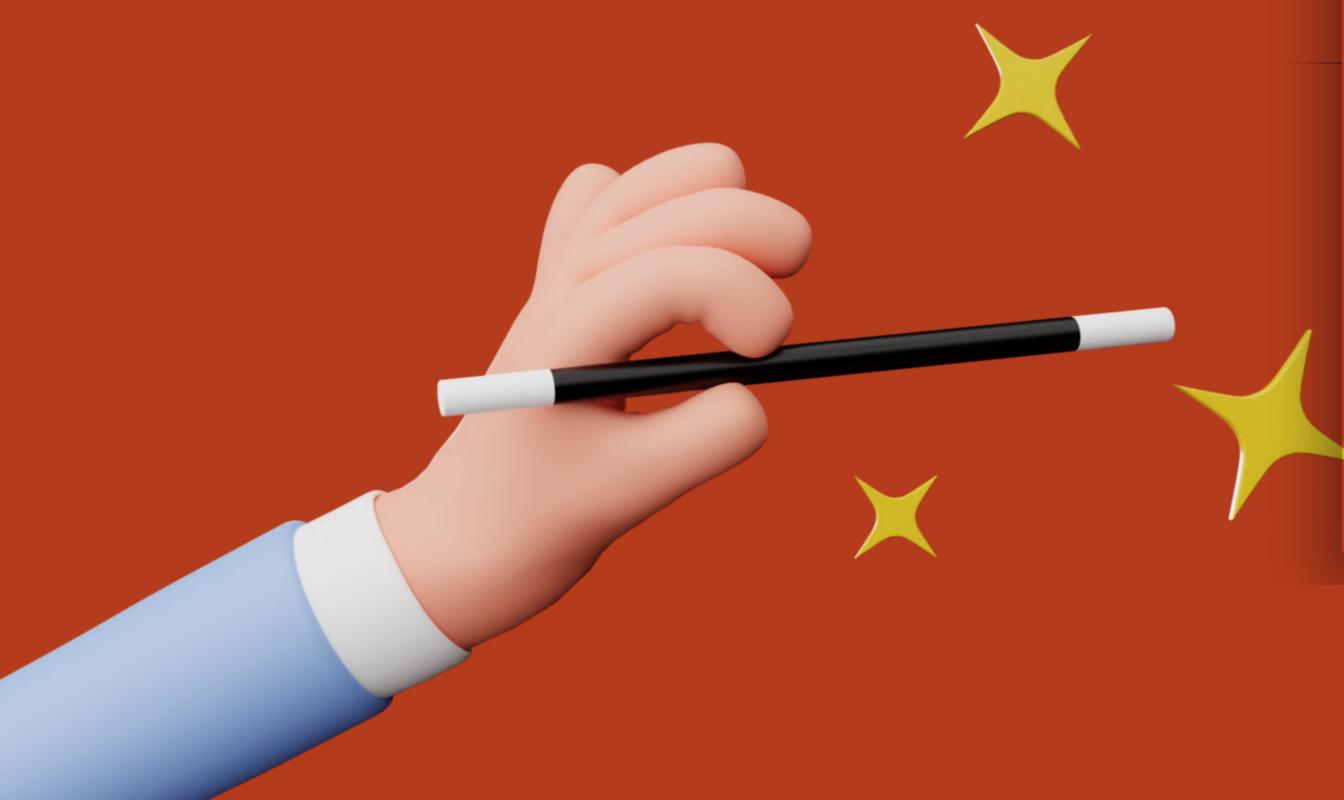
How Can Promos Shape Our Business Growth?



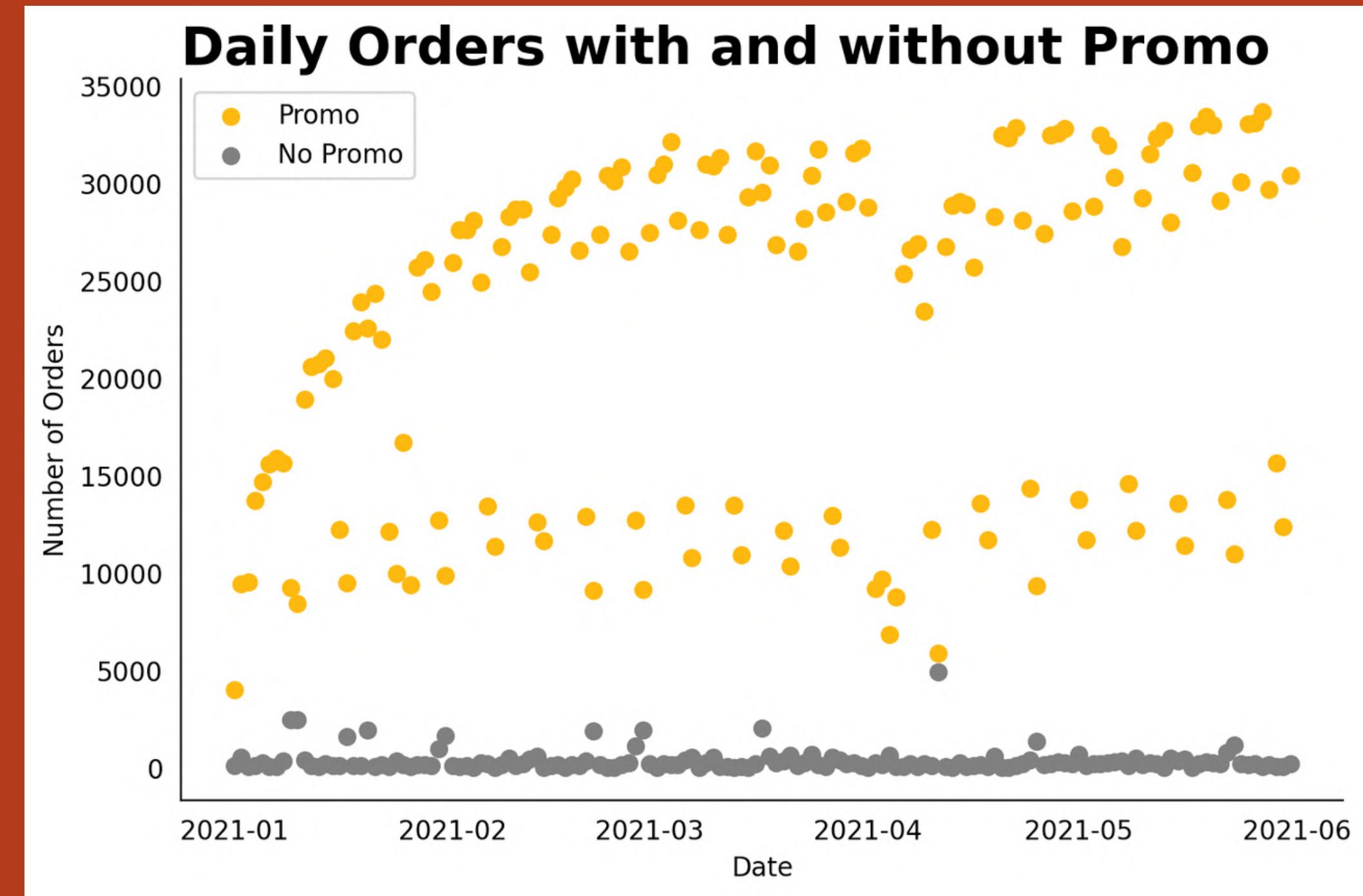
We can observe a clear and significant increase in various business metrics when promotional activities are implemented.

PROMO MAGIC

	NO PROMO	PROMO	INCREASE
Customers	58,770	3,341,930	+5586.45%
Vendors	29,834	935,426	+3035.44%
Orders	59,648	3,398,852	+5598.18%
Amount	775,558	25,321,439	+3164.93%



BARGAIN BOOST!



Promotions are clearly a driving force in our order growth!

When we compare the numbers, there's a significant difference in orders between those with promos and those without.



While promotions drive a surge in order numbers, here's a twist:

only 2.11%

of the total orders actually have promos. This means a significant number of orders are still placed without any promotions.

So, it begs the question:

**are promotions
really as impactful
as we think?**



Well, there is a marketing phenomenon that took place...

Promotional Halo Effect

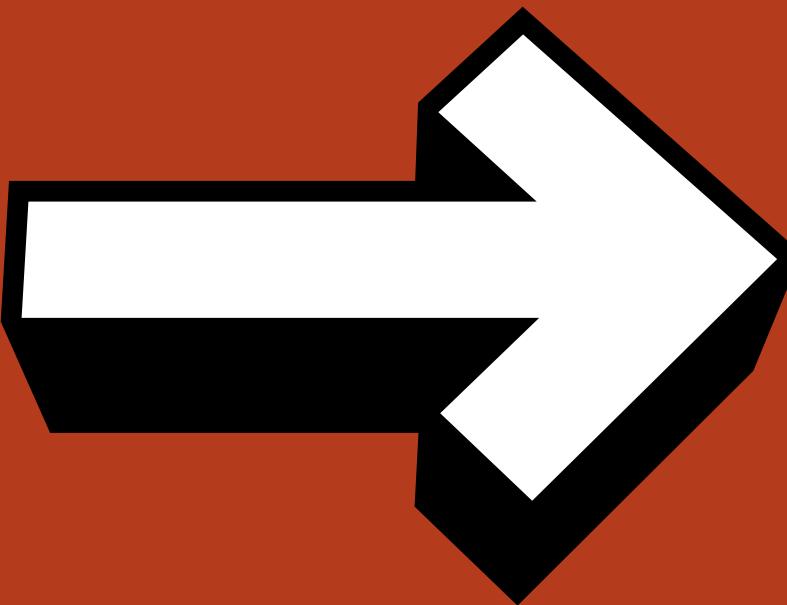
Refers to the phenomenon where the promotion of a specific product positive impacts the sales of other offerings within the same category

It happens when a promotion boosts the overall brand image, prompting customers to make extra purchases beyond the promoted item.



Promo-Insights

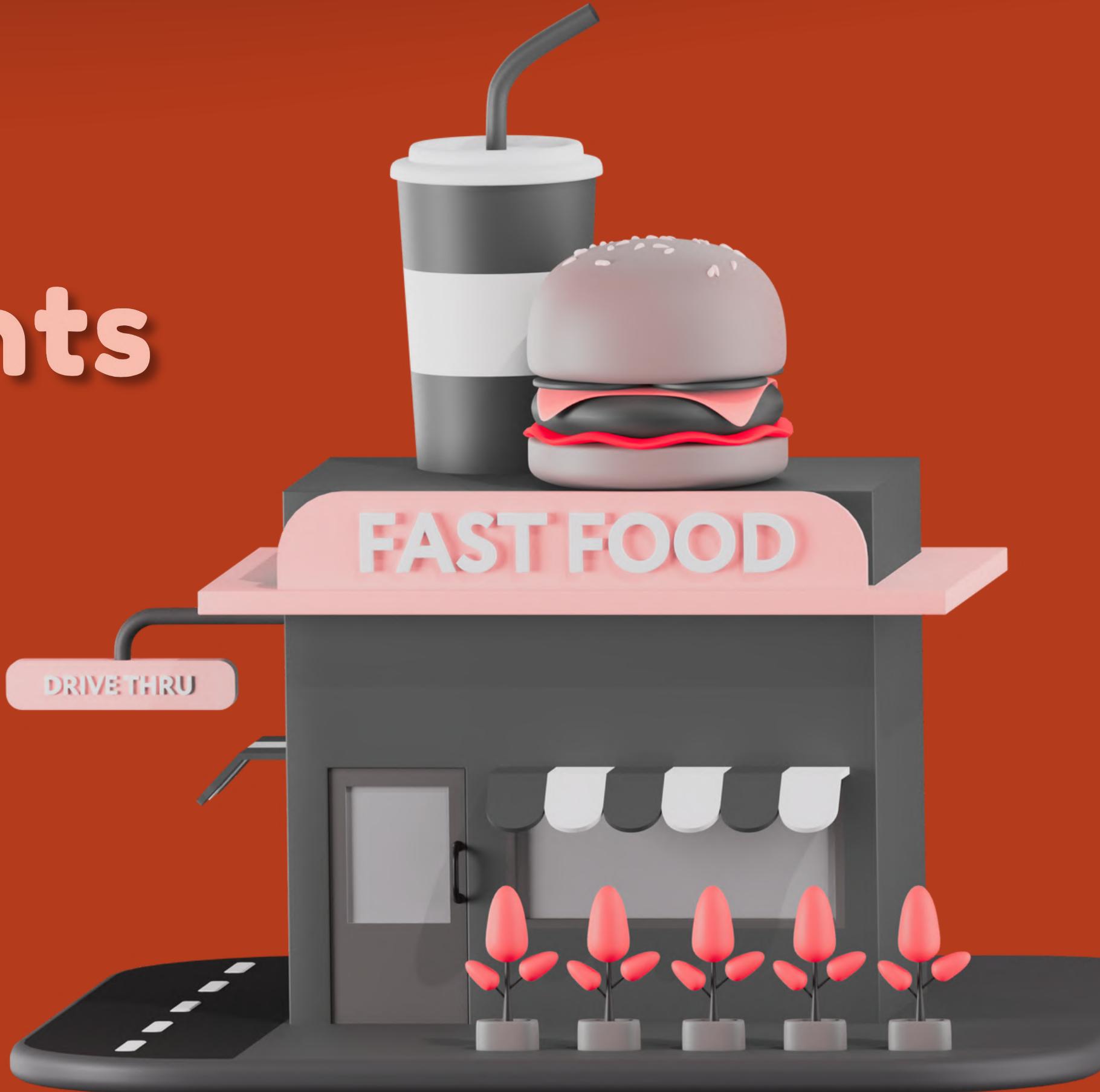
Business insights for effective
promotions



Collaborative Promotions with Popular Restaurants

Partner with popular local restaurants to offer exclusive deals or discounts.

This not only drives orders for the specific restaurant but also attracts customers to the platform, who may then explore and order from other restaurants.



Highlighting Unique or New Menu Items

Promote unique or new dishes from various restaurants. This can pique customer interest and bring them to the platform, where they might also order other items.



Cross Promotion

Promote complementary food items from different restaurants.

For example, if a customer orders a burger, suggest they add a dessert from another restaurant with a small discount.

This can increase the overall order value and encourage customers to try offerings from different restaurants.





Bon
appétit!