

## 1. Overview:

- We analyzed user behavior, cooking preferences, and order trends using three datasets: user details, cooking sessions, and order details.

## 2. Key insights:

- **Relationship between cooking sessions and orders:**
  - Approximately 100% of orders matched dishes users had cooked in previous sessions, indicating that users often order dishes they are familiar with.
- **Popular Dishes:**
  - Based on orders, the top 3 most popular dishes are spaghetti, grilled chicken, and Caesar salad.
  - Based on cooking sessions, the top 3 dishes users prefer to cook are spaghetti, grilled chicken, and Caesar salad.
- **Demographic Influences:**
  - Users in the 18-25 age group prefer dishes such as grilled chicken, while users aged 26-35 prefer Caesar salad.
  - The most popular meal type in Chicago is breakfast, while New York prefers dinner.

## 3. Business Recommendations:

- **Promote popular dishes:**
  - Consider promoting the top 3 most ordered dishes (spaghetti, grilled chicken, and Caesar salad) in marketing campaigns to increase sales.
- **Targeted Marketing:**
  - Use demographic insights (age and location) to tailor advertisements for different regions and age groups. For example, market Grilled Chicken to younger users and Caesar Salad to older users.
- **Incentivize Cooking Sessions:**
  - Since users often order dishes they've cooked, offer discounts or rewards for completing cooking sessions to drive both cooking and order engagement.