

BUSINESS QUESTIONS TO ANSWER

1. What is the average delivery time across different regions?

- Identify which areas have slow or fast deliveries.
 - Helps improve driver distribution or app delivery promises.
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2. Who are the top 5 most frequent customers by order count or spending?

- Find high-value customers for loyalty rewards or targeted marketing.
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3. What are the peak hours for food orders?

- Useful for surge pricing, marketing, or restaurant staffing.
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4. Which restaurants have the highest failure/cancellation rates?

- Important for service quality monitoring or offboarding poor performers.
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5. What cuisines are most popular based on number of delivered orders or items sold?

- Useful for expansion and partnership decisions.
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6. What is the customer retention rate or re-order behaviour over months?

- Helps assess customer lifetime value and satisfaction.
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7. Are there specific regions or restaurants driving unusually high demand in recent months (demand spikes)?

- Useful for forecasting demand and optimizing driver/restaurant operations.