Analytics Case Study on Food Delivery

Given Dataset Variables:

1. **Customer placed order datetime:**
    a. The time that the customer placed the order.
    b. Format: <day><hour>:<minute>:<seconds>

2. **Placed at restaurant datetime:**
    a. The time that a restaurant received the order.
    b. Format: <day><hour>:<minute>:<seconds>

3. **Driver arrived at the restaurant:**
    a. The time that the driver arrived at the restaurant for pick up.
    b. Format: <day><hour>:<minute>:<seconds>

4. **Driver ID:**
    a. The unique identifier of the driver

5. **Customer ID:**
    a. The unique identifier of the customer

6. **Restaurant ID:**
    a. The unique identifier of the restaurant

7. **Delivery Region:**
    a. The city that the restaurant located.

8. **Order Total:**
    a. The amount of the customer spent (including delivery fee)

9. **Amount discount:**
    a. The amount of discounts that the customer redeemed

10. **Amount of tips:**
    a. The amount of the tips given

11. **Refunded Amount:**
    a. Amount refunded to customer

Problems that can be analyzed

1. **Timestamp**:
    a. The timestamp that the customer ordered the food, the restaurant received the order, and the driver arrived the restaurant.
        i. *To see the smoothness of the operations.*

2. **Restaurant**:
    a. To have an insight on which restaurant is popular from each of the region.

    b. The amount of money spent by customer in the restaurant.

    c. The number of the same customer ordered.
        i. *Generate the amount of orders.*

    d. How to continue the succeed of the restaurant / How the less ordered restaurant improves their business.

3. **Customer**:
    a. The amount of the customer is tipping.

    b. The correlation between customer tips, order amount, and the restaurant that they ordered.
        i. *"I ordered a lot, so I give more tips."*