

# Online Food Delivery Preferences

-

## Mainland Region



# Online Food Delivery

---

XpressTech is a tech startup based in Lagos, Nigeria. The startup launched as a ride hailing company in 2019, before diversifying into Logistics and Food Delivery in 2020 after a ban on commercial motorcycles by the Government of Lagos State. XpressTech took advantage of this exemption and announced that it was diversifying into package delivery using their existing motorcycles and riders. In the same month, XpressTech was reported to have partnered with Chicken Republic on food deliveries, while it worked on launching its own platform. Later in 2020, XpressTech would launch Xshop, its own food delivery service by partnering with restaurants to deliver food to its users on their platform.

You have been employed as a Supply Chain Analyst to provide insight on food deliveries based on customer preferences.



# Descriptive Analytics

- Using the data answer the following questions:
  - A. How many respondent completed the survey?
  - B. Group customer age into 4 categories (17 – 19, 20 – 25, 26-30, >33).
  - C. What is the total number of customer in each group?
  - D. What is the split of customers by gender?
  - E. What is the total number of customers in each Marital Status?
  - F. What is the total number of customers in each Occupation type?
  - G. What is the total number of customers in each Monthly Income type?
  - H. What is the total number of customers in each Education type?
  - I. What is the gender split in each customer age group?
  - J. What is the gender split in each customer Marital Status?
  - K. What is the gender split in each occupation?
  - L. What is the gender split in each education type?
  - M. What is the gender split in each Monthly Income Group?
  - N. What is the average family size of customers?
  - O. What is the average family size of Male and Female customers?
- \*\*\* *Use Visualizations to answer all the questions above*





# Tailored Analytics Part 1

- Using the data answer the following questions:
  - What is the split of customer preference for their first medium of order?(Medium P1)
  - What is the split of customer preference for their second medium of order?(Medium P2)
  - What is the split of customer preference for their first meal of order?(Meal P1)
  - What is the split of customer preference for their second meal of order?(Meal P2)
  - What is the split of customer preference for their first meal preference ?(PreferenceP1)
  - What is the split of customer preference for their second meal preference?(Preference P2)?
- \*\*\* *Use Visualizations to answer all the questions above*

# Tailored Analytics Part 2

- Using the data answer the following questions:
  - Visualize the responses for the following questions:
    - a. Ease and convenient
    - b. Time saving
    - c. More restaurant choices
    - d. Easy Payment option
    - e. More Offers and Discount
    - f. Good Food quality
    - g. Good Tracking system
    - h. Long delivery time
    - i. Delay of delivery person getting assigned
    - j. Delay of delivery person picking up food
    - k. Wrong order delivered
    - l. Maximum wait time
    - m. Residence in busy location
    - n. Google Maps Accuracy
    - o. Good Road Condition
    - p. Low quantity low time
    - q. Delivery person ability
    - r. Influence of rating
    - s. Less Delivery time
    - t. High Quality of package
    - u. Number of calls
    - v. Politeness
    - w. Freshness
    - x. Temperature
    - y. Good Taste
    - z. Good Quantity
- ***Answer more questions and give your recommendations***
- ***Use Visualizations to answer the questions***



**Create a dashboard  
and share on  
LinkedIn**

**(Tag @10Alytics)**