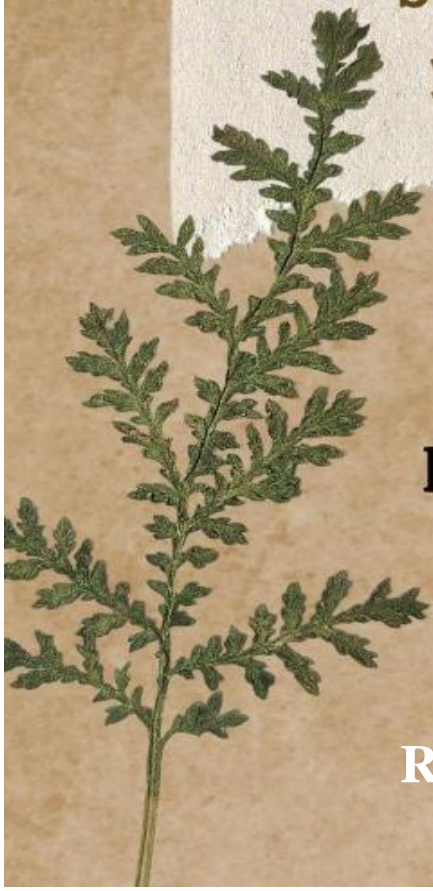# AutoBasket

"With AutoBasket, it's never been easier to get everything you need for a great meal!"

Dhiraj Kumar Sah

Dhru Sanjay Prajapati

Harshil Bhavsar

Keerat Singh

Reporting Date: 8th April 2024

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ABSTRACT

The summary of this study that is done under food services sector is economical menu choices to make it more profitable and bring satisfaction to customers. The data shed light on the cost efficiency of the offerings by measuring popularity scores, user ratings, and ingredients costs. Data aggregation and visualization techniques have been employed methodologically to decision-makers they can rely on.

At the end of the findings the authors emphasize on the necessity of balance between recipes and cost, which could be seen in the correlation with popularity index, user rating and prices. Besides that, the divide cost, popularity and ratings by cuisine giving allowed to see which culinary styles were worth more or less money. Mainly, the project underlines the role of data-driven decision-making through menu planning and marketing in the success of business and profits in the competitive food industry landscape, where numerous players have to adjust.

INTRODUCTION

AutoBasket is a company founded by Larry and Veronica Smiles with the purpose of simplifying the grocery shopping experience for individuals and families. Situated in the heart of Toronto, the company's headquarters pulsate with the energy of a city known for innovation and diversity. The company's app automates grocery and recipe lists, linking recipes to required products, and streamlining the shopping process. Today, AutoBasket assists households across the world to save time and energy on their weekly grocery runs, making it easier for busy families and individuals to get everything they need for a great meal.

AutoBasket has hired us as interns to focus on all areas of development for the organization and to help create solutions to common issues within the industry. Our role as interns is not only focused on the knowledge you have learned in school but also on developing your soft skills, including presentations, teamwork, and leadership. This internship will provide us with valuable real-world experience and an opportunity to contribute to the continued success of AutoBasket.

WHY COST ANALYSIS?

To assess the cost efficiency of food services sector can enable in the development of a more profit-making menu option for a restaurant or a company. The said cost analysis will be calculated on the following factors and will explain why it is essential.

The frequency of a recipe preparation may be regarded as a measurement of its popularity by the individual. A dish that people may want to make often may be a reason for them to register and use a website or services of meal delivery. This can result in more engagement or profit for the platform. The popularity of particular recipe can be gauged by counting amount of views or sharing it or saving it and so on.

User Ratings: Users rating can inform you on how well prepared a recipe is and how much they are liked. It is usually the high scores that signify the users found the recipe yummy, easy to prepare and get satisfied from it. On the other hand, bad ratings could show the defect in the taste, difficulty or certain factors which often make the recipe less attractive.

Ingredient Costs: By this we mean the monetary funds an individual spends on buying the ingredients which are required in that recipe. Because ingredient costs are so varied depending on whether it is the season, the region, and the quality of ingredients, Analyzing the costs of ingredients is the best approach to understand how much is needed to make a particular dish.

This provides a way of assessing how these factors are related so that certain recipes can be identified which maximize the return on investment. In this regard, a recipe that has many people contributing to its ratings and high score coupled with a low cost of ingredients would be cost-effective. On the other hand, a recipe may be of low popularity and rating but with high ingredient cost to an extent that it might not mean good ROI.

The objective of this analysis is to select recipes that meet the required conditions of visitors' likes, excellent voters' choices, and economic feasibility of the preparation. With this data, we can make decisions as to the components of future menus, to develop recipes as well as to market our operation in diverse culinary environments.
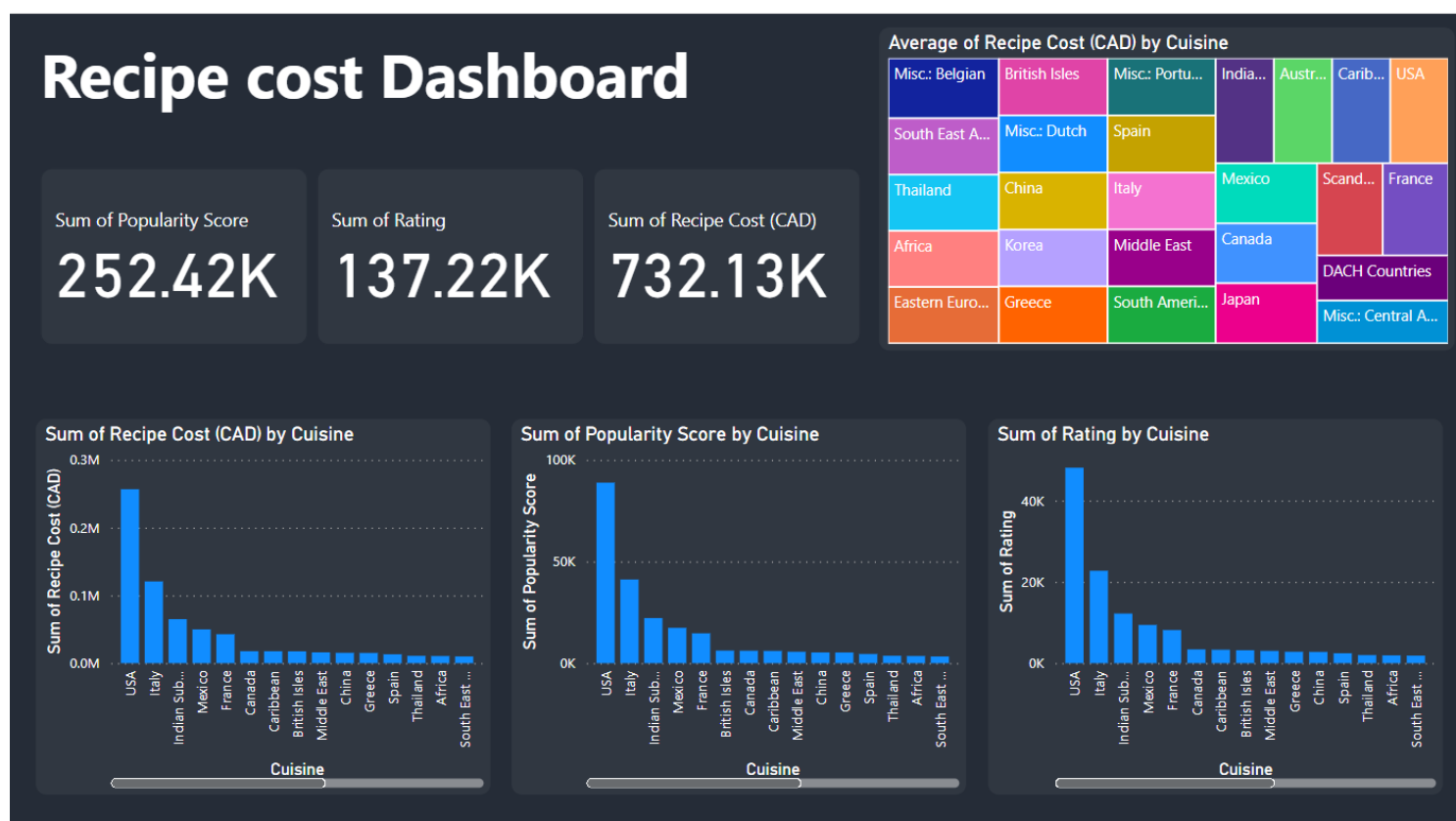
DASHBOARD

Figure 1: Recipe Cost Dashboard

The figure sent for your consideration may seem like a dashboard which portrays the different indicators that measure a specific dish expense. Here's a detailed explanation:

- **Sum of Popularity Score**: This factor probably brought together the popularity scores of different recipes. Accordingly, the popularity scores could be based on user ratings, number of times it was cooked, or on other factors that indicate this way the popularity of a recipe.
- **Sum of Rating**: Those scores can be the sum of all ratings, which can be seen as total measures of quality as, or satisfaction whichever the user feels.
- **Sum of Recipe Cost (in CAD)**: All the recipes' prices combined are displayed with their total price, Canadian dollars of course, to help not only with your budgeting but to also understand how costly the recipes are.

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COST-EFFECTIVE ANALYSIS

This dashboard can provide insights that are useful in conducting a cost-effectiveness analysis of the recipes:

- **Recipe Costs**: The total amount for each recipe is shown on a dashboard, which can be used to calculate the total expense for all recipes. Do that by comparing it to the popularity and rating of the recipes and you will get an idea of the degree of return.
- **Popularity Score**: This index may be taken as a measure of either demand or preference of each type of recipe. A more popularity score might show a higher demand, which might explain why the price is higher.
- **Rating**: This might also be an evidence of customer satisfaction. If a recipe is relatively more expensive but received low ratings, it might not be a viable option. However, a high rating can also be attached to a relatively high price tag.
- **Cuisine-wise Breakdown**: These graphs show the cost, the popularity, and the rating by the cuisine. Hence, this can be used in identifying those cuisines which are delivering the best value for money.

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CONCLUSION

In a nutshell, it becomes evident that the dilemma is exacerbated by the fact that the cost efficiency-customer satisfaction dichotomy is a multi-layered one. This is facilitated by the uncovering of issues of recipe popularity, users ratings, and ingredient costs. Such details enable restaurateurs and food service operators to develop the required adjustments for better profitability and satisfied customers.

The dashboard organized into columns and rows indicates whether it is data driven, it is an abstraction of the data by showing two different columns, the recipe cost and the rating. The commitments of these executives on this basis can be in the form of answering "which recipe is the most profitable" and "which recipe is the most valuable to the consumers and thus be appreciated by everyone". Furthermore, the fact that the table breaks out costs and ratings by cuisine contributes much to forming a more detailed perception of which culinary styles are worth the money, hence strategic development of menu and marketing plan becomes easier to plan and organize.

Grasping the main idea, the customer can save the cost of rigid menu, improve revenue position, and create a group of devoted customers via this wise operation. This preventive measure not does only ensure the financial sustainability but also provides a safe harbor for culinary dinasty where it not just changes its menus regularly but also creases a variation of menus to appeal to the modern tastes and preferences of the customers.

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APPENDIX

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