Valuable and informative Insights for Business needs:

Insight 1: Users are more likely to order “Dinner” because they have a time and interested to have their food at dinner.

Business Recommendation: So, please explore some more light foods, so that the users will feel comfortable and light.

Insight 2: Age group of above 40 are more likely to prefer breakfast over lunch and dinner, whereas age below 30 and upto 36 are more likely to prefer dinner and lunch.

Business Recommendation: So, I recommend to customize the breakfast dishes to aged people which is good for their health and customize some variety dishes to rest of the people, whereas they also tend to experience the new taste

Insight 3: I recommend to reduce the average duration of the receipe video of dinner, as it is around 38 minutes, Since its target people are Middle aged people, they can’t tend to spend much time on it,

Insight 4: It seems like “Lunch and Breakfast” category receipes have less average rating. So, I recommend to improve a bit to achieve customer delight.