Analysis

* Parameters:

1. age
2. college student/working professional
3. frequency of ordering
4. types of products ordered
5. issues faced
6. discount satisfaction
7. suggested area of improvement
8. overall rating
9. satisfaction with range of products
10. usual time of placing order
11. primary app choice or not
12. other apps used
13. usual delivery time
14. other known people using Swiggy Instamart or not
15. usual mode of payment
16. satisfaction with packaging
17. frequency of receiving a spoilt product
18. ease of getting refund
19. time to revert back to complaint
20. frequency of getting refunded
21. frequency of user facing lag issues from app
22. suggestions for improvement (textual)
23. freshness level of fruits and vegetables
24. ease and efficiency of using the app
25. issues with payment process

* Correlations:-