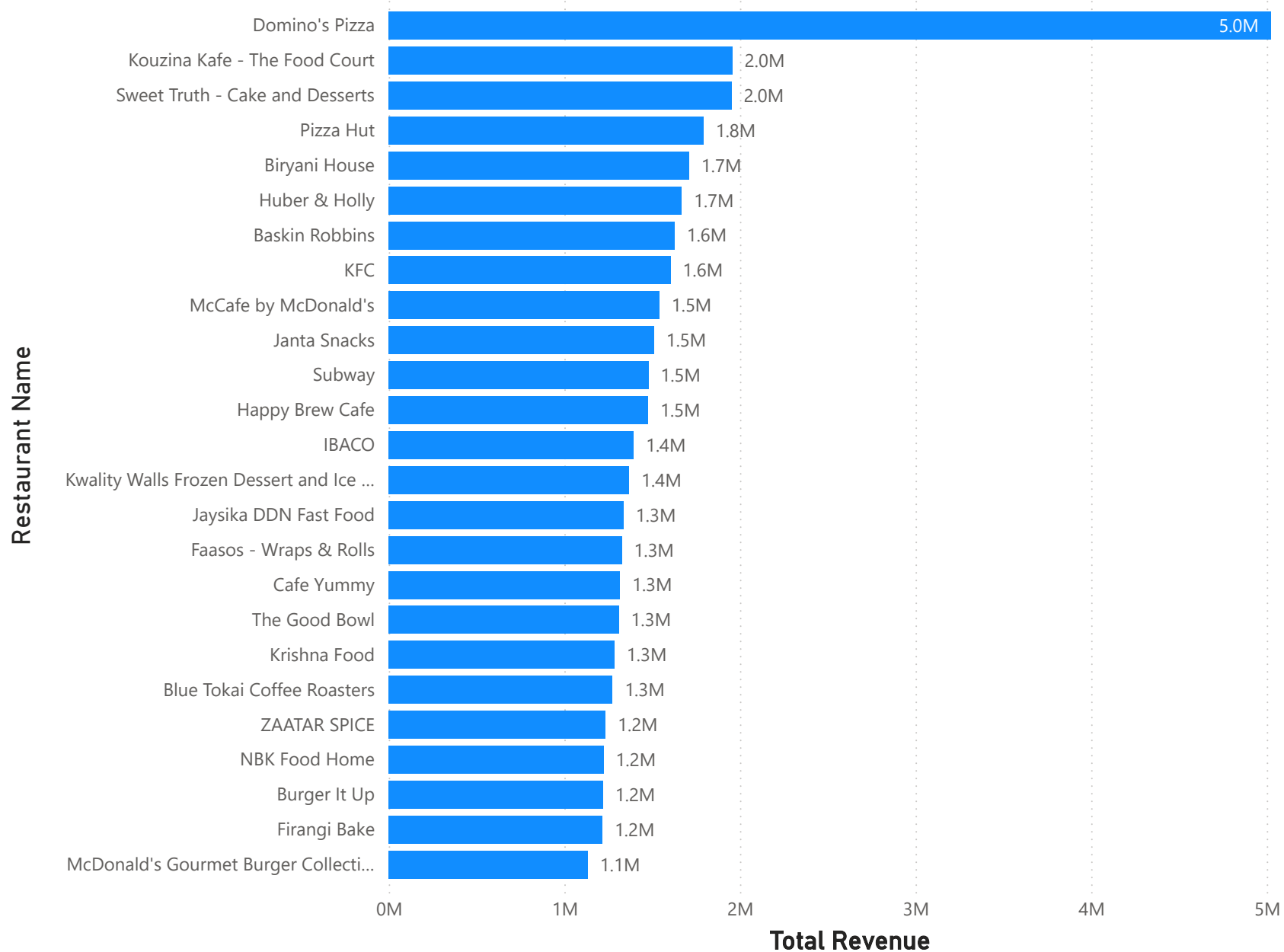


Top Grossing Restaurants



Insight:

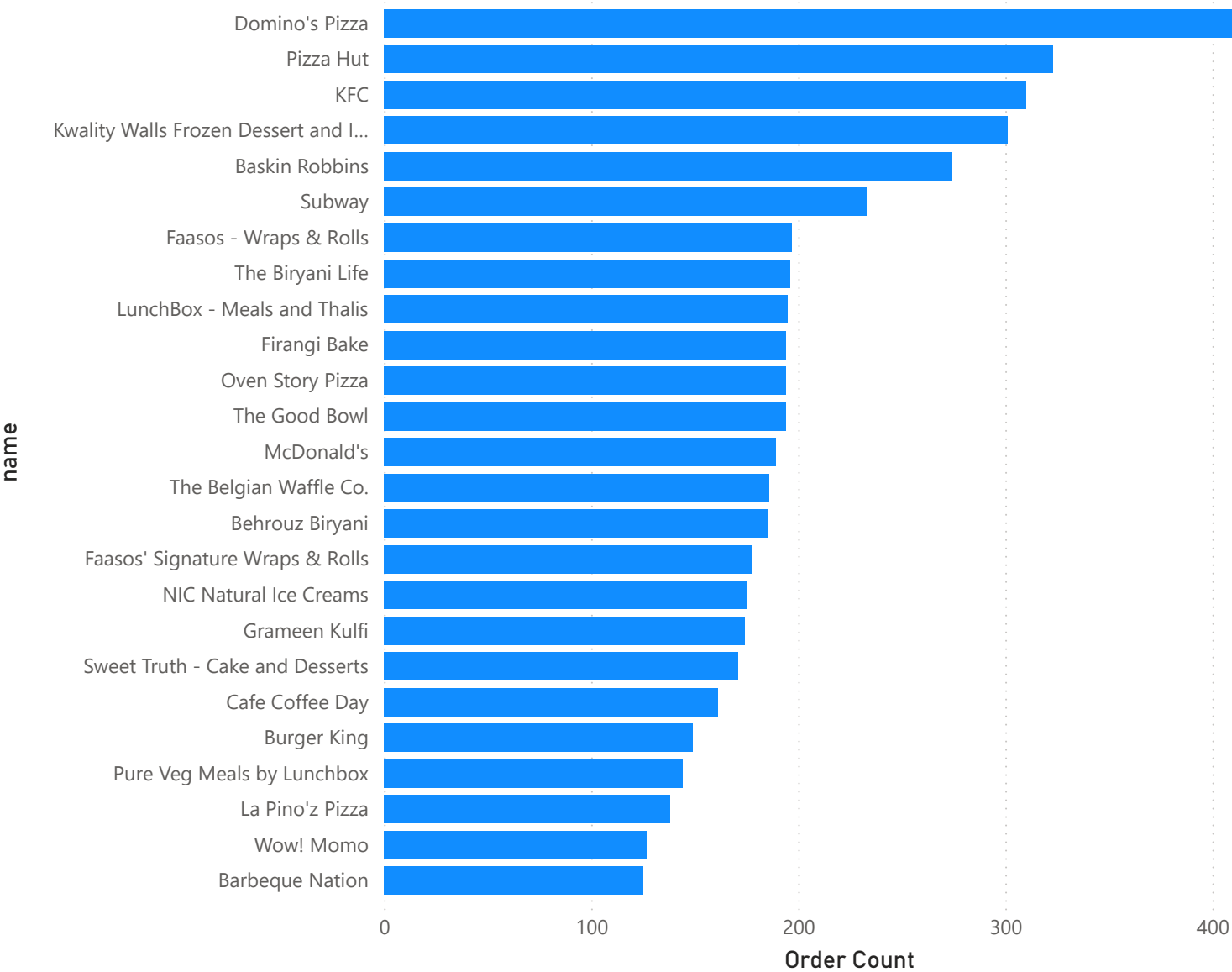
The top grossing restaurants are in the Fast Food industry.

A small amount of restaurants account for a large share of total revenue

Recommendation:

Focus marketing and partnerships on these high-performing restaurants to maximize ROI.

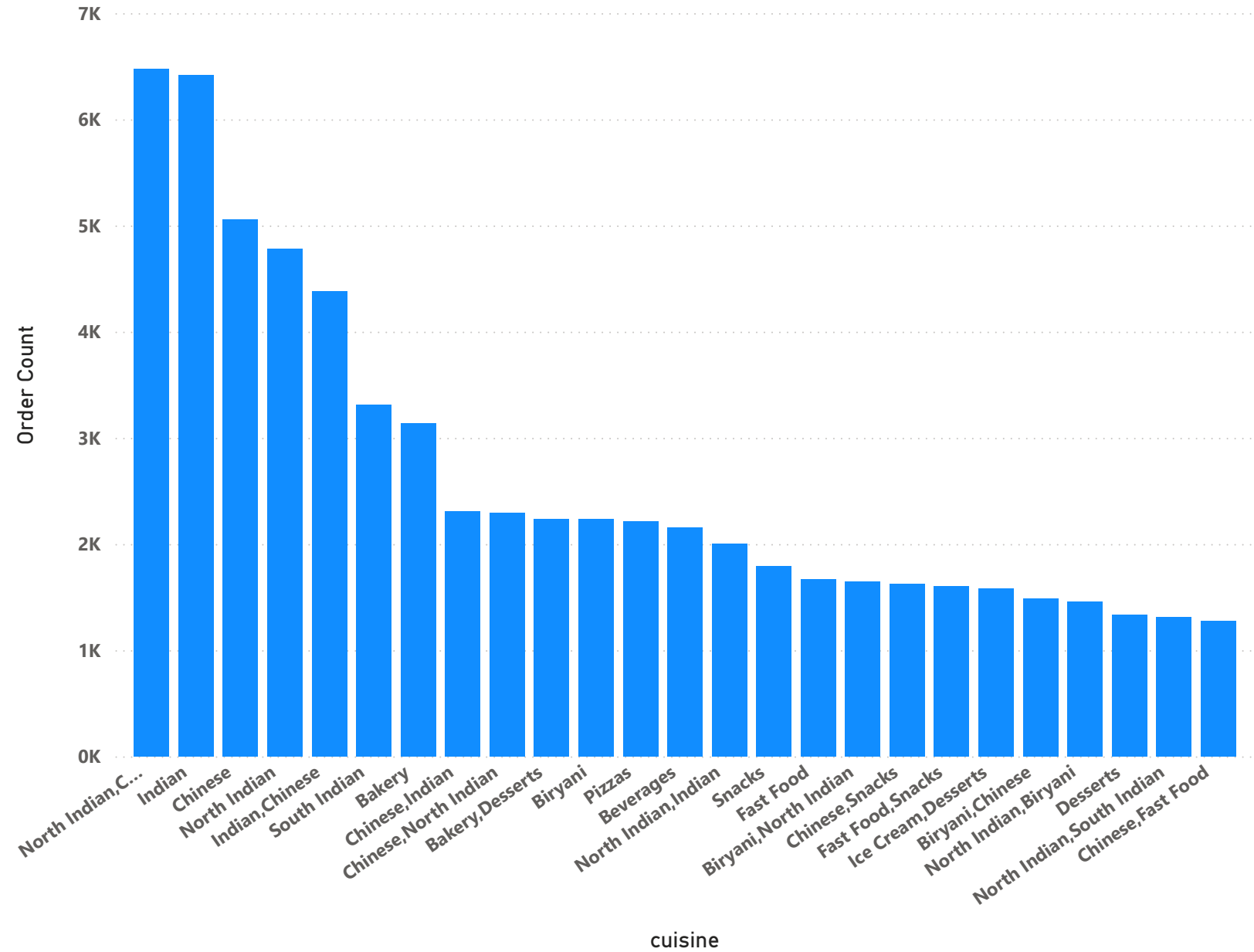
Top Restaurants by Order Volume



Insight:
High order volume does not always align with high revenue. Some restaurants receive many small orders.

Recommendation:
Consider promoting upselling strategies in high-volume, low-revenue restaurants to increase order value.

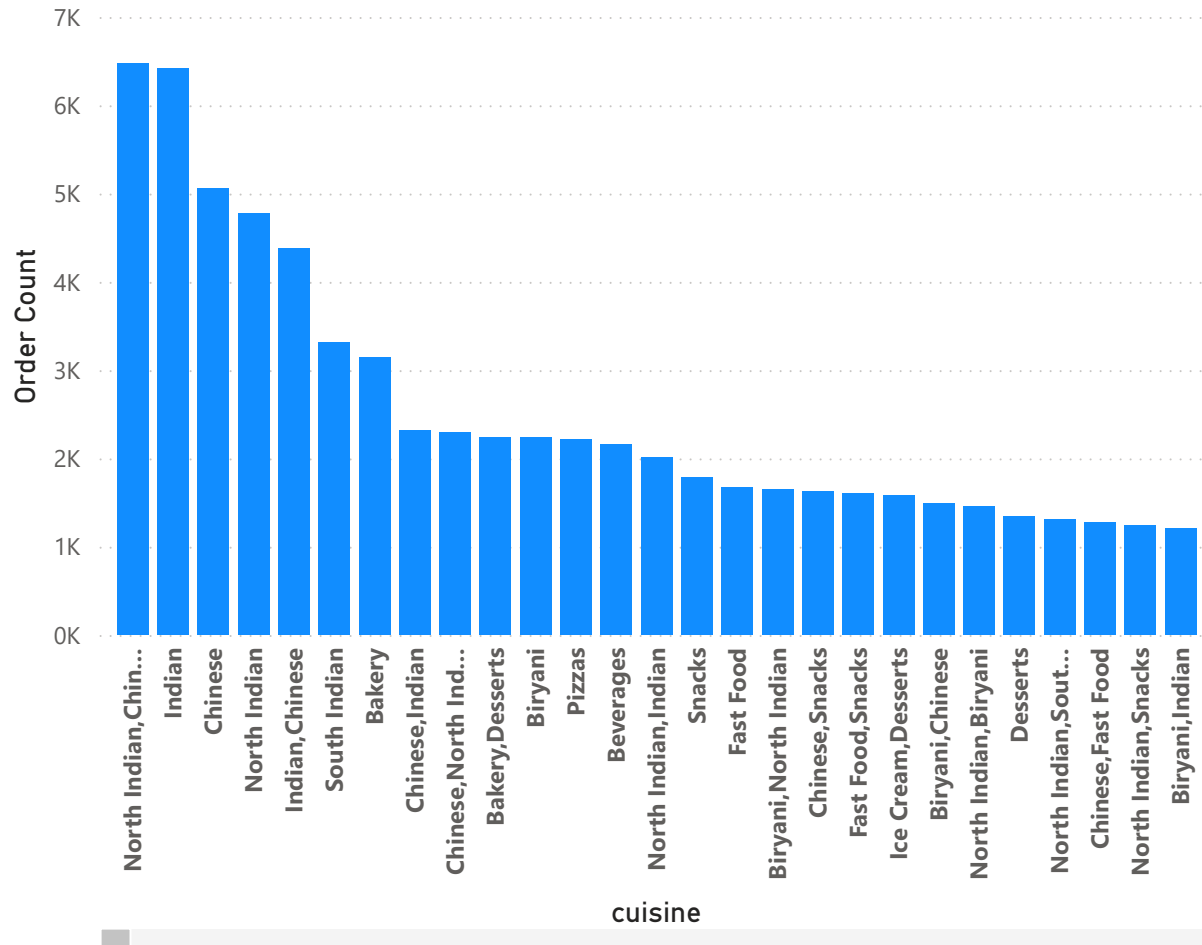
Most Popular Cuisine



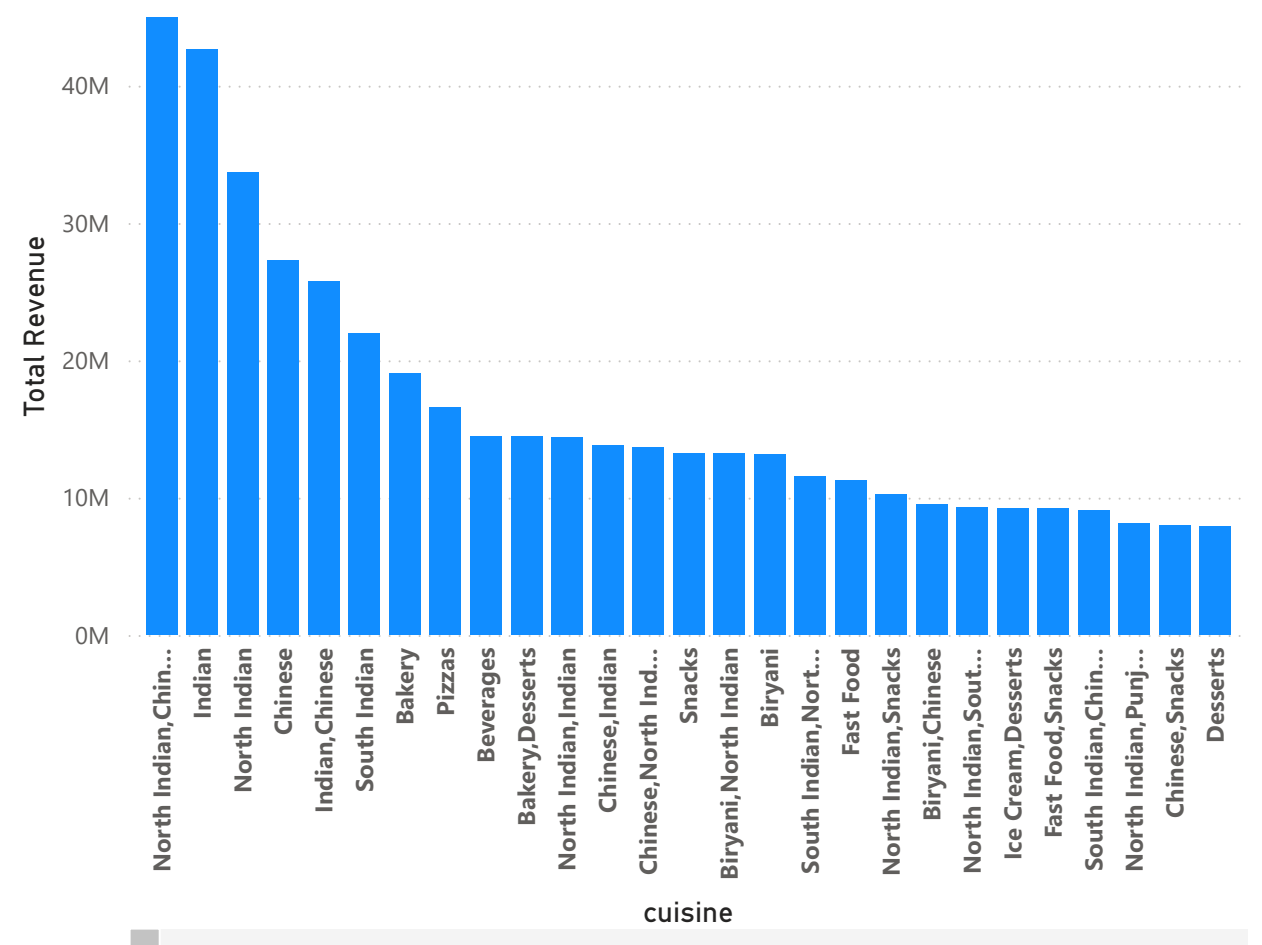
Insight:

North Indian and Chinese cuisines are the most ordered.

Most Popular Cuisines by Order Count

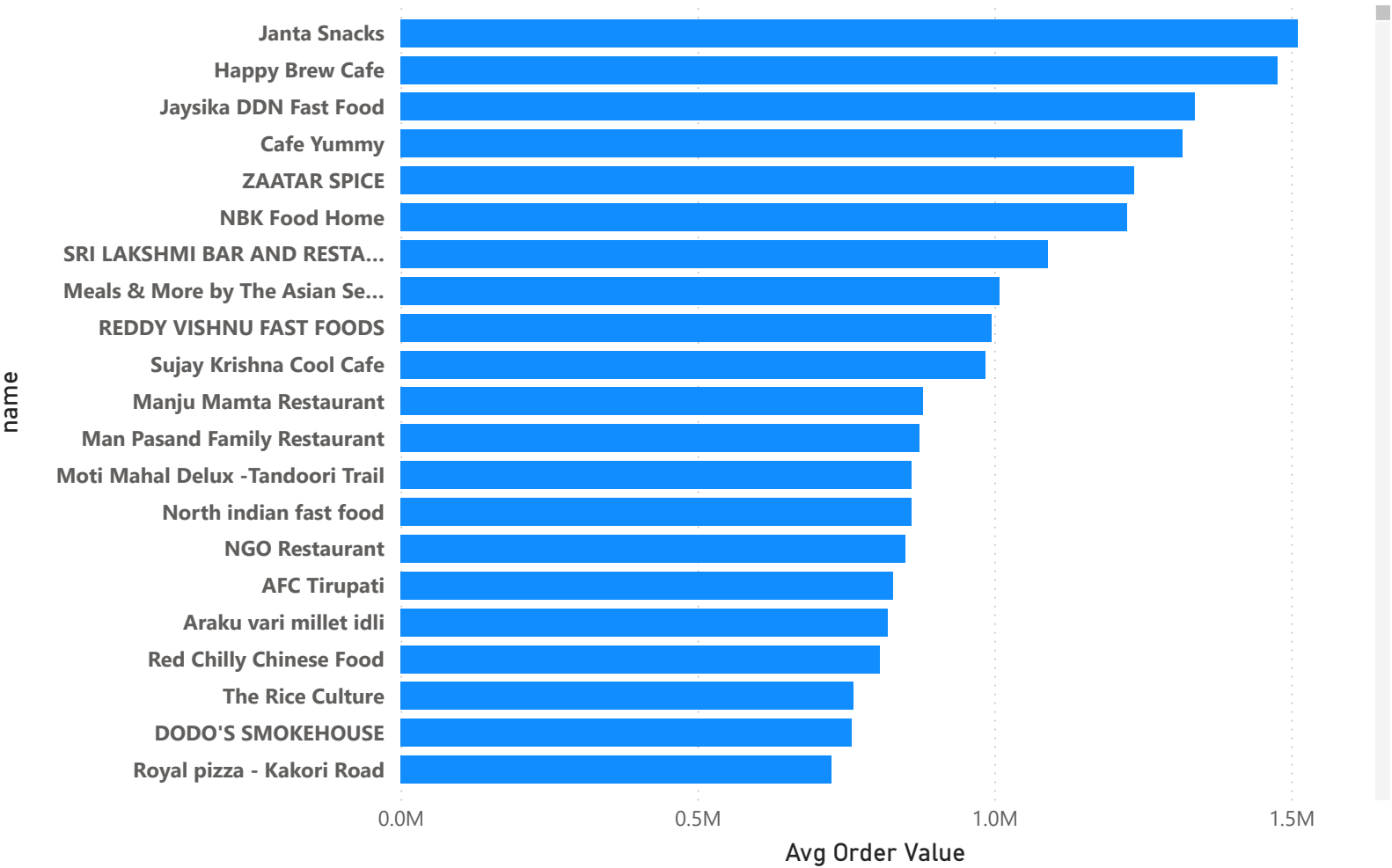


Top Earning Cuisines by Revenue



The top earning cuisines are directly correlate to the top ordered cuisine

Average Order Value



Insight:

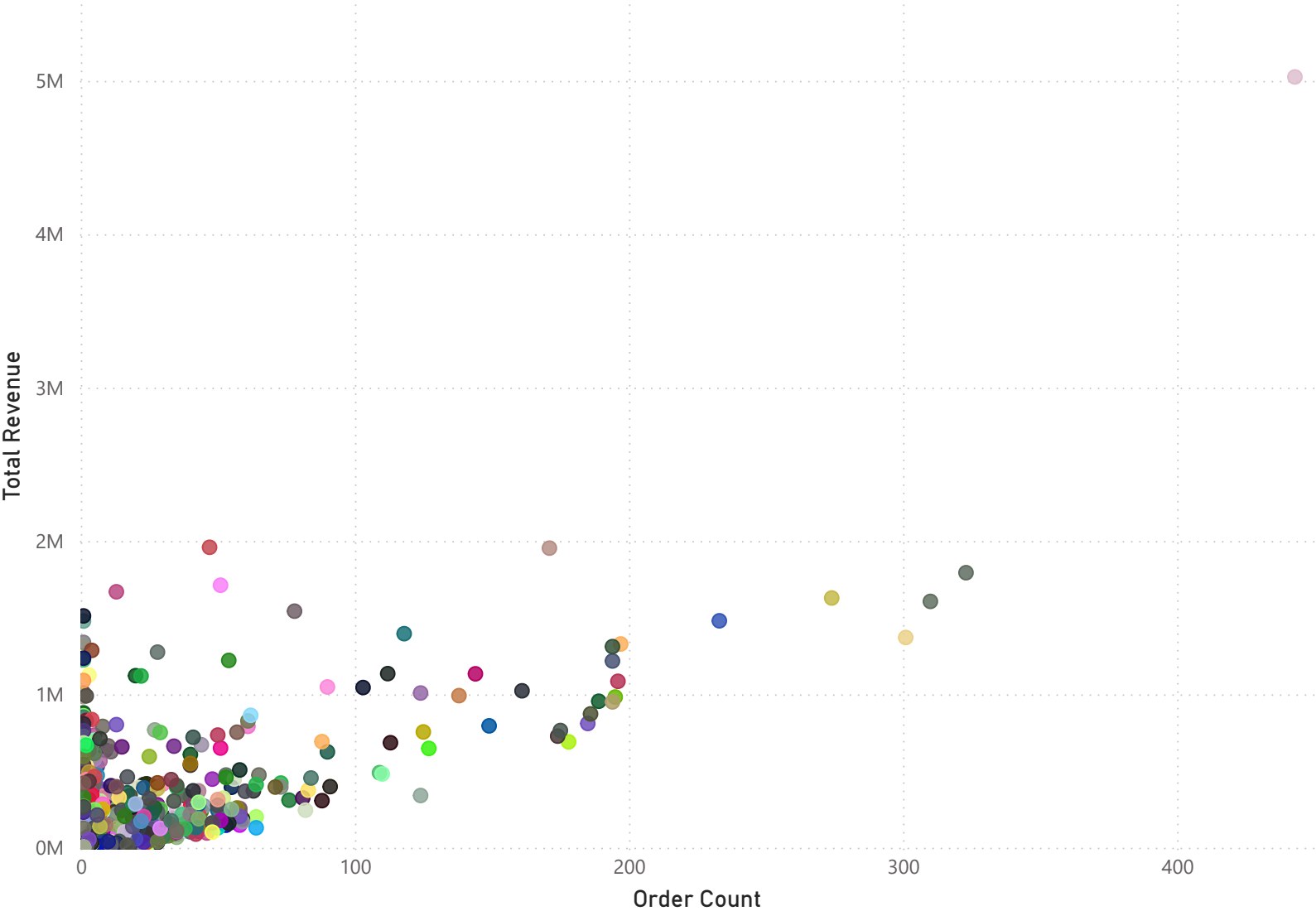
Some restaurants have significantly higher average order values, likely due to menu pricing or order bundling.

Recommendation:

Encourage other restaurants to introduce value bundles and premium offerings.

Do High Revenue Restaurants have High Order Volume?

name "T" The ... : Lassi S... @Pizza_Fl... 10 Poun... 11 star ca... 12TH A... 13 Parb... 1944 Th... 1947 Rest...



Insight:

Most restaurants with high revenue also have high order volume, but there are outliers with high revenue and relatively low order volume, suggesting premium pricing or higher-value orders.

Recommendation:

Investigate pricing or bundling strategies from high-revenue, low-order-count restaurants to identify best practices that can be adopted by others.

Friday is the most popular day for orders.

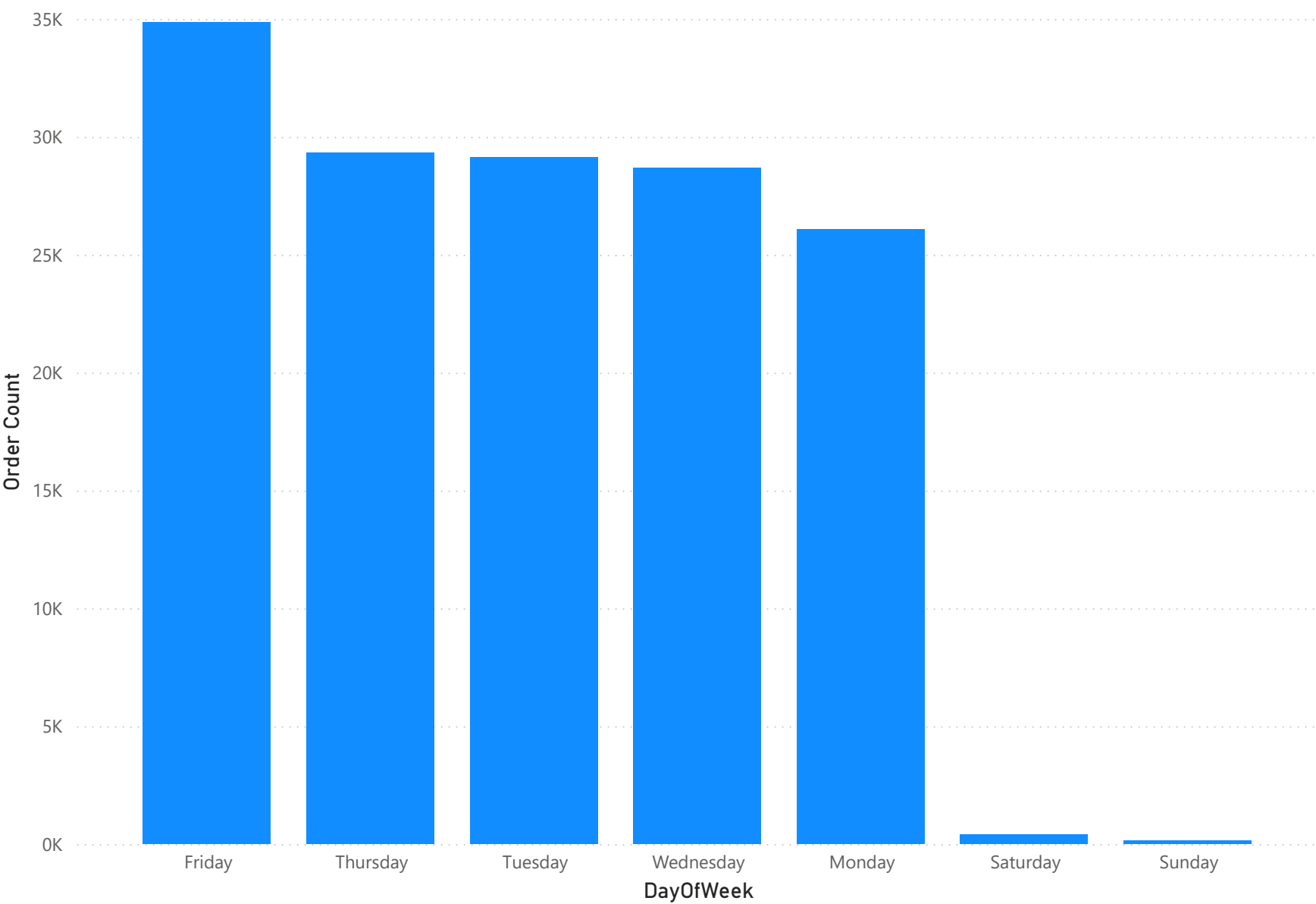
Weekdays have the highest order volumes, while weekends (Saturday and Sunday) see the least activity.

This pattern may reflect user behavior, such as less ordering on weekends due to dining out or cooking at home.

Recommendation:

Consider offering weekend promotions to boost orders on slower days.

Order Count by DayOfWeek



Conclusions

Weekdays outperform weekends in order volume

Contrary to the initial hypothesis, **Saturday and Sunday show the lowest total order counts**, while **weekdays — particularly Wednesday thru Friday — are the busiest**. This trend suggests a higher demand for food delivery or takeout during the workweek, possibly due to convenience factors.

Order volume and revenue are strongly correlated

The scatterplot comparing **Total Revenue** vs. **Order Count per restaurant** confirms a **positive relationship**. High-revenue restaurants generally also have high order volumes, indicating consistency in performance.

Some restaurants have significantly higher average order values, likely due to pricing strategies or bundled offerings.

Top-performing restaurants dominate the revenue share

A small number of restaurants contribute a large amount of the total revenue.

Cuisine preference trend

Certain cuisines — **Indian and Chinese** — appear more frequently among high-volume or high-revenue restaurants, showing customer preference.

Recommendations

Promote these top-performing restaurants further and explore what makes them successful (e.g., menu, pricing, location).

Encourage restaurants with high volume but low revenue to introduce premium bundles or value meals.

Onboard more restaurants offering these top cuisines, and promote them in-app to meet customer demand.

Encourage restaurants to explore combo deals or higher-margin items to increase their AOV.

Run weekend-specific promotions or discounts to increase activity on low-performing days.