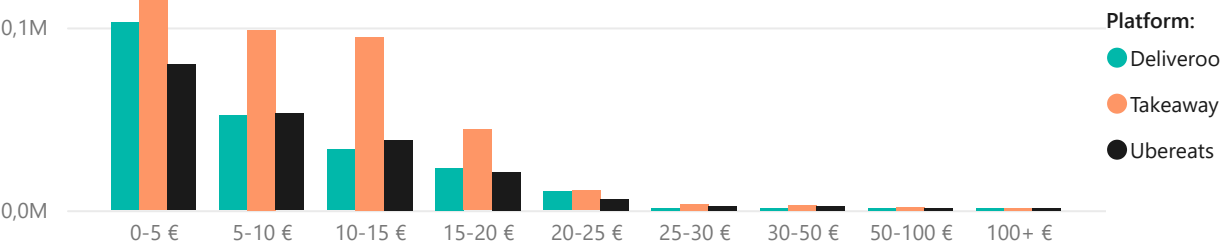


Price Distribution of Menu Items

Platforms:

- ☒ Select all
- ☒ Deliveroo
- ☒ Takeaway
- ☒ Ubereats

Price Distribution of Menu Items



Insights

Most menu items across all platforms are in the lower price ranges.

This indicates that the platforms cater primarily to budget-conscious customers and suggests a competitive, price-sensitive market.

As a consequence, restaurants competing in the lower price ranges might struggle to stand out unless they differentiate through quality or unique offerings.

Suggestions

Diversify Pricing:

- Platforms can encourage restaurants to explore untapped segments (e.g., mid-range and premium items).
- Restaurants should introduce higher-priced dishes to attract less price-sensitive customers.

Upselling and Bundling:

- Platforms and restaurants can promote combos or add-ons to boost average order values, especially in the 0-10 EUR range.

Optimize Pricing Strategies:

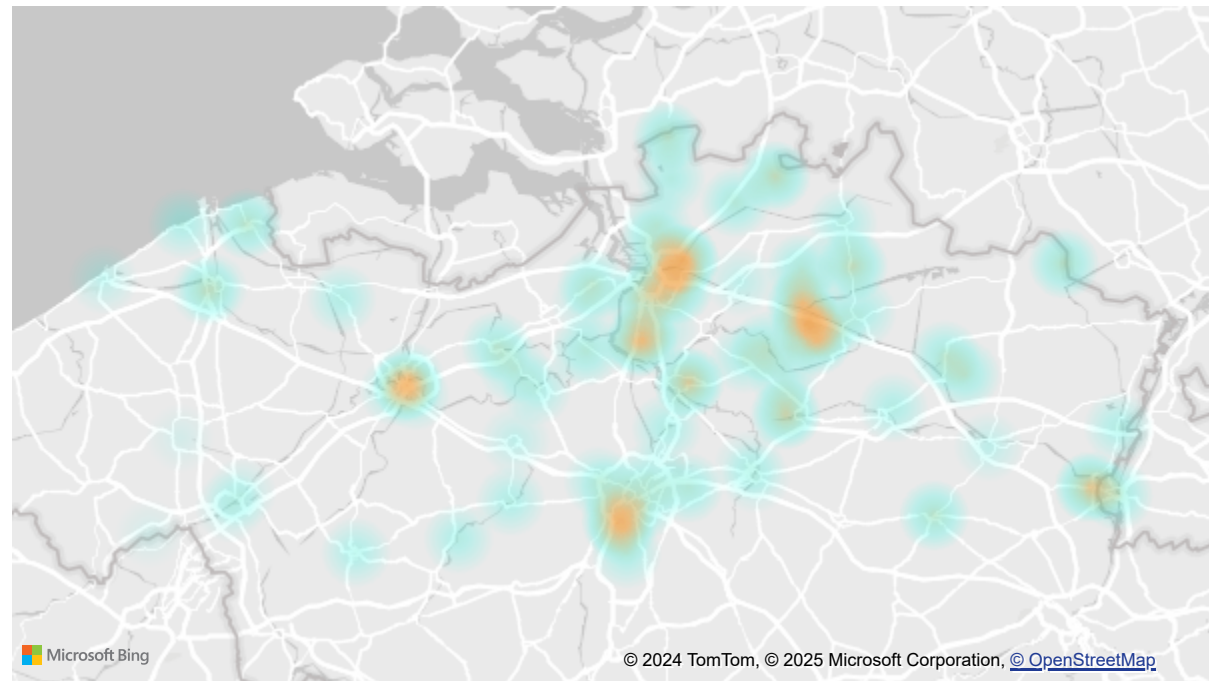
- Platforms can offer dynamic pricing tools to align menus with competition and demand.
- Restaurants should analyze competitor trends and customer preferences to improve profitability.

Locations Offering 'Kapsalons' and Average Prices

Average Price for
'Kapsalon'

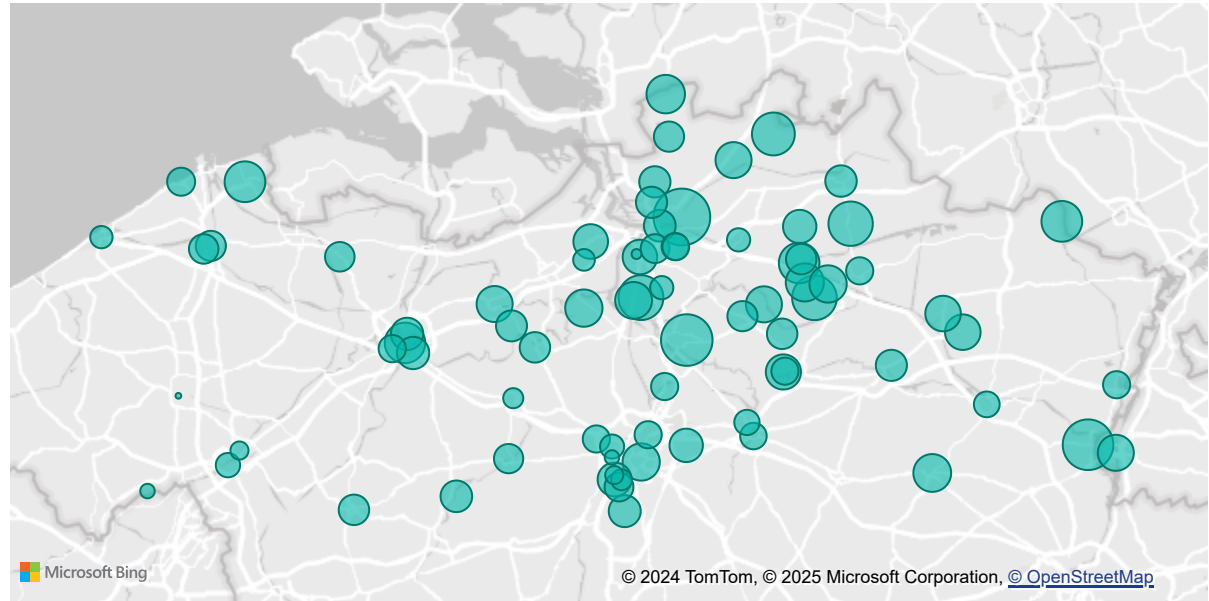
9,62 €

Concentration of Average 'Kapsalon' Prices



Locations and Average Price of 'Kapsalon' Dishes

Bubbles illustrate average price per restaurant, while detailed information on restaurant name and price can be accessed by hovering over bubbles.



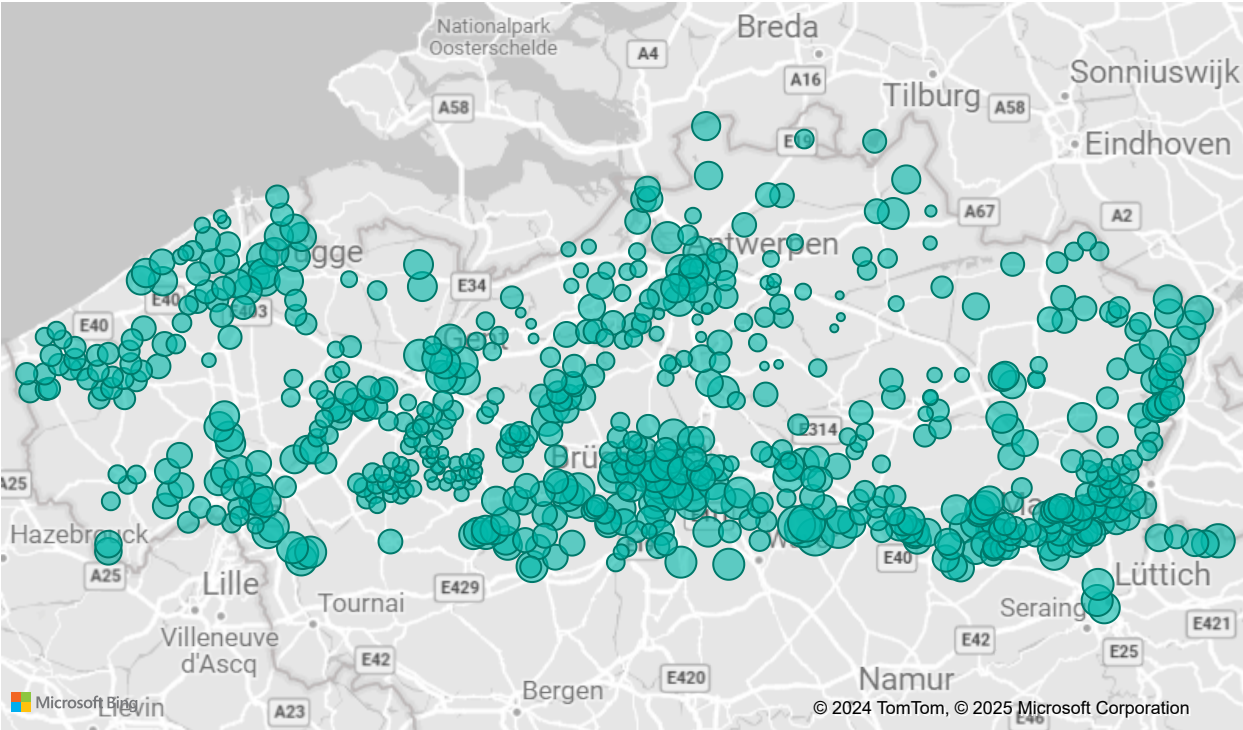
Insights

- 'Kapsalon' dishes are mostly available in larger cities, primarily Antwerp, followed by Brussels, Ghent and near Maastricht.
- Prices vary from 7 EUR in Roeselare, West Flanders to 24 EUR in Antwerp, with an average price of 9, 62 EUR.
- The highest prices are concentrated in and around Antwerp, followed by Herentals, Brussels, Ghent and close to the Dutch border near Maastricht.

Variation of Delivery Fees Across Platforms and Locations

Average Delivery Fees

The bubble size indicates the amount of average delivery fees.



Platform

☒

Select all

☒

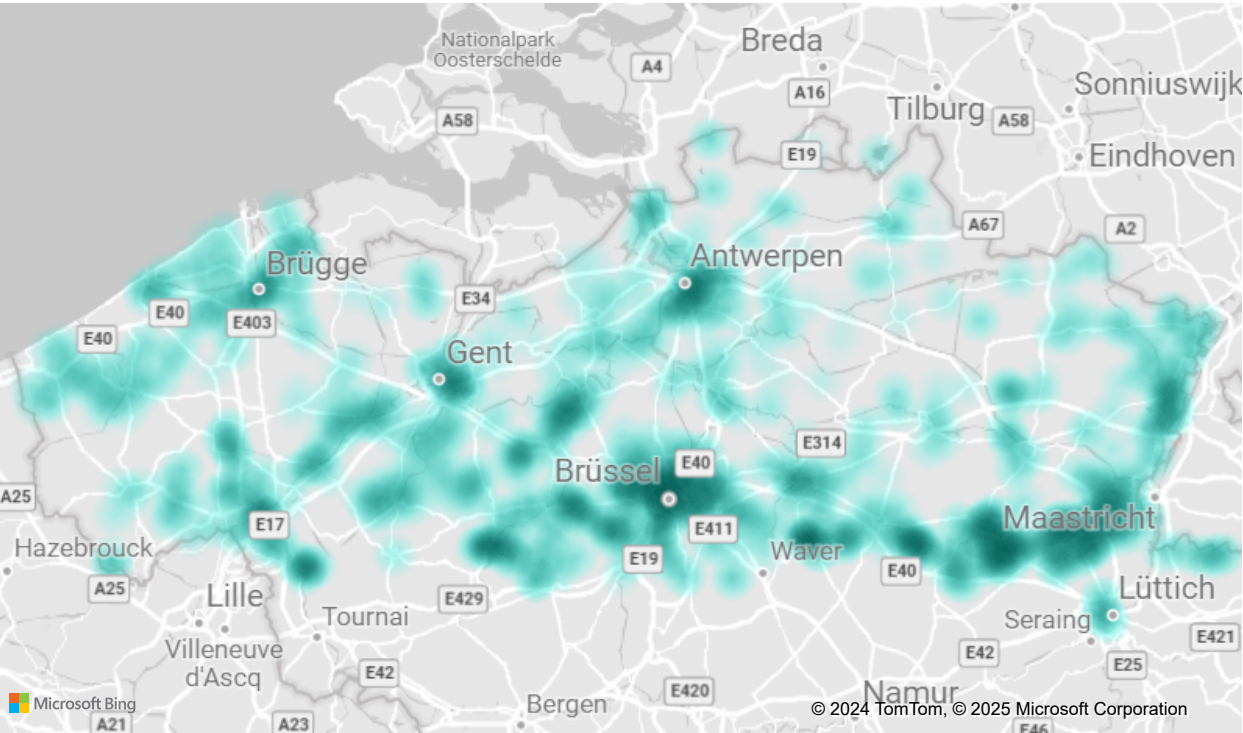
Deliveroo

☒

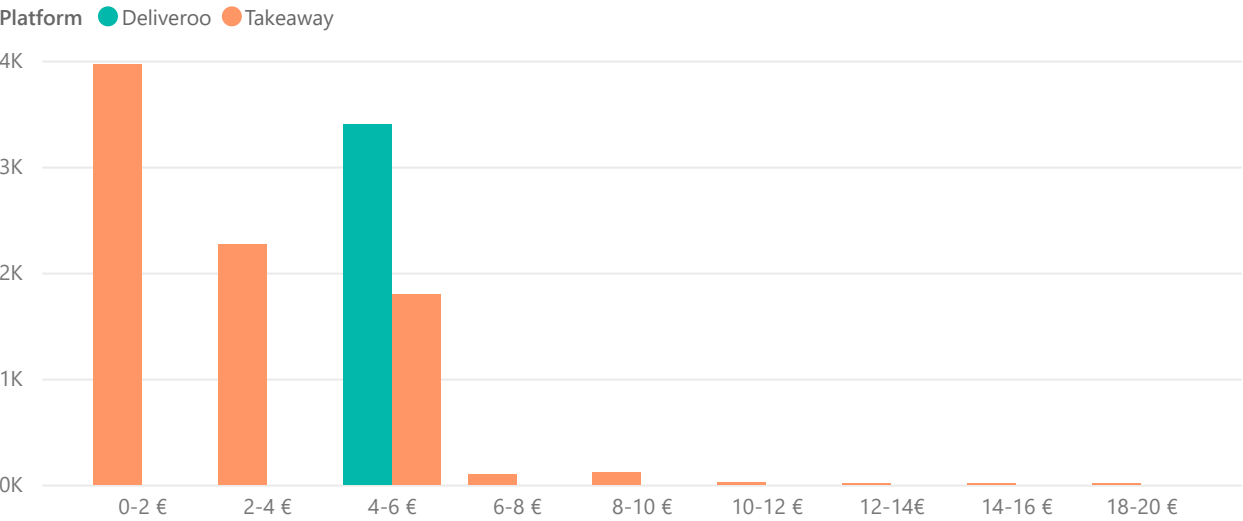
Takeaway

Distribution of Delivery Fees per Location

Darker shades indicate higher delivery prices on average.



Distribution of Delivery Fees per Platform



Insights

- The delivery fees in the database vary from 0 to 20 EUR (excl. outliers), while most restaurants demand fees between 0 and 6 €. However, for the platform Deliveroo, the dataset shows a consistent delivery fee of 4,99 €.
- The graphs above show the distribution of average delivery fees per location, showing that higher fees can be found in larger cities, such as Brussels, Antwerp, and Bruges as well as in the northeast of the Flemish region.
- However, we have to take into consideration that information on delivery fees is only available in the databases for Deliveroo and Takeaway, since UberEats' fees vary based on the customer's location.
- Also the delivery fees for restaurants on Deliveroo and Takeaway are determined by the customer's location as well as by the delivery time, time of day, current capacity of the restaurant and other factors.
- Hence, the insights regarding the distribution of delivery fee prices are to be viewed with reservation and give only a vague idea.

Suggestions for Schema Improvement

Consistent Field Availability Across Databases:

- Standardize fields across all platforms (e.g. include missing attributes such as city for Deliveroo, postal code for Takeaway, and delivery fees for UberEats) to facilitate cross-platform analyses.

Address Schema Discrepancies:

- Rationalize the fields in the UberEats database, which currently has numerous fields absent in other datasets, limiting cross-platform comparisons.
- Create a unified schema or mapping system for restaurant and dish IDs across platforms to identify the same entities despite inconsistent naming conventions.

Cross-Platform Restaurant/Menu Item Identification:

- Implement a unified schema for restaurant and dish IDs to enable consistent identification of entities across platforms.

Provide Metadata Documentation:

- Provide detailed information on the purpose and content of individual fields to improve usability and understanding of the data.

Other Improvement Suggestions:

Verify and Correct Pricing and Location Data:

- Address incorrect price information in the UberEats database (in many prices the decimal place appears to have gotten lost).
- Eliminate or validate menu items with negative or zero prices.
- Review and correct anomalies in the location data (e.g., locations referring to churches, religious institutions, and schools).

UberEats Field Redundancy:

- Evaluate and streamline the excess fields in the UberEats database that are absent in the other platforms, ensuring only actionable data is retained.