Efood

Assessment BI/Insight Analyst

Michail Sfakianakis
MSc Student in DMST
@ AUEB
LinkedIn

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Data Description

Initially, a DataSet of 534.270 lines was provided. This DataSet refers to the January 2022 orders, in which:

- Orders : 534.270
- Users(Unique) : 121.943
- Cities : 46
- Income : 4.553.244,10 € (Min 0,4€ Average 8,52€ Max 204,8€)

The DataSet consisted of 7 columns/attributes:

- Order_id : Ordering code
- User_id : User code
- Order_Timestamp : Date and time of the order
- City : City
- Cuisine : Kind of cuisine «Breakfast/Italian/Meat/Street food»
- Paid_cash: Kind of payment , cash or card
- Amount : The amount of the order

Query No. 1

It was asked to calculate the following in the whole dataset of eFood but more specifically in the case of the "Breakfast" order by :

- Basket : Amount/Order
- Frequency : Orders/Users
- Users that exceeds 3 orders : (Users of Frequency > 3) / Users

Subcategories of DataSet

Stores for regions with 1000 orders :

- Orders : 534.270
- Users : 121.943
- Cities : 46
- Income : 4.553.244,10€ (Min 0,4€ Average 8,52€ Max 204,8€)

Stores for sites with 1000 orders and breakfast option :

- Orders : 207.963
- Users : 55.834
- Cities : 42
- Income : 1.059.327,18€ (Min 0,4€ Average 5,09€ Max 150€)

Explanation

To begin with, the query "Basket" refers to the average cost paid per order per location. More precisely, it was found that the average cost of an order in Volos is 8,08€, while the average cost of an order with breakfast is 5,12€. The same condition applies to Larissa, Xanthi, Ioannina, and, eventually, Rhodes. Finally, breakfast orders are substantially less expensive on average than other orders.

City	Efood - Basket	Efood – BasketBreakfast
Βόλος	8,08€	5,12€
Λάρισα	8,90€	5,40€
Ξάνθη	7,23€	4,88€
Ιωάννινα	9,11€	5,75€
Ρόδος	10,31€	6,24€

Second, Query "Frequency" refers to the frequency with which a client orders, i.e. orders per unique customer. More precisely, it is evident the average frequency of orders in Volos is 4.43, while the number of times ordered from the breakfast category is 3.73. Finally, the average order frequency and breakfast orders are shown to be quite close.

City	Efood - Frequency	Efood – FrequencyBreakfast
Βόλος	3,84	3,09
Λάρισα	4,43	3,73
Ξάνθη	4,03	3,11
Ιωάννινα	4,54	3,71
Ρόδος	5,35	4,27

Finally, the category "Users that exceed 3 orders" refers to the percentage of users that place orders more than three times in comparison to all users, for all types of orders and notably for breakfast orders. In terms of Volos, 38.8% order more than three times, and around 1/3 order more than three times for breakfast.

City	Efood - Users that exceeds 3 orders	Efood – Users that exceeds 3 ordersBreakfast
Βόλος	0,388	0,306
Λάρισα	0,339	0,239
Ξάνθη	0,431	0,345
Ιωάννινα	0,364	0,257
Ρόδος	0,391	0,305

Part No. 2 – Analyze Users

Customers will be classified using a variation of RFM (Recency, Frequency, Monetary). In terms of frequency, the average frequency of breakfast orders throughout the sample is 3.72 orders per user. Hence consumers with a frequency greater than 3.72 are considered High Value, while those with a frequency less than 3.72 are considered Low Value. Similarly, the average basket of breakfast orders with an average value is 5.09€. Therefore those with a price greater than 5.09€ are High Value, while those with a price less than 5.09€ are Low Value.

Κατηγορίες	Frequency	Basket(Monetary)
High Value	>3,72	>5,09
Loyal Customers	>3,72	<5,09
Churners (Potential)	<3,72	>5,09
Low Value	<3,72	<5,09

The company and the Marketing Team wants to increase the percentage of Loyal Customers. Initially an understanding of the audience referred to the breakfast order needs to be done. , Such customers can be:

- **Busy Professionals:** Professionals with a hectic morning routine and limited time to prepare breakfast might be an important target demographic. This group may prefer the ease of ordering breakfast via efood, which saves time and effort.
- **Students:** Ordering breakfast is typically appreciated by college students and young people who live alone or in shared housing. They may have early courses or simply dislike cooking in the morning, making them prospective clients for efood breakfast choices.
- **Remote Workers:** Many professionals are no longer going to an office due to the increase of the remote work concept and may opt to order breakfast while working from home. Targeting distant employees who desire a convenient breakfast choice might be a successful strategy.
- **Tourists and Travelers:** Visitors to a new location or hotel guests may lack access to a kitchen or want to explore local breakfast alternatives. Efood marketing as a simple method to sample local morning cuisine may attract visitors and travelers.
- **Fitness Enthusiasts:** Individuals who exercise in the morning or follow special diet regimens for fitness may be interested in buying breakfast through efood. Highlighting breakfast choices that meet their dietary requirements might turn them into clients.

Then the company and the Marketing Team must figure out how to disseminate this type of habit, which may be done in a variety of ways:

- **Social Media Advertising:** Running targeted advertising efforts on social media channels like Facebook, Instagram, and Twitter with the use of appealing images and convincing content to emphasize the ease, diversity, and excellent quality of breakfast alternatives accessible on efood might be a good starting point. Also, the use of audience targeting options to reach out to certain categories, such as professionals, students, or health-conscious people might attract more special categories of clients.
- **Loyalty Programs and Rewards:** The implementation of a loyalty program for efood morning orders alone. Customers that often purchase breakfast through the site should be rewarded with discounts, complimentary add-ons, or special promotions.

Encouraging repeated orders and rewarding loyal consumers may boost engagement and brand loyalty.

- **_Collaborations with Local Businesses_**: Forming alliances with nearby cafés, bakeries, or specialty breakfast suppliers. By offering special discounts or collaborative campaigns may encourage clients to order breakfast products from these restaurants via efood. This partnership can help the company broaden its reach and appeal to clients who want a broader selection of breakfast alternatives.
- **_Timing and Duration:_** Choosing a smart time period for the happy hour promotion, such as early morning or midday, when clients are more inclined to purchase breakfast. To generate a sense of urgency and exclusivity, it might be useful to consider conducting the happy hour for a limited time, such as two hours.
- **_Limited-Time Menu Items:_** Introducing special menu items or variants for the happy hour time. These might be one-of-a-kind breakfast items or innovative combos offered exclusively during the campaign. The company may increase the average order value by selling limited-time goods. This creates a sense of exclusivity and encourages customers to try new meals.
- **_Increase the amount of basket:_** The main goal is to increase the amount of the basket that each user spends, so moves should be made leading to new orders exceeding the average breakfast basket in value. For example, if the average basket is 5€, offers should be made when someone spends more than 5€ or that more than 5€ in 3 orders earns a discount. Users would have more incentives and attempt to spend more in order to gain larger gifts and discounts in this manner.