

# Delivery Market Analysis Report

## 1.1 Project Overview

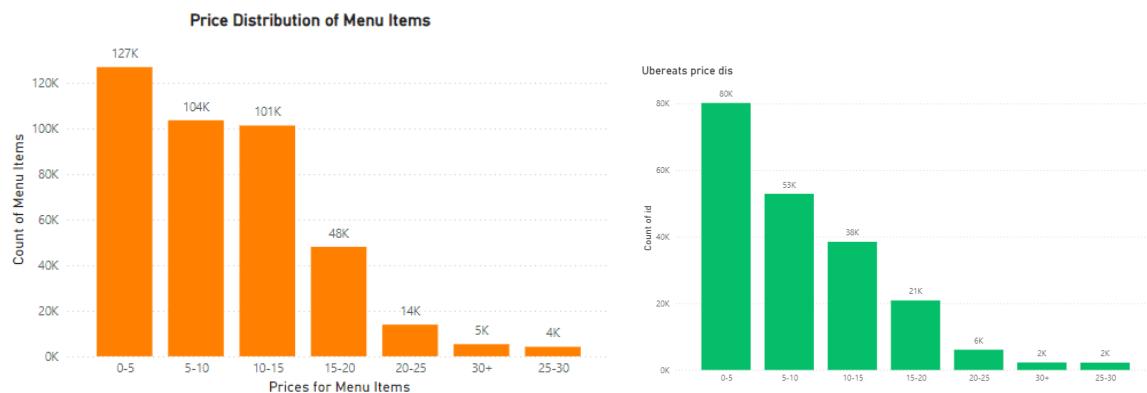
This project aims to analyze food delivery data from multiple platforms to uncover key insights for both **restaurant partners** and **consumers**. Using **Power BI**, we explore trends, customer preferences, and market dynamics in the food delivery industry.

This report presents the key findings from our data exploration and modeling process. To enhance clarity and visual impact, we used **color coding** to differentiate platforms: **Takeaway** (orange), **Uber Eats** (green), and **Deliveroo** (cyan).

## 2.1 insights from the project :

### Price distribution of menu items:

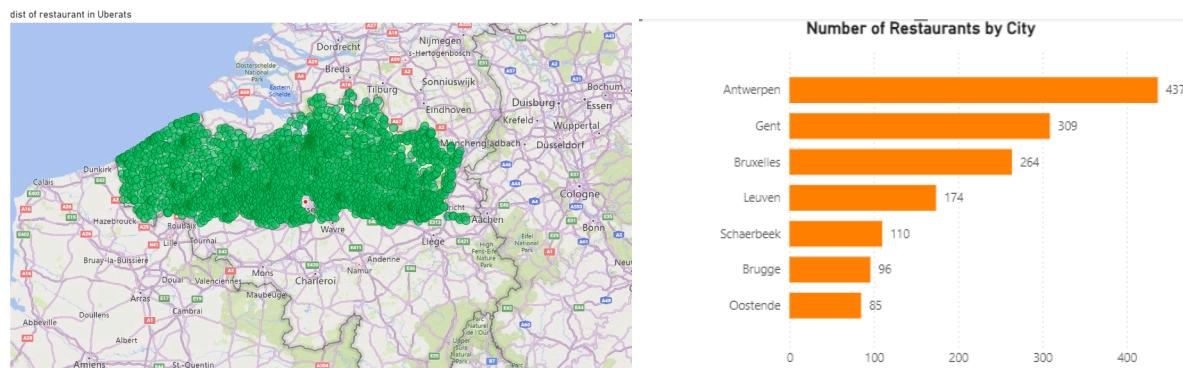
Most restaurants have a price distribution where the majority of menu items fall within the €0 to €5 range. This price range is typical for snacks, sides, and smaller portion meals.



### Distribution of restaurants per location:

The restaurant distribution across the three platforms (Uber Eats, Deliveroo, and Takeaway) is primarily concentrated in Flanders and Brussels. **Uber Eats** operates **only in Flanders**, limiting its coverage compared to Deliveroo and Takeaway.

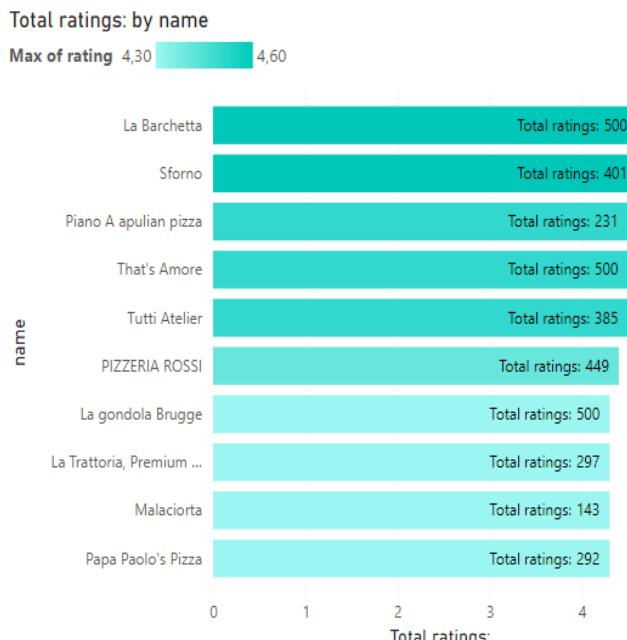
The data from all three platforms (Uber Eats, Deliveroo, and Takeaway) show that **Antwerp** and **Ghent** have the highest concentration of restaurant listings, as they are major moving cities with a dynamic food scene.



## Top 10 pizza restaurants by rating:

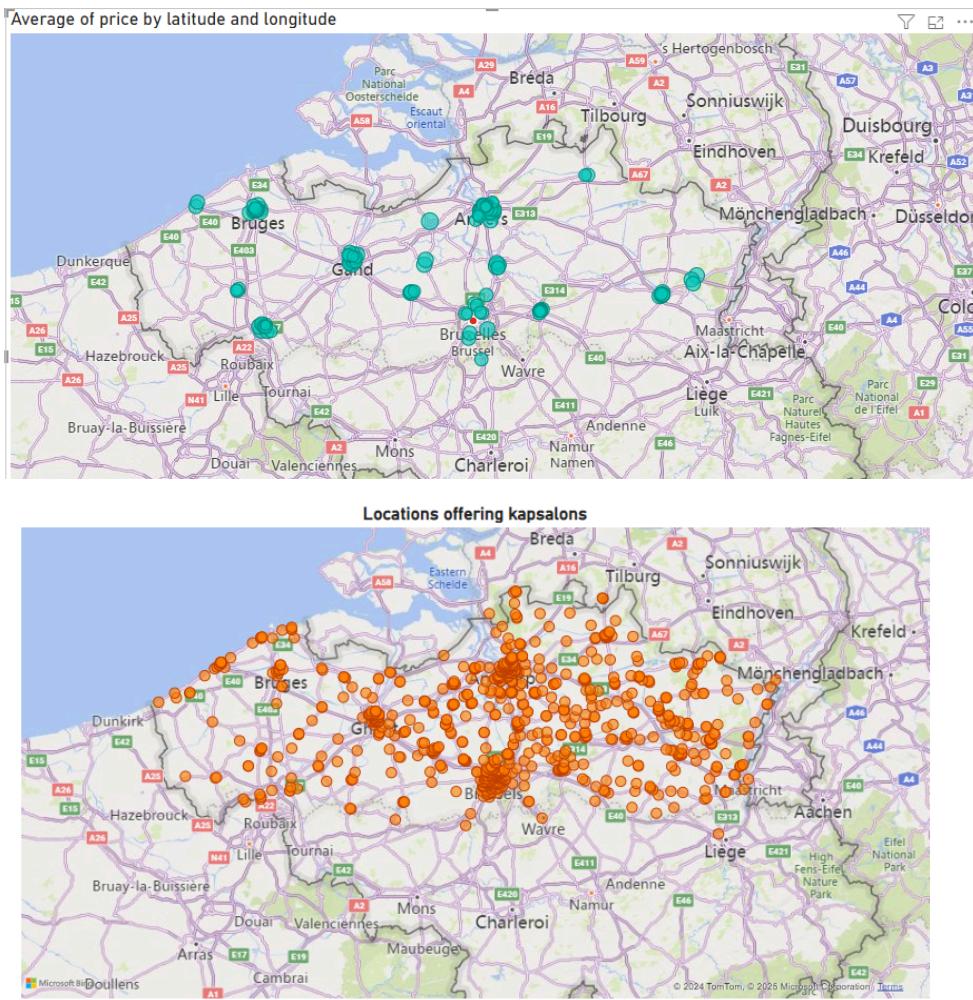
The following are the best-rated pizza restaurants per platform based on customer ratings on Takeaway and Deliveroo :

Restaurant Name	City	Rating
De Echte Eethuis Carlos	Aarschot	5.00
Kebap - Pizza De Brug	Hasselt	5.00
La Trinacria Bottega	Woluwe-Saint-Lambert	5.00
Munchies leper	Ieper	5.00
Snack-It	Turnhout	5.00
Trend Kebab & Pizzeria	Maastricht	5.00
Am Princesse	Schaerbeek	4.90
Barnaba	Koersel	4.90
Baskent Meerhout	Meerhout	4.90
De Notenboom	Nieuwpoort	4.90
Délices de Beyrouth	Anderlecht	4.90
Milas	Eksel	4.90
More pizza's	Merksem	4.90
Pink Pizza Genk	Genk	4.90
Pitta de Kroon	Aalst	4.90
Pitta Seker	Aalst	4.90
Pizza Leie	Waregem	4.90
Pizza L'Esta	Hoboken	4.90
Pizza Time Evergem	Evergem	4.90
Pizzacut	Ganshoren	4.90
Pizzeria 1357	Helecine	4.90
Pizzeria Kebab Selin	Zoutleeuw	4.90
Pizzeria Zirar Saint-Denis	Forest	4.90
Plaza Snacks	Heusden-Zolder	4.90
Pyramide	Hamont	4.90
Royal Donuts & Bagels	Lokeren	4.90
The Black Horse	Heist-op-den-Berg	4.90



## Locations offering kapsalons and their average price:

The map below lists all the places selling kapsalons. It is interesting to note that kapsalons have made their way to Brussels and Waterloo, even though it is a typical dish from the Netherlands. The average price for a kapsalon on Deliveroo is €9.05 and €11.15 - on Takeaway. The distribution of restaurants offering kapsalon is wider on Takeaway platforms than on Deliveroo.



### Distributions across Uber Eats, Deliveroo, and Takeaway:

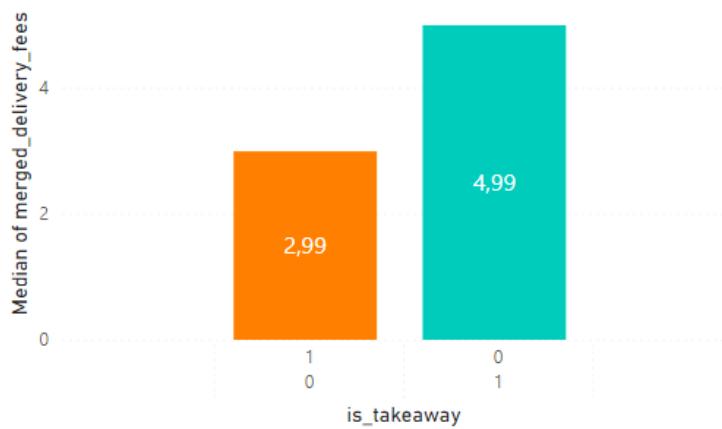
Our Venn diagram shows that the largest group of restaurants uses only one platform. The overlap between UberEats and Takeaway is twice as large as the overlaps between UberEats and Deliveroo, and Deliveroo and Takeaway.



### **Delivery fees vary across platforms and locations:**

Deliveroo has a fixed delivery fee of €4.99 per order, although some restaurants in the dataset offer free delivery. Takeaway is cheaper than Deliveroo, with a median delivery fee of €2.99. UberEats follows a price-per-kilometer policy, making it difficult for us to compute the delivery cost efficiently.

Median of merged\_delivery\_fees by is\_deliveroo and is\_takeaway



### **The best price-to-rating:**

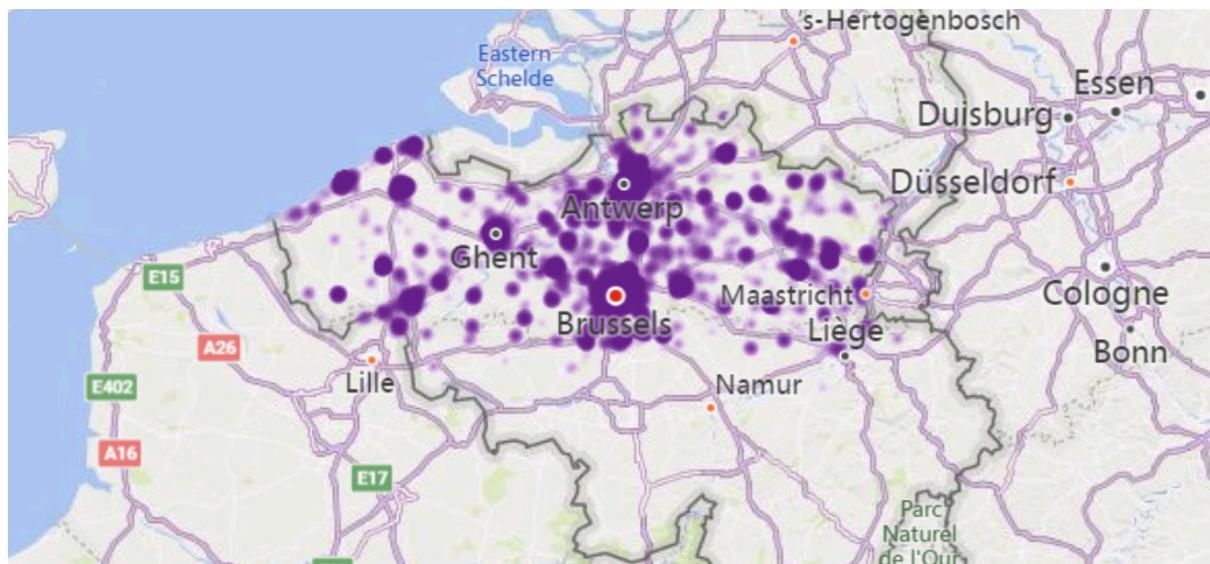
The price-to-rating ratio is an effective indicator for evaluating the performance of restaurants. A favorable ratio signals that the restaurant offers both good food and excellent value. We can see a lot of frituur restaurants here for Takeaway and

Deliveroo Platforms. This makes sense, since Belgian fast food often specializes in fries. Frituur restaurants usually serve customers who are looking for affordable and quick meals. And they meet the requirements based on the balance between customer satisfaction (ratings) and price.

name	PriceRatingIndex
Happy Fries	0,89
Midori @ DPG Media	0,93
Croissy Mechelen	0,94
Souplounge	0,97
Panos Ukkel	1,00
Panos Borgerhout	1,00
Frituur 2010	1,01
Frituur Friturist	1,02
Frituur Dageraad	1,03
Frituur la patata	1,04
IJSTEA - Bubble Tea & Frozen Yogurt	1,06
CHIPZ	1,06
Panos Deurne	1,07

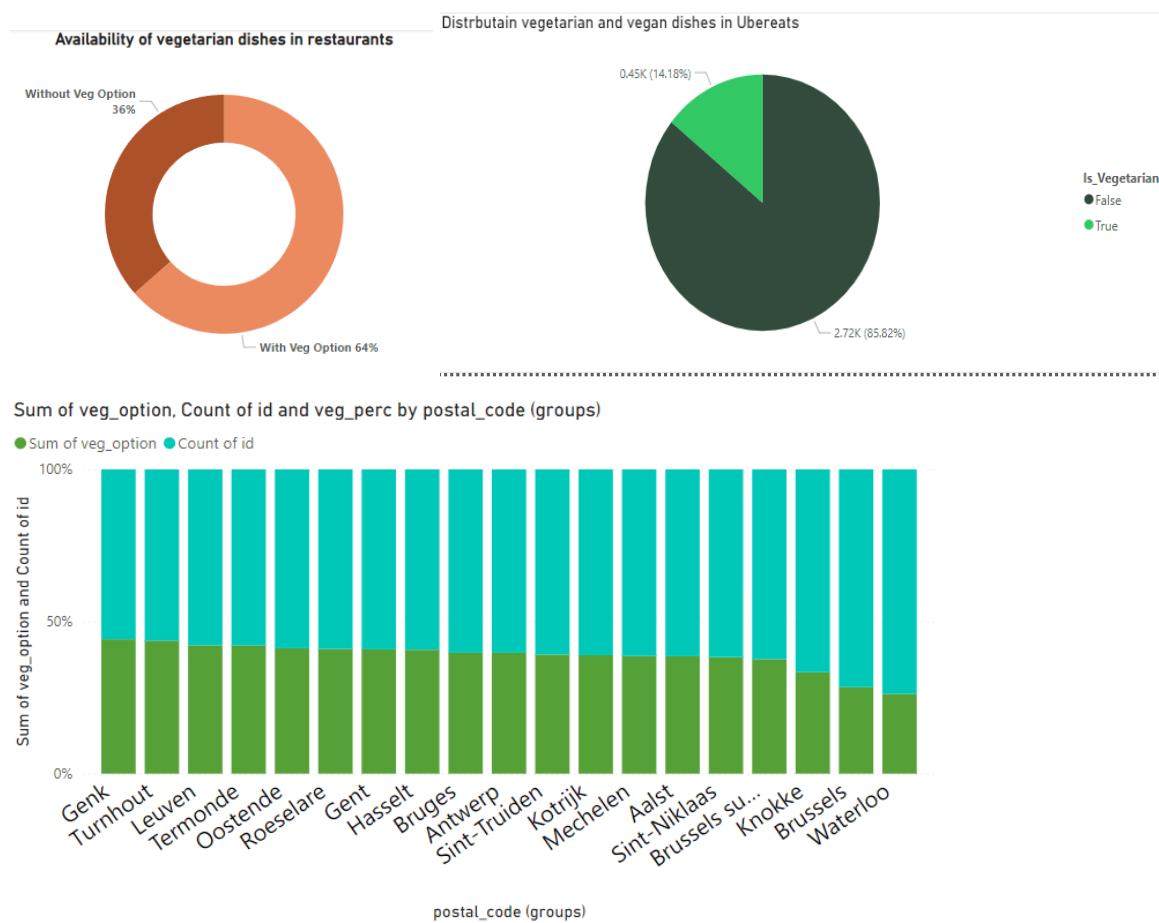
Restaurant Name	City	Average Price	Rating	Price-To-Rating Ratio
Le Corner	Jette	2.36	5.00	0.47
El Bocadillos	Bruxelles	2.00	4.20	0.48
Boulangerie Salam	Molenbeek-Saint-Jean	2.04	4.10	0.50
Pâtisserie Doce Tentação	Saint-Gilles	2.63	5.00	0.53
Bazi Boulangerie	Anderlecht	2.34	4.30	0.54
Frituur Amigos	Wilrijk	2.41	4.30	0.56
Frituur 't Krokantje	Sint-Gillis-Waas	2.78	4.90	0.57
QueTacos	Maasmechelen	2.86	5.00	0.57
Frituur op't Hoekske	Vilvoorde	2.86	5.00	0.57
Frituur 4 You	Vilvoorde	2.69	4.70	0.57
Total		10.03		2.46

### Delivery ‘dead zones’—areas with minimal restaurant coverage:



## Availability of vegetarian and vegan dishes vary by area:

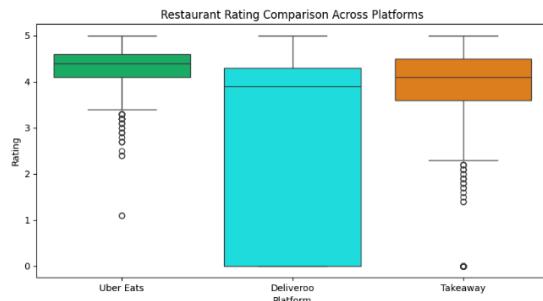
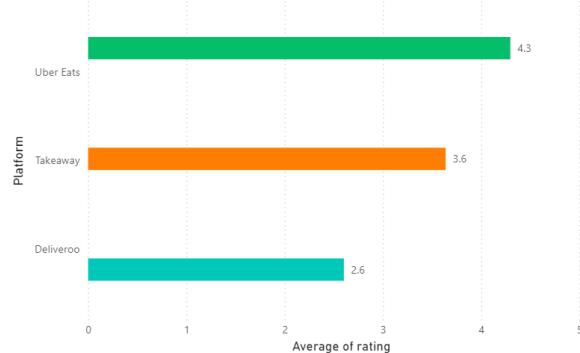
UberEats offers the fewest vegetarian options, with only 14%, while Takeaway has the highest, at 64%. Deliveroo falls in between. Genk, Turnhout, and Leuven boast the highest ratio of vegetarian options per restaurant, whereas Waterloo and Brussels have the lowest percentages. This is surprising, considering Brussels' cosmopolitan nature.



## How ratings differ across Uber Eats, Deliveroo, and Takeaway:

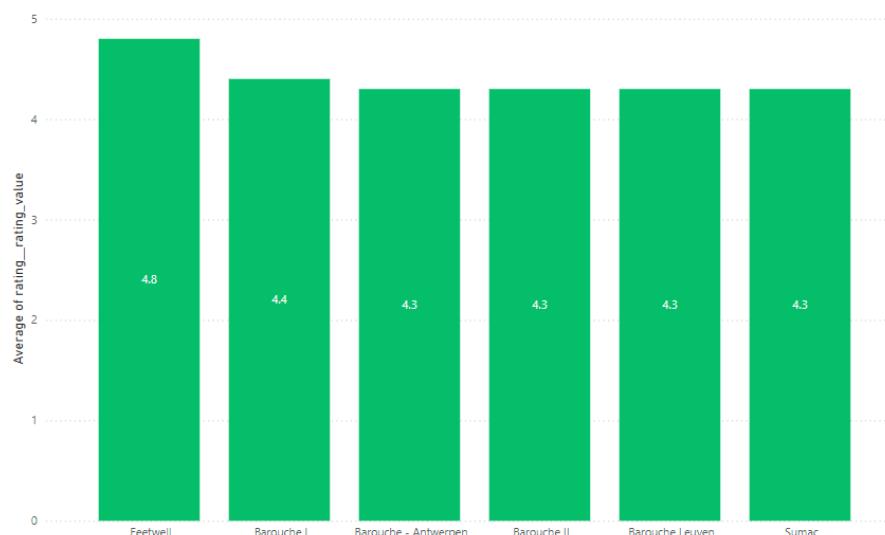
In terms of platform ratings, UberEats has the highest average rating, 4.3. Deliveroo has a much lower average rating, around 2.6. A boxplot comparison of ratings shows that over 50% of UberEats ratings are above 4, which is excellent. The distribution of Takeaway platform ratings is a little wider. The worst score is for the Deliveroo platform: more than half of restaurants have a rating below 3.5.

Average of rating by Platform and Platform



## World Hummus Order (WHO) per app:

Best Hummus restaurants in Ubereats



name	ratings
La Bagatelle de Lou	5.00
Verso Café	4.80
Benji's luxury pitta	4.70
Boekee Garni	4.70
De Mama - Local Deli	4.70
Julien	4.70
Kiosk	4.70
MYRO	4.70
Plus+	4.70
AMIGO (Oostende)	4.60

Restaurant Name	City	Rating
D'Ostendsche Baguette	Oostende	5.00
Punto Caffè	Leuven	5.00
Restaurant Gabriel	Woluwé-Saint-Pierre	5.00
Restaurant le Royal	Bruxelles-Capitale	5.00
Royal Donuts & Bagels	Maasmechelen	5.00
Au Vogelenzang	Bruxelles	4.90
Charbel - Libanese specialiteiten	Zaventem	4.90
Délices de Beirut	Anderlecht	4.90
Dilbi Restaurant	Antwerpen	4.90
Falafel Top	Leuven	4.90
Markies	Oostende	4.90
The Black Horse	Heist-op-den-Berg	4.90

### **3.1 Conclusion :**

This project is based on data that required preparation and cleaning before analysis. While some of these tasks could be performed within Power BI, ensuring data accuracy and consistency still depends on obtaining reliable information directly from the source.

During our analysis, we observed differences in findings across platforms, which can be attributed to two main factors:

1. **Variations in restaurant coverage** – Each platform offers almost different selection of restaurants, leading to differences in pricing, menu items and other insights that can be extracted from the data.
2. **Differences in database schemas** – The structure of data varies between Uber Eats, Deliveroo, and Takeaway, requiring adjustments in our analysis to ensure comparability.

Additionally, while we successfully answered several key questions, our findings revealed shared trends across all three platforms that warrant further investigation. Exploring these common patterns in greater depth could provide valuable insights beyond the initial scope of this project.