FOODHUB

1898 **1200** **178** **14**

Average Delivery Time by Day of Week

Average Delivery Time (y-axis: 0, 10, 20, 30)
Day of Week (x-axis: Weekday, Weekend)

Total Orders by Day of Week

Count of Orders (y-axis: 0, 500, 1,000)
Day of Week (x-axis: Weekend, Weekday)

Total cost of the order by cuisine

Cuisine (y-axis): American, Japanese, Italian, Chinese, Mexican, Indian, Middle Ea…, Mediterra…, Thai, French, Southern, Spanish, Korean, Vietnamese
Cost of the order (x-axis): 0K, 5K, 10K

Average cost of the order by cuisine

Cuisine (y-axis): French, Southern, Thai, Spanish, Middle …, Mexican, Indian, Italian, American, Chinese, Japanese, Mediterr…, Korean, Vietnam…
Cost of the order (x-axis): 0, 10, 20

Numberr of orders by customer

Count of Orders (y-axis: 0, 5, 10)
customer_id (x-axis): 52832, 47440, 83287, 250494, 259341, 276192, 65009, 82041

Number of orders by rating

Count of rating (y-axis: 0, 200, 400, 600, 800)
Rating (x-axis): Not given, 5, 4, 3
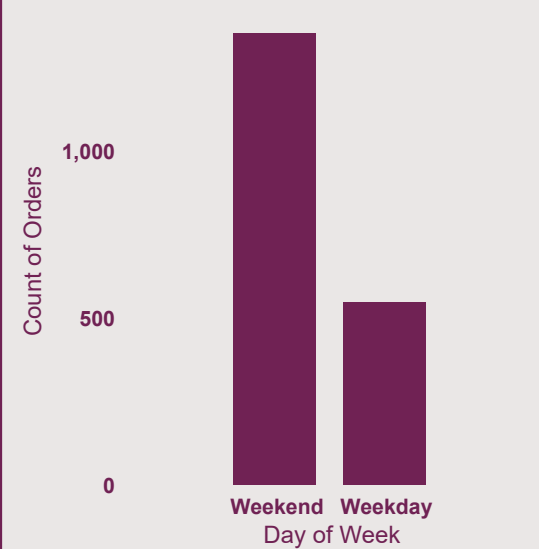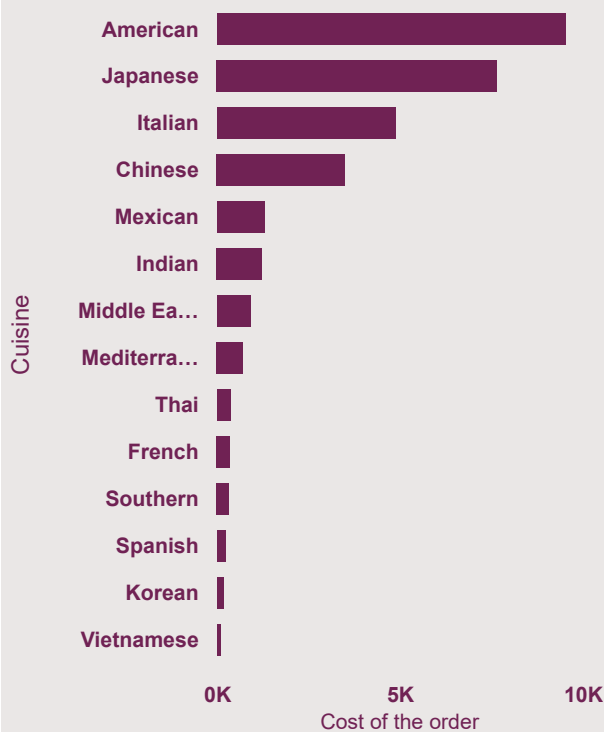
Resource Allocation: Since more orders were placed on weekends compared to weekdays, the company should strategically allocate additional resources during peak weekend hours. This could involve hiring extra staff, optimizing delivery routes, and ensuring efficient food preparation processes. Simultaneously, on weekdays, the company should focus on streamlining operations to ensure timely deliveries and customer satisfaction during these comparatively slower periods.

Time Optimization: Given that the average delivery time on weekdays is higher than on weekends, the company should identify bottlenecks in the delivery process and work towards optimizing delivery efficiency on weekdays. Similarly, the nearly similar food preparation time for weekends and weekdays should be taken advantage of by ensuring that the food preparation process is smooth and expedited during both periods to attract more customers on weekdays.
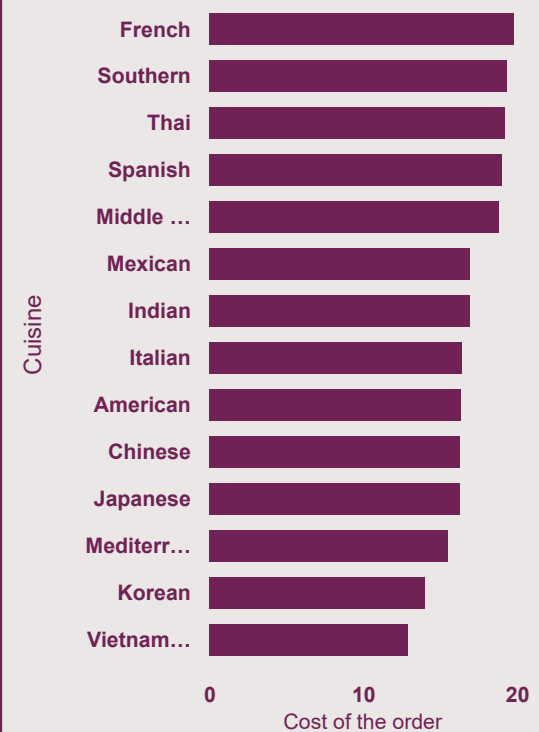
Cost of Cuisines: For cuisines such as French, Southern, Thai, and Spanish, which had higher average order costs despite lower order volumes, the company should collaborate with the respective restaurants to find ways to reduce the cost of these cuisines. Cost optimization could involve sourcing ingredients more efficiently, negotiating better deals with suppliers, or fine-tuning the menu to balance cost and customer demand.

Cuisine Diversity: Considering the high correlation between cuisine type and restaurant name, underperforming restaurants should explore expanding their menu to include popular cuisines like American and Japanese. This can attract a wider customer base and provide more options for customers with diverse preferences.
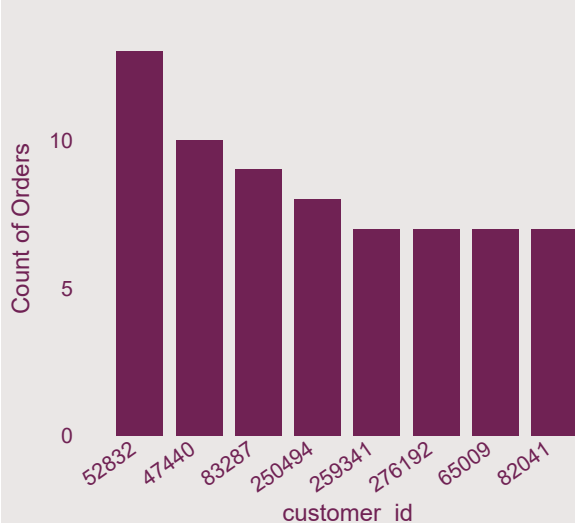
Customer Ratings: It is essential to encourage customers to give ratings for their orders. The company should emphasize the value of customer feedback and how it helps in improving the quality of service. Implementing a feedback system that incentivizes customers to rate their orders, such as offering discounts or rewards, can increase the participation rate and provide valuable insights for service improvement.

Customer Patronage Strategy: Identifying the customer who contributed the highest patronage presents an opportunity for the company to develop customer loyalty programs or personalized promotions for high-value customers. By recognizing and rewarding loyal customers, the company can encourage repeat business and increase customer retention.