



1898



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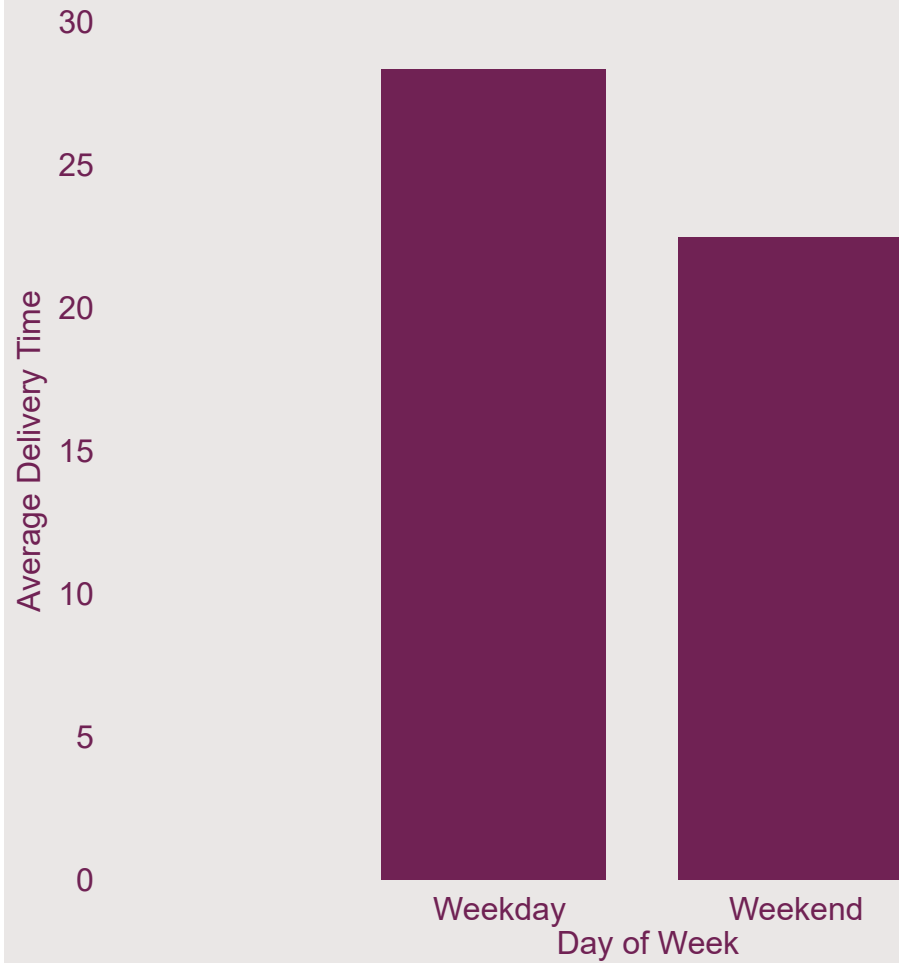


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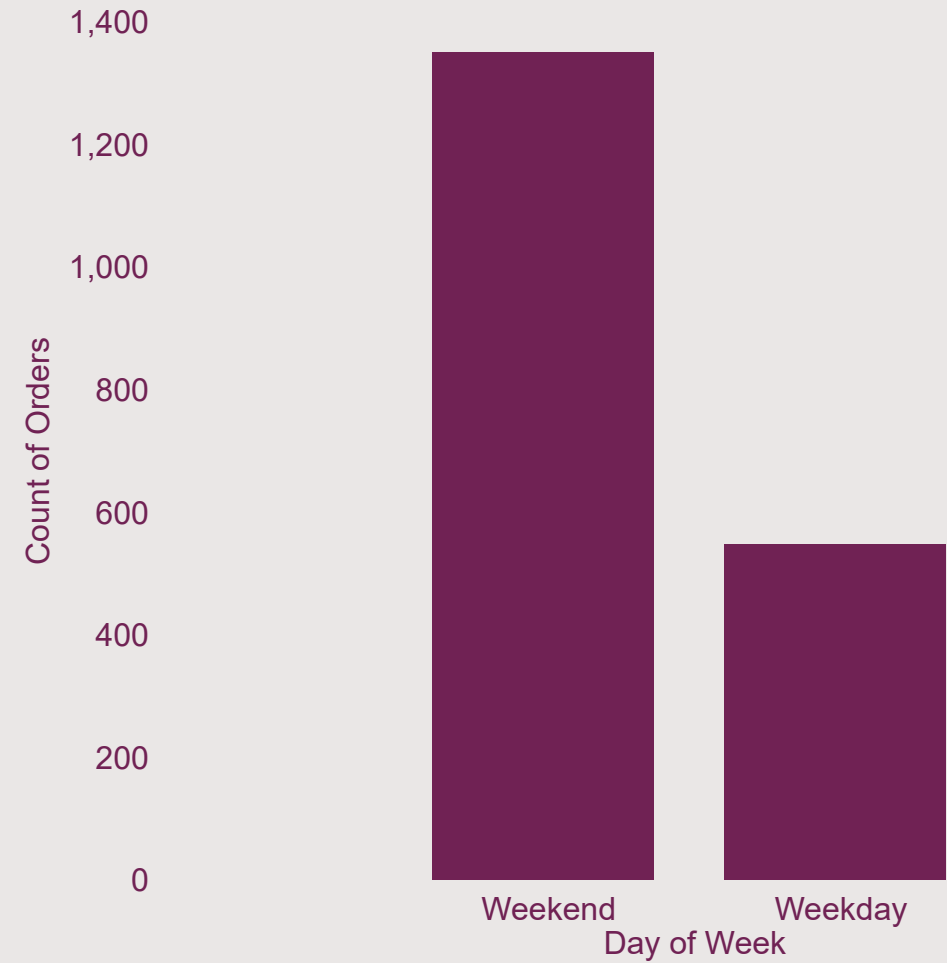


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Average Delivery Time by Day of Week



Total Orders by Day of Week





1898



1200

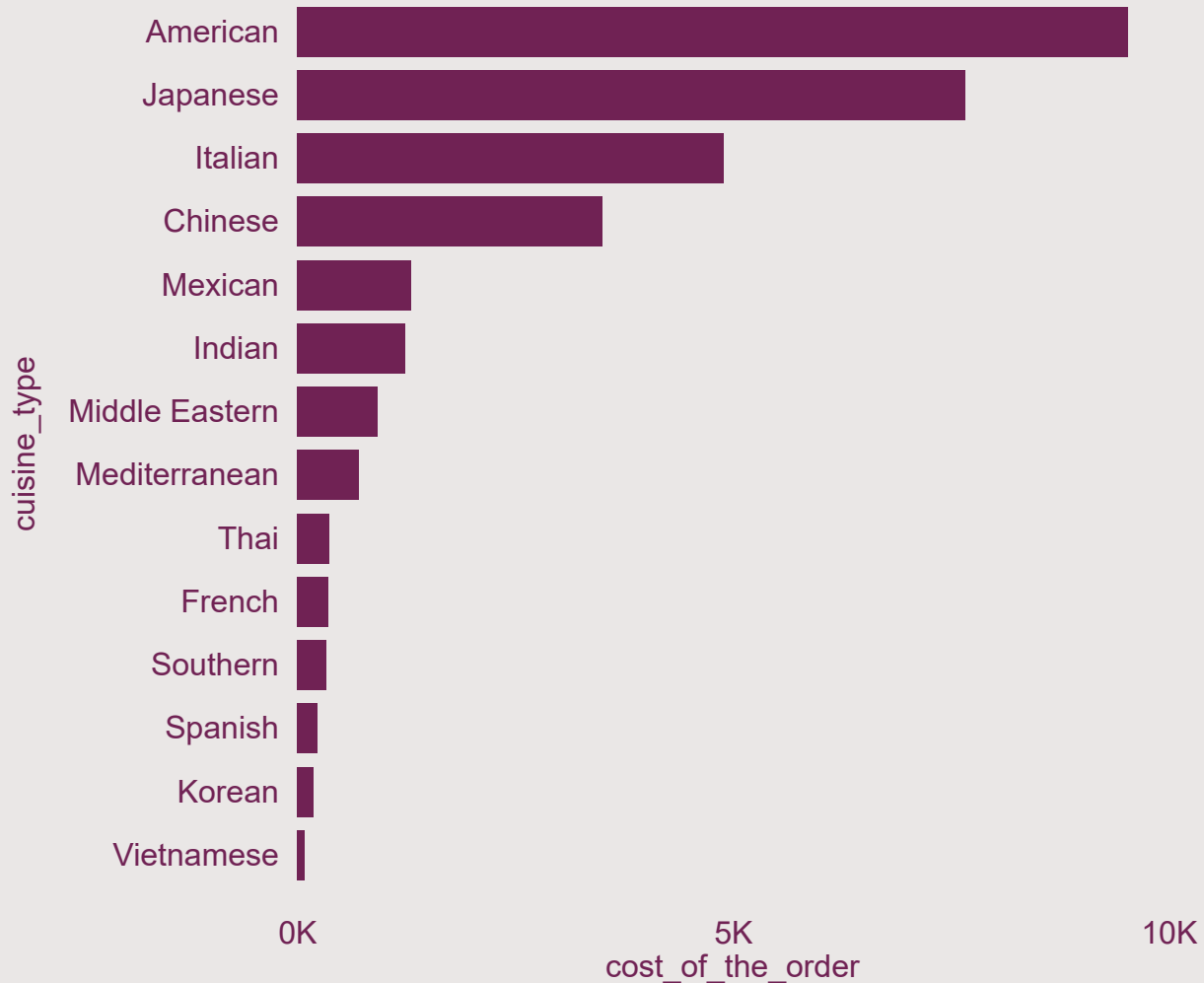


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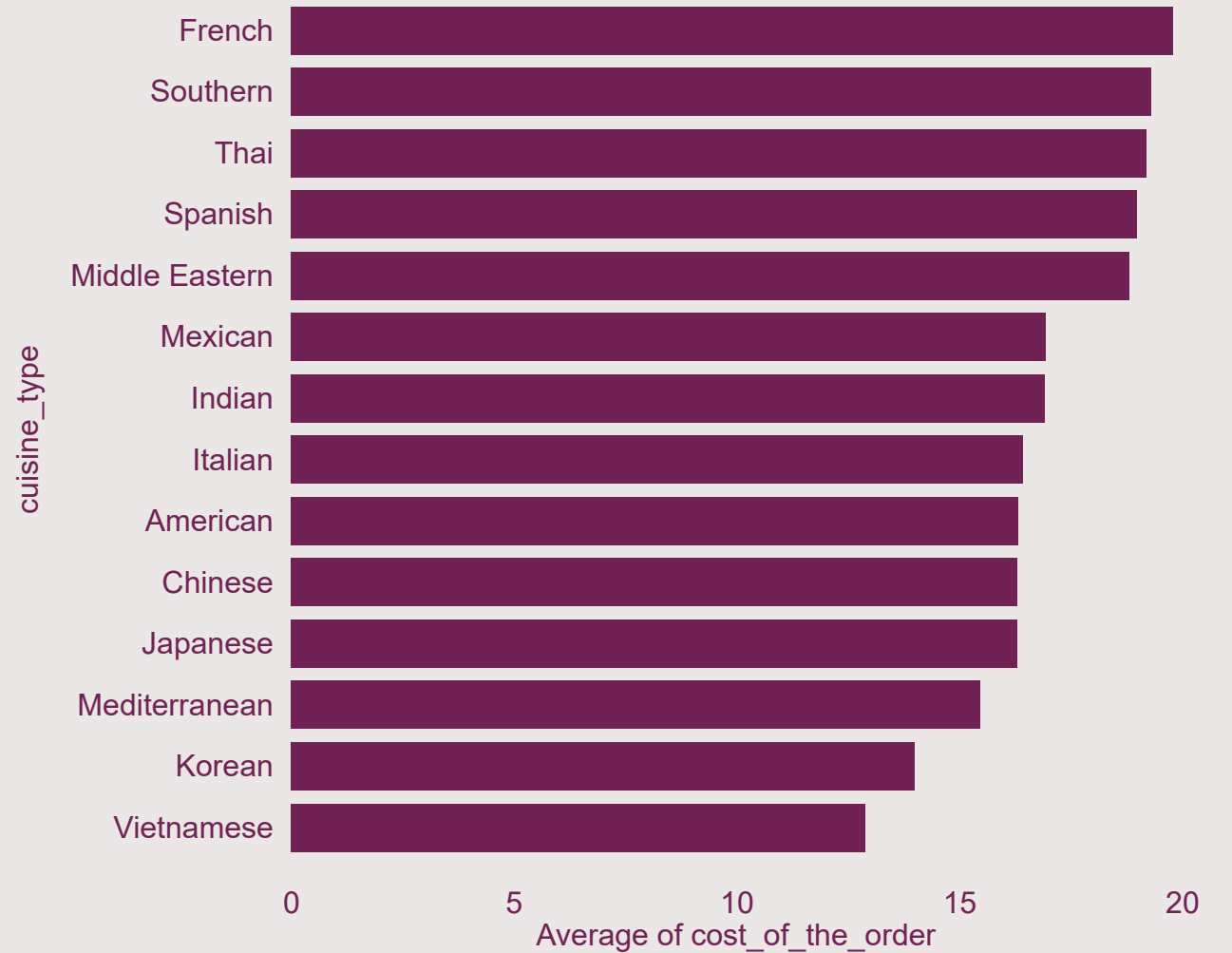


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cost\_of\_the\_order by cuisine\_type



Average of cost\_of\_the\_order by cuisine\_type





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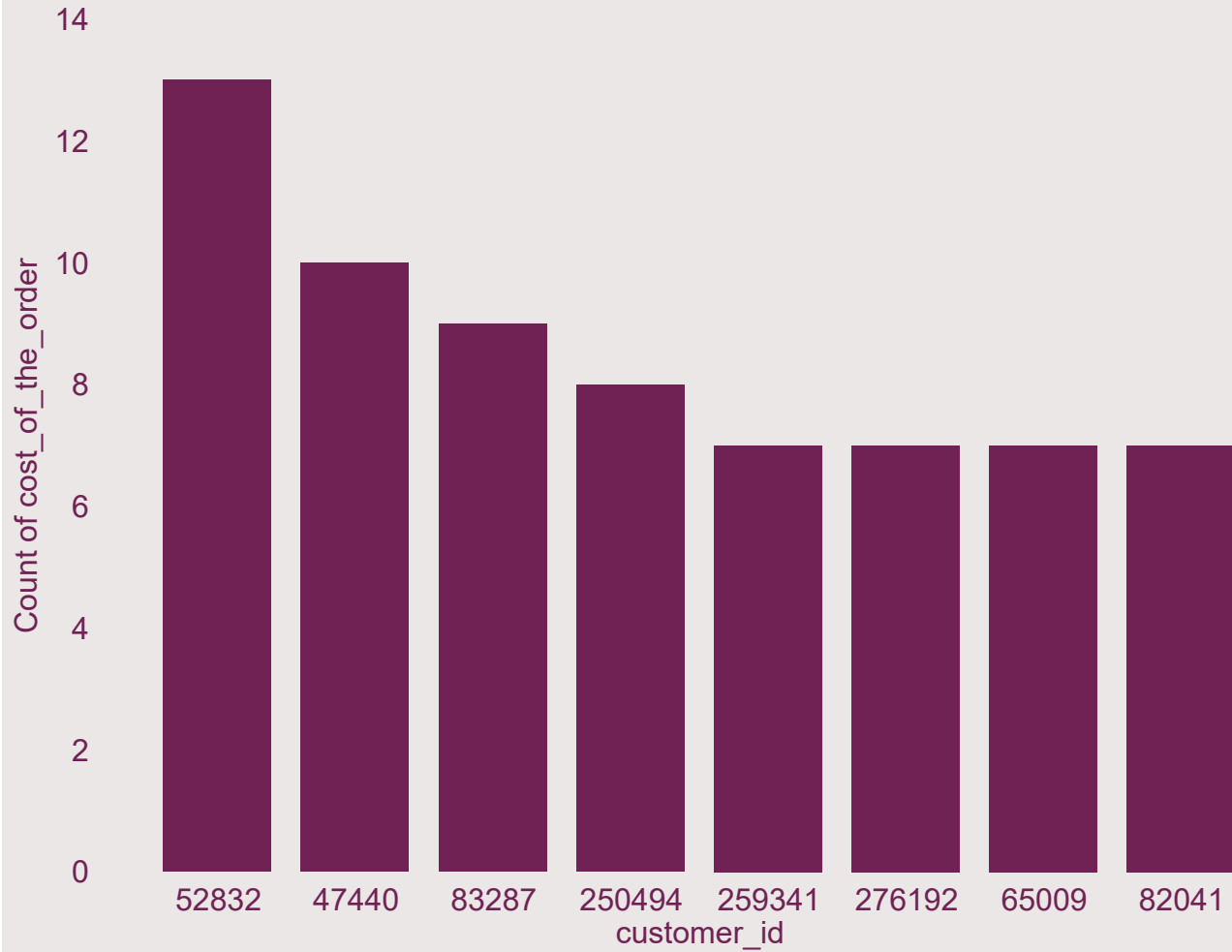


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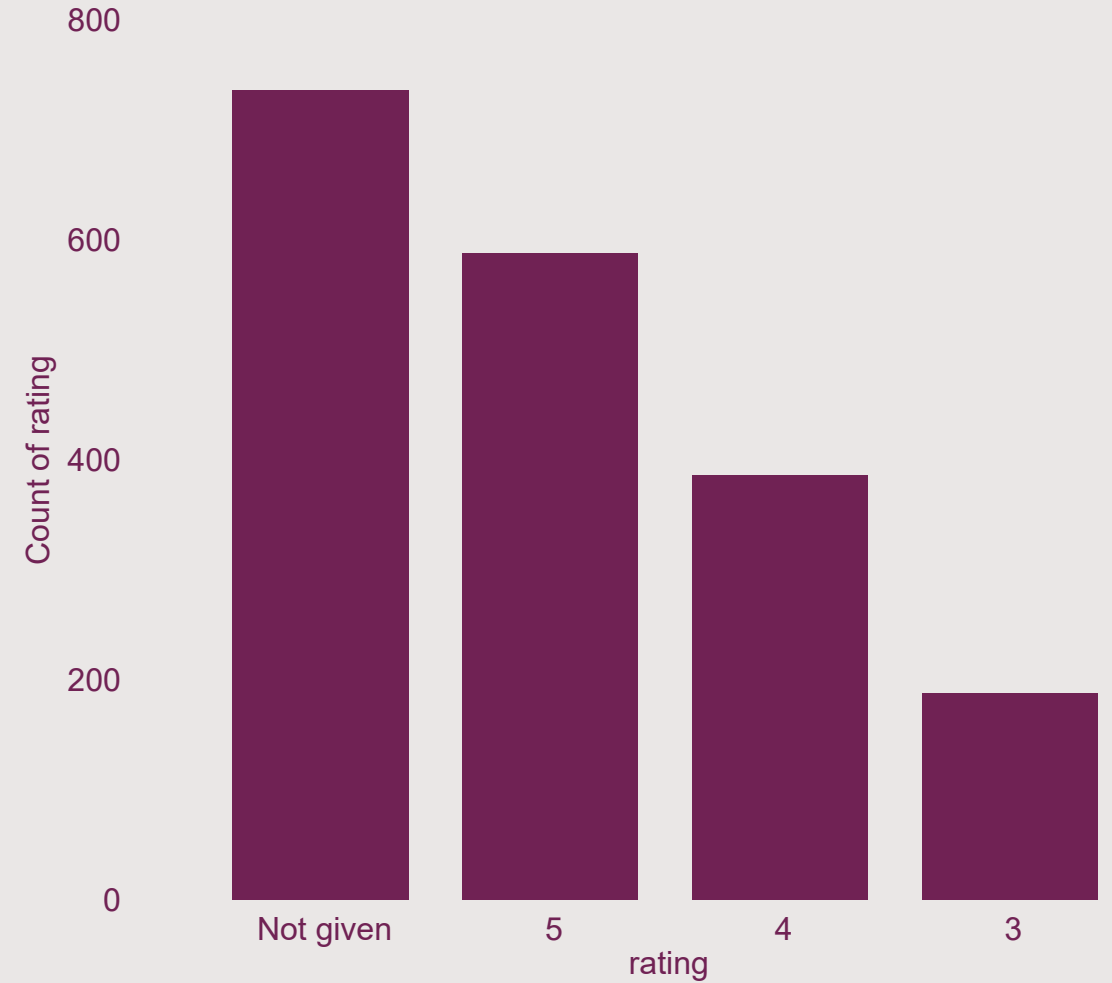


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Count of order by customer\_id



Count of order by rating



## Insights

Foodhub is an online app company in New York that makes it easy for customers to order food from various restaurants and have it delivered to their doorstep. After analysing the dataset, it was found that there are 1898 orders from 1200 customers, with most customers not ordering frequently, and the highest number of orders placed by a single customer being 13. The top three customers eligible for 20% discount vouchers are identified as customers with ID 52832, 47440, and 83287, having placed 13, 10, and 9 orders, respectively.

The dataset contains information about 178 registered restaurants, with Shake Shack receiving the highest patronage of 219 orders. Among the 9 cuisine types, American and Japanese cuisines had the highest patronage at 30.8% and 24.8%, respectively, while Korean, Spanish, and Vietnamese cuisines had relatively low patronage, each below 15%. The cost of orders ranged from 4.47 to 35.41 dollars, with a mean of 12.18 dollars, and most orders fell between 10 and 15 dollars. Around 29.24% of orders had a cost exceeding \$20. More orders were placed on weekends (71%) compared to weekdays (29%), with American cuisine being the most popular choice among customers for both weekdays and weekends. Most customer ratings were either 4 or 5, constituting a little over 50% of the total ratings. The average food preparation time was 21 minutes, and the median and mean delivery times were 25 and 24 minutes, respectively, with a range of 15 to 32.5 minutes.

The statistical tests showed that there is no significant difference in the mean cost of orders among cuisine types, indicating reasonably priced menu items allowing for a diverse range of cuisines to be offered. Food preparation times did not significantly differ across cuisine types. However, there was a significant difference in delivery times between weekdays and weekends, with weekdays having higher average delivery times and handling more orders than weekends. There was no significant impact of customer ratings on food preparation times or delivery times.

Additionally, there was a positive relationship between the cost of the order and food preparation time, and between delivery time and food preparation time, though they were not very strong. A slight negative relationship was observed between delivery time and the cost of the order.

Furthermore, there was a medium relationship between customer ID and cuisine type, while a strong association was found between cuisine type and restaurant name. Four restaurants met the conditions for a promotional offer, namely Blue Ribbon Fried Chicken, Blue Ribbon Sushi, Shake Shack, and The Meatball Shop. Foodhub is estimated to make 6166.3 dollars in revenue by charging restaurants 25% on orders exceeding 20 dollars and 15% on orders above 5 dollars. Approximately 80.87% of orders take more time than the average delivery and food preparation time, and 10.54% of orders take more than an hour to be delivered. The mean delivery time varies by 5 minutes and 52 seconds between weekdays and weekends.

## Recommendations

- **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.
- **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.
- **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.
- **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.
- **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.

By implementing these smart and relevant recommendations, FoodHub Company can enhance its services, improve customer satisfaction, and optimize its overall operations, leading to increased customer loyalty and business growth.



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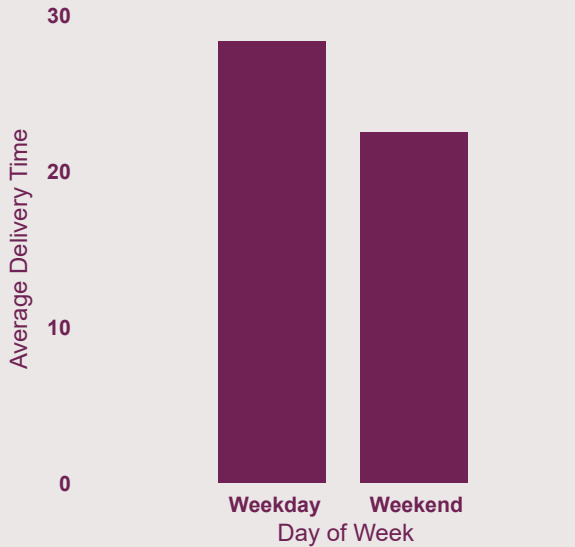


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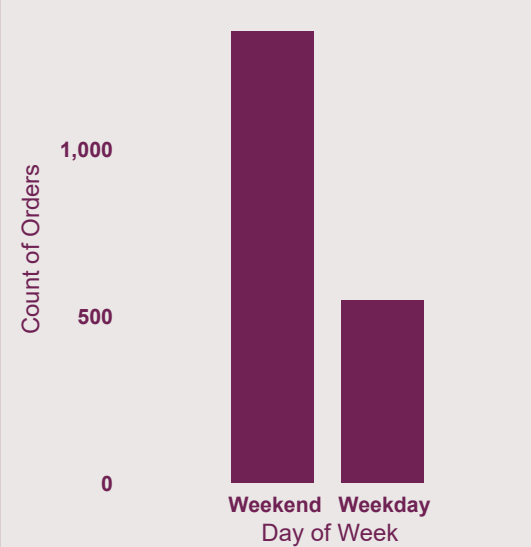
Average Delivery Time by Day of Week



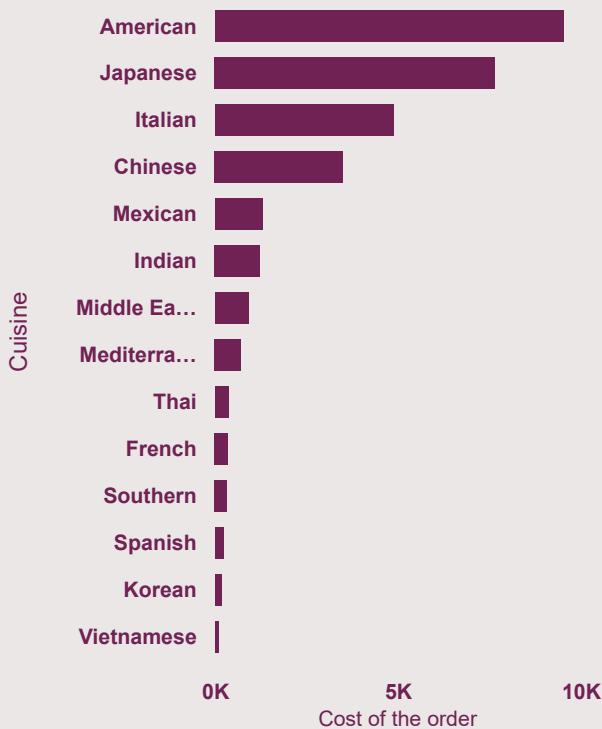
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Total Orders by Day of Week



Total cost of the order by cuisine



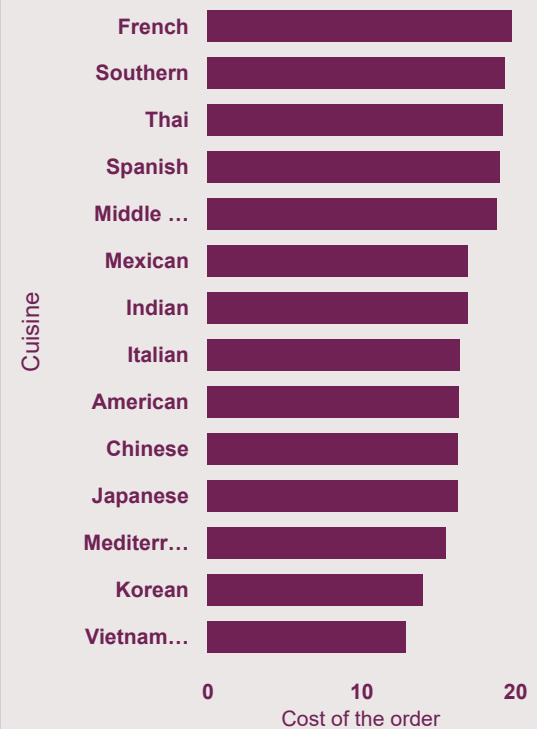
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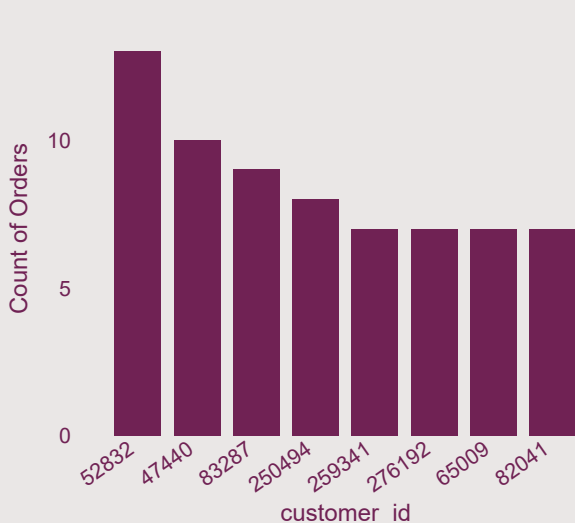
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Average cost of the order by cuisine



Numberr of orders by customer



Number of orders by rating

