



PedidosYa Argentina

Data Insights &
Recommendations

Get Started



<https://www.pedidosya.com.ar>

Table of Content



- Objective
- General Overview
- Time and Demand Patterns
- Category Performance
- Delivery Performance
- Growth Opportunities
- Conclusions

Objective

Goal:

To identify trends and insights from PedidosYa's order data in Argentina, focusing on customer behavior, order patterns, delivery performance, and business growth opportunities.

[Learn More](#)

General Overview



1000

Total Orders Analyzed

+10M

In Total Sales

Top 5

Provinces Covered

Up to 8

Food Categories

Time & Demand Patterns

Increase marketing push and delivery staff availability on weekends and evenings.



PEAK HOURS

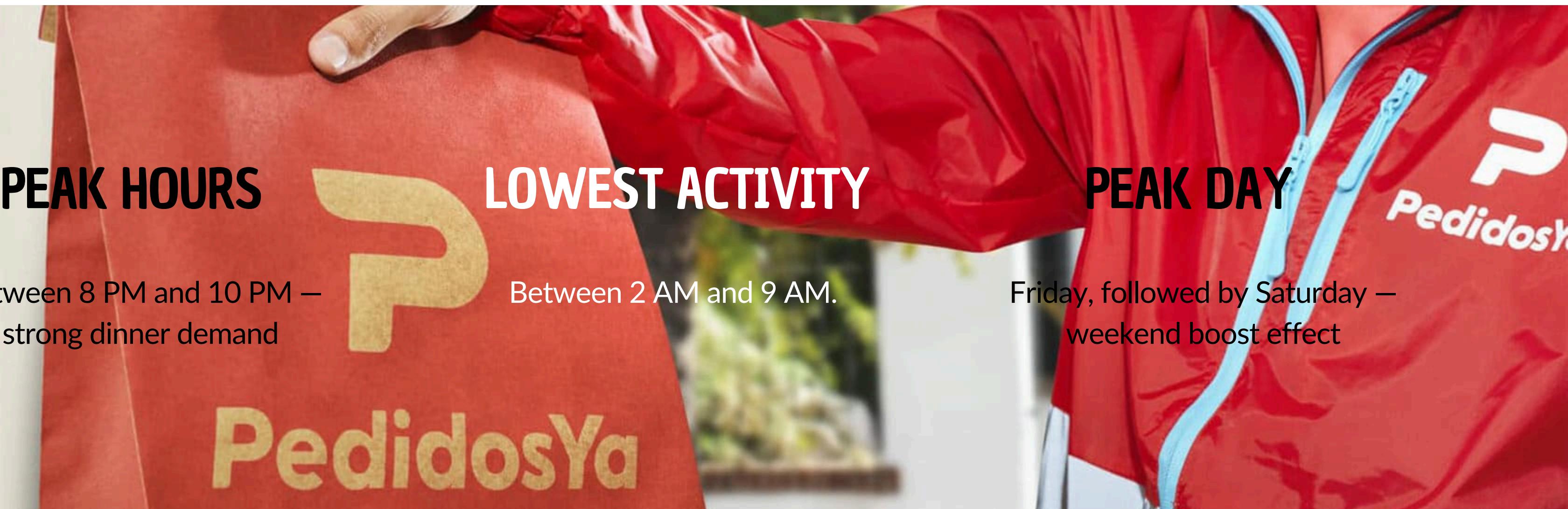
Between 8 PM and 10 PM –
strong dinner demand

LOWEST ACTIVITY

Between 2 AM and 9 AM.

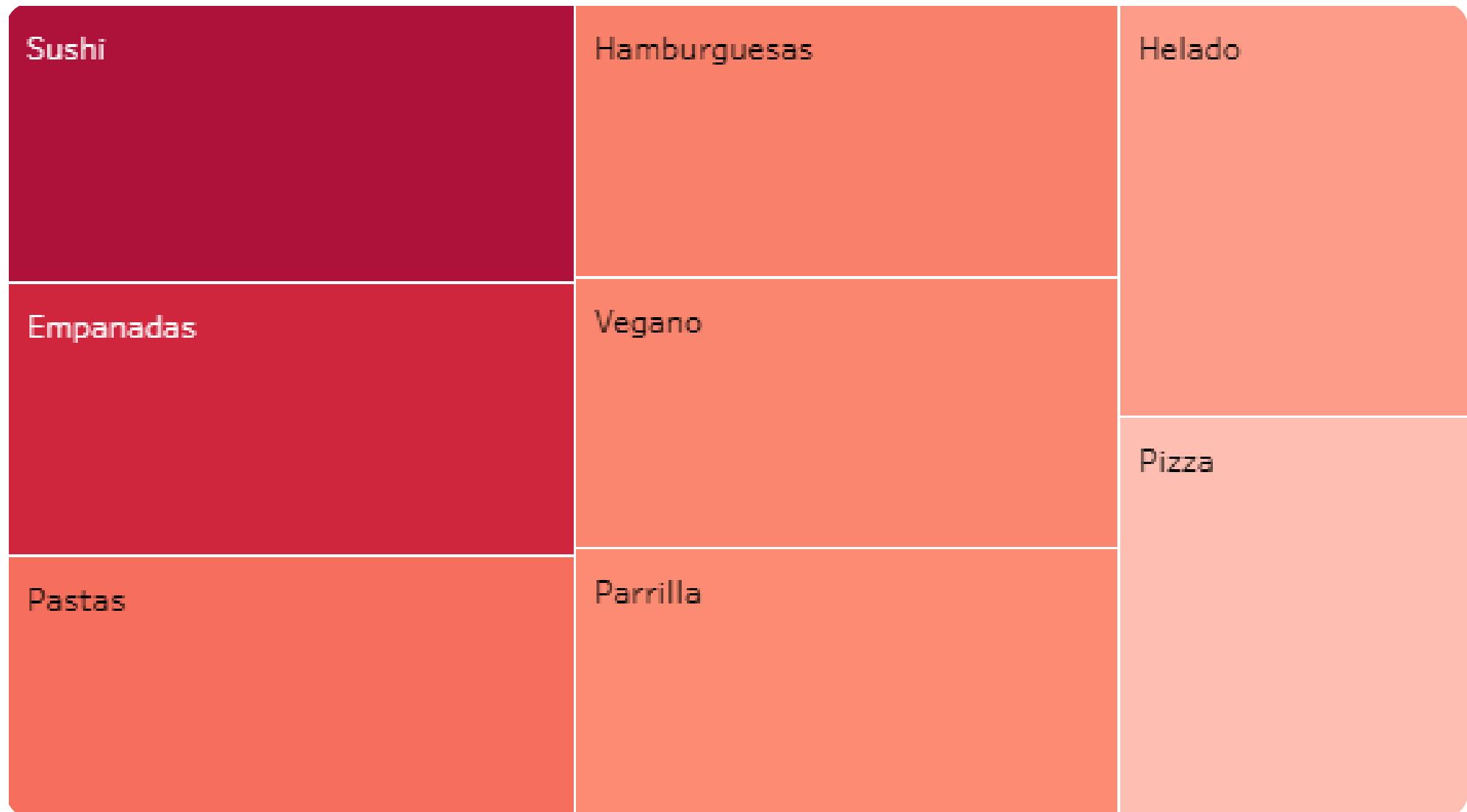
PEAK DAY

Friday, followed by Saturday –
weekend boost effect



Category Performance

Promote underperforming categories via discounts during off-peak hours.





Delivery Performance

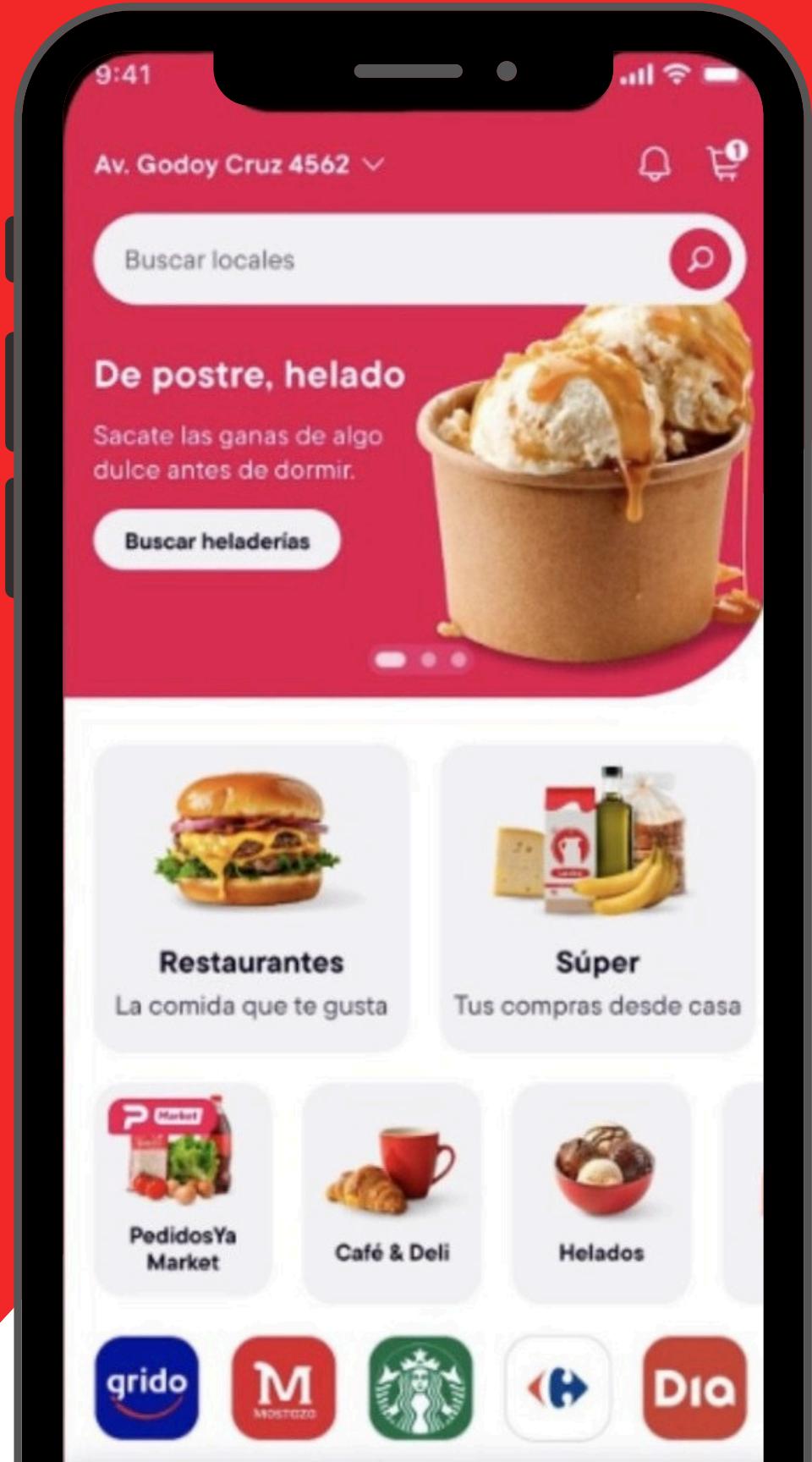
INSIGHTS

- Average delivery time: 28 minutes
- Fastest region: Córdoba
- Slowest region: Buenos Aires (downtown) – high congestion factor.

Customer satisfaction drops when delivery exceeds 35 minutes.

- Optimize courier distribution in high-demand areas.
- Introduce “Express Delivery” options for top-tier customers.

Growth Opportunities



- Target emerging cities: Mendoza and La Plata are showing increasing demand.
- Encourage early-hour orders with breakfast and coffee promotions.
- Improve delivery time prediction accuracy for better UX.
- Leverage data-driven ads based on time and location patterns.

[Learn More](#)

Conclusion

PedidosYa shows strong performance in major cities with peak demand on weekends and evenings.

Growth depends on optimizing delivery logistics, diversifying category offers, and strengthening customer retention through personalized promotions.

Next Steps

Validate findings with additional datasets (marketing, app usage).

Implement tests for promotions.

Monitor delivery time improvements monthly.

Expand into emerging locations/cities.





Thank You

<https://www.pedidosya.com.ar>