



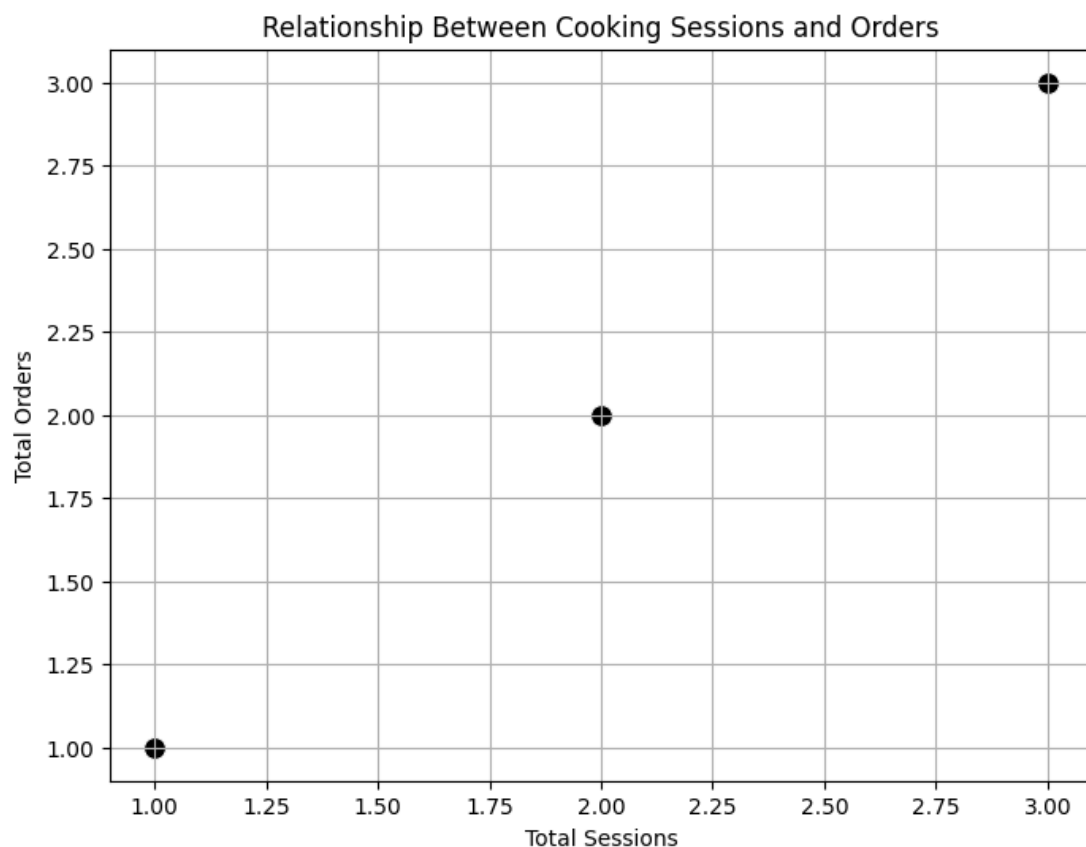
Assignment - Data Analytics Intern

This assignment aimed to examine datasets on user behavior, culinary preferences, and ordering trends.

I worked on three datasets: UserDetails, CookingSessions, and OrderDetails. The assignment included cleaning and combining data, studying the correlation between cooking sessions and user orders, identifying popular dishes, and investigating demographic factors influencing user behavior.

Insights:

1. Relationship between Cooking Sessions and Orders:



There is a positive correlation between the frequency of cooking and the number of orders placed.

This suggests that individuals who cook more often tend to order more frequently as well.

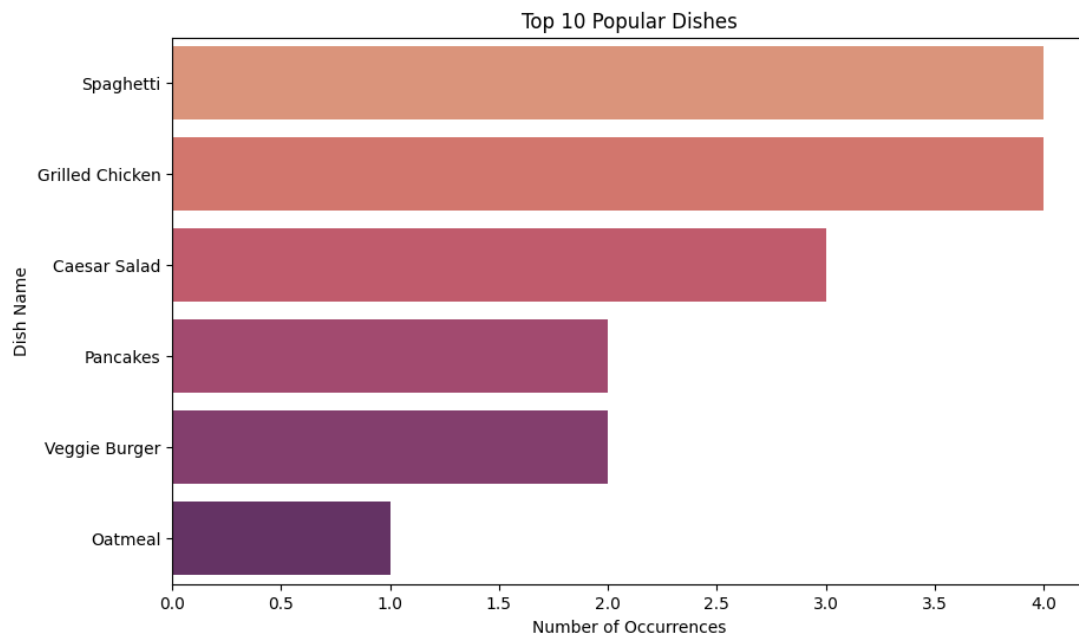
Engaging customers in cooking activities could potentially increase their order frequency and this can be achieved by various strategies like:

- a. **Cooking workshops** – organizing online or in person cooking sessions, by partnering with chefs.
- b. **Interactive Content** - Sharing recipe ideas, cooking tips, and engaging content on social media platforms.
- c. **Recipe Contests/Challenges** - Hosting contests or challenges to encourage customer participation and engagement.
- d. **Personalized Recommendations** - Suggesting recipes based on customer preferences and past orders.

Business recommendations:

- a. **Implement Engagement Strategies** - Actively engage customers with cooking-related activities to increase their frequency of cooking and, consequently, their order frequency.
- b. **Content Marketing:** Leverage social media and other platforms to share engaging cooking content, recipes, and tips.
- c. **Partnerships:** Collaborate with chefs, food bloggers, or other relevant businesses to expand reach and offer valuable content to customers.

2. Popular Dishes:



Customers have a clear preference for certain dishes, with Spaghetti and Grilled Chicken being the most popular. This indicates that these dishes are likely driving a significant portion of the restaurant's sales.

The restaurant can leverage the popularity of these dishes to:

- a. **Increase revenue:** By strategically placing these dishes on the menu, offering them as daily specials, or creating enticing combos.
- b. **Attract new customers:** Promoting these dishes as signature items or highlighting them in marketing campaigns.
- c. **Improve customer satisfaction:** Ensuring consistent quality and presentation of these popular dishes.

Business Recommendations:

a. **Menu Optimization:**

Highlight Popular Dishes: Place Spaghetti and Grilled Chicken prominently on the menu, possibly with photos or descriptions to entice customers.

Create Combo Deals: Offer attractive combos featuring these popular dishes with sides or drinks.

Seasonal Specials: Introduce seasonal variations of these dishes to keep them fresh and exciting.

b. **Marketing and Promotions:**

Feature Popular Dishes: Use these dishes in marketing campaigns, social media posts, and online ads.

Customer Loyalty Programs: Offer rewards or discounts to customers who order these dishes.

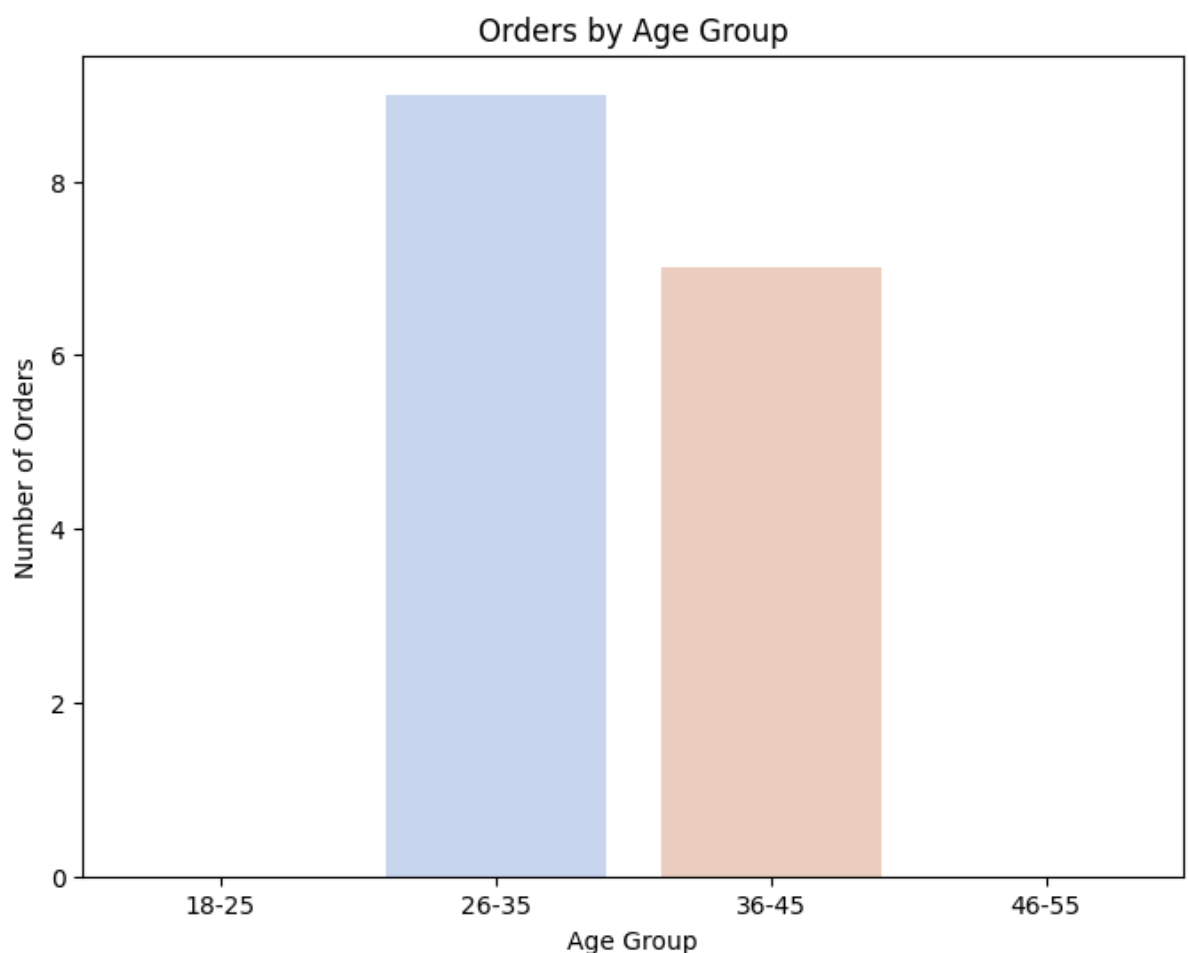
Special Events: Host special events or theme nights featuring these dishes.

c. **Quality Control:**

Maintain Consistency: Ensure consistent quality and presentation of these dishes across all locations.

Gather Feedback: Regularly gather feedback from customers on these dishes to identify areas for improvement.

3. **Demographic Analysis:**



The 26-35 age group is the most active customer segment for this business, with significantly higher order volumes compared to other age groups.

- a. **The target audience for this business is likely individuals aged 26-35.** Marketing and promotional efforts should be tailored to this age group.
- b. **The business may need to explore strategies to attract customers in the 36-45 age group.** This could involve targeted promotions, special offers, or product offerings that appeal to their preferences.
- c. **Further research is needed to understand the reasons for lower order volumes in the 18-25 and 46-55 age groups.** This could involve surveys or interviews to gather insights into their preferences and needs.

Business Recommendations:

- a. **Focus on the 26-35 Segment:**

Targeted Marketing: Continue to focus marketing efforts on this segment through channels they are most likely to engage with (e.g., social media, online advertising).

Loyalty Programs: Implement loyalty programs or reward systems to retain and incentivize repeat orders from this group.

Exclusive Offers: Offer exclusive deals and promotions specifically for this age group.

- b. **Expand Reach to 36-45 Segment:**

Tailored Promotions: Develop targeted promotions and offers that appeal to the interests and preferences of this age group.

Content Marketing: Create content that resonates with this age group, such as blog posts, social media content, or email newsletters.

Partnerships: Explore partnerships with businesses that cater to this age group.

- c. **Explore Other Segments:**

Gather Insights: Conduct market research to understand the reasons for lower order volumes in the 18-25 and 46-55 age groups.

Develop Strategies: Develop strategies to attract customers in these segments, such as offering age-specific discounts or introducing new products that appeal to their preferences.

By understanding customer preferences, demographics, and engagement patterns, businesses can tailor their offerings and marketing efforts to attract and retain customers. This data-driven approach can lead to increased sales, improved customer loyalty, and enhanced business performance.

Report by:

Nishitha S

+91 7899484518

Nishithagowda197@gmail.com