

Problem Statement - FoodHub

Submission type	: File Upload	Due Date	: Jul 23, 8:30 AM	Total Marks	: 60
Available from	: Jun 28, 10:30 AM				
Your Marks	: 60/60				

Description

Scoring guide (Rubric) - FoodHub Project Rubric

Evaluated

Criteria	Ratings	Points
Understanding the structure of the data - Overview of the dataset shape, datatypes - Statistical summary and check for missing values - Answer all the key questions asked in this section	You've rightly captured the different aspects of data understanding - shape of the dataset to know the scale, datatypes of features, missing value identification, statistical summary and # unrated orders, with comments on key insights.	5/5
Univariate Data Analysis - Explore all the variables and provide observations on the distributions of all the relevant variables in the dataset - Answer all the key questions asked in this section	Great job! All features are rightly explored with univariate analysis for all. All the questions have been answered too. Distinct values for order ID, customer ID and restaurant names are also explored to understand the cardinality of these features.	15/15
Multivariate Data Analysis - Perform bivariate/multivariate analysis to explore relationships between the important variables in the dataset - Answer all the key questions asked in this section	Rightly explored how different combinations of features work together. Great idea on checking for the median values to compare a general trend - eg. for a week day, the average delivery time is around 28 minutes and it goes down to 22 minutes on weekends despite higher volumes over the weekend. Key conclusion from rating vs delivery time chart suggests that the longer the time it takes to deliver the lower the rate cuisines will get. On average orders that took 24.5 minutes to deliver received a 3 star rating. Where as any order that was received below 24.5 minutes either got 5, 4 or was never given any rating. Other insights: Rating vs cost of order: An observation is that the higher the cost of order, the higher the rating was given to it. On average the cost of orders that received the highest ratings was \$17 on average. Question 14: Need to be careful with the formula used - we're missing on cost of order values = 20 and hence are getting a lower net revenue value.	20/20
Quality & Use of visualizations - Use proper visualizations for the analysis and provide observations on the plots	Great job at quality of visualizations - clear and labelled.	6/6
Conclusion and Recommendations - Conclude with the key insights/observations	Good attempt at conclusions and recommendations for the business based on different observations. A few additional points worth giving a thought include: - Around 11% of the total orders have more than 60 minutes of total delivery time. FoodHub should try to minimize such instances in order to avoid customer dissatisfaction. They can provide some reward to the punctual delivery persons. - FoodHub should provide promotional offers to top-rated popular restaurants that serve most of the orders as the top 5 restaurants account for ~80% of the orders. - Order volumes are higher (by ~60%) on the weekends compared to the weekdays. As such, more delivery executives should be employed during the weekends to ensure timely delivery of the orders. Weekend promotional offers can also be rolled out to the customers to increase the food orders during weekends.	6/6
Presentation/Notebook - Overall Quality - Structure and flow - Crispness - Visual appeal - All key insights and recommendations covered? OR - Structure and flow - Well commented code - All key insights and recommendations covered?	1. Overall the notebook was well structured and had a logical flow. 2. The code was also clean with comments throughout. 3. Univariate and Bivariate analysis was extensively performed and key insights were covered for majority of them. 4. Overall - good actionable business recommendations	8/8
		Points 60/60