

Upliance.ai Data Analysis Report

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1. Introduction

The purpose of this report is to analyze user activity, cooking session data, and order trends to derive actionable insights for improving user engagement and service delivery. The analysis covers:

- Popular dishes
- Demographics influencing user preferences
- Cooking session dynamics
- Trends in order behavior over time

2. Data Overview

The dataset includes three primary tables:

1. User Details: Demographics, registration dates, and order history.
2. Cooking Sessions: Sessions conducted, their ratings, and durations.
3. Order Details: Meal types, order statuses, and user feedback.

Data Cleaning:

- Missing values in the Ratings column were replaced with 0.
- Dates were standardized to a consistent format for accurate trend analysis.

3. Key Insights and Visualizations

3.1. Popular Dishes

Top Dishes: Spaghetti and Grilled Chicken were the most popular, with 44 and 43 total orders

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respectively.

Least Popular: Oatmeal and Veggie Burger had fewer total orders compared to others.

3.2. Demographics and Location Insights

Location-Based Preferences:

- New York: High preference for Grilled Chicken, Pancakes, and Spaghetti.
- Los Angeles: Caesar Salad and Oatmeal were prominent.
- Austin: Grilled Chicken dominated orders.

Order Distribution by Location:

Visualized using a pie chart, showing the percentage of orders contributed by each city.

3.3. Cooking Session Dynamics

Duration vs. Quantity:

- Longer cooking durations tended to correlate with higher session ratings, but order quantity was not heavily impacted.

High Ratings:

- Sessions for Grilled Chicken and Spaghetti were frequently rated above 4.5 stars.

3.4. Order Trends Over Time

Seasonality:

- A clear upward trend in orders was observed leading up to December 2024.
- Peak ordering days are evident, which can be leveraged for promotions.

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4. Recommendations

1. Focus on Popular Dishes:

- Promote Spaghetti and Grilled Chicken through targeted campaigns to maximize sales.
- Experiment with less popular dishes like Oatmeal to diversify user choices.

2. City-Specific Marketing:

- Develop city-tailored promotions based on user preferences (e.g., focus on Caesar Salad in Los Angeles).

3. Optimize Cooking Durations:

- Streamline cooking sessions for high-rated dishes to reduce preparation time and increase user satisfaction.

4. Leverage Seasonal Trends:

- Offer discounts and promotions during peak order periods to capitalize on increased demand.

5. Conclusion

The analysis highlights user preferences, demographic trends, and areas of improvement for user engagement. By focusing on popular dishes, understanding location-based behavior, and optimizing cooking dynamics, Upliance.ai can further enhance its services and user satisfaction.