

User Order Insights Report

This report provides a summary of user orders, dish performance, and cooking session ratings to help improve business decisions like marketing, inventory, and customer satisfaction.

Key Findings

1.Top-Selling Dish

- Spaghetti is the highest revenue-generating dish with \$55.5 in sales. It's popular and should be targeted for promotions and better inventory management.

2.Session Duration & Ratings

- Highly-rated cooking sessions last around 30.31 minutes on average.
- Longer sessions can improve customer satisfaction and retention.

3.Highest Rated Dishes

- Grilled Chicken (4.775) and Spaghetti (4.625) are the top-rated dishes.
- Promoting these dishes can boost sales and customer satisfaction.

4.Top Revenue-Generating User

- Alice Johnson earned the highest revenue of \$35, aged 28, from New York.

- Identifying high-revenue users helps in creating personalized offers to retain them.

5.Best Meal Type

- Dinner has the highest user rating (4.57).
- Focusing on dinner offerings can increase satisfaction and loyalty.

6.Revenue by Location and Age

- User revenue is based on location and age from the UserDetails and OrderDetails tables.
- This helps target marketing efforts to the right demographic.

7.Dish Revenue Visualization

- A chart shows total revenue by dish, highlighting the most profitable dishes.
- This helps prioritize dishes for marketing and inventory planning.

8. Session Ratings & Sales

- Analyzing session ratings helps identify popular dishes, which can boost revenue.
- Adjusting dishes based on ratings can improve sales and customer satisfaction.

Recommendations

1.Promote Popular Dishes:

- Focus on Spaghetti and Grilled Chicken for promotions and inventory.

2. Increase Engagement:

- Offer rewards for users attending multiple sessions to increase retention.

3. Stock High-Demand Dishes:

- Ensure popular dishes like Spaghetti and Grilled Chicken are always available.

4. Target Dinner Menus:

- Since Dinner has the highest satisfaction, create exclusive dinner offers.

5. Personalize Offers:

- Use demographic data to tailor promotions to high-revenue users.

6. Longer Sessions: Offer longer cooking sessions to increase satisfaction and ratings.

Conclusion

- This analysis shows that focusing on high-revenue dishes, improving session engagement, and using user demographics for targeted marketing can increase sales and customer satisfaction.