

Report on the Analysis of the meal delivery company

As we went through the data, we got to know that the data set that the company provided is having a large-scale impact on the forecast and analysis. We have gone through almost every aspect of the data outcome and come up with some outcomes in the form of charts and tables.

We have categorically compared and analyze the data because of the large-scale dataset. First, we have categories based on center type (A, B and C). Then based on region type (8) and then classified into more granular details. We have mainly compared the checkout price data and the number of orders placed. The revenue generated by the company is decided by the total sales on the specific meal and then to the specific center. We have also compared based on categories like Beverages, pizza, seafood, etc.

If we talk about the forecast, we have done by Checkout price and number of orders. The forecast on sales predicts that the sales will have positive growth in the upcoming weeks. For example, we found out that the maximum sale was on the 118th week for \$1140.4k. In case of number of orders placed, we have got a similar graph and prediction. As we see, the no. of orders placed on 118th is below average, but the price per meal was high enough to make it there. For more details, please refer to the tableau storyboard.

If we see only a specific side of the data, we may have a wrong idea about it. So, we have compared the data in almost every aspect and found out the best centre-meal combination by revenue and by no. of orders. The outcome is quite amazing that the best category of meal is Beverages by price and by No. of order placed.

After that, we find the best center-meal combination and the center-meal in which we want to improve our strategy.