

Case Study

Introduction

In the realm of food ordering platforms, the cancellation policy plays a pivotal role in maintaining a balance between customer satisfaction and operational efficiency. There is a food ordering platform whose current cancellation policy includes provisions for various categories of food items, including packaged items, buffet items, and non-MRP items. On this platform, users have the option to cancel the packaged items or buffet items while the rest of the items can be canceled until the restaurant has not accepted the order. While the restaurant can choose to cancel the order until the order reaches the prepared stage.

When restaurants cancel the order, they are asked to provide a reason for the cancellation to analyze the reasons why restaurants cancel the order.

We have attached two tables including the canceled orders data and the product details of these canceled order data for a given week for some restaurants. Following are the definitions of the data points in the tables -

A. Canceled Orders

- a. Order Time - Time when order was created
- b. Order Date - Date when order was created
- c. Order ID - Unique identifier of an order placed on the app
- d. Restaurant ID - Unique identifier for a restaurant
- e. Quantities Ordered - Total product quantities in an order
- f. Cancellation Mode - Input whether the order is canceled by the customer or the restaurant
- g. Reason of Rejection - Input against the cancellation of order

B. Product Details

- a. Order ID - Primary ID of order table
- b. Product ID - Unique identifier for a product/menu ID
- c. Product Name - Name of the product/menu
- d. Item Price - Price of the product/menu ID
- e. Quantity - Quantity of the product/menu ID in the order
- f. Total Value - Total value of the order placed
- g. Is Packaged? - Input whether the product is an packaged item
- h. Is Buffet? - Input whether the product requires live preparation or is already prepared

1. On average, restaurants operating on the food platform encounter 100 cancellations out of the 10,000 orders processed daily. With the help of these rejected orders data, find out actionable

insights, areas of improvement and areas of opportunity to minimize the order cancellation while ensuring the user satisfaction. Provide the method of analysis and steps applied on the data to get the insights. Also, provide the insights gathered.

2. Given the above insights that you have from the data, suggest enhancements or modifications to the existing cancellation flow.