

Executive summary

Location

All

Year

All

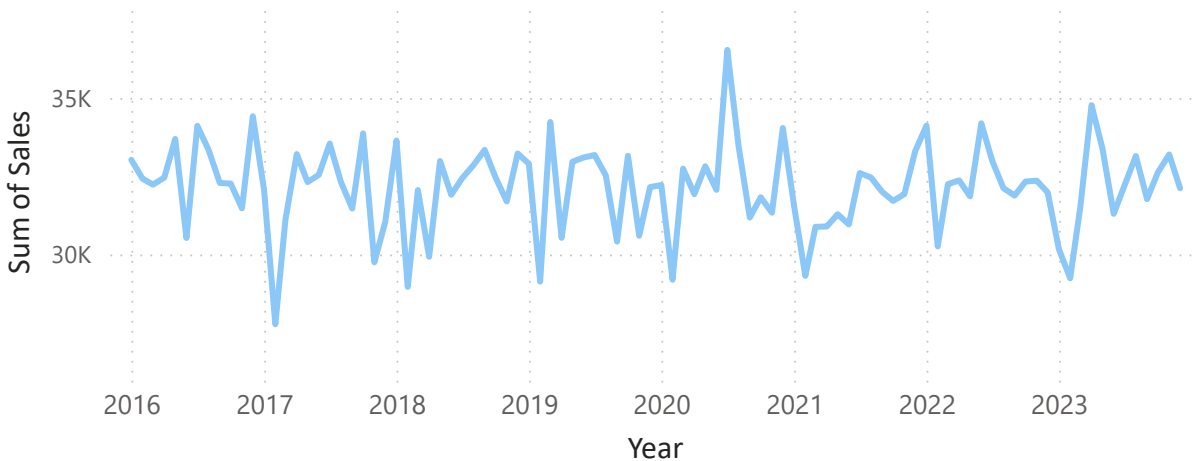
Total Orders
100,000

Total Revenue
\$3,085,878

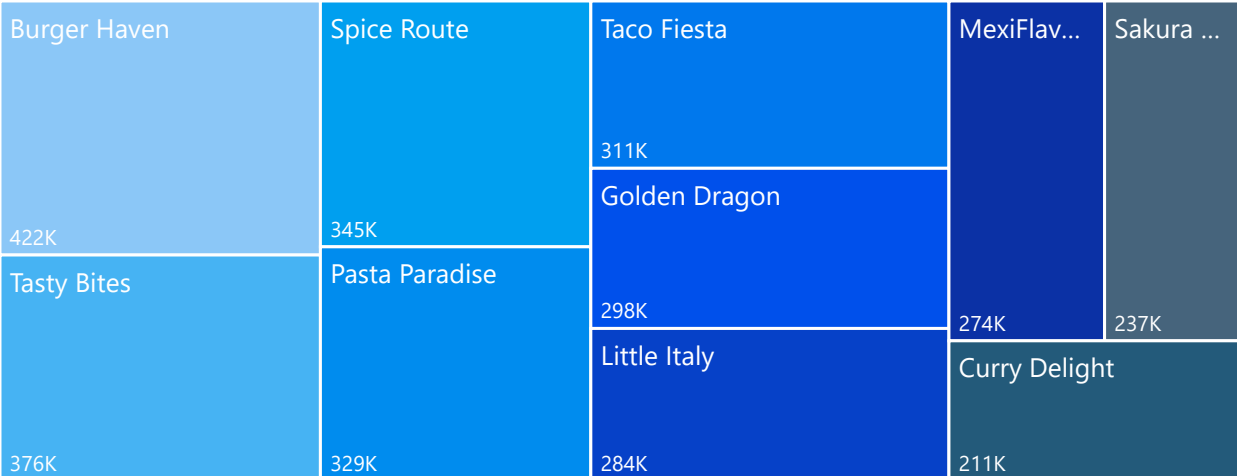
Avg. Delivery Time(mins)
26.10

Avg. Feedback Score
3.99

Revenue over Time



Sum of Sales by Restaurant



Count of OrderID by Restaurant



Customers Insights

Repeat Customers

8999

Repeat Customers (%)

31

Avg. Customer Age

44.01

Location

All

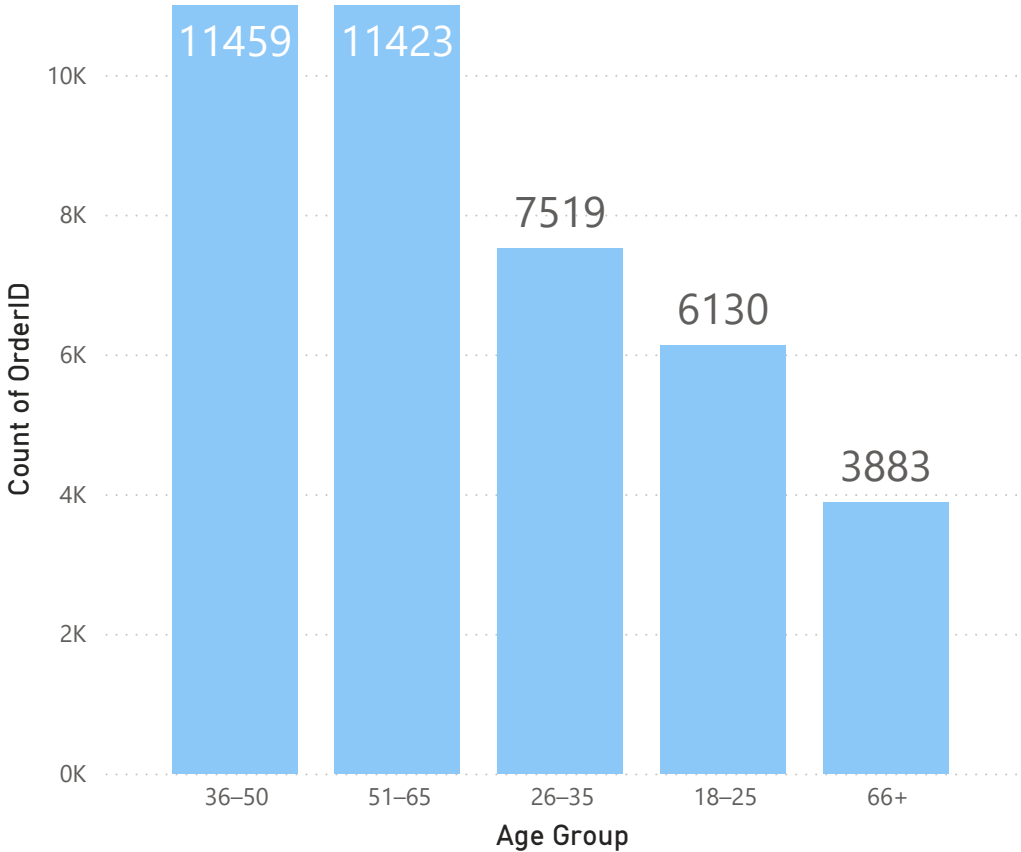
CustomerType

All

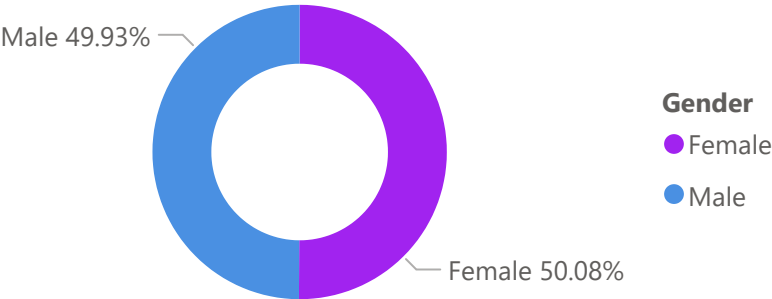
Gender

All

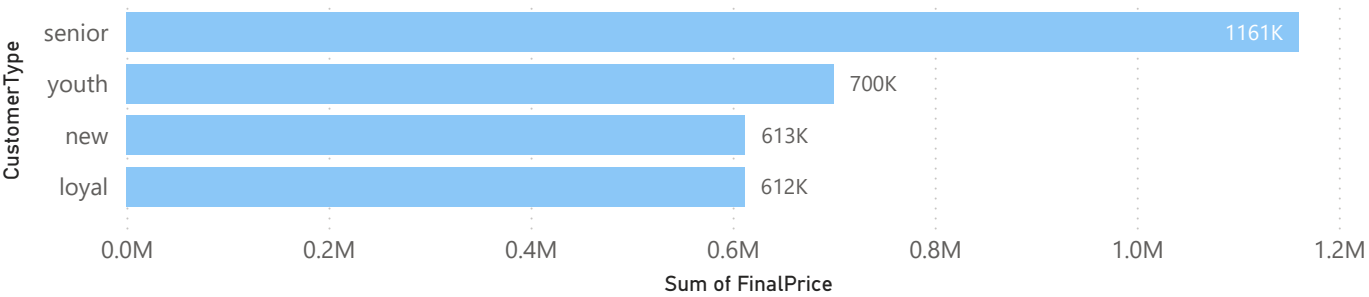
Count of OrderID by Age Group



Customer Gender Ratio



Sum of Sales by Restaurant



Restaurant Performance

Location

All

Year

All

Top Restaurant

Tasty Bites

Most No.of Orders

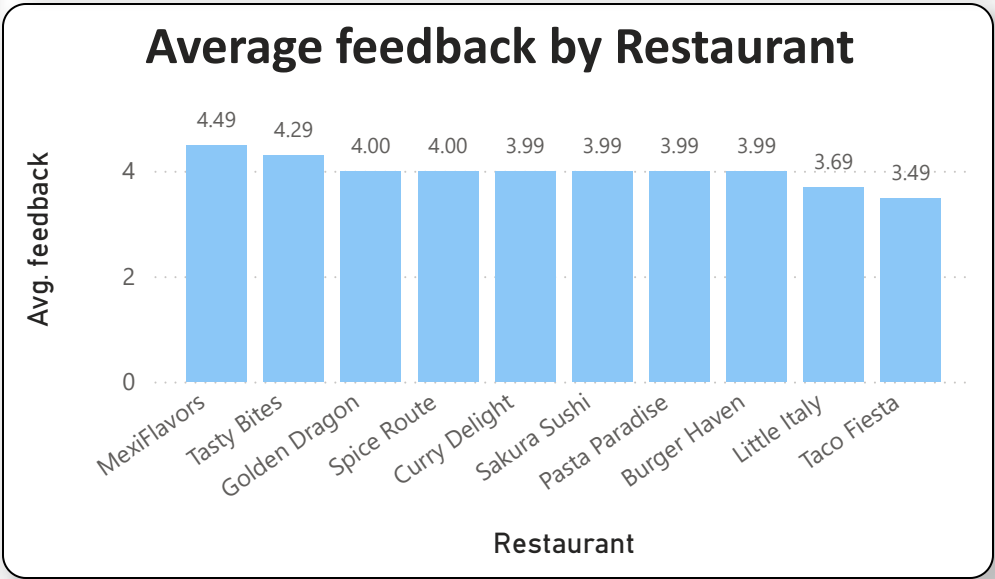
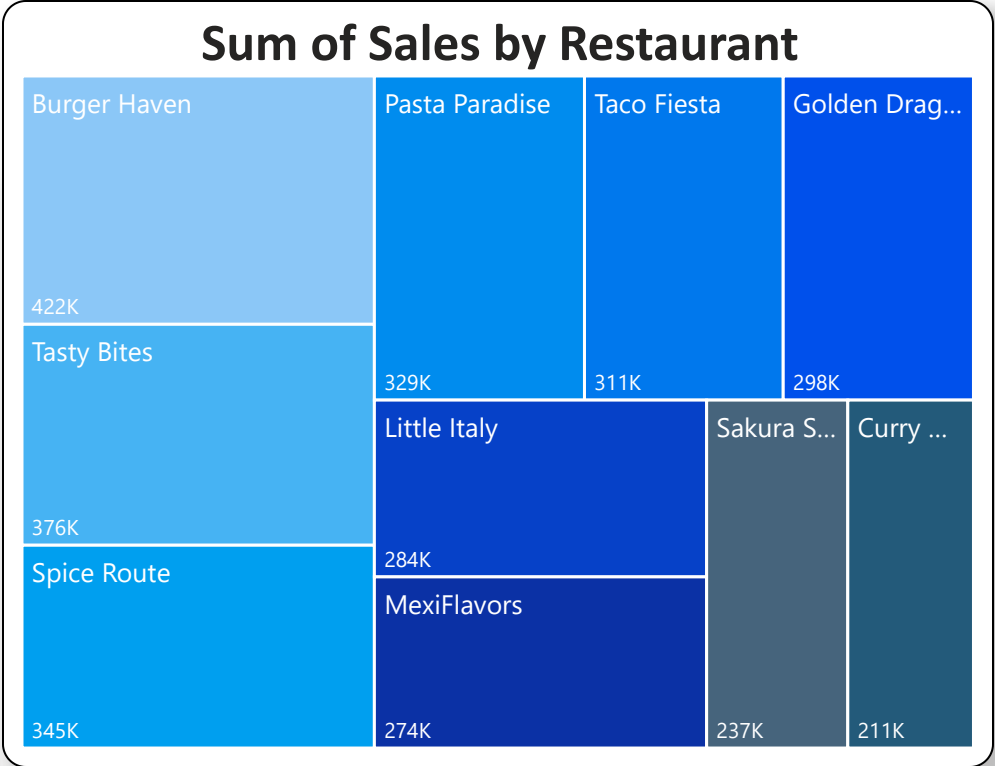
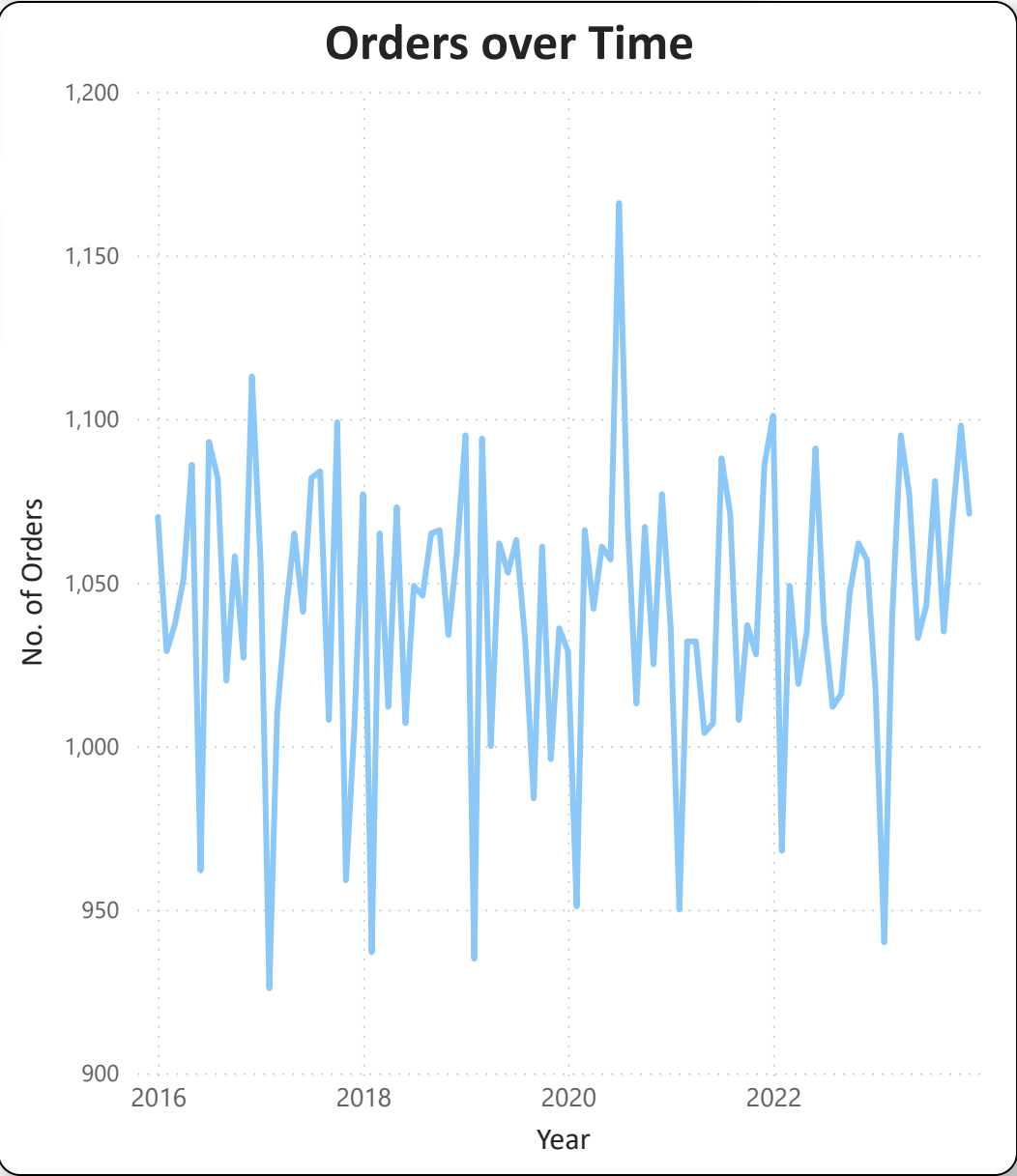
MexiFlavors

Top Avg Feedback

MexiFlavors

Top Avg. Sales

Burger Haven



Discount & Pricing Analysis

Location

All

Year

All

Total Discount

\$497,620.21

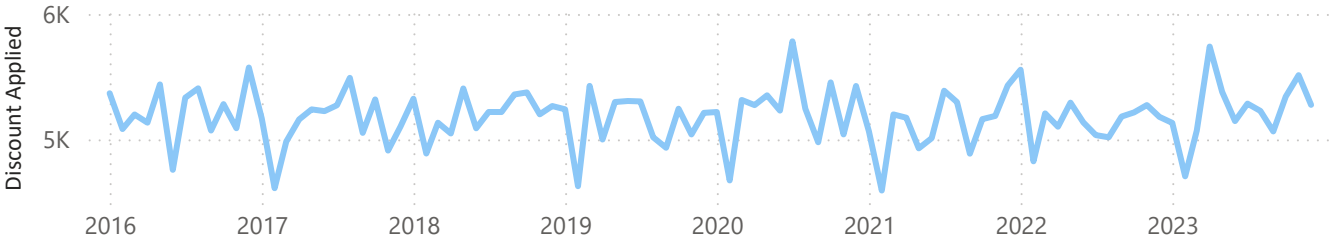
Avg Discount (%)

17.90%

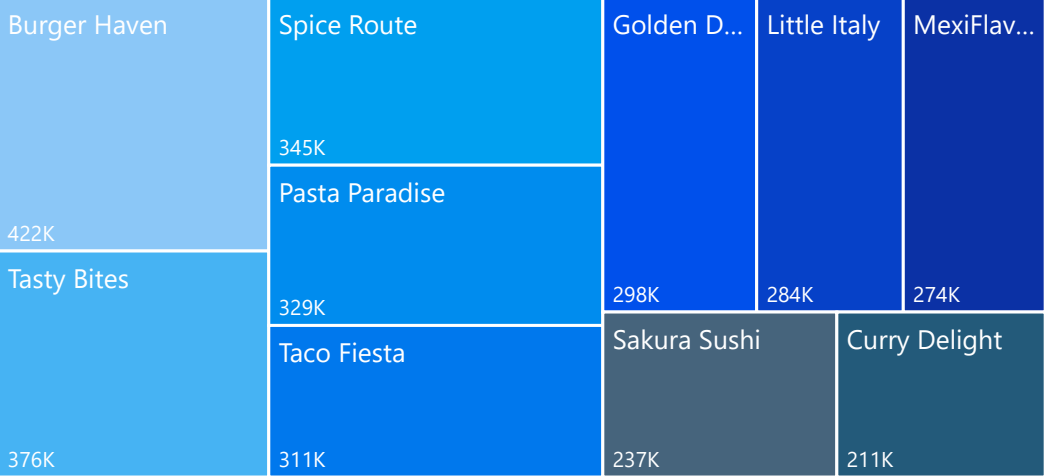
Avg Final Price

\$30.86

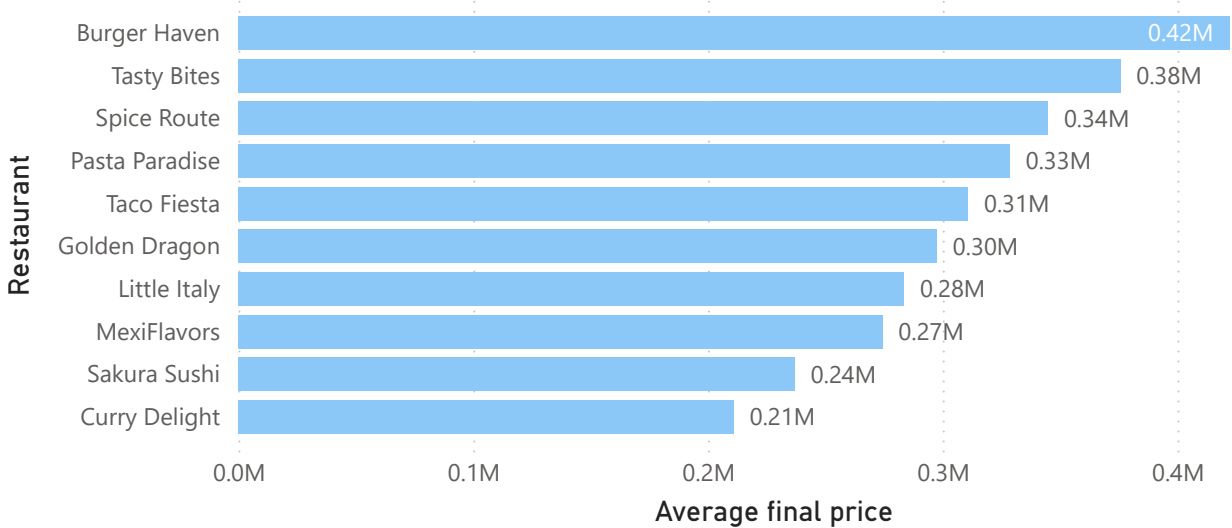
Discount over Time



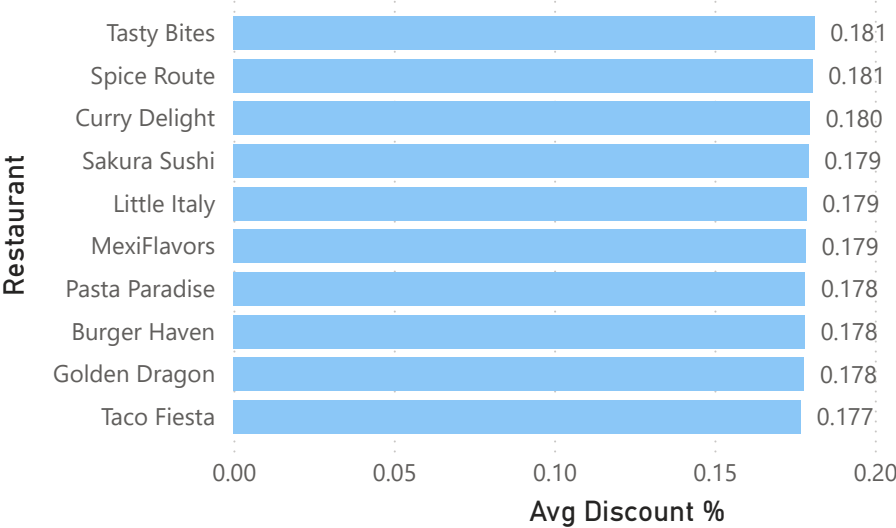
Sum of Sales by Restaurant



Avg Final Price per Restaurant



Avg Discount % by Restaurant



Delivery Performance

CustomerType

All

Year

All

Avg Delivery Time (mins)

26.10

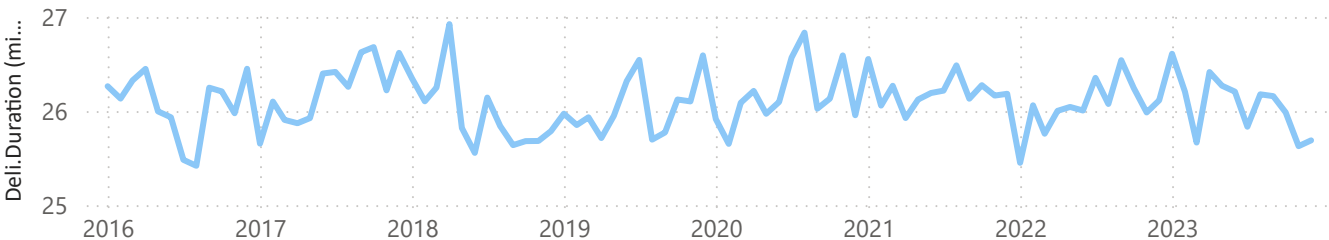
On-time Deliveries (%)

79.77%

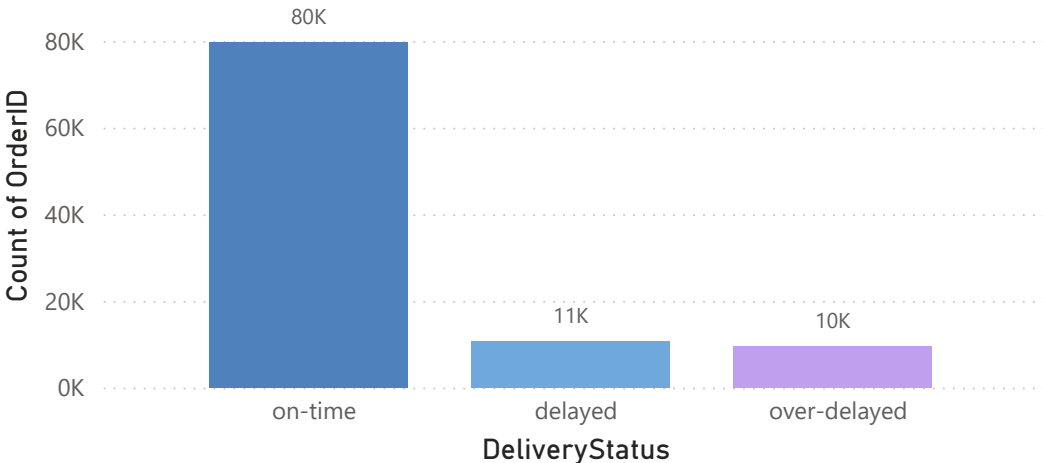
Avg Feedback (On-Time)

4.20

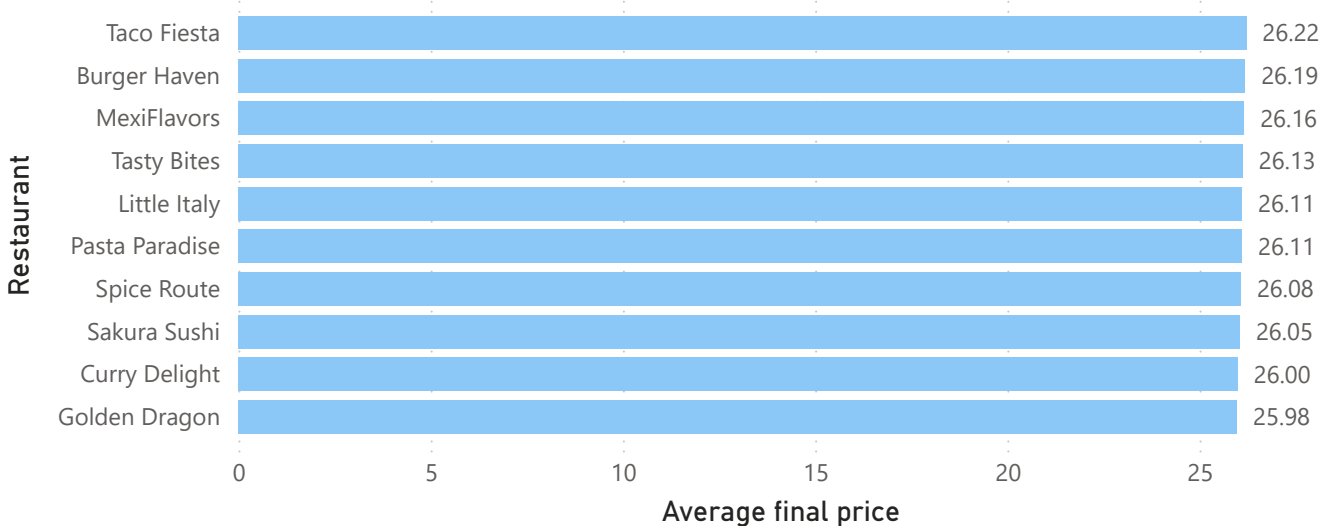
Avg Delivery Duration Over Time



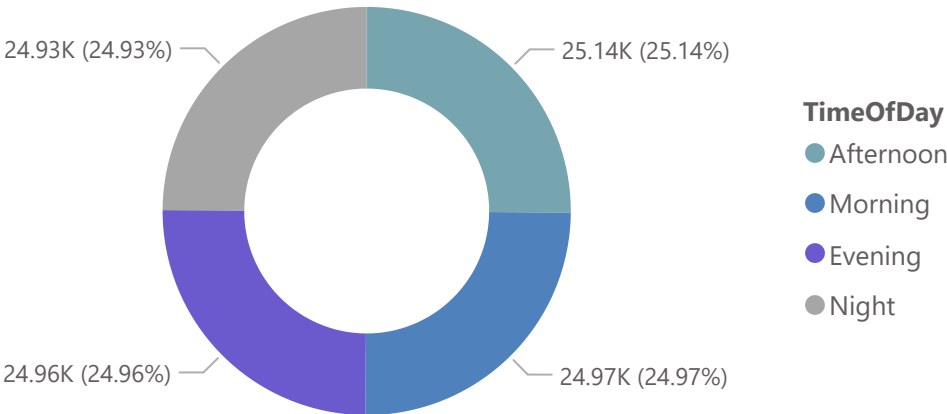
Delivery Status Distribution



Avg Delivery Time by Restaurant



Orders by Time of Day



Customer Behaviour

CustomerType

All

Year

All

Repeat Customers

8999

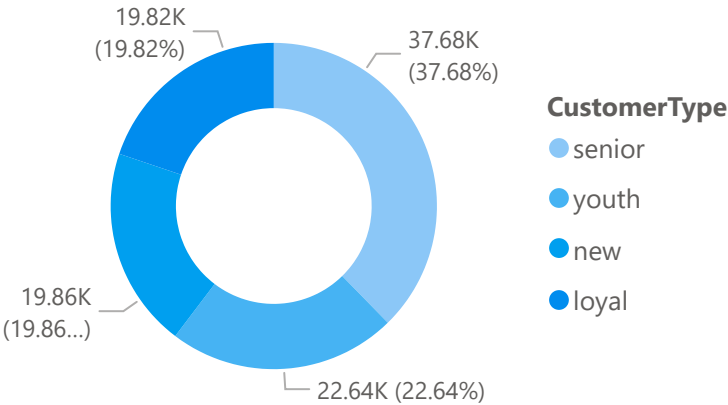
Repeat Customers (%)

30.86

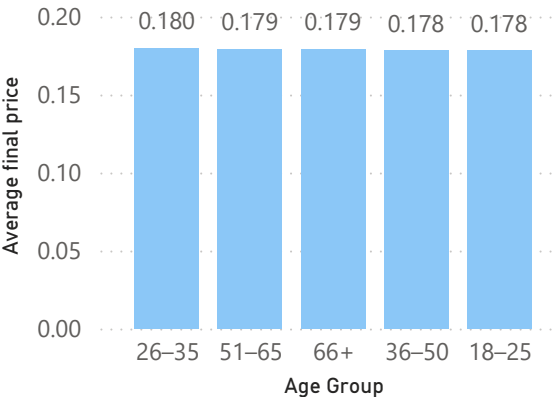
Avg Feedback by Type

3.99

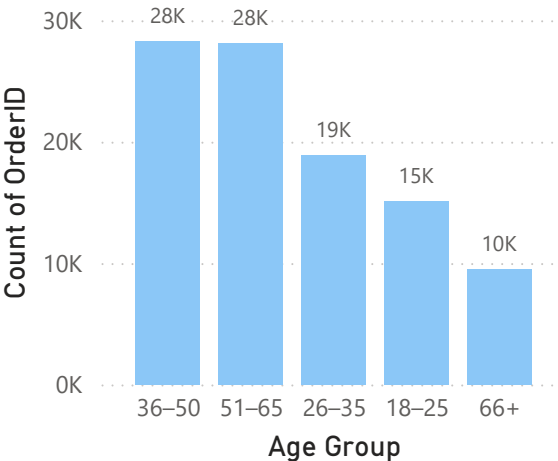
Orders by CustomerType



Avg Delivery Time by Restaurant

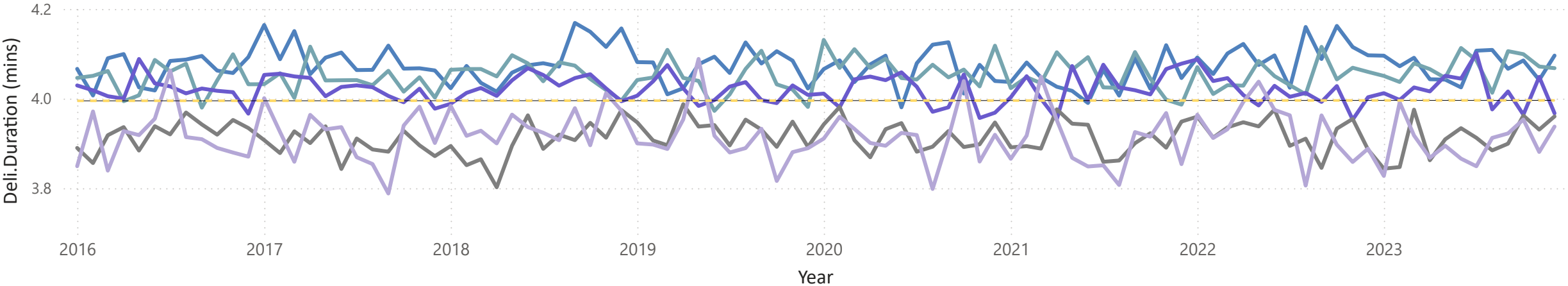


Orders by Age Group



Avg Delivery Duration Over Time

Age Group ● 18-25 ● 26-35 ● 36-50 ● 51-65 ● 66+



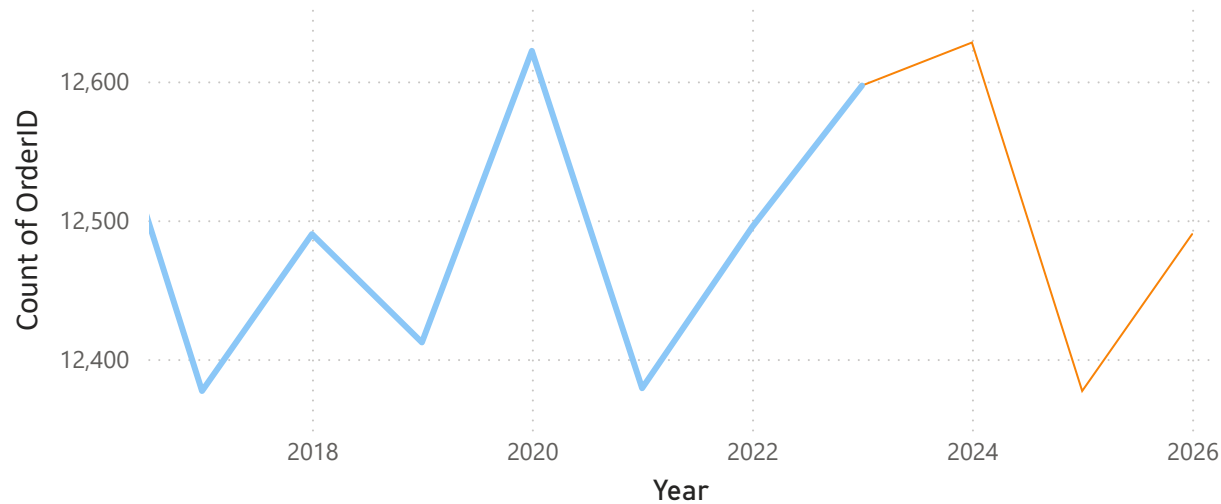
Predictive & Prescriptive Insights(What's Next?)

DiscountImpact

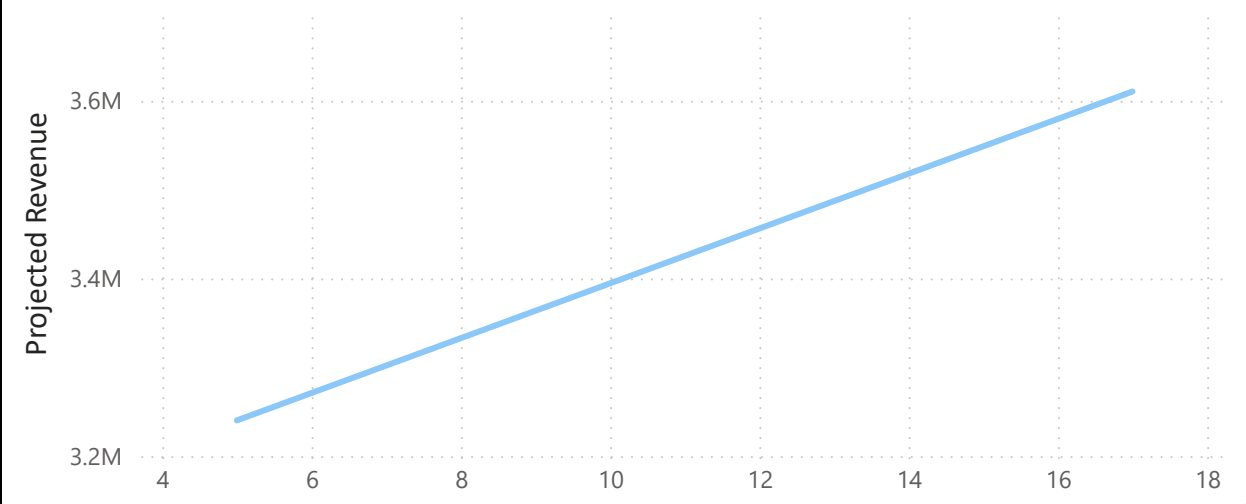
5

17

Forecasted Order Volume



Forecasted Order Volume



Recommended Actions:

- **Reduce discounts** on restaurants like **Tasty Bites** and **Burger Haven** that already show strong sales and feedback — this will improve margin.
- **Improve delivery operations** for **Taco Fiesta** and **Curry Delight**, which show high delay percentages and low satisfaction.
- **Re-engage loyal customers** by targeting personalized promotions for age groups 36-65, who contribute the highest repeat orders.
- **Use projected revenue vs discount %** to balance future campaigns — aim for $\leq 15\%$ discount to avoid margin erosion.

• This projection models how increasing discounts could impact future revenue, assuming a linear price-response trend.