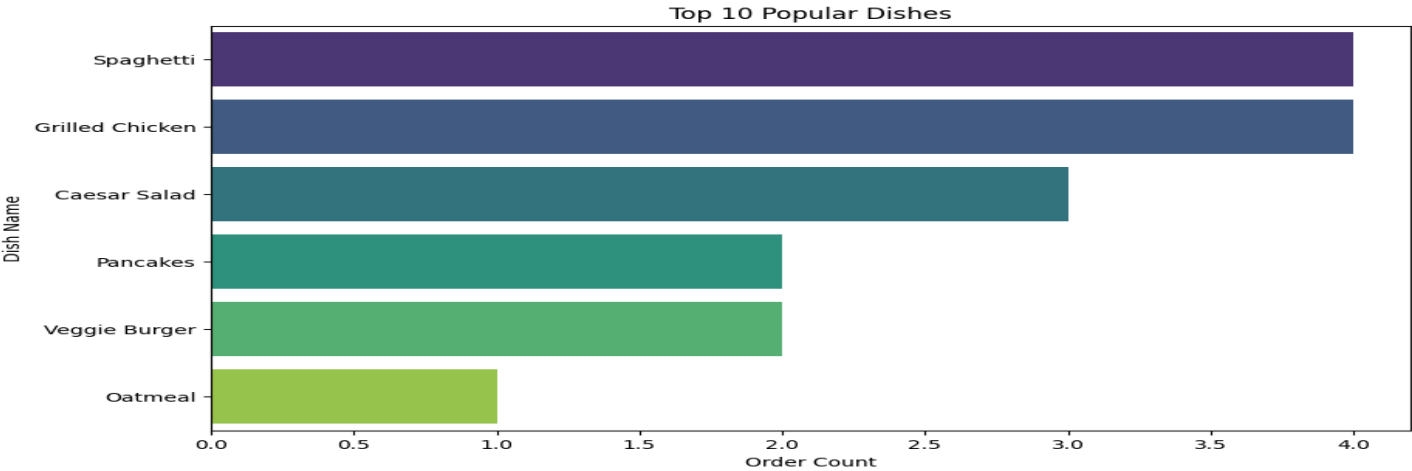


INSIGHTS AND FINDINGS FROM THE GIVEN DATA SET

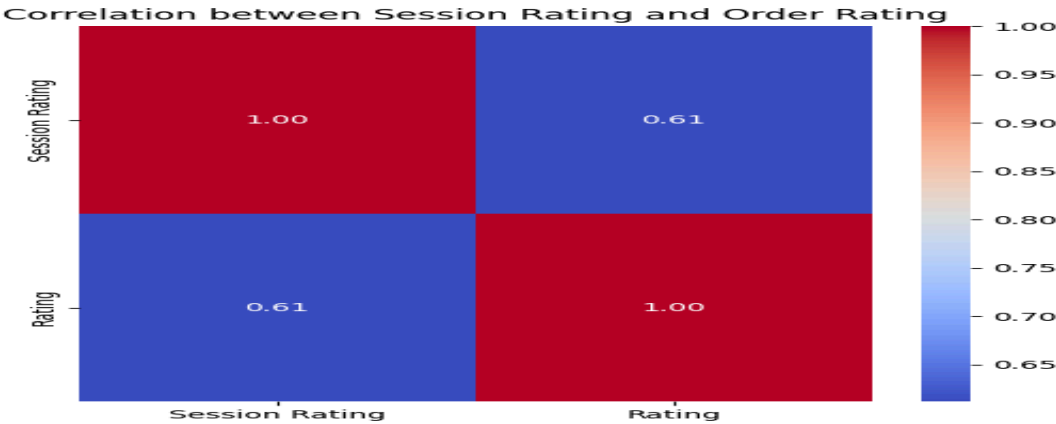
1. Top 10 Popular Dishes:

- The most frequently ordered dishes are Spaghetti, followed by Grilled Chicken, and Caesar Salad. Dishes like Pancakes, Veggie Burger, and Oatmeal also show reasonable popularity but have lower order counts.



2. Correlation Between Cooking Session Ratings and Order Ratings:

- A **positive correlation (0.61)** exists between cooking session ratings and order ratings
- This suggests that users who rate their cooking sessions highly also tend to provide higher ratings for their orders.
- This is likely due to a better user experience during cooking sessions influencing the perception of the dishes.



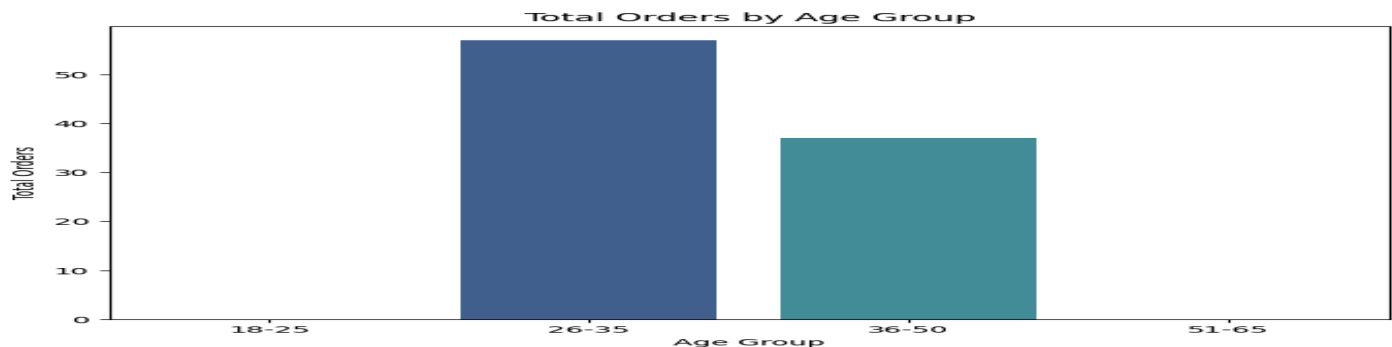
3. Total Orders by Location:

- Chicago leads with the highest number of orders (around 45).
- New York follows closely with over 35 orders.
- Other significant contributors include Los Angeles and San Francisco, both between 20-25 orders.
- Lowest Performing Locations - Miami and Austin have the least number of orders (below 10).
- Chicago and New York are key markets driving business, while Miami and Austin show potential for growth.



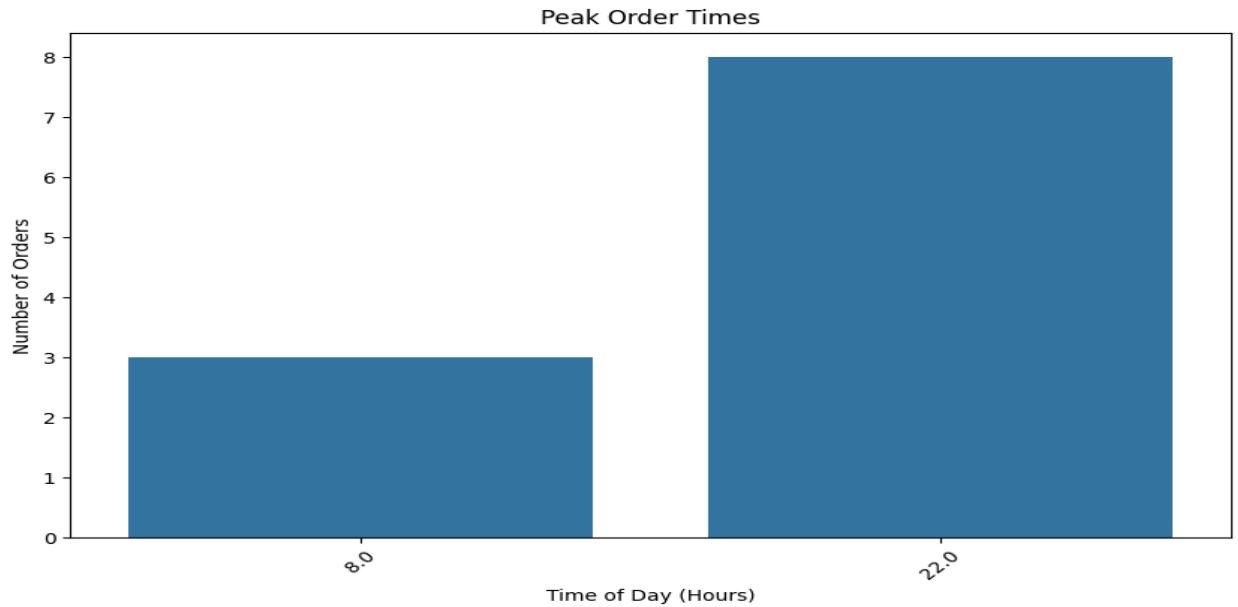
4. Total Orders by Age Group :

- The age group 26–35 is the most active, placing over 50 orders.
- The 36–50 age group has moderate activity, with fewer than 40 orders.
- The 18–25 and 51–65 age groups show negligible or no activity.
- The 26–35 age group likely represents the core customer base for your business.
- Engagement drops significantly for other age groups.



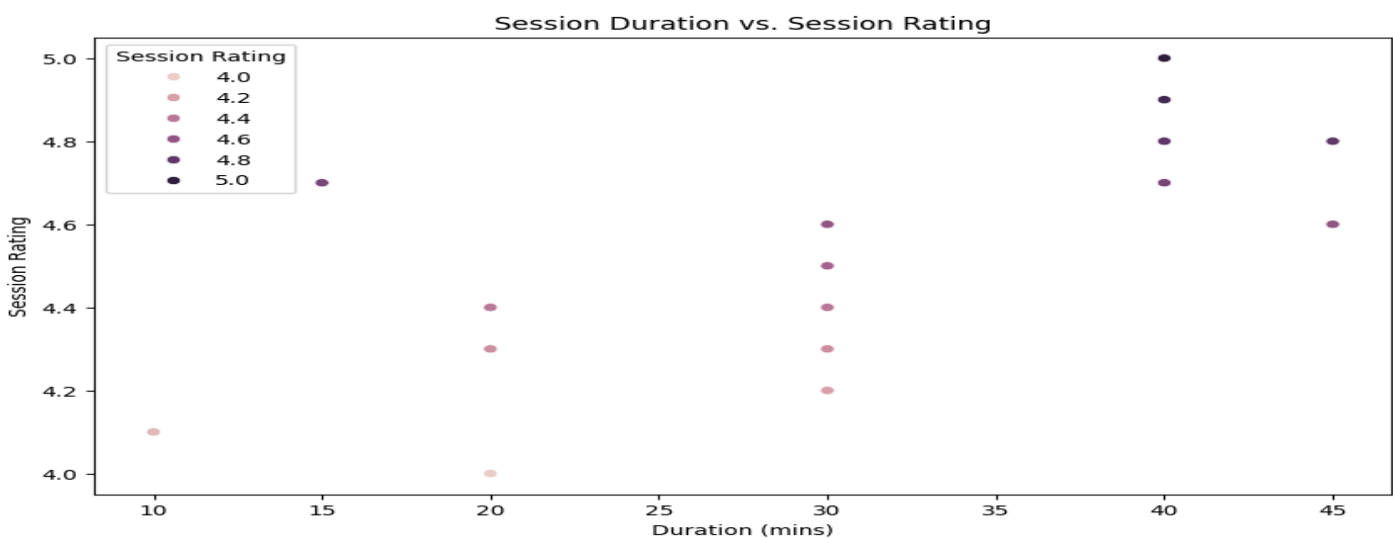
5. Peak Order Times:

- Two clear order spikes are visible: 8 AM with 3 orders and 10 PM with 8 orders.
- Evening orders significantly outnumber morning orders.
- The business sees high demand in the evening, suggesting customer preference for late-day services.



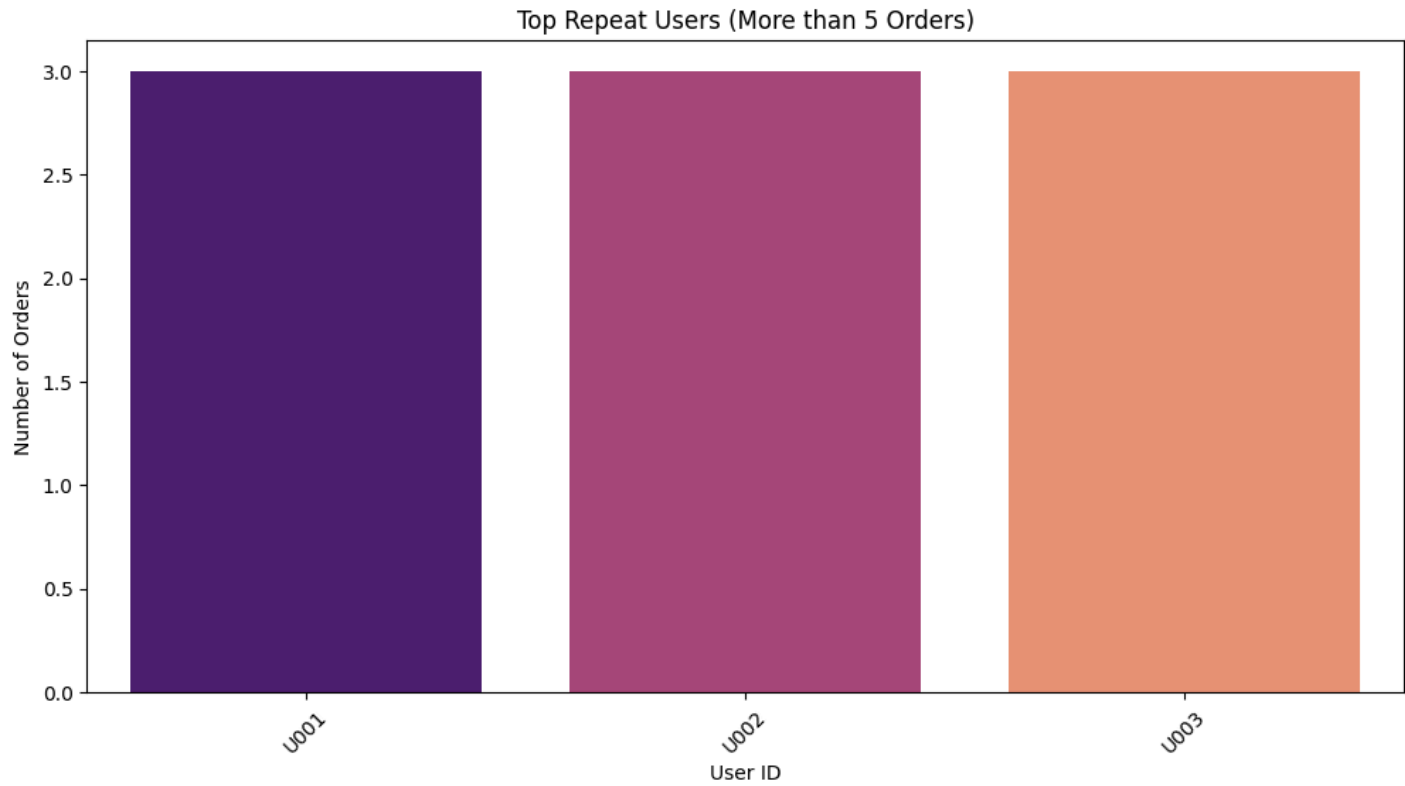
6. Session Duration vs. Session Rating:

- Sessions with longer durations (35–45 minutes) tend to receive higher ratings (4.6–5.0).
- 2. Shorter sessions (10–20 minutes) generally result in lower ratings (4.0–4.4).
- Longer sessions appear to provide more value or satisfaction to users.
- The shorter sessions may lack depth or fail to meet user expectations.



7.Top Repeat Users:

- Users U001, U002, and U003 each have 3 repeat orders.
- No user exceeds 3 orders, suggesting limited customer retention beyond initial orders.
- The business could benefit from customer retention strategies to increase repeat orders beyond 3.



BUSINESS RECOMMENDATIONS BASED ON THE FINDINGS

1.Promote Top Dishes:

- Focus on promoting top dishes like Spaghetti and Grilled Chicken through ads, social media campaigns, and discounts.
- Offer combo deals or meal kits featuring these dishes to boost sales.

2.Explore Low-Order Dishes:

- Investigate why dishes like Oatmeal have lower order counts.
- Test new recipe variations, marketing strategies, or pair these dishes with popular ones.

3.Upsell Using Positive Ratings:

- Highlight high user ratings for dishes during promotions to attract new customers.
- Showcase testimonials or stories from users who rated cooking sessions highly.

4.Expand Services in High-Performing Cities:

- Focus marketing campaigns and operational capacity in Chicago and New York to sustain and grow demand.
- Evaluate why these markets perform well and replicate successful strategies elsewhere.

5. Boost Presence in Low-Performing Cities:

- Conduct targeted promotions in Miami and Austin to attract new customers.
- Offer discounts or referral incentives to boost engagement in these markets.

6. Focus Marketing Efforts:

- Invest in targeted campaigns for the 26–35 age group through platforms they frequent, such as social media.

7. Expand Reach:

- Develop strategies to attract the 18–25 age group, such as promotions or partnerships with youth-focused brands.

8.Optimize Peak Order Times:

- Ensure adequate staffing and operational support during evening hours.
- Consider special promotions during morning to boost morning orders and balance demand.

9.Promote Longer Engagement:

- Encourage users to opt for longer sessions by highlighting their value, possibly through testimonials or case studies.

10. Session Design:

- Use feedback to identify what makes longer sessions more engaging and apply similar strategies to shorter sessions.

11. Enhance Customer Retention:

- Implement discounts for frequent users, or personalized offers to encourage repeat business beyond 3 orders.
- Engage with top repeat users (U001, U002, U003) to understand their needs and improve service accordingly.

By leveraging these insights, the business can optimize operations, expand in key markets, and drive customer loyalty.
