**Analysis:**

We analysed the datasets related to user behaviour, cooking preferences and order trends. The analysis shows that Spaghetti is the most popular dish where orders were completed, followed by Grilled chicken and Caesar Salad. The Grilled Chicken and Veggie Burger had one cancelled order each. Dinner emerged as the most popular meal type, and night as the most favourable period of the day for orders. There were a couple of cancellations, but since the data sample size is small, its not possible to make accurate judgement on the cause of cancellation. In terms of customer demographics, lowest age is 25 and the highest is 42. Users aged 25-29 exhibit highest engagement with the greatest number of orders, followed by 35-39, with 6 and 4 orders, respectively. User aged 42 had a couple of cancelled orders as well. New York & LA had the highest number of completed orders.

**Business Recommendations:**

Since its very small sample size, it’s difficult to make accurate recommendations. However, based solely on the data in hand, here are some recommendations:

**Target Key Demographics**: Focus marketing on the age group 25-29 and expand offerings in places like New York and Los Angeles.

**Enhance Meal options**: Introduce diverse dinner options and streamline delivery options.

**Improve Dish Management**: Address issues with dishes that have highest cancellations through quality assurance and inventory adjustments.

**Retention Strategies**: Launch loyalty programs and personalized incentives to re-engage users with high cancellation rates and strengthen relationships with frequent users.