CAPSTONE PROJECT

ONLINE FOOD ORDER ANALYSIS

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OUTLINE

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PROBLEM STATEMENT

- The rise of online food ordering platforms has revolutionized the way people dine, offering convenience and variety at the touch of a button. However, amidst this digital transformation, there remains a need to comprehend consumer behavior and discern emerging trends within the realm of online food ordering.
- The problem statement revolves around analyzing and understanding the intricacies of online food ordering to cater to the evolving demands of consumers and optimize business strategies for stakeholders such as restaurants, delivery services, and platform operators.

PROPOSED SOLUTION

To propose a solution for analyzing online food orders, you would typically follow these steps:

Data Collection:

- Gather data from online food ordering platforms, such as customer reviews, age of customers, education qualifications, and places.

Data Cleaning and Preparation:

- Clean the data by removing duplicates, correcting errors, and handling missing values. Prepare the data for analysis by structuring it in a suitable format.

Exploratory Data Analysis (EDA):

- Explore the data to understand patterns, trends, and relationships. This might involve visualizations, statistical summaries, and segmentation analysis.

Evaluation:

- Assess the model's performance using appropriate metrics such as Mean Absolute Error (MAE), Root Mean Squared Error (RMSE), or other relevant metrics.
- Fine-tune the model based on feedback and continuous monitoring of prediction accuracy.

SYSTEM APPROACH

Analyzing online food orders using a systems approach involves breaking down the process into interconnected components to understand how they influence each other and contribute to the overall outcome. Here's a simplified breakdown:

Input : This includes various customer details like age, gender, place, feedback.

Output: The final outcome is the successful delivery of food to the customer, including factors like delivery time, order accuracy, and customer satisfaction.

Feedback Loop: Collecting feedback from customers on their experience allows for continuous improvement of the system. This feedback can be used to refine menu offerings, improve service quality, and optimize delivery logistics.

By analyzing each component within this framework, businesses can identify bottlenecks, inefficiencies, and opportunities for optimization to enhance the overall online food ordering experience.

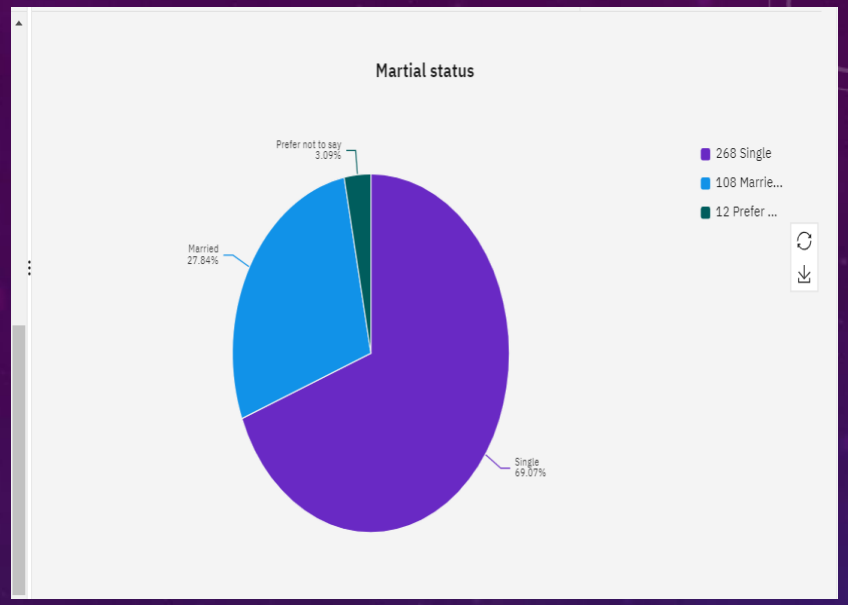
RESULT

The dataset contains information collected from an online food ordering platform over a period of time. It encompasses various attributes related to Occupation, Family Size, Feedback, etc…

To analyze online food orders, you'd typically look at various metrics such as:

- Feedback of customers.
- From what all places getting more orders.

By analyzing these metrics, you can gain insights into customer behavior, preferences, and areas for improvement in your online food ordering service.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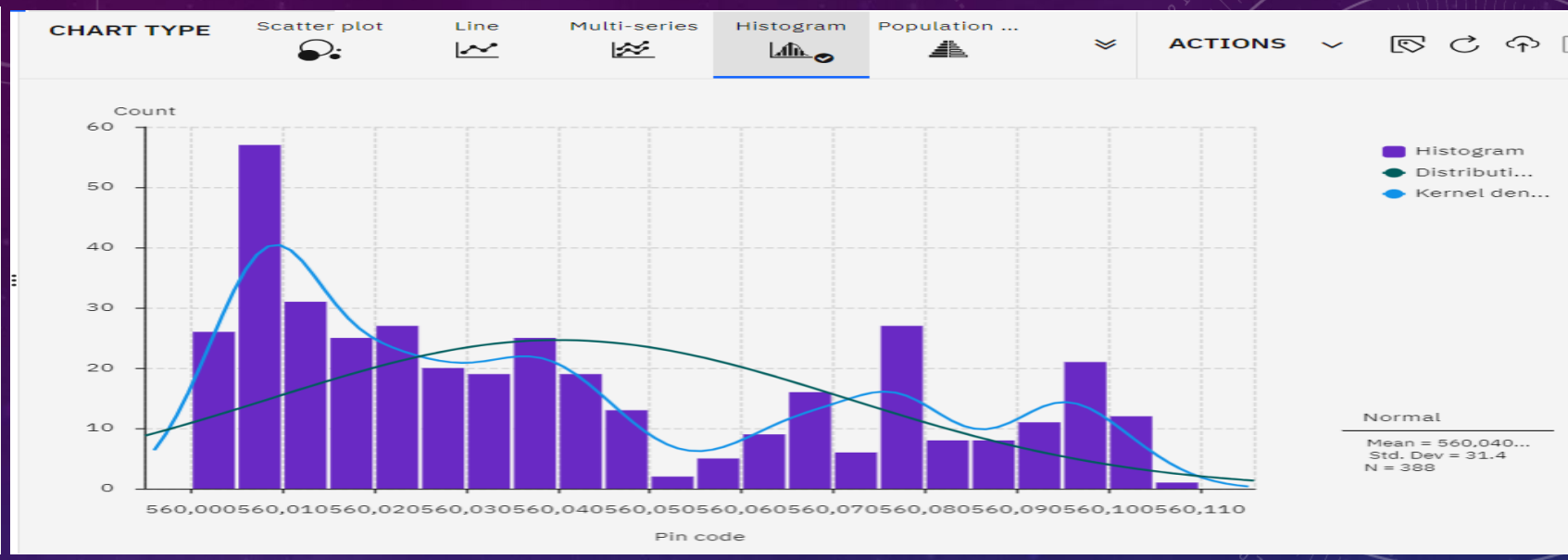
12 Prefer ...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Scatter plot
Line
Multi-series
Histogram
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ACTIONS
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40
30
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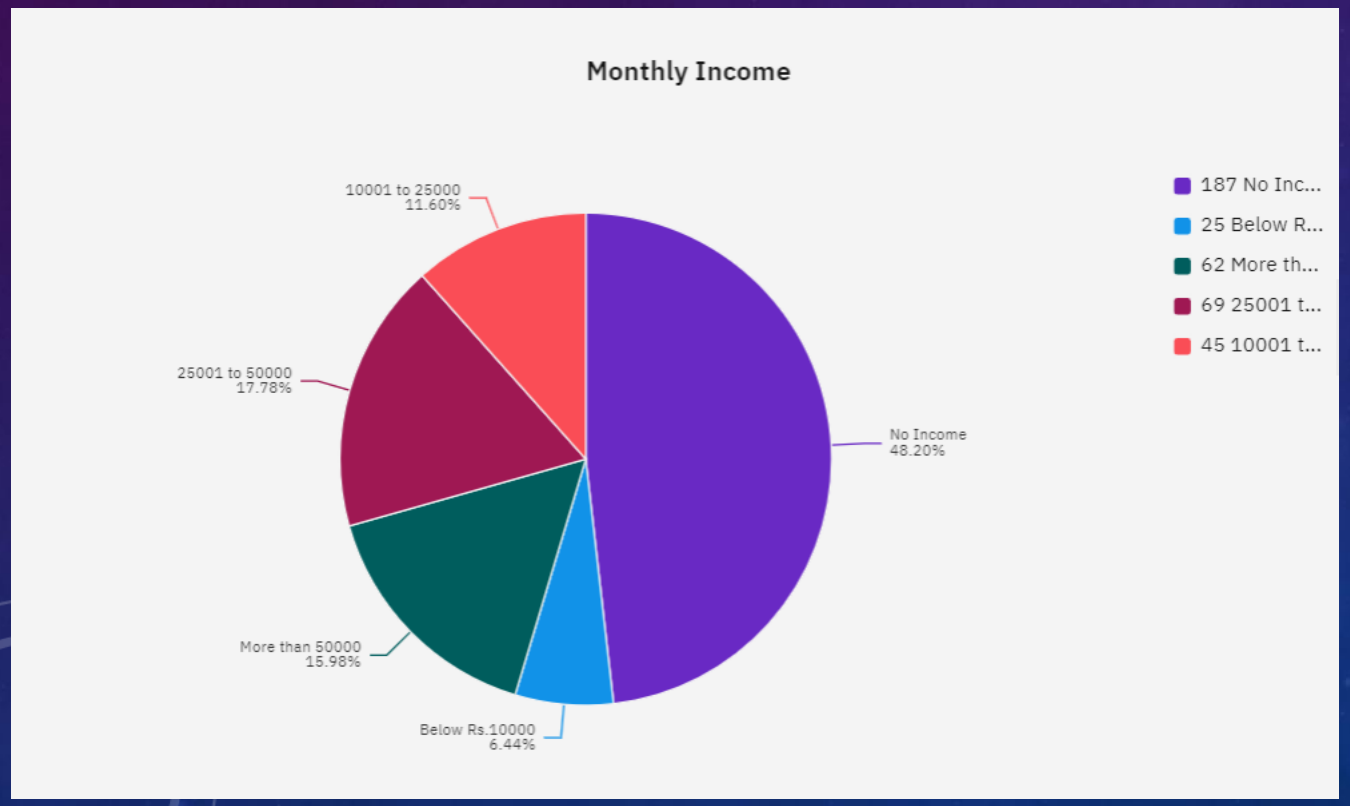
Monthly Income
10001 to 25000
11.60%
25001 to 50000
17.78%
More than 50000
15.98%
Below Rs.10000
6.44%
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48.20%
187 No Inc...
25 Below R...
62 More th...
69 25001 t...
45 10001 t...

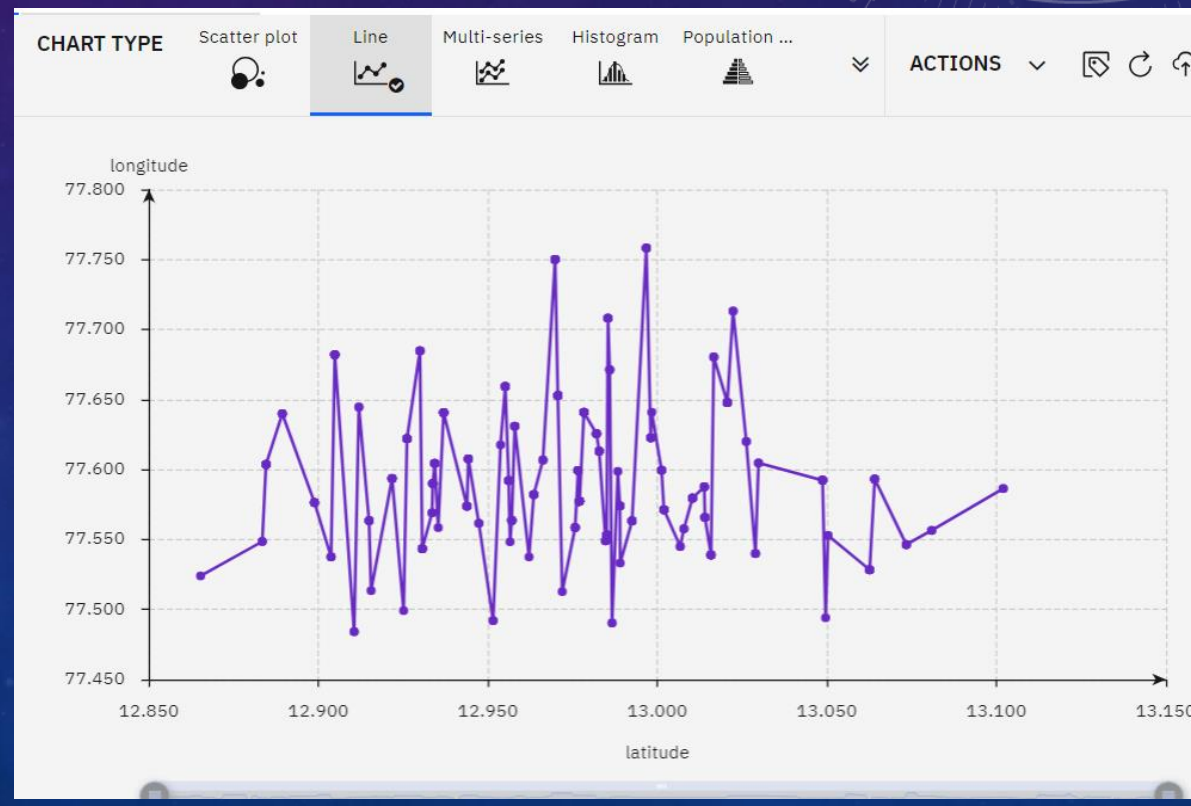
CHART TYPE
Scatter plot
Line
Multi-series
Histogram
Population ...
ACTIONS
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77.650
77.600
77.550
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77.450
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12.900
12.950
13.000
13.050
13.100
13.150
latitude

CONCLUSION

- After analyzing the data on online food orders, it's evident that there are several key trends and insights to consider. Firstly, the convenience of ordering food online continues to drive significant growth in the industry, with a notable increase in mobile orders. Secondly, the popularity of certain cuisines or types of food can vary depending on geographic location and demographic factors. Thirdly, customer reviews and ratings play a crucial role in influencing consumer decisions, highlighting the importance of maintaining high-quality service and food standards. Overall, adapting to changing consumer preferences and leveraging technology effectively will be essential for success in the competitive online food ordering market

FUTURE SCOPE

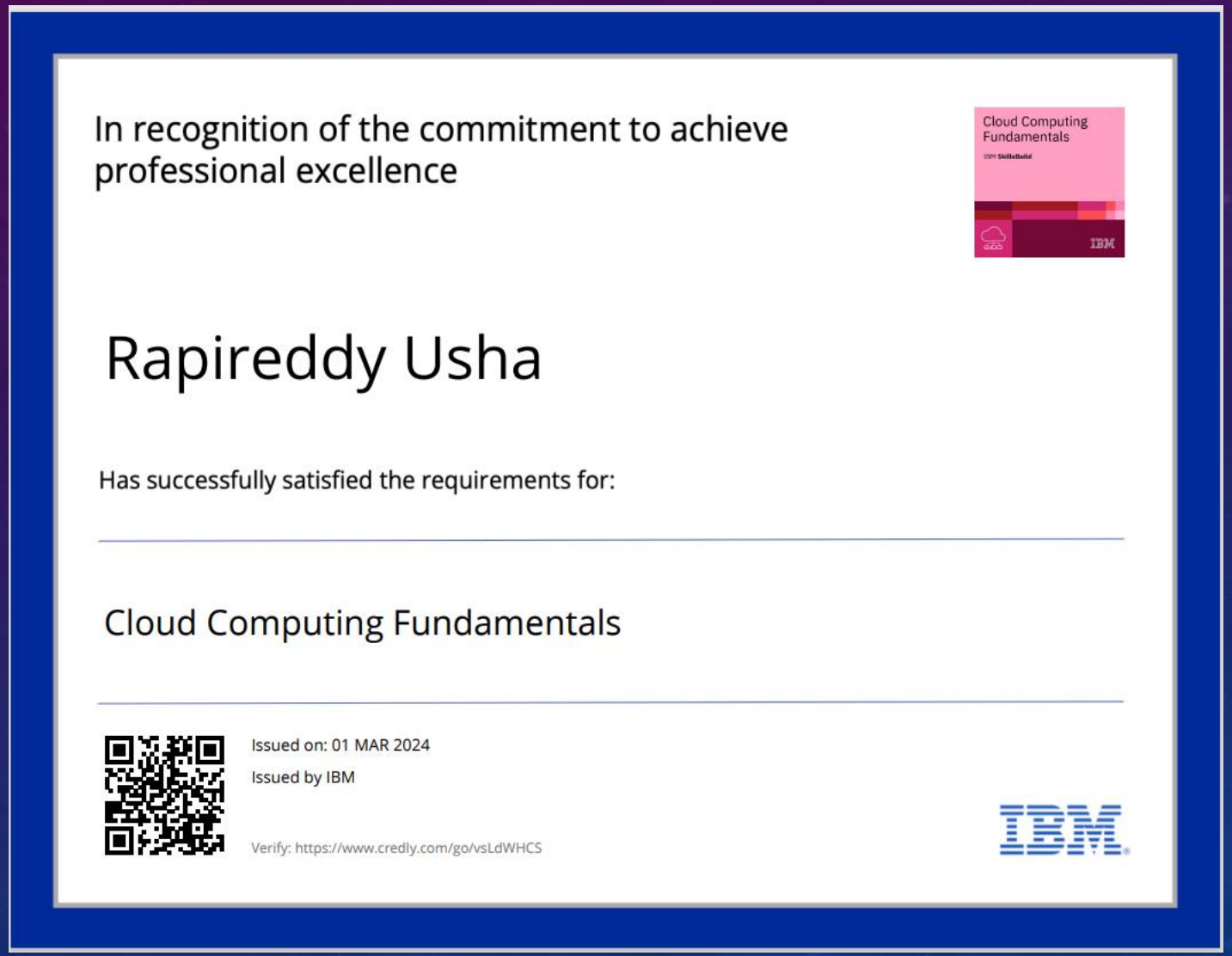
- Overall, the future of online food order analysis is likely to be characterized by innovation, technology integration, and a focus on enhancing user experience, efficiency, and sustainability in the food industry.

REFERENCES

- Social Media platforms like Kaggle is used for getting dataset and Google collab for analyzing dataset . IBM cloud is used for overall visualization of the dataset.

COURSE CERTIFICATE 1

COURSE CERTIFICATE 2



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