#### **ASSIGNMENT REPORT**

#### Data Cleaning and Preparation

1. **Data Cleaning**:

* Removed duplicate rows and missing values.
* Standardized column names and formats for consistency.
* Ensured data integrity by validating data types and correcting anomalies.

**Data Merging**:

* Combined multiple tables to create a unified dataset using appropriate join operations.
* Verified the merged data to ensure accuracy and completeness.

#### Data Import

* Imported the cleaned and merged dataset into Excel for analysis.

#### Insights and Analysis

**Location-wise Total Sales**:

* Analyzed total sales across different locations to identify high-performing areas.
* Insights helped in pinpointing regions contributing the most to revenue.

**Cooking Session Rating**:

* Assessed ratings provided for cooking sessions.
* This provided an understanding of user satisfaction levels and areas of improvement.

**Average Order Amount by User**:

* Calculated the average order value per user to gauge spending behavior.
* Segmented users based on their average order values for targeted strategies.

**Top Dish by Sales Amount**:

* Identified the dish generating the highest sales revenue.
* Insights into consumer preferences and bestselling items.

**Dish Variety Distribution by Meal Type**:

* Analyzed the variety of dishes offered across meal types (breakfast, lunch, dinner, etc.).
* Helped in understanding product diversity and meal-specific trends.

**Key Performance Indicators (KPIs)**:

* **Sum of Total Amount**: Evaluated the total revenue generated.
* **Sum of Total Sales**: Measured the total number of sales transactions.
* Provided a clear picture of overall business performance.

#### Conclusion

The analysis provided valuable insights into sales performance, customer behavior, and product trends. These findings can guide strategic decisions to optimize operations and drive growth.