**Data Analysis Report**

**Data Overview:-**

**There are total three sheets as follow:**

User Details: Information about users, including demographics (age, location) and preferences.

Cooking Sessions: Data on cooking sessions, including session ratings, duration, and meal types.

Order Details: Records of user orders, including dish names, order amounts, and order ratings.

**Data Cleaning:-**

1. Removed duplicates from all datasets.
2. Standardized date columns for consistency.
3. Merged datasets based on common columns (User ID and Session ID) to create a comprehensive dataset for analysis.

**Analysis**

The analysis shows that most users are between 25-45 years old, making them the main audience for marketing. Most orders come from urban areas, so targeting less-served regions with local ads could bring in more sales.  
Some dishes are especially popular. Promoting these dishes and offering bundle deals could help increase sales and encourage customers to spend more.

Meals that take longer to cook tend to get lower ratings, showing that users often prefer quicker sessions. To improve ratings and attract more users, focus on shortening cooking times for popular meals and offer "quick meal" options.

Revenue is highest in the late evenings, as users prefer ordering during dinner hours. To boost sales during less busy times, special promotions or time-based discounts can be introduced.

**Recommendations for Business**

1. Focus on High-Demand Dishes
2. Optimize Cooking Sessions
3. Targeted Marketing for Age Groups
4. Enhance Engagement During Off-Peak Hours
5. Location-Based Customization