UPLIANCE ANALYSIS REPORT

INTRODUCTION:

Upliance is India's first AI cooking assistant designed to simplify and automate all aspects of cooking for beginners. It offers a diverse range of AI-driven cooking solutions and high-quality consumer goods. Their mission is to reduce the hassle in cooking by making the cooking process simpler.

This report will help to see how the relationship between cooking sessions and user orders, identifying popular dishes, and exploring factors that influence user behaviour as it's important for the company to track.

DATA OVERVIEW:

This analysis was done using three different tables, and each of these tables contains the following columns:

User Details Table:

- User ID: A unique identifier for each user.
- User Name: The full name of the user.
- Age: The user's age.
- Location: The city or region where the user resides.
- Registration Date: The date when the user registered.
- Phone: The user's phone number.
- Email: The user's email address.
- Favourite Meal: The user's preferred meal type (e.g., Breakfast, Lunch, Dinner).
- Total Orders: The total number of orders made by the user.

Cooking Session Table:

- Session ID: A unique identifier for each session.

- User ID: The identifier of the user who participated in the session.

- Dish Name: The name of the dish ordered during the session.

- Meal Type: The type of meal (e.g., Breakfast, Lunch, Dinner).

- Session Start: The start date and time of the session.

- Session End: The end date and time of the session.

- Duration (mins): The length of the session in minutes.

- Session Rating: The rating given by the user for the session, typically out of 5.

Orders Table:

- Order ID: A unique identifier for each order.

- User ID: A unique identifier for the user who placed the order.

- Order Date: The date when the order was placed.

- Meal Type: The type of meal (e.g., Breakfast, Lunch, Dinner).

- Dish Name: The specific dish ordered by the user.

- Order Status: The current status of the order (e.g., Completed, Canceled).

- Amount (USD): The total monetary value of the order in U.S. dollars.

- Time of Day: The time of day when the order was placed (e.g., Morning, Day, Night).

DATA CLEANING/TRANSFORMATION:

The following steps were taken to ensure the data was clean and ready for analysis:

1. Check for Missing Values:

During the review of the Orders table, some missing values were identified. However, these gaps are addressed with forward filling.

2. Remove Duplicates:

No duplicates were found in the tables, ensuring that each entry is unique. This cleanliness in the data supports accurate analysis and reliable results.

DATA ANALYSIS

KEY PERFORMANCE INDICATORS (KPIs) ANALYSIS:

These KPIs provide a comprehensive view of the Orders, Users and their sessions.

-Total Orders : 94

This represents the total number of orders taken by the users.'

- Geographical Distribution:

Chicago, Los Angeles, and New York have the highest number of orders, each with 9 orders. These cities are likely to have a larger customer base or more active users in the system.

RECOMMENDATIONS:

- For locations with fewer orders, like Austin, Boston, or Phoenix, there may be potential for marketing efforts or special promotions to boost engagement and increase orders in these areas.

- Conversely, cities with higher orders like New York or Los Angeles may benefit from personalized promotions or loyalty programs to retain their customers and maintain high engagement.

-Most popular Dishes:

Dishes like **Spaghetti** and **Grilled Chicken** are likely popular because they are versatile and commonly preferred by a wide demographic.
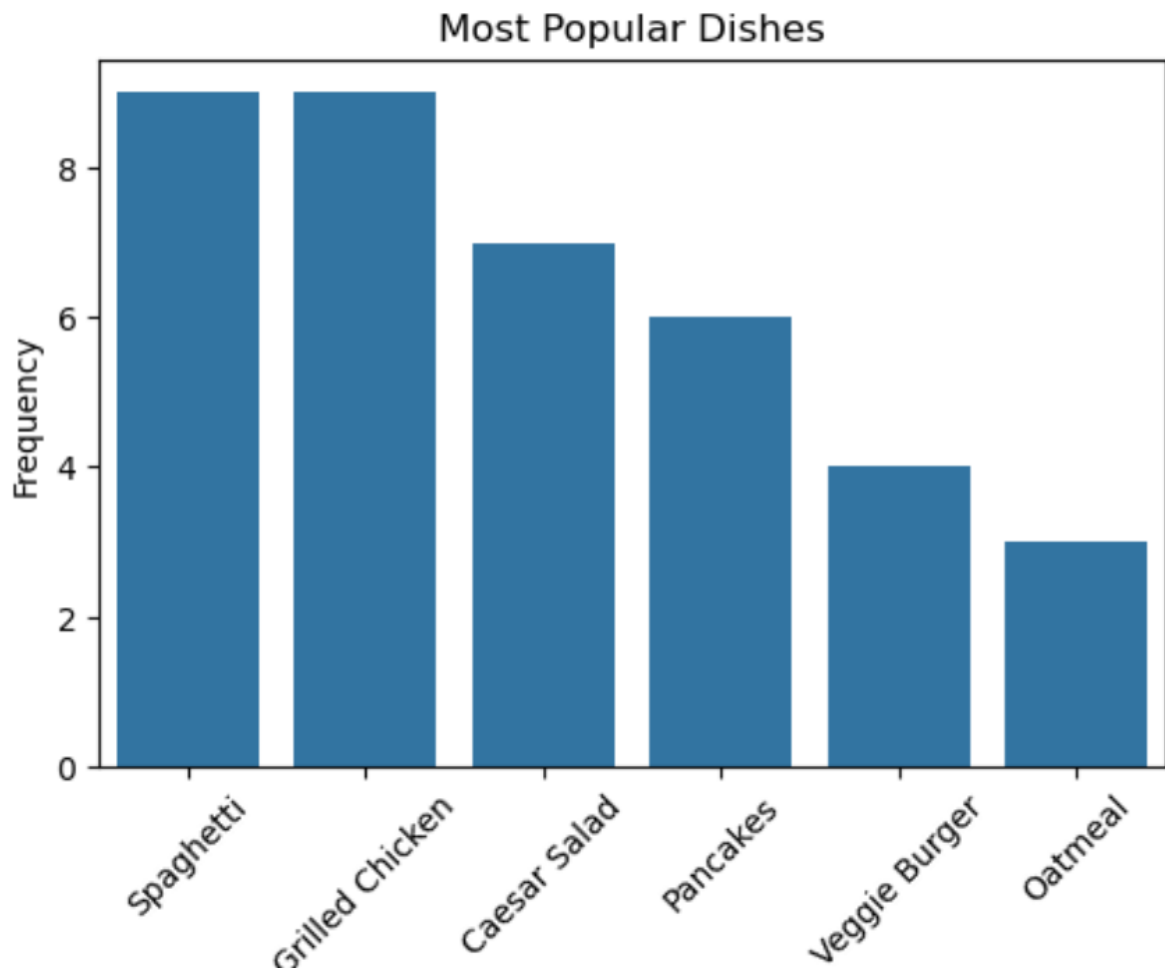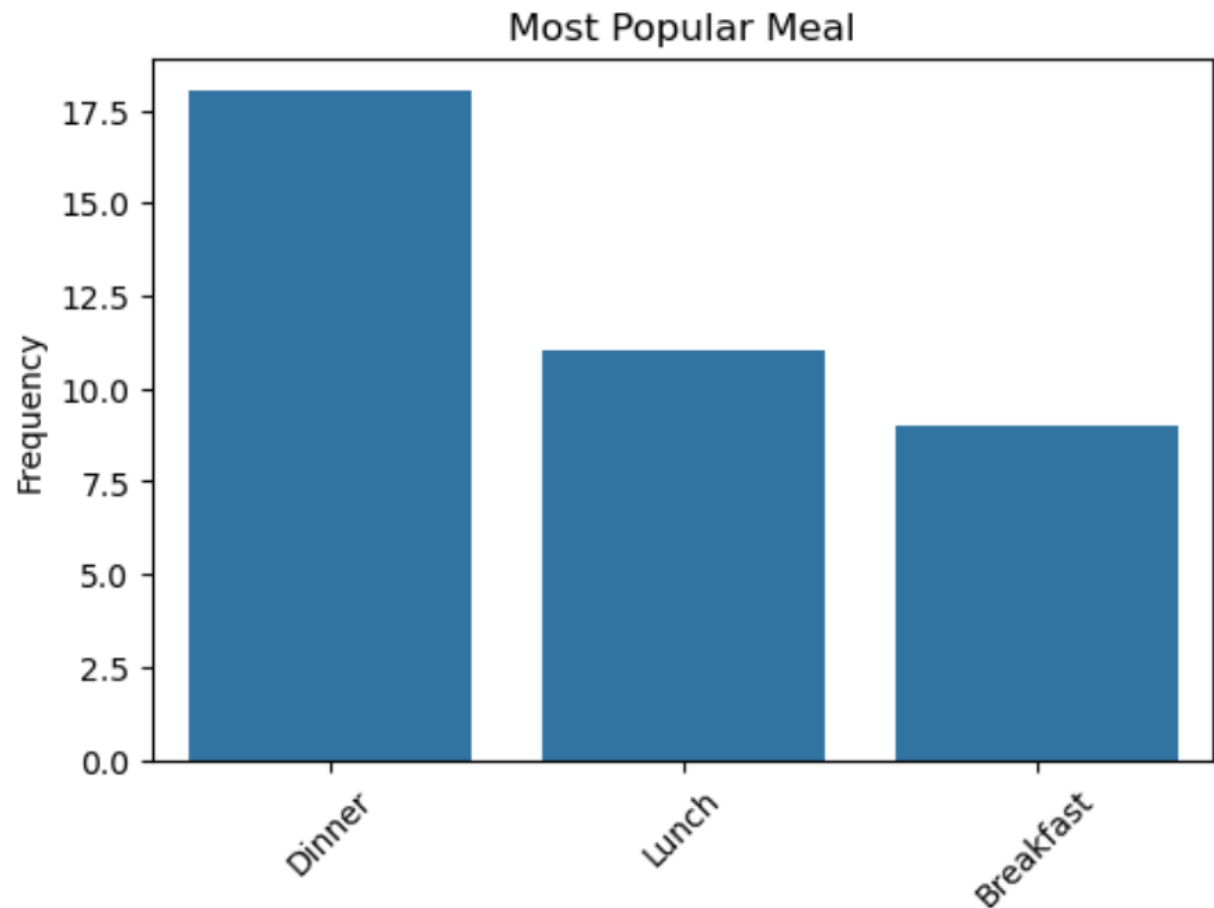

RECOMMENDATIONS:

- Promoting the top dishes (Spaghetti, Grilled Chicken) to new or less active users, as these are already most popular.

- Special promotions or campaigns could be introduced for the lesser-ordered dishes (Veggie Burger, Oatmeal) to target plant-based eaters or health-conscious customers.

- Most Popular Meal Type:

Dinner is the most popular meal type, with 18 orders. Lunch is moderately popular meal type and Breakfast is least popular meal type.

RECOMMENDATIONS:

- Breakfast could be an area for improvement, possibly by adding unique or trendy breakfast items, offering morning discounts to offer good breakfast deals.

- Dinner orders could be further encouraged by offering promotions, combos, or loyalty rewards specifically for dinner.

-Age distribution:
- 20-30   5
- 30-40   4
- 40-50   1

The **20-30** age group are the primary customers.

RECOMMENDATIONS:

- The primary user base appears to be younger adults (ages 20-30), which could suggest that the service should tailor its marketing and offerings to this age group. They are likely to be interested in quick meal solutions or trendy food options.

- Additionally, promoting time-saving features or family-friendly meal options could be targeted at working professionals and older adults.

- Session Duration by Age Group:

The correlation between Session Rating and Duration spent is 0.68 and it is moderately correlated. This may indicate higher engagement or satisfaction. Interestingly, 30-35 age group people have been spent less duration and given less session rating compared to other age group.