

DoorDash Spending Habits Exploratory Data Analysis Project

Introduction

DoorDash is a food delivery service that has become increasingly popular in recent years, particularly during the COVID-19 pandemic when more people have been ordering food for delivery instead of dining in at restaurants. As a DoorDash customer, I am interested in understanding my own spending habits on the platform. In this exploratory data analysis, I will analyze my DoorDash transaction data to gain insights into my personal spending habits, including average order size, frequency of orders, and most commonly ordered items.

Problem Statement

I use DoorDash ALOT for ordering food, groceries, and other miscellaneous items. Sometimes I would wonder exactly how much I spent over the course of a certain time on this particular delivery app.

The objective of this exploratory analysis is to investigate my spending patterns on the DoorDash food delivery platform between July 2019 and April 2021. By analyzing various forms of information such as time of day, item type, order size, and total dollar amount per order, I aim to understand the factors that influence my spending decisions and identify any trends that exist in the data.

Data Source

The source of data used for this analysis is the CSV file I downloaded from my DoorDash account. It contains information such as the item(s) I ordered and their particular category, the store name, the unit price, the quantity, the order date/time and delivery time, and the delivery address.

Because this dataset had some of my personal information I made sure it was clean before using it for this analysis.

DoorDash_Data								
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ITEM	CATEGORY	STORE_NAME	UNIT_PRICE	QUANTITY	SUBTOTAL	CREATED_AT	DELIVERY_TIME	DEL
16 Bone-In Wings Combo	Combo Meals	It's Just Wings	18	1	18	2021-04-05 1:35:17	2021-04-05 2:46:35	1236
Hash Browns	Bakery & Snacks	Dunkin'	0.89	1	0.89	2021-03-07 14:48:33	2021-03-07 15:35:53	934
Muffins	Bakery & Snacks	Dunkin'	1.79	1	1.79	2021-03-07 14:48:33	2021-03-07 15:35:53	934
Macchiato	Hot Drinks	Dunkin'	4.59	1	4.59	2021-03-07 14:48:32	2021-03-07 15:35:53	934
Beyond Sausage® Breakfast Sandwich	Sandwiches & Wraps	Dunkin'	4.99	1	4.99	2021-03-07 14:48:32	2021-03-07 15:35:53	934
Turkey Sausage Egg and Cheese Breakfast Sandwich	Sandwiches & Wraps	Dunkin'	3.89	1	3.89	2021-03-07 14:48:32	2021-03-07 15:35:53	934
Turkey Sausage and Cheese Wake-Up Wrap®	Sandwiches & Wraps	Dunkin' & Baskin-Robbins	1.99	1	1.99	2020-10-12 20:55:19	2020-10-12 21:40:43	5755
Hot Coffee	Hot Drinks	Dunkin' & Baskin-Robbins	2.58	1	2.58	2020-10-12 20:55:19	2020-10-12 21:40:43	5755
French Fries	Fries & Sides	Inactive Store - DO NOT EDIT	2.07	1	2.07	2020-10-11 21:00:33	2020-10-11 21:28:49	5755
Dave's	Hamburgers	Inactive Store - DO NOT EDIT	4.99	1	4.99	2020-10-10 21:00:33	2020-10-11 21:28:49	5755
Sub ONLY	Subs	American Deli	5.49	1	5.49	2020-10-10 20:42:54	2020-10-10 21:03:25	5755
Beyond Sausage® Breakfast Sandwich	Sandwiches & Wraps	Dunkin' & Baskin-Robbins	4.89	1	4.89	2020-10-07 21:13:06	2020-10-07 21:42:54	5755
Macchiato	Hot Drinks	Dunkin' & Baskin-Robbins	4.58	1	4.58	2020-10-07 21:13:05	2020-10-07 21:42:54	5755
Premium Manager's Special	Manager's Half Sandwich Special	Jason's Deli	9.89	1	9.89	2020-09-23 21:18:20	2020-09-23 22:11:10	5755
Beyond Sausage® Breakfast Sandwich	Sandwiches & Wraps	Dunkin' & Baskin-Robbins	5.89	1	5.89	2020-09-22 22:45:14	2020-09-22 23:17:38	5755
Macchiato	Hot Drinks	Dunkin' & Baskin-Robbins	4.58	1	4.58	2020-09-22 22:45:14	2020-09-22 23:17:38	5755
Macchiato	Hot Drinks	Dunkin' & Baskin-Robbins	4.58	1	4.58	2020-09-22 20:56:33		5755
Beyond Sausage® Breakfast Sandwich	Sandwiches & Wraps	Dunkin' & Baskin-Robbins	5.89	1	5.89	2020-09-22 20:56:33		5755
Cookies & Cream Milkshake	Treats	Chick-fil-A®	4.2	1	4.2	2020-09-16 0:55:13	2020-09-16 1:18:43	934
Mac & Cheese	Sides	Chick-fil-A®	3.3	1	3.3	2020-09-16 0:55:13	2020-09-16 1:18:43	934
Kale Crunch Side	Sides	Chick-fil-A®	2.55	1	2.55	2020-09-16 0:55:13	2020-09-16 1:18:43	934
Chick-fil-A Waffle Potato Fries®	Sides	Chick-fil-A®	2.55	1	2.55	2020-09-16 0:55:13	2020-09-16 1:18:43	934
Chick-fil-A® Deluxe Sandwich	Entrées	Chick-fil-A®	5.8	1	5.8	2020-09-16 0:55:13	2020-09-16 1:18:43	934

Case Study Questions (and Answers)

1. What is my average order size and spending amount?
- By using the Spreadsheets function '=AVERAGE' I found that the average size of my orders was 1 item and the average price was \$6.24.

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ITEM	CATEGORY	STORE_NAME	QUANTITY	SUBTOTAL	CREATED_AT	
179 Veggie Burger Combo	Sandwich Combos	Wingit	2	17.98	2019-08-01 20:30:47	
180 Veggie Burger Combo	Sandwich Combos	Wingit	2	17.98	2019-08-01 19:06:21	
181 Create Your Own	Pizza	Papa John's Pizza	1	12.99	2019-08-01 0:53:02	
182 Lay's® Classic Chips	Sides	Subway	1	1.39	2019-08-01 0:02:50	
183 Veggie Delite® Footlong	Footlong Sandwiches	Subway	1	6.59	2019-08-01 0:02:37	
184 Veggie Burger Combo	Sandwich Combos	Wingit	2	17.98	2019-07-27 21:13:17	
185 Sprite	drinks	Wingit	1	1	2019-07-25 18:46:10	
186 Veggie Burger Combo	Sandwich Combos	Wingit	1	8.99	2019-07-25 18:45:45	
187 Chocolate Chip	Cookies	Subway	1	2.19	2019-07-24 2:17:56	
188 Lay's® Classic	Chips	Subway	2	3	2019-07-24 2:17:38	
189 Veggie Delite® (Footlong)	Main Menu	Subway	1	6.5	2019-07-24 2:16:19	
190 Veggie Delite® (Footlong)	Main Menu	Subway	1	6.5	2019-07-24 2:15:23	
191 Veggie Delite® (6")	Main Menu	Subway	1	5.25	2019-07-24 2:13:53	
192 2 pc Fish/ Veg rice	Fish	American Deli	1	11.69	2019-07-21 22:32:03	
193 Veggie Burger Combo	Sandwich Combos	Wingit	1	8.99	2019-07-20 16:49:38	
194 Box of Fries	Sides	Wingit	1	4.99	2019-07-20 2:24:36	
195						
196				1.15	6.24	
197						

2. How does the time of day affect my spending patterns?
- My average order time of day is 9PM so because I worked during the day in this time frame (2019 - 2021) I was ordering late dinners or snacks before bedtime.

3. How do the different cuisines and types of restaurants affect my spending?

The way different cuisines and types of restaurants affected my spending was clearly based on affordability and how quickly I could get my food, (especially since I was ordering around 9PM most of the time). My average cuisine was fast food, with Chick-Fil-A being the top restaurant choice for me between 2019 and 2021.

Conclusion

In conclusion, this exploratory data analysis has provided valuable insights into my DoorDash spending habits between July 2019 and April 2021. By analyzing my transaction data, I was able to determine my average order size and spending amount, as well as how the time of day and different cuisines and types of restaurants affect my spending patterns.

I found that my average order time of day was 9PM, likely due to working during the day and ordering late dinners or snacks before bedtime. I also discovered that affordability and convenience were key factors in my decision-making when it comes to selecting restaurants and cuisines, with fast food being the most common cuisine I ordered and Chick-Fil-A being my top restaurant choice.

This analysis has provided me with valuable information that I can use to make more informed decisions about my DoorDash spending in the future. By being aware of my spending patterns and taking steps to reduce unnecessary expenses, I can save money and achieve my financial goals.