



Data Analytics Report

Cooking Assistant User Insights Analysis

Description : A comprehensive analysis to understand user behavior, cooking preferences, and order trends to inform business strategies for upliance.ai.

Report By :
Shubhi Patel



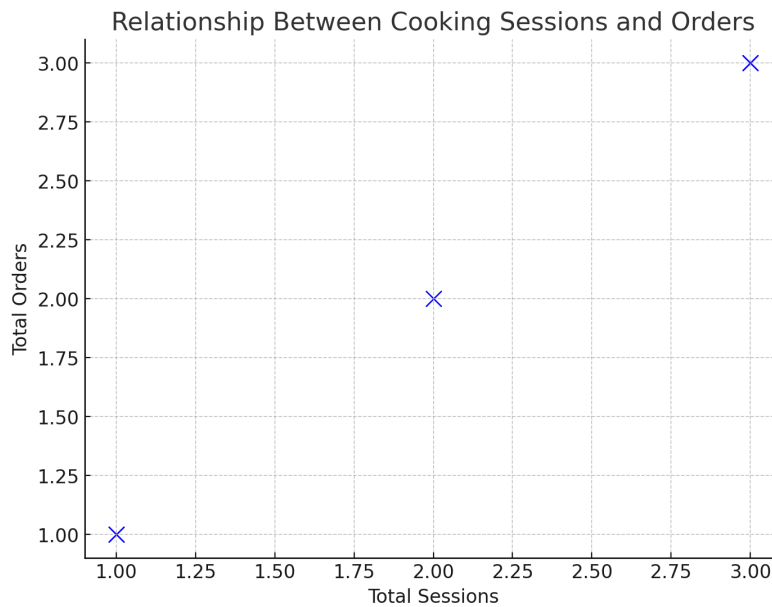
Objective

Analyze user behavior, cooking preferences, and order trends to derive actionable insights for upliance.ai.



Insights

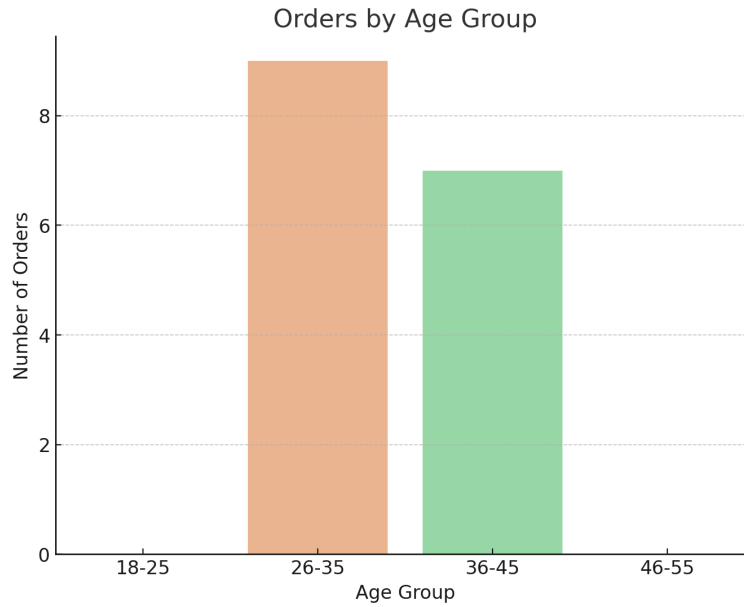
1. Relationship Between Cooking Sessions and Orders:



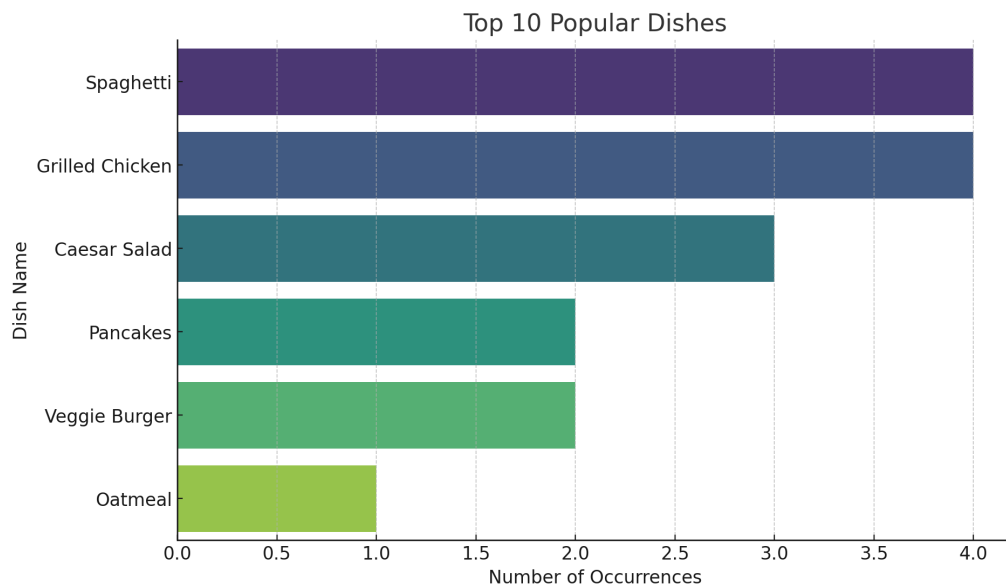
- Users with higher engagement in cooking sessions tend to place more orders.
- Strong correlation suggests that encouraging frequent cooking sessions could drive order volume.

2. Demographic Analysis:

- Age group **26-35** has the highest order volume, followed by **36-34**.
- This aligns with the target audience of young India, emphasizing the importance of tailoring promotions to this demographic.



3. Popular Dishes:



- The top 6 dishes cooked frequently include Spaghetti, Grilled Chicken, and Caesar Salad.
- Dinner items dominate preferences, highlighting an opportunity to promote evening meal plans.



Business Recommendations

- **Encourage User Engagement:**
 - Introduce gamification elements like badges or rewards for completing cooking sessions to increase user engagement.
- **Promote Popular Dishes:**
 - Offer discounts or personalized suggestions based on the top dishes to enhance user satisfaction and order frequency.
- **Focus on Evening Meals:**
 - Create marketing campaigns around dinner recipes, potentially bundling them with related ingredients or appliances.
- **Target Key Demographics:**
 - Design age-specific promotions for the **26-35** and **18-25** segments using social media and targeted ads.
- **Leverage Insights for Product Development:**
 - Develop AI cooking assistants with a focus on the most popular dishes and meal times to better align with user preferences.



Conclusion

This analysis provides a clear understanding of user preferences and behaviors, enabling upliance.ai to tailor its strategies effectively. By focusing on user engagement, promoting popular dishes, and targeting key demographics, the company can enhance customer satisfaction and drive growth. Implementing these data-driven recommendations will strengthen upliance.ai's position as a leader in the AI-powered home appliance space, delivering innovative solutions that resonate with its audience.