**PROJECT TITLE**

Visualizing and Analysing Order Status and Feedback in Online Food Ordering

**PROBLEM STATEMENT**

Utilizing demographic and location information, analyse customer order details to optimize the order fulfilment process and enhance customer satisfaction. Employ data analysis and visualization techniques to identify factors influencing order status and feedback, such as demographic characteristics, location-specific trends, and order fulfilment efficiency. Recommend strategies to improve order processing efficiency, reduce delivery times, and address customer feedback effectively.

**ABSTRACT**

The project focuses on analysing customer order details, including demographic information and location data, to optimize the order fulfilment process and enhance customer satisfaction. Through data analysis and visualization techniques, we examine the distribution of order status and feedback provided by customers, identifying patterns and trends across different demographic variables such as occupation and location. Insights gleaned from the analysis inform actionable recommendations aimed at improving operational efficiency and addressing customer pain points. By understanding how order status and feedback vary across customer segments, stakeholders can make informed decisions about process improvements, resource allocation, and customer engagement strategies. The project aims to not only optimize the order fulfilment process but also enhance overall customer satisfaction by addressing common issues and improving the overall customer experience. Through data-driven insights, the project contributes to more efficient operations and improved service quality, ultimately fostering stronger relationships with customers and driving long-term business success.

**OBJECTIVES AND OUTCOMES**

***Objectives:***

1. *Understand Order Status and Feedback*: Analyse the distribution of order status and feedback provided by customers to gain insights into the current state of the order fulfilment process and customer satisfaction levels.

2. *Identify Patterns and Trends:* Explore how order status and feedback vary across different demographic variables such as occupation and location. Identify any patterns or trends that may influence order processing efficiency and customer satisfaction.

3*. Optimize Order Fulfilment Process*: Use insights from the analysis to identify areas for improvement in the order fulfilment process. This could include optimizing logistics, improving communication with customers, or enhancing product quality.

4. *Enhance Customer Satisfaction:* Develop strategies to address customer feedback effectively and improve overall customer satisfaction. This may involve addressing common pain points, resolving issues promptly, and enhancing the overall customer experience.

Expected Outcomes:

1. *Insights into Order Status and Feedback*: Gain a deeper understanding of the distribution of order status and feedback, including any recurring issues or trends that may impact customer satisfaction.

2. *Identification of Key Demographic Influences*: Identify how order status and feedback vary across different demographic variables such as occupation and location. This insight can inform targeted interventions and improvements tailored to specific customer segments.

3. *Actionable Recommendations*: Generate actionable recommendations based on the analysis to optimize the order fulfilment process and enhance customer satisfaction. These recommendations should be data-driven and targeted towards addressing the identified pain points and improving overall service quality.

4. *Improved Decision-Making*: Provide stakeholders with the necessary information and insights to make informed decisions about process improvements, resource allocation, and customer engagement strategies. This can lead to tangible improvements in operational efficiency and customer loyalty.

**SYSTEM DESIGN**

A screenshot of a computer code

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