

# Story 1

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By Category, Beverages account for the Highest Revenue. Extras and Soup each constitute less than 2% of the Revenue.

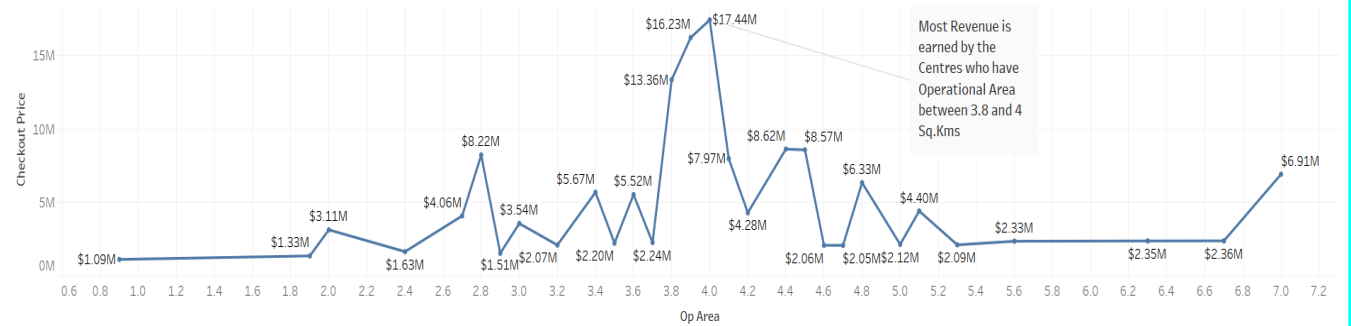
Centre type A and B account for the Most Number of Orders and Revenue. Centres with IDs 13, 43 and 10 are the Top Three in Sum and Average Number of Orders

Most of the Cities have Number of Orders b/w 1 million and 2 million and Most have Average Number of Orders b/w 100 and 200

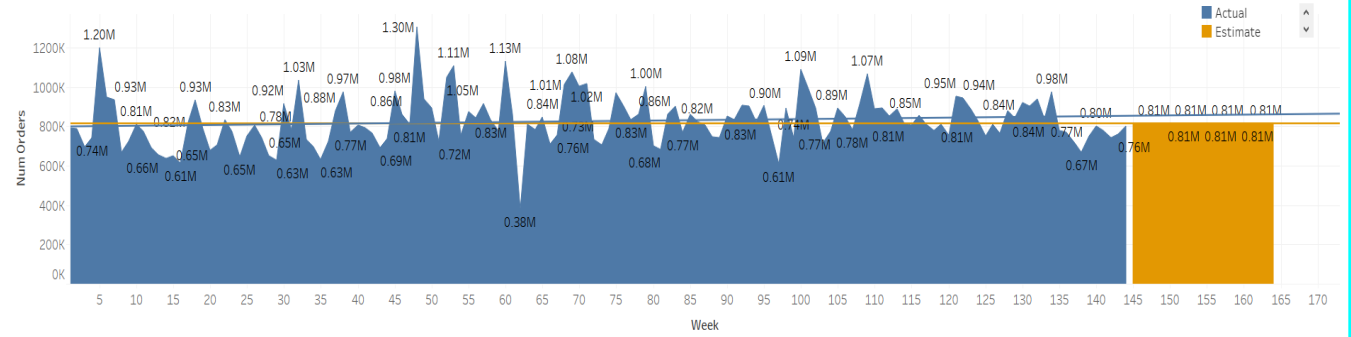
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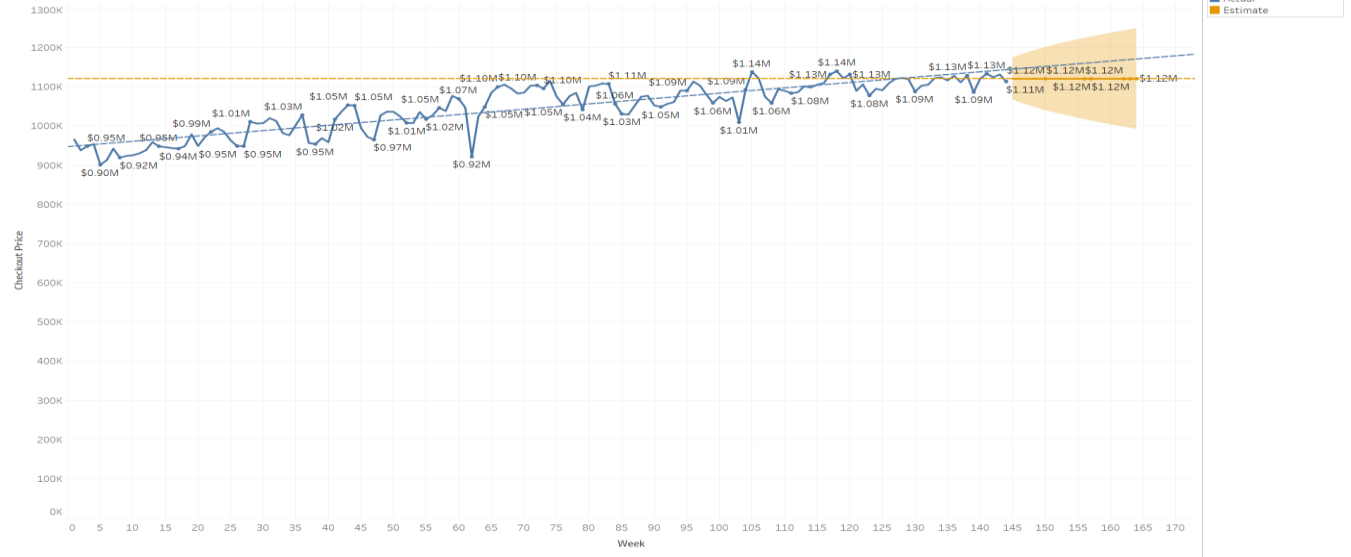
Revenue Vs Op Area



Number of orders Vs Week



Sheet 24



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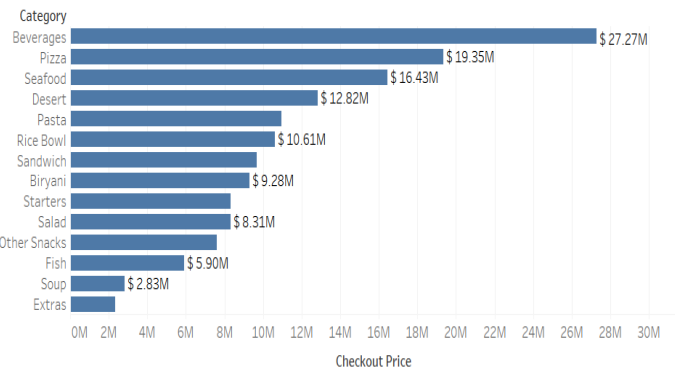
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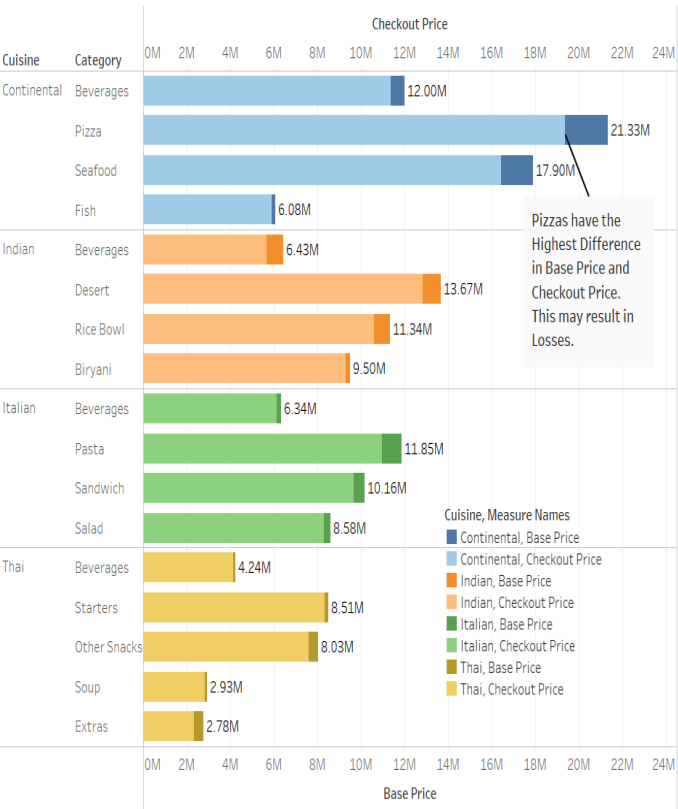
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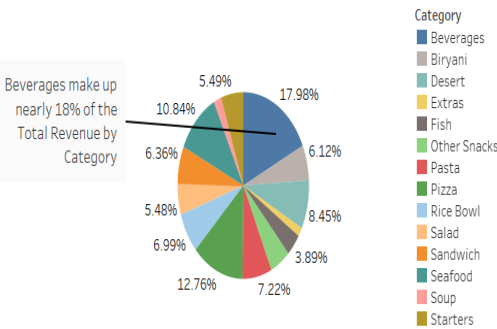
Revenue by Category



Base Price Vs Checkout Price



Percentage of Revenue by Category



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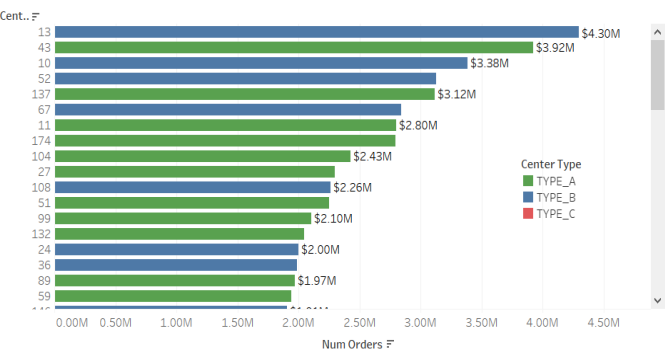
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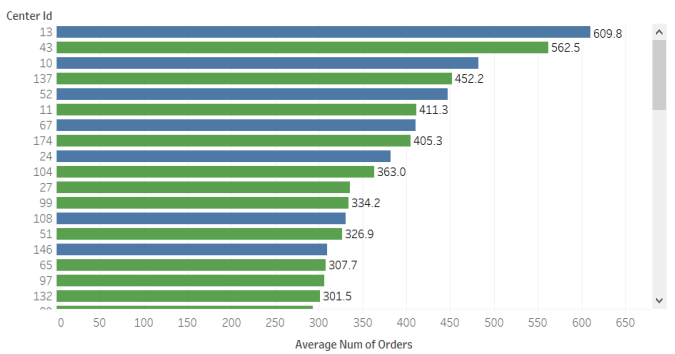
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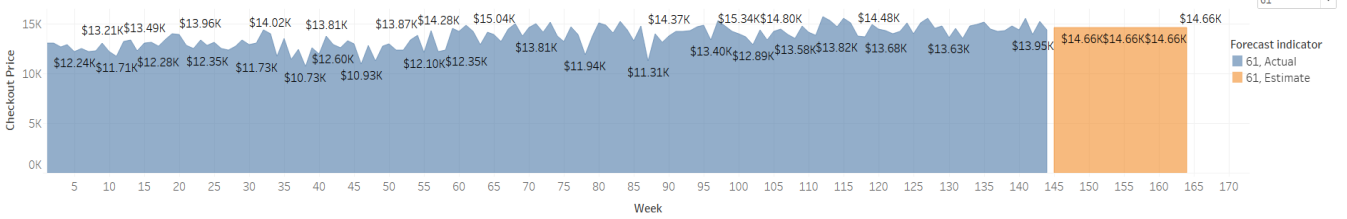
Sum of Number of Orders for each Centre ID



Average Number of Orders by Centre ID



Revenue across Weeks by Centre id



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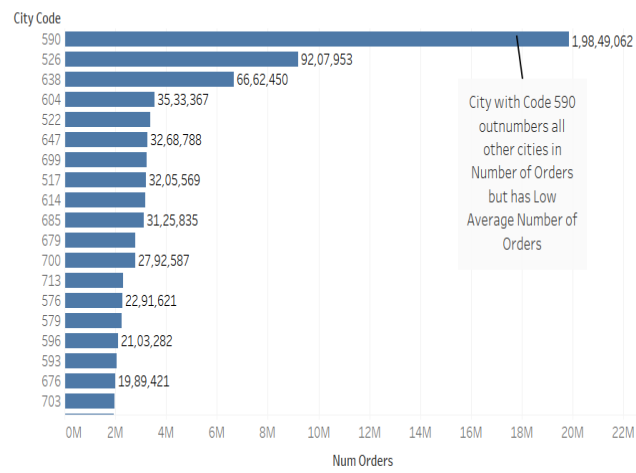
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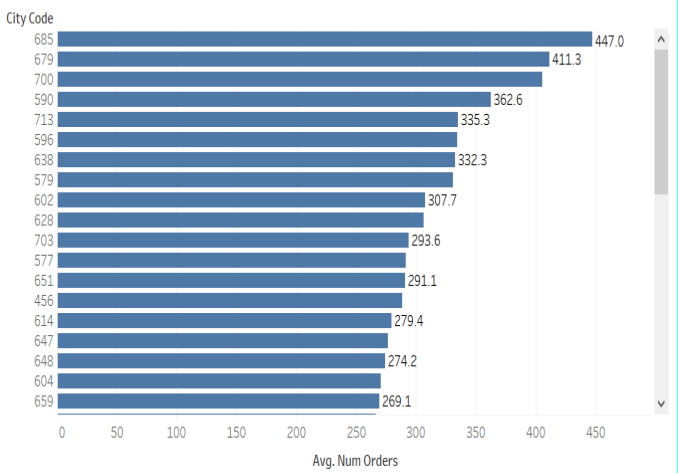
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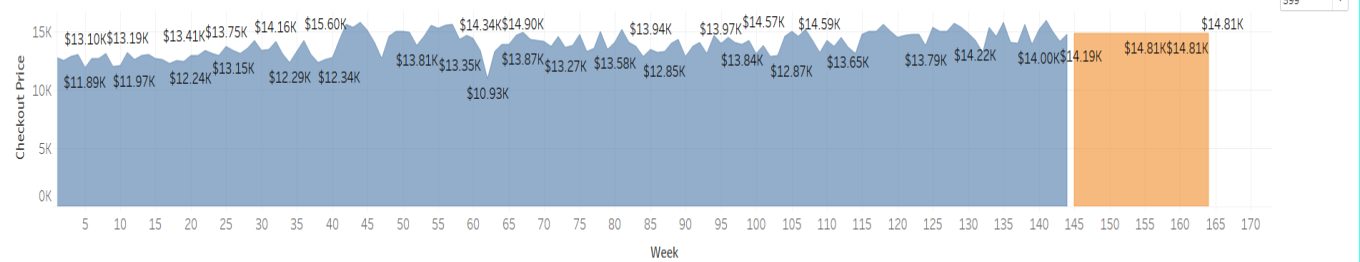
Sum of Orders for each City



Average Orders for each City



Revenue across Weeks for Cities



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Number of Orders for the

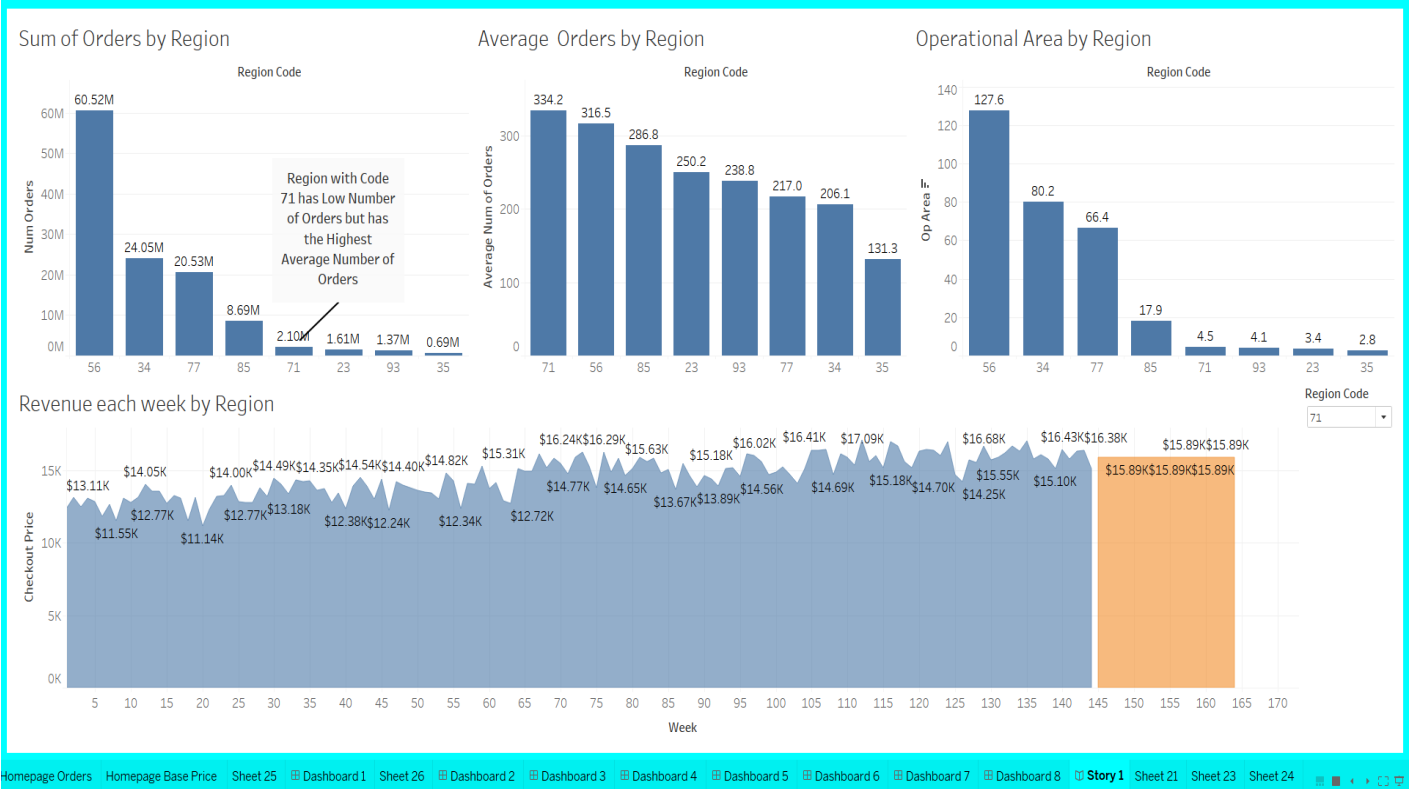
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Centre Type\_A has the highest Number of Orders and the highest Operational Area but Centre Type\_B has the Highest Average Number of Orders



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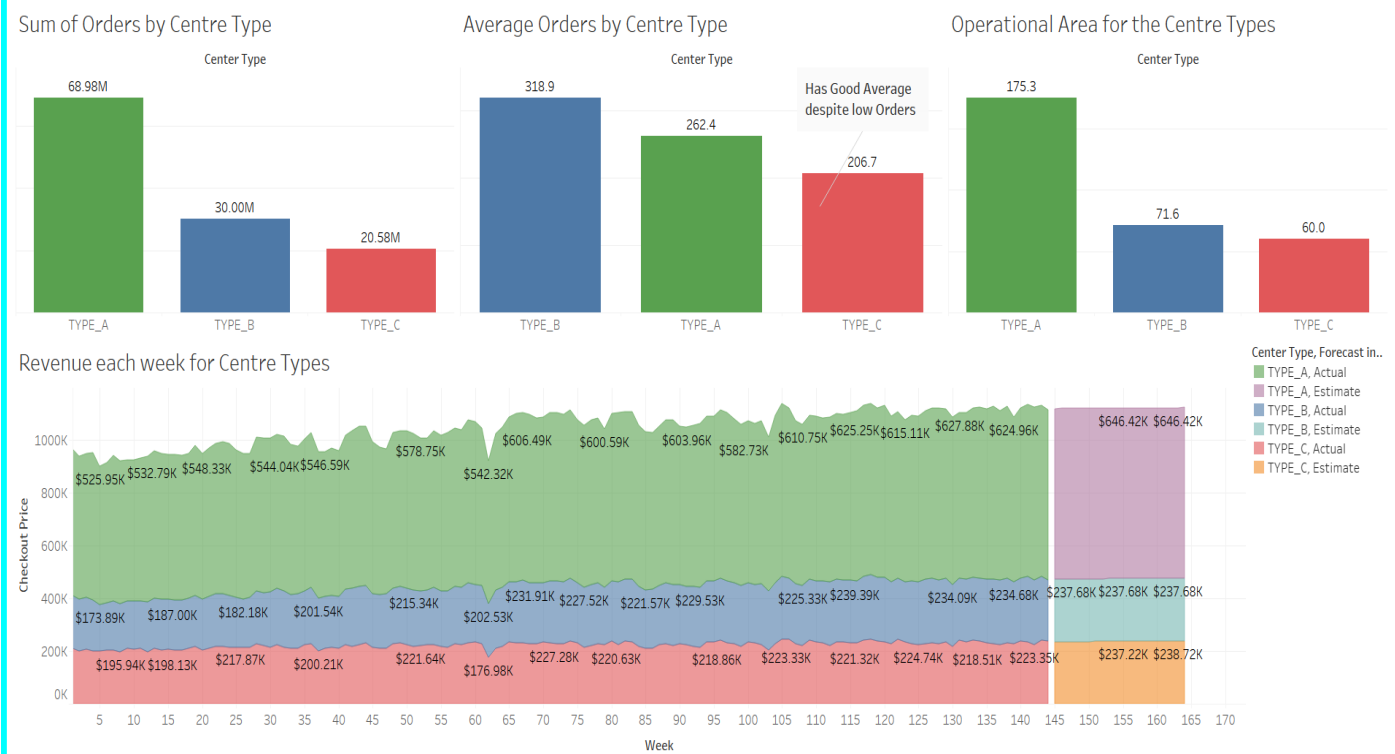
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Centre Type\_A has the highest Number of Orders and the highest Operational Area but Centre Type\_B has the Highest Average

Meal ID 2290 belonging to Rice Bowl has the Highest Number of Orders. By Category, Beverages has the Highest Number of Orders.

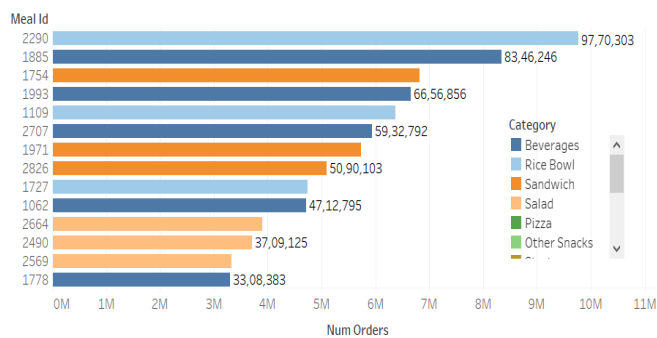
Promoting an item via Email and Featuring it via Homepage seems to have some effect on the Number of Orders.



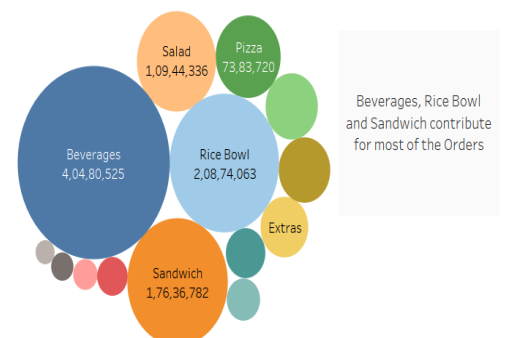
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Sum of Orders for each Meal ID

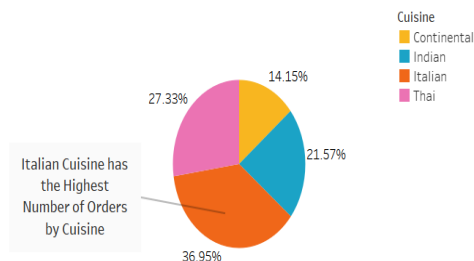


Distribution of Orders by Category



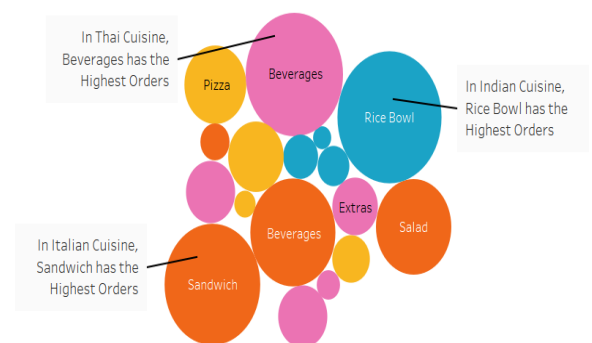
Beverages, Rice Bowl and Sandwich contribute for most of the Orders

Percentage Distribution of Cuisines



Italian Cuisine has the Highest Number of Orders by Cuisine

Distribution of Orders for Cuisines by Category



In Thai Cuisine, Beverages has the Highest Orders

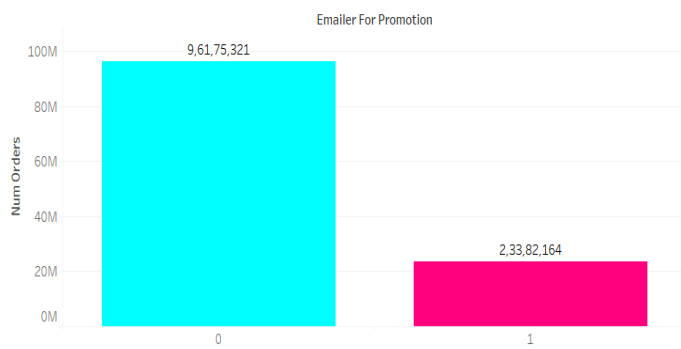
In Indian Cuisine, Rice Bowl has the Highest Orders

In Italian Cuisine, Sandwich has the Highest Orders

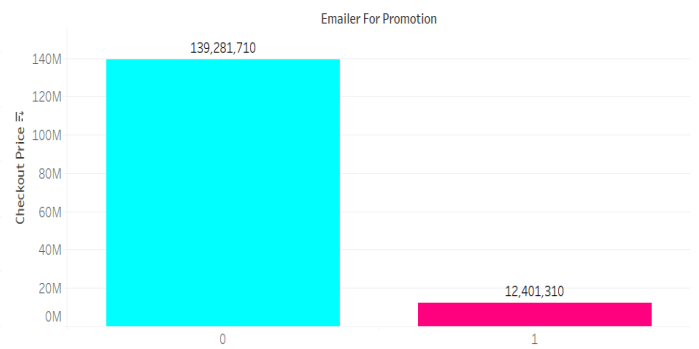
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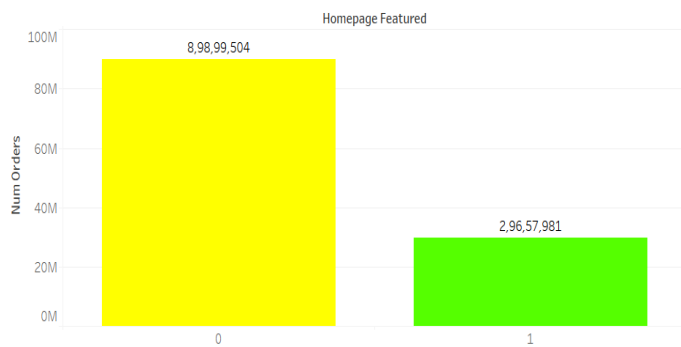
Emailer for Promotion Vs Sum of Orders



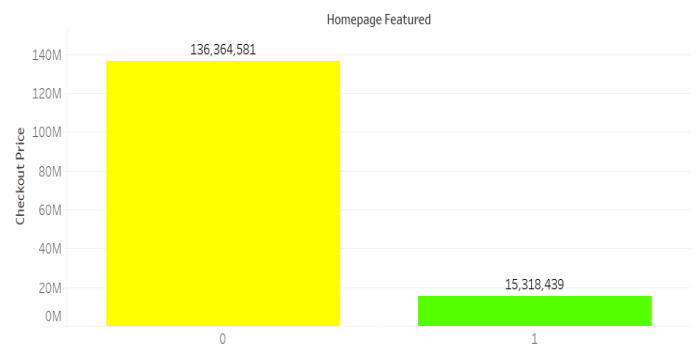
Emailer for Promotion Vs Revenue



Homepage Featured Vs Sum of Orders



Homepage Featured Vs Revenue





1. Revenue earned from Centres with Operational Area between 3.8 and 4 sq.km is the highest. There are Centres with Op Area upto 7 sq.km but their revenue is much less.
2. There is an increase of \$0.21 Million compared to week 1. For the next few weeks, the forecast is:  
Total Number of Orders – \$0.81 Million  
Total Revenue(Checkout Price) - \$1.12 Million
3. Beverages, Pizza and Sea food constitute approximately 40% of the total revenue.
4. Pizza, Sea food, Desert and Pasta have the highest difference in the Base Price and the Checkout Price. Most of the Categories don't have a significant difference b/w Base and Checkout Price.
5. There are 77 fulfilment centres and Centres of Type\_A and Type\_B are doing good in terms of Orders and Revenue. Centres of Type\_C need some attention in terms of total Orders.
6. The Forecast for Revenue of most of the Centres is almost the same as the past few previous weeks.
7. Among the Cities, there seems to be difference in ranking b/w total orders and average orders.
8. Analysing the Trend, Regions with Code 23 and 35 are not showing promising increase in Revenue as Time goes on.
9. Centres of Type\_B and Type\_C have good averages despite low Total Orders and Operational Area.
10. The Trend of Revenue earned by all the Centre Types is showing a slight increase as time passes.
11. Italian and Thai Cuisine constitute nearly 65% of the Orders.
12. In Indian and Thai Cuisine, Orders on Categories Rice Bowl and Beverages outnumber the Orders on other categories in their respective Cuisines.
13. Featuring an item on the Homepage has more effect in the Total Number of Orders. Both Featuring on Homepage and Emailer for Promotion don't have as big impact on Revenue as they have on Orders.