



Starting a food business: Market insights

Analyzing Deliveroo data
for strategic decisions

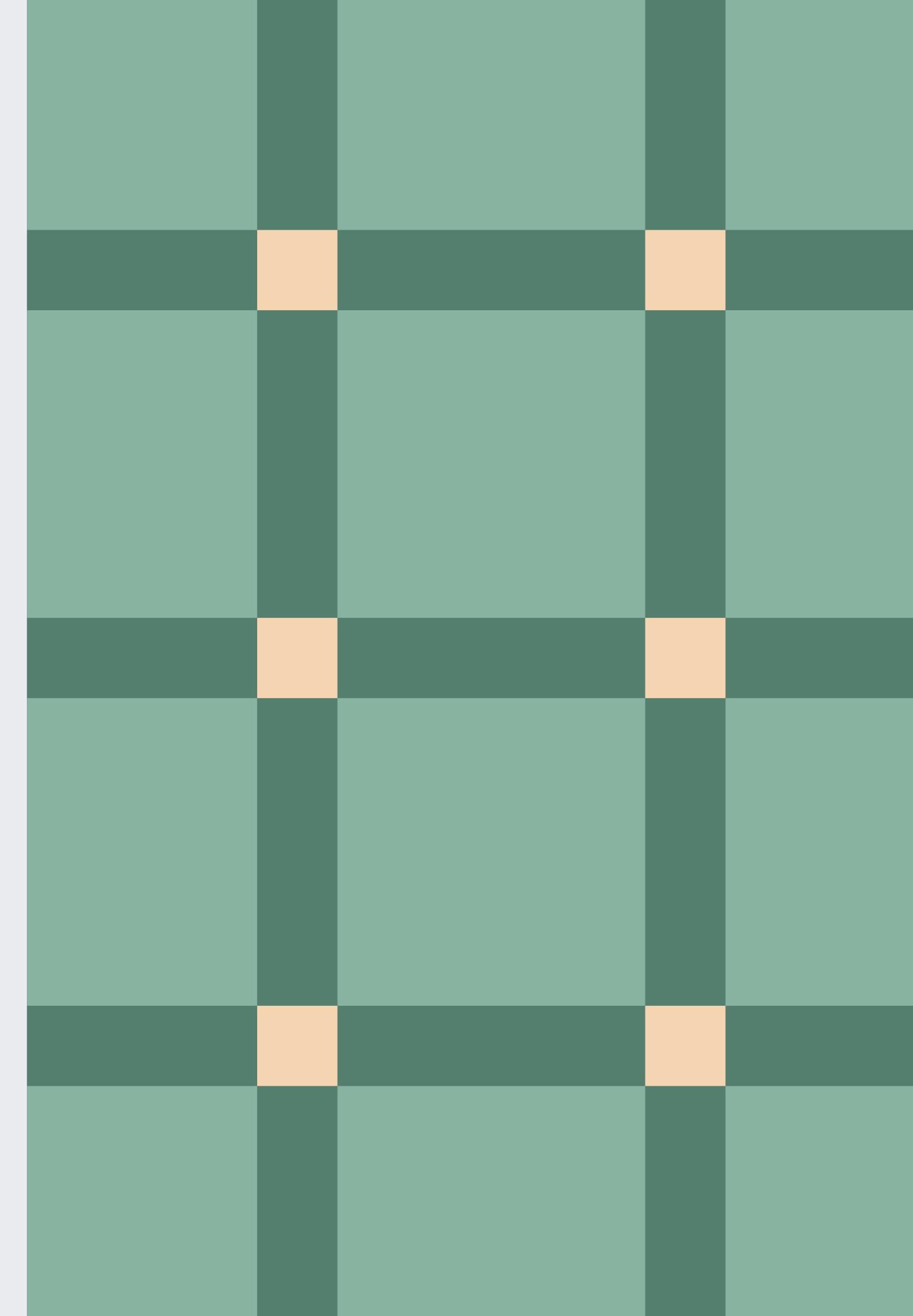
Context

**Opening a new restaurant,
focused on food delivery**

**Define:
Location
Product
Client (persona)**



Market Research Insights



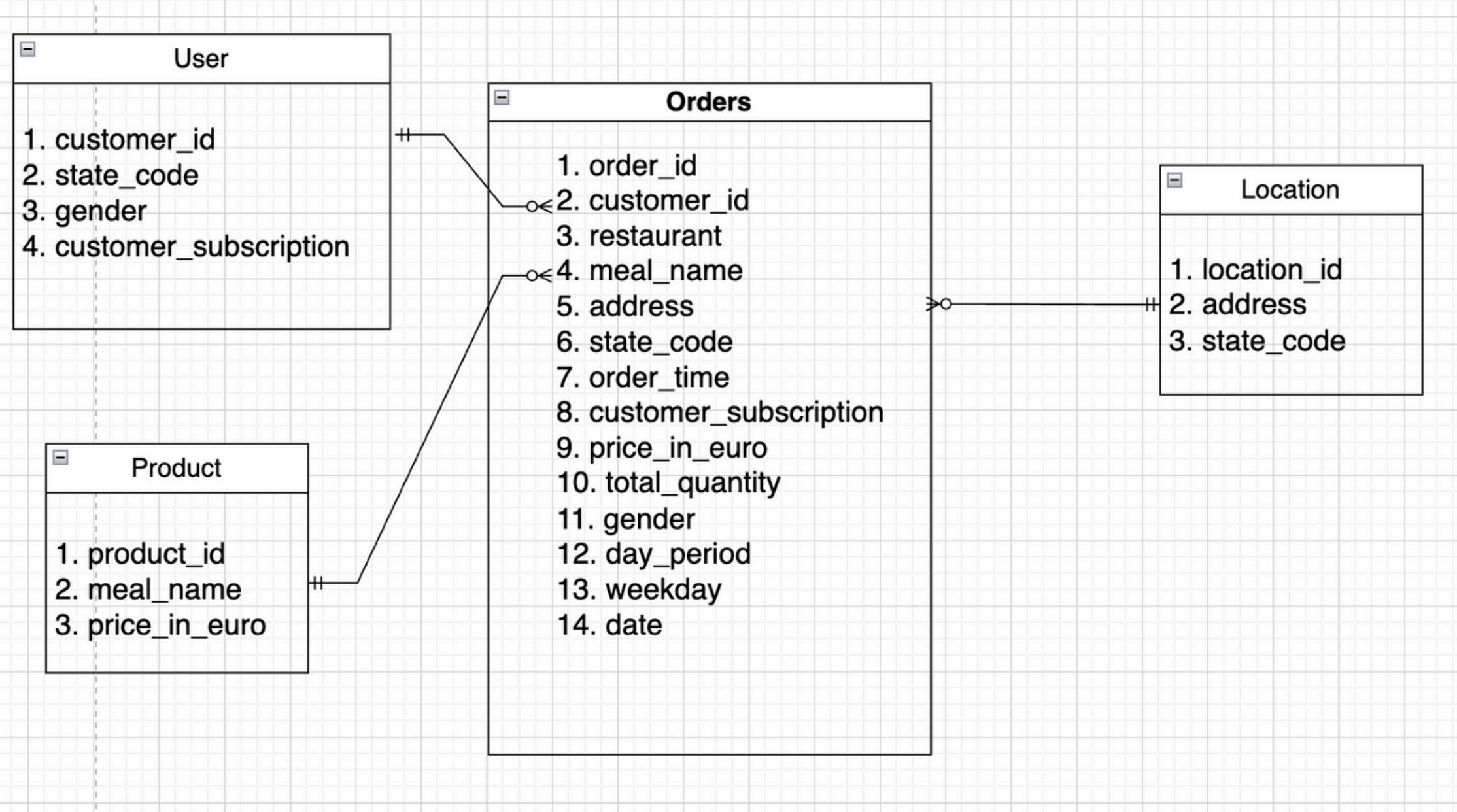
Deliveroo Data Preprocessing in Python

	A	B	C	D	E	F	G	H	I	J	K
1	Customer_ID	Order Dates	Restaurant	MealName	Addressa	State Code	Order Time	Delivery Te	Customer S	IPrice in Eu	Total Qu
2	Deliveroo_cid_nlh_9352	Sunday, February 13, 2022	Dutch Dining	Mac and Cheese	Haarlemmermeer	NH	4:32:03 PM	Normal	Premium	7,8	
3	Deliveroo_cid_nlh_7457	Saturday, February 19, 2022	Cheese Chalet	Chinotto	Utrecht	NH	1:30:59 PM	Normal	Premium	11,37	
4	Deliveroo_cid_nlh_1037	Sunday, February 20, 2022	Netherlands Nosh	Ready-to-Eat Curry	Emmen	NH	10:57:10 PN	Normal	Premium	12,14	
5	Deliveroo_cid_nlh_3606	Tuesday, February 22, 2022	Pancake Palace	Tonica	Arnhem	NH	11:41:55 AN	Normal	Basic	9.29	

2	"order_0","id_9352","Dutch Dining","Mac and Cheese","Haarlemmermeer","NH","16","Premium","7.8","2","F","afternoon","Sunday"
3	"order_1","id_7457","Cheese Chalet","Chinotto","Utrecht","NH","13","Premium","11.37","2","F","afternoon","Saturday","19-02-2022"
4	"order_2","id_1037","Netherlands Nosh","Ready-to-Eat Curry","Emmen","NH","22","Premium","12.14","2","F","night","Sunday","20-02-2022"
5	"order_3","id_3606","Pancake Palace","Tonica","Arnhem","NH","11","Basic","9.29","2","F","morning","Tuesday","22-02-2022"
6	"order_4","id_6865","Hague Harvest","Beef Broth","Sittard","NH","20","Basic","13.85","2","M","evening","Wednesday","23-02-2022"

- Cleaned missing values and duplicates
- Converted date columns to datetime format
- Extracted features: period of the day (e.g., morning, afternoon)
- Renamed columns for consistency
- Created new columns to serve as primary keys in future SQL tables
- Prepared data for analysis and visualization

ERD Diagram

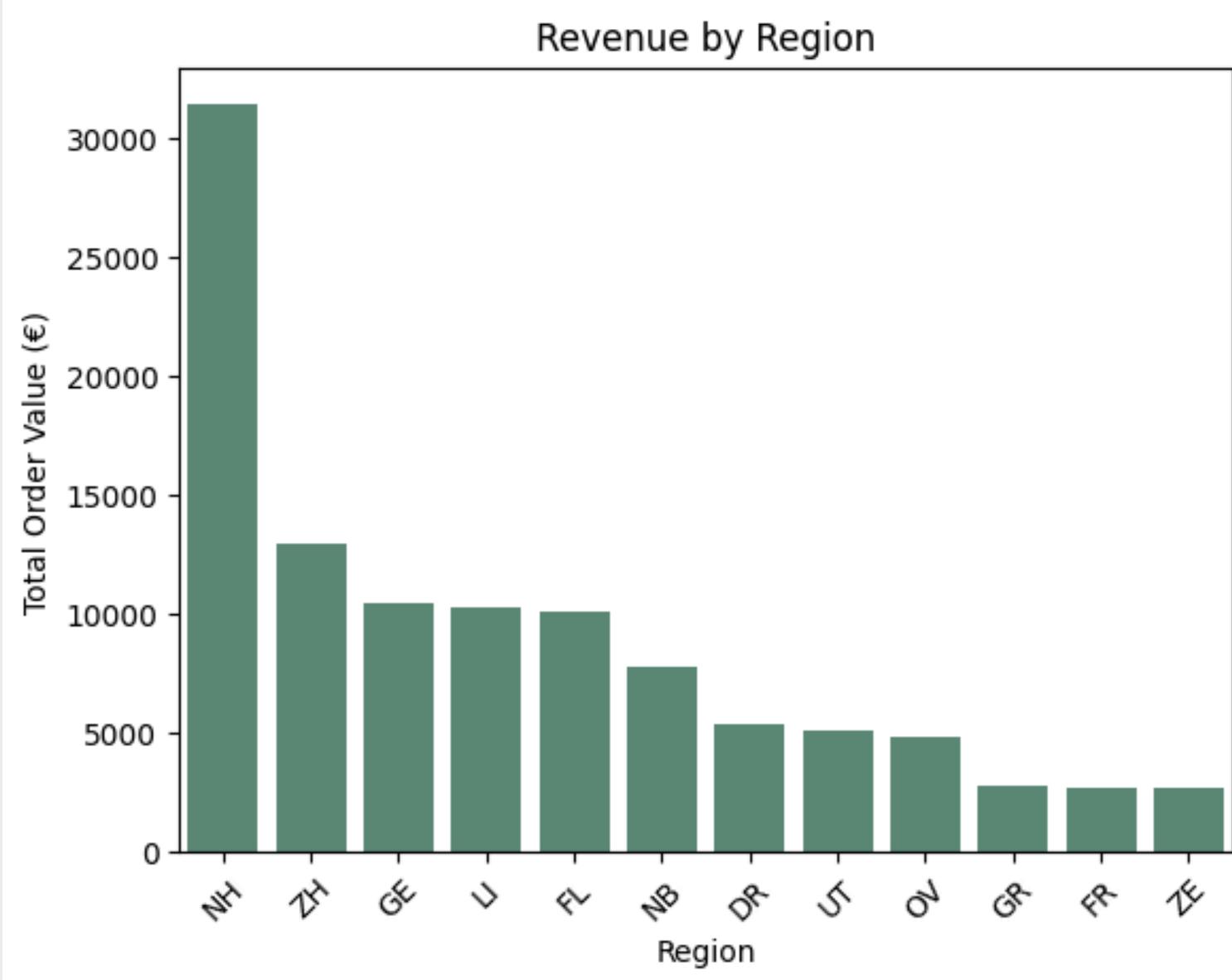


- Primary keys:
 1. Orders.order_id
 2. User.customer_id
 3. Product.product_id
 4. Location.location_id

- Foreign keys:
 1. Orders.customer_id → User.customer_id
 2. Orders.meal_name → Product.meal_name
 3. Orders.address → Location.address

Location

- Using SQL queries with GROUP BY and ORDER BY, we identified the regions with the highest customer order volume. These are priority areas for launching a new restaurant.
- Python was used to visualize these insight

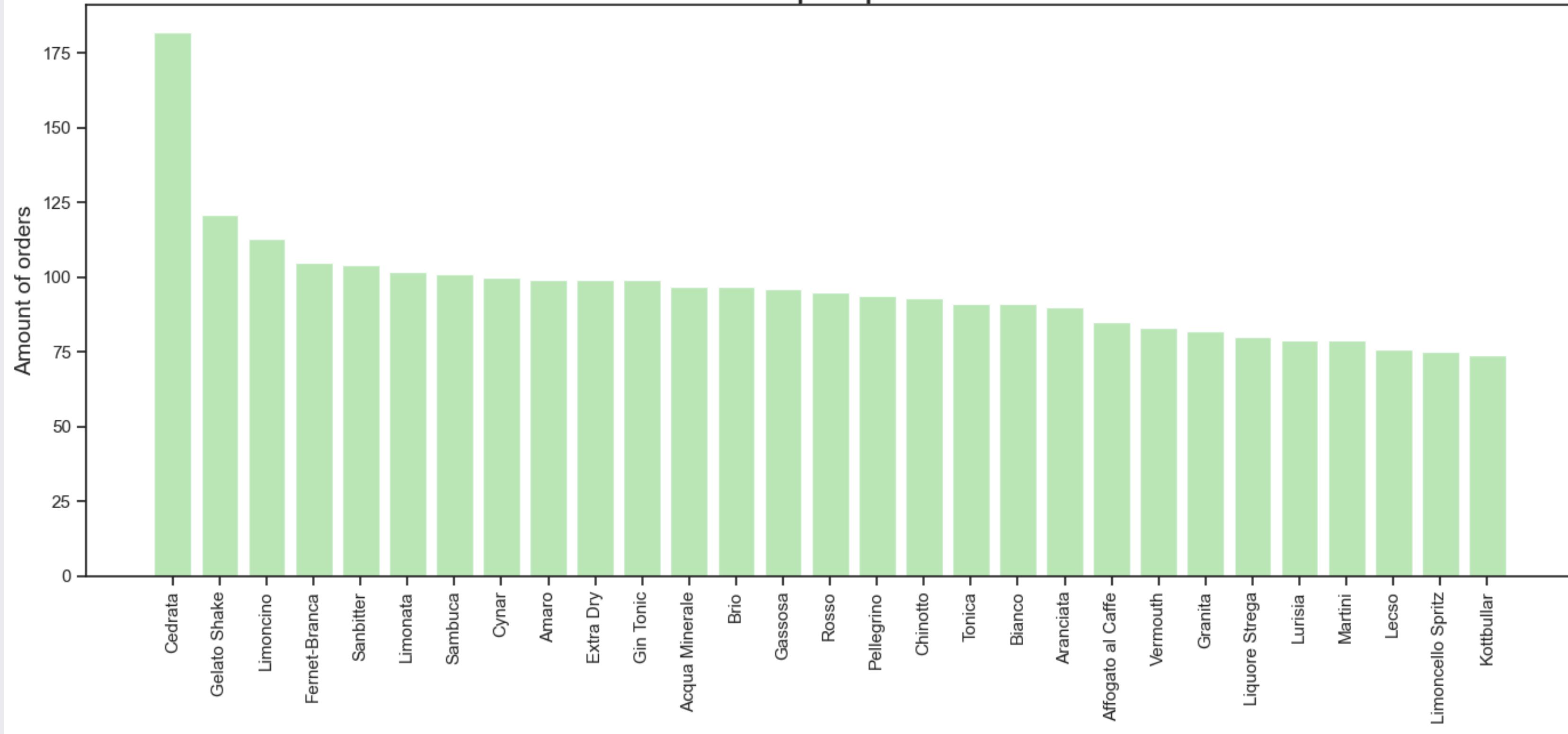


Province Name	Abbreviation
Drenthe	DR
Flevoland	FL
Friesland	FR
Gelderland	GE
Groningen	GR
Limburg	LI
North Brabant	NB
North Holland	NH
Overijssel	OV
South Holland	ZH
Utrecht	UT
Zeeland	ZE

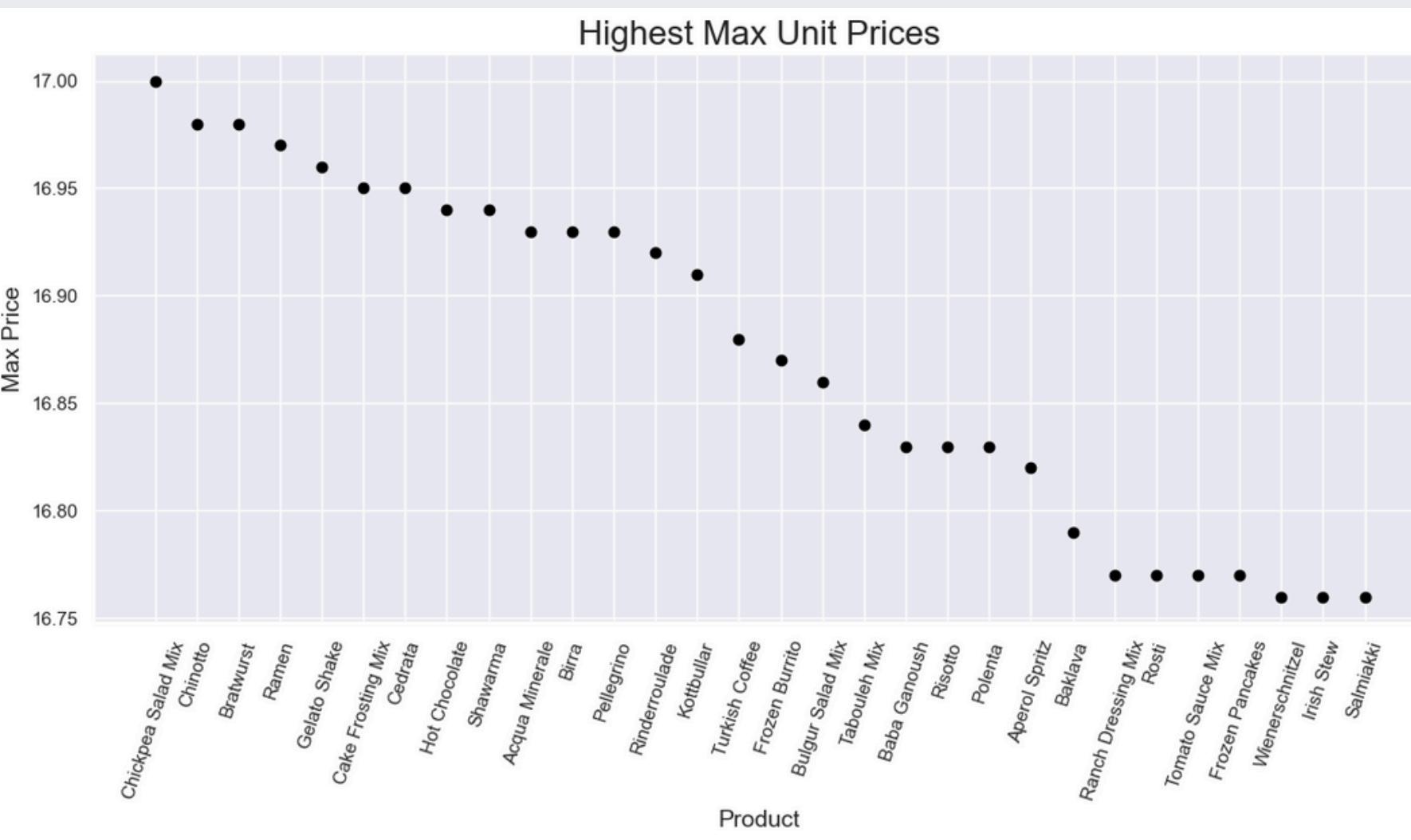


Product

Orders per product



Product



- Most expensive products: chickpea salad mix, bratwurst, ramen, shawarma, bulgur salad mix, tabouleh mix.
- Healthy products and international cuisine have a high added value, so they can be interesting categories for this business investment.



- Moules frites, soup mix, kartoffelsalat, roast beef, kebab and tuna salad mix are the cheapest products of the dataset.
- These could be good options for our activity if we decide to focus on a lower class client as our customer persona.

Clients

- Customer gender distribution:
👤 ♀ Female – 50.6% ♂ Male – 49.4%
- Basic female users made the most orders and spent the most overall. But total spending is similar across all groups, so we think targeted offers could help boost loyalty.



gender	customer_subscription	total_orders	total_spent
F	Basic	2569	37060.36
M	Premium	2513	36832.09
F	Premium	2560	36578.88
M	Basic	2490	35541.84

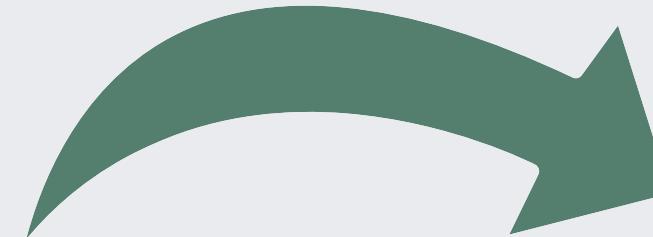
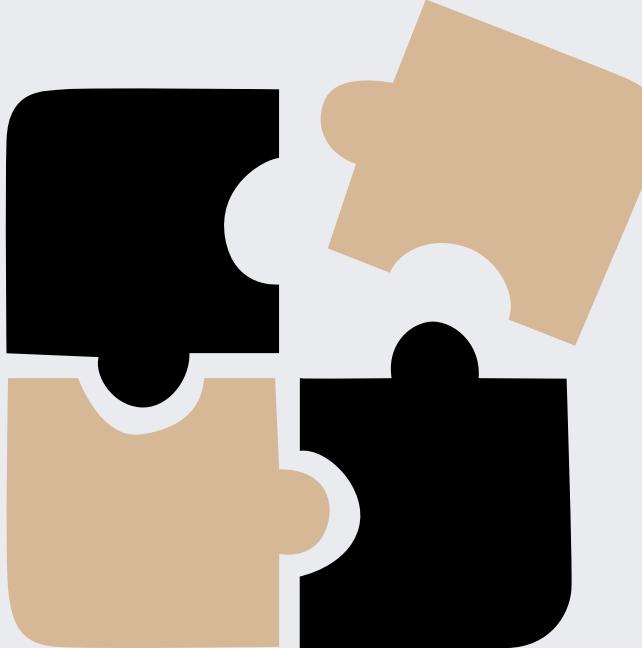
- Cedrata is the top-performing product for both Basic and Premium users. Premium customers show strong interest in Lecso and Gelato Shake



Subscription	Product	Orders
Premium	Cedrata	103
Basic	Cedrata	79
Premium	Lecso	90
Basic	Lecso	62
Premium	Gelato Shake	66
Basic	Limoncino	61
Basic	Sambuca	60
Basic	Cevapi	58
Premium	Cynar	57

Challenges

- Understanding of the ERD and its structure
- Problems with notebook file corrupted, exporting the database
- Difficulty with Github to work with file in collaboration



Summary

- **Location** - Our analysis showed that the highest number of orders came from Noord-Holland (NH). This makes it the most strategic location for launching our restaurant.
- **Product** - The most ordered products are beverages, both alcoholic and soft drinks. So an interesting approach to define our product would be to decide between a high added value product, like healthy foods and international cuisine, or a lower price product like moules frites or kebab.
- **Client (persona)** - Our core customers are female users, who place the most orders and generate the highest revenue. They enjoy Italian drinks and desserts as well as Balkan-style food. However, spending is balanced across all groups - meaning the restaurant could appeal to a wide range of customers with the right promotions.



Thank you for
your
attention!