

Food Mart Data Analysis

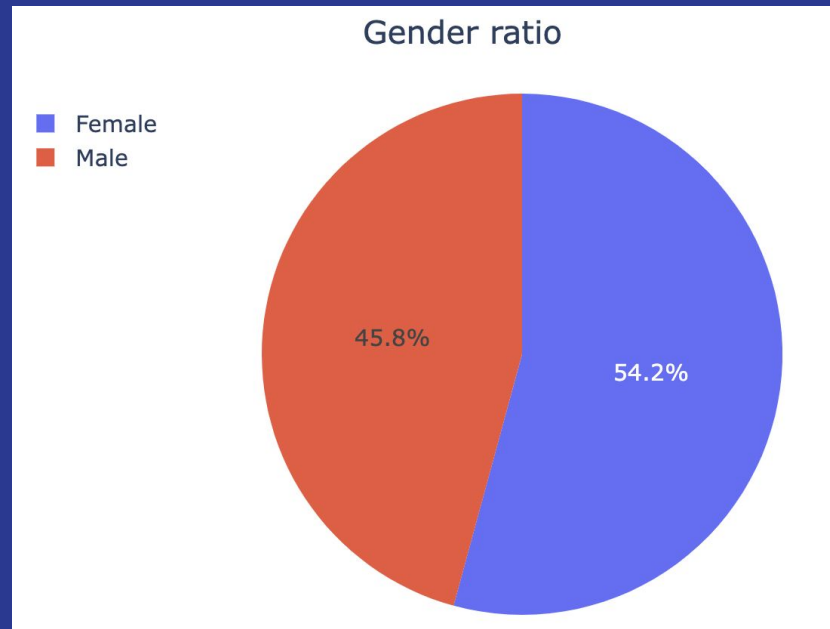
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Basic Queries

- Gender ratio in the database is almost similar. So there is no biasing in the dataset.

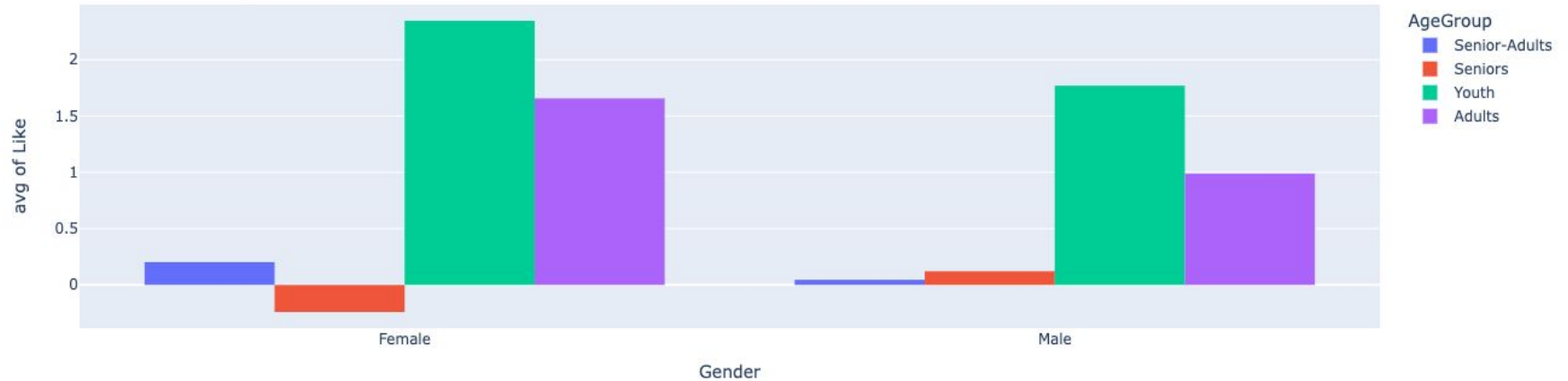
Age-Groups Categorisation:

- 17-25 : Youth
- 25-45 : Adults
- 45-64 : Senior-Adults
- 64-80 : Seniors



Gender-wise like score of different age groups

In both of the genders, youth seem to really like the food which is not so the case among the senior citizens with female seniors having a like average in negative.



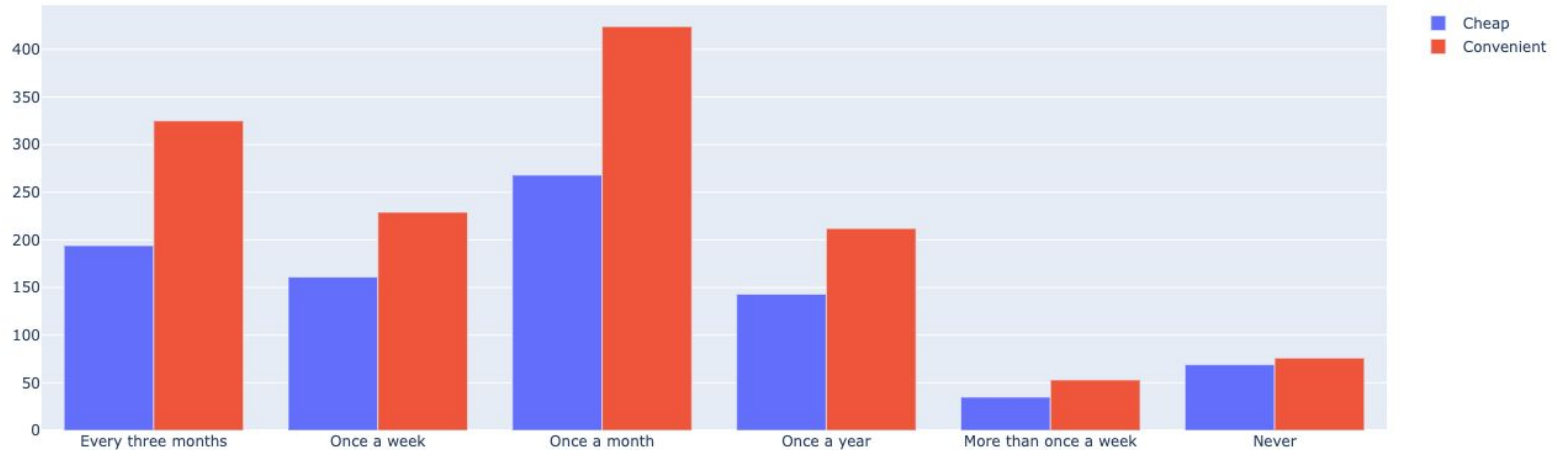
Avg. Like Score linked with Frequency of Visit

Customers visiting less than once in a month are found to have dislike the food. The outlet should focus more on regular customers.



Does cheap & convenience mean more often visits?

The plot shows that being cheap isn't much of a bonus for regular customers but convenience is the major gameplay.



Disliking?

The major reason for lower average likes for senior-adults is due to the fact those who find food cheap (affordable) call it fattening whereas the ones with expensive partially agree to it being unhealthy.

The adults follow a similar trend towards the same factors but their average count of likes is far larger owing to the fact that they find it tasty and convenient.

