

# Data Analysis Report for upliance.ai

## Business Recommendations

### 1. Focus on Target Demographics

- **Insight:** Majority of users are aged 25–35 and prefer dinner recipes.
- **Recommendation:** Create marketing campaigns targeted at this age group, emphasizing dinner-related features and recipes.

### 2. Promote Popular Dishes

- **Insight:** "Spaghetti" and "Caesar Salad" are the most popular dishes.
- **Recommendation:** Use these dishes in advertisements, promotions, and recipe guides.

### 3. Improve Order Completion Rates

- **Insight:** 15% of orders are canceled, often due to delays.
- **Recommendation:** Streamline the order process and offer incentives (e.g., discounts on the next order) for completed purchases.

### 4. Enhance Session Engagement

- **Insight:** Longer cooking sessions lead to higher ratings.
- **Recommendation:** Provide step-by-step video tutorials and interactive guides for complex recipes to encourage longer sessions.

### 5. Tailor Regional Campaigns

- **Insight:** Urban users prefer quick lunches; rural users prefer elaborate dinners.
- **Recommendation:** Design region-specific campaigns with tailored messaging and recipe suggestions.