

OVERVIEW

49.73%
Overall Churn Rate

98.02%
Overall Retention Rate

\$14.34M
Total Revenue



FoodPanda

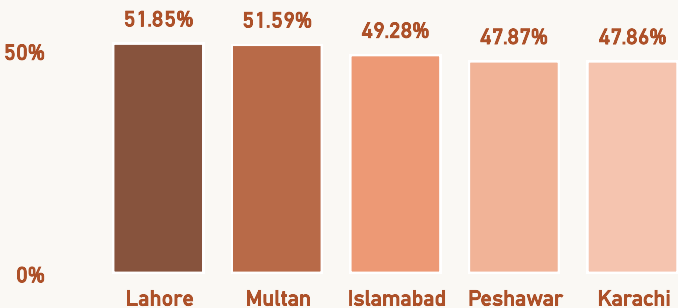
FILTER PANEL

City
All

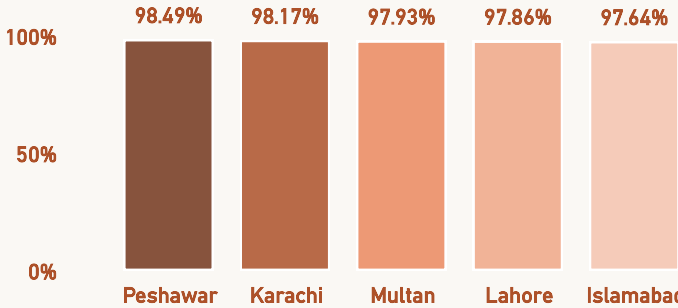
Age
All

Gender
All

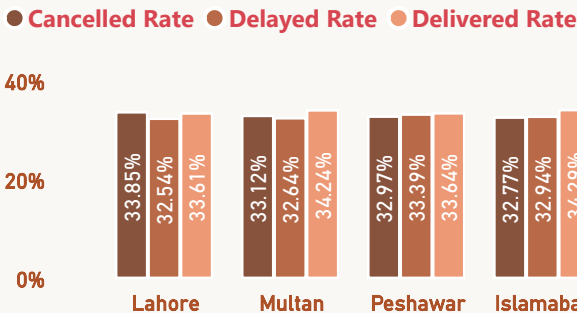
Churn Rate by City



Retention Rate by City



Delivery Status Rate by City



Top Restaurants by Revenue

City	Islamabad		
Restaurant Name	Total Revenue	Average Rating	Total Revenue
Burger King	\$5,58,912.5	1.47	\$5,20,419
KFC	\$6,79,551.15	1.80	\$5,22,859
McDonald's	\$5,00,082.9	1.74	\$4,96,422
Pizza Hut	\$5,52,153.71	1.79	\$5,43,409

CHURN RATE ANALYSIS

49.73%
Overall Churn Rate



FoodPanda

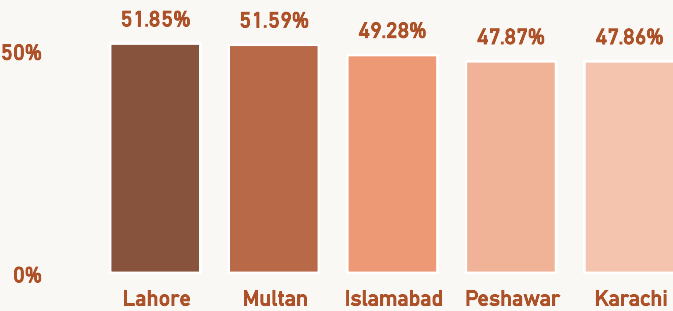
FILTER PANEL

City
All

Age
All

Gender
All

Churn Rate by City



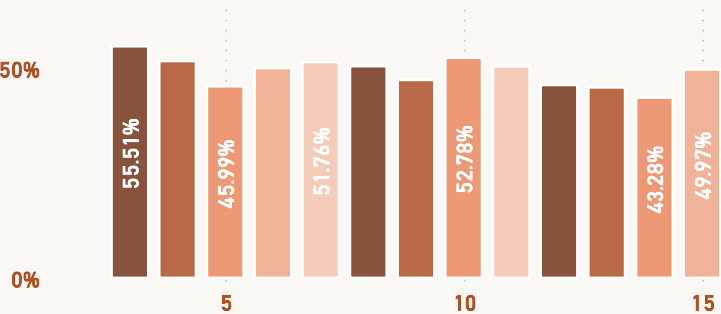
Churn Rate by Demographics

Gender	Female		Male	
Age	Average Rate	No. of Customers	Average Rate	No.
Adult	47.52%	667	47.04%	
Senior	52.15%	669	51.32%	
Teenager	47.87%	682	51.07%	

Churn Rate by Features

Delivery Status		Cancelled		
City	Rating Bucket	No. of Customers	Average	
Islamabad	Low (<3)	389	4	
Karachi	Low (<3)	357	4	
Lahore	Low (<3)	412	5	
Multan	Low (<3)	416	5	

Churn Rate by RFM Score



RETENTION RATE ANALYSIS

98.02%

Overall Retention Rate



FoodPanda

FILTER PANEL

City

All

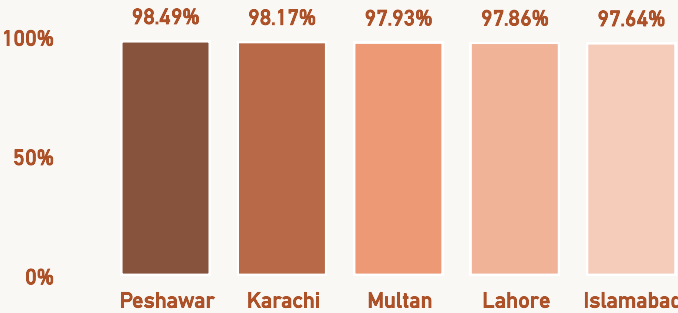
Age

All

Gender

All

Retention Rate by City



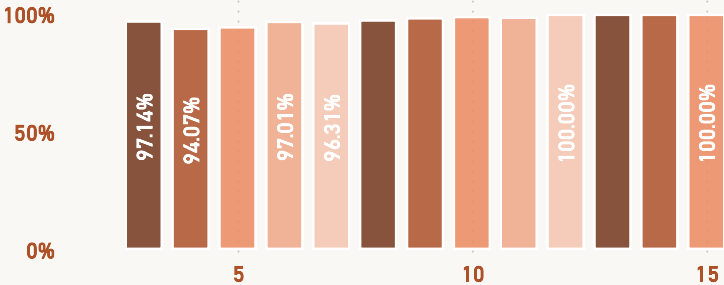
Retention Rate by Features

Delivery Status	Cancelled		
	City	Rating Bucket	No. of Customers
	Islamabad	Low (<3)	389
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Retention Rate by Demographics

Gender	Female		Male
	Age	Average Rating	No. of Customers
	Adult	96.73%	667
	Senior	98.18%	669
	Teenager	98.67%	682

Retention Rate by RFM Score



PERFORMANCE ANALYSIS

\$14.34M
Total Revenue

\$11.95K
Average Order Value

1.70
Average Rating

32.78%
Average Cancelled...

32.87%
Average Delayed...

34.35%
Average On-Time...



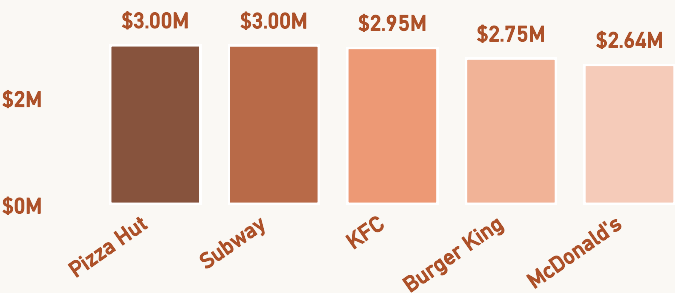
FoodPanda

FILTER PANEL

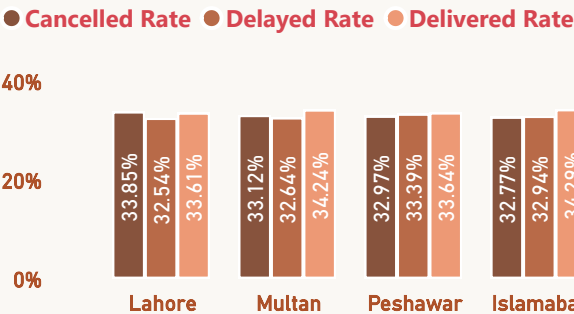
City
All

Restaurant
All

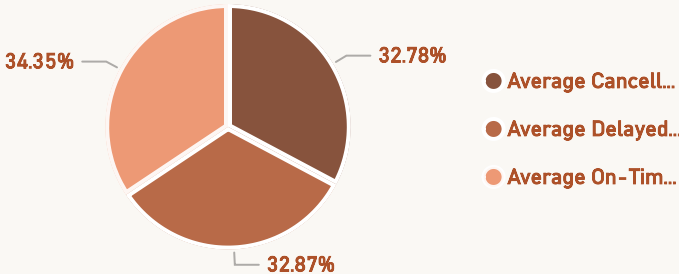
Top Restaurants by Revenue



Delivery Status Rate by City



Delivery Success Rate



Restaurant by Order Value

City	Islamabad		
Restaurant Name	Average Rating	Average Order Value	Average On-Time...
Burger King	1.47	\$2,388.64	
KFC	1.80	\$2,388.64	
McDonald's	1.74	\$2,388.64	
Pizza Hut	1.79	\$2,388.64	