

OVERVIEW

49.73%

Overall Churn Rate

98.02%

Overall Retention Rate

\$14.34M

Total Revenue



FoodPanda

FILTER PANEL

City

All

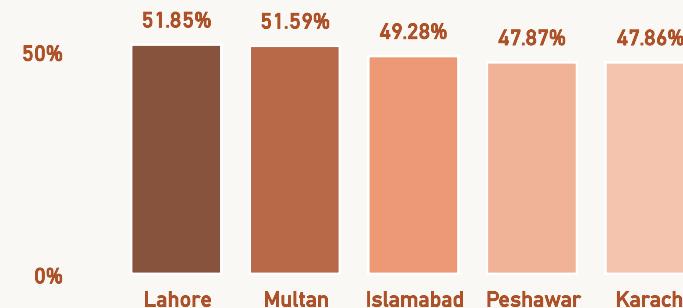
Age

All

Gender

All

Churn Rate by City

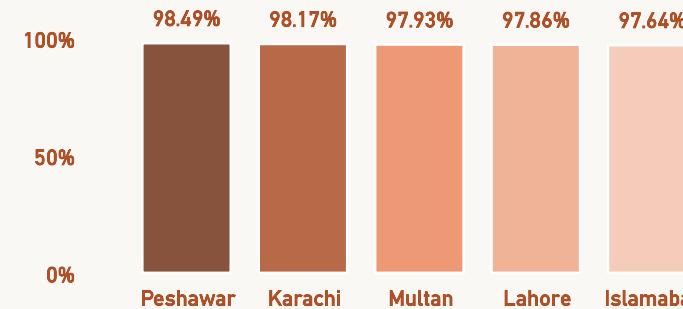


Delivery Status Rate by City

● Cancelled Rate ● Delayed Rate ● Delivered Rate



Retention 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

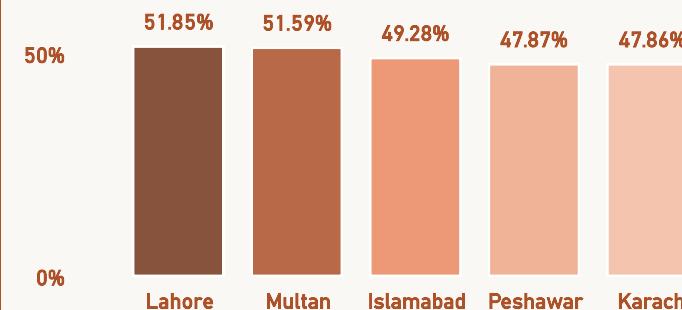
Age

All

Gender

All

Churn Rate by City



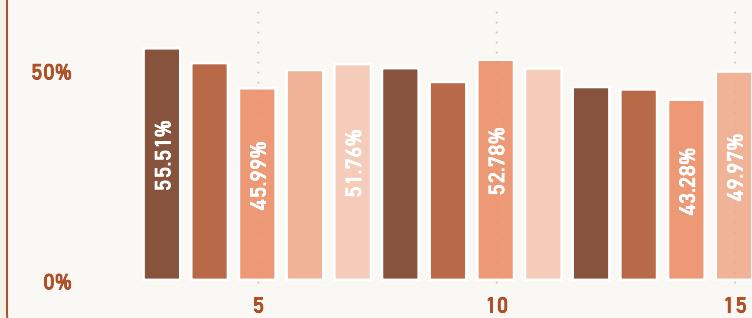
Churn Rate by Features

Delivery Status	Cancelled			
	City	Rating Bucket	No. of Customers	Average
Islamabad		Low (<3)	389	45.99%
Karachi		Low (<3)	357	45.99%
Lahore		Low (<3)	412	45.97%
Multan		Low (<3)	416	45.97%

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 RFM Score



RETENTION RATE ANALYSIS

98.02%

Overall Retention Rate



FoodPanda

FILTER PANEL

City

All

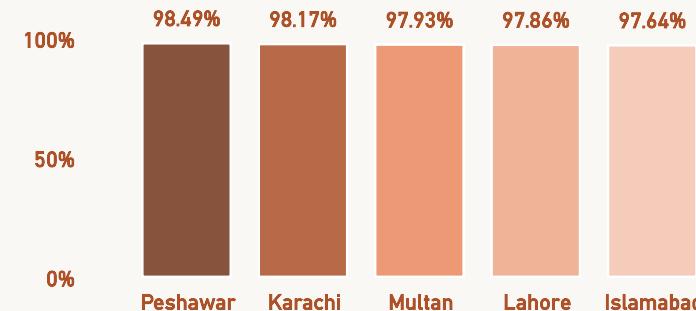
Age

All

Gender

All

Retention Rate by City



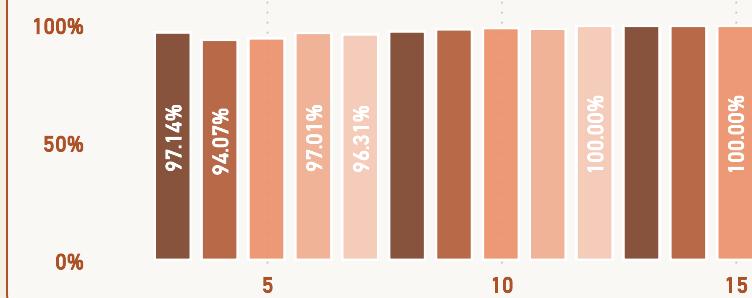
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Retention Rate by Demographics

Gender	Female		Male
	Age	Average Rating	
Adult	96.73%	667	98.25%
Senior	98.18%	669	98.48%
Teenager	98.67%	682	97.92%

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...



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FILTER PANEL

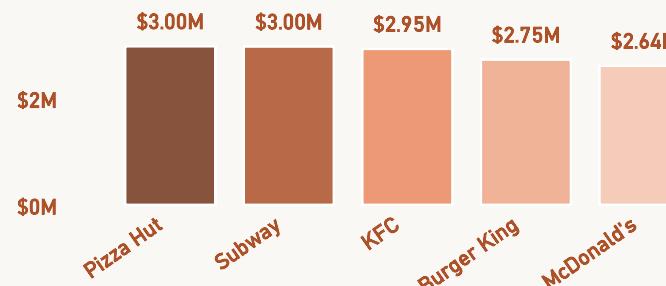
City

All

Restaurant

All

Top Restaurants by Revenue

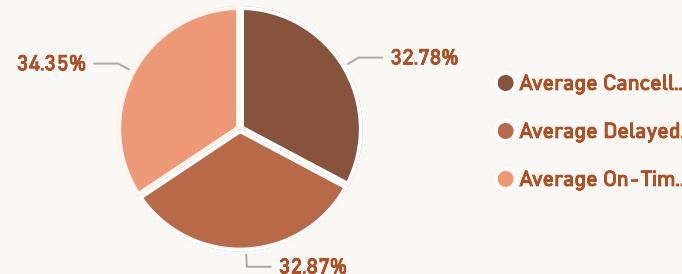


Delivery Status Rate by City

● Cancelled Rate ● Delayed Rate ● Delivered Rate



Delivery Success Rate



Restaurant by Order Value

City	Islamabad			Ave
	Restaurant Name	Average Rating	Average Order Value	
	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	