Assignment for Data Analytics Intern

The dataset provides a rich overview of user behaviour, cooking activities, and order trends through three interconnected tables: **User Details**, **Cooking Sessions**, and **Order Details**. It includes demographic information like age and location, details about cooking sessions such as duration, time of day, meal types, and ratings, as well as data on orders, including their status, amounts, and links to cooking sessions. This comprehensive dataset offers valuable insights into user preferences, cooking habits, and spending patterns, making it ideal for analysing trends and identifying opportunities for improvement.

Findings:

**Cooking Sessions and Orders**:

* Users with slightly longer cooking sessions are more likely to complete their orders.
* Average session rating for completed orders is consistently high, indicating user satisfaction.

**Order Timing**:

* Nighttime is the most popular period for placing orders, likely due to late-night cravings.
* Morning has the least number of orders.

**Popular Dishes**:

* Spaghetti and Grilled Chicken are the most frequently cooked dishes, indicating their appeal across the user base.

**Repeat Orders**:

* On average, users place 2 orders, with some users placing up to 3 orders.

**Demographics and Spending Behaviour**:

* Austin and Boston have higher average order values, showing greater spending power.
* Los Angeles and Chicago exhibit more price-sensitive behaviour with lower average order values.
* Young adults dominate the user base and order frequency, highlighting their engagement and tech-savviness.

Visualization Findings:

**KPI’S:**

Order Completion Rate:

High completion rate of 87.5% indicates that most users who start cooking sessions complete their orders.

Average Rating:

Sessions have an impressive average rating of 4.5, suggesting high user satisfaction with the cooking experience.

Average Session Duration:

The typical session lasts around 30.31 minutes, aligning with user engagement and time investment.

**Average Cooking Session Duration by Meal Type:**

Dinner sessions have the longest average duration, followed by lunch and then breakfast.

This indicates users dedicate more time to dinner preparation, possibly due to its complexity or the importance of evening meals.

**Relationship Between Session Duration and Repeat Orders:**

Users with shorter session durations are less likely to place repeat orders.

Longer sessions correlate with higher repeat orders, emphasizing the importance of user engagement during cooking.

**Orders by User Demographics:**

Age Group 20–29 has the highest number of completed orders, showcasing strong engagement from younger users.

Age Group 40+ has fewer completed orders, indicating lower adoption or activity levels.

**One-Time vs. Repeat Customers:**

81.25% of customers are repeat users, reflecting strong retention and loyalty.

Only 18.75% are one-time users, suggesting room to convert these users into repeat customers with tailored strategies.

**Frequency of Cooking Sessions by Meal Type:**

Dinner sessions dominate, followed by lunch and breakfast, reinforcing that dinner is the most popular cooking time.

Breakfast has the least engagement, possibly due to time constraints in the morning.

Business Recommendations:

**Optimize Nighttime Offerings:**

* Introduce targeted promotions or discounts for nighttime orders to capitalize on peak demand.

**Enhance Popular Dishes:**

* Highlight Spaghetti and Grilled Chicken in marketing campaigns or offer combo deals featuring these items.

**Increase Engagement with Young Adults:**

* Tailor marketing strategies, such as app notifications or social media campaigns, to appeal to young adults' lifestyles.

**Encourage Repeat Orders**:

* Implement loyalty programs or incentives (e.g., discounts after 3 orders) to boost repeat customer rates.

**Boost Breakfast Engagement:**

* Offer quick and easy breakfast recipes or promotions to increase participation in morning sessions.

**Encourage Longer Cooking Sessions:**

* Introduce interactive content like live cooking classes or step-by-step guides to keep users engaged for longer durations, increasing repeat order likelihood