



HUNGRY FOR CONVENIENCE

ONLINE FOOD DELIVERY PREFERENCES
IN BANGALORE INDIA

DE GUZMAN, ADRIAN





Background

- Background of Bangalore, India
- Background of online food delivery services in Bangalore

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Objectives

- Target Audience
- Dataset

[READ MORE](#)

Dashboard

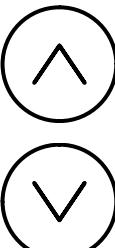
- Age
- Occupation
- Monthly Income
- Family Size
- Location

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Insights

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Conclusion

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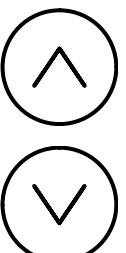


Background of Bangalore, India

Source:

Bengaluru - Google Arts & Culture. (n.d.). Google Arts & Culture.
<https://artsandculture.google.com/entity/bengaluru/m09c17?hl=en>

Bangalore or Bengaluru is the **capital** and largest city of the southern Indian state of Karnataka. It has a **population of more than 8 million** and a **metropolitan population of around 15 million**, making it **India's third most populous city** and **fourth most populous urban agglomeration**. It is the most populous city and largest urban agglomeration in South India, and is the **27th largest city in the world**.



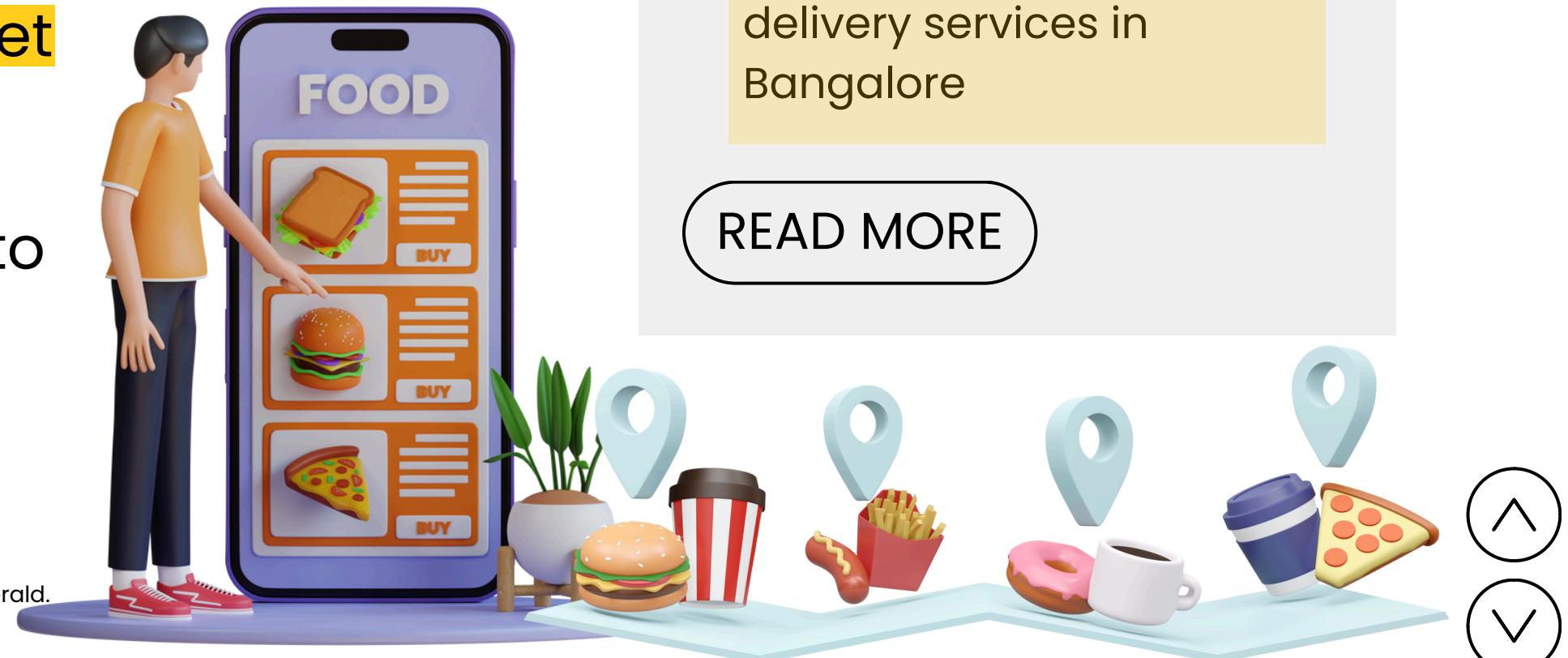
BACKGROUND OF ONLINE FOOD DELIVERY SERVICES IN BANGALORE

Nikhil Varma • June 26 2019

Bengaluru has topped the charts in online delivery of food, retaining its title as the **food tech capital of India**. The city accounts for a huge chunk of **16%** of the net **food tech orders** amounting to **2.2 million** orders per day pan-India and garnering about 24% of metro orders from January to March 2019, followed by Hyderabad, Delhi and Mumbai according to a report by Bengaluru based RedSeer Consulting.

Source:

Nikhil Varma, DHNS, Nikhil Varma, & DHNS. (2019, June 26). Bengaluru tops online food delivery chart. Deccan Herald. <https://www.deccanherald.com/business/bengaluru-tops-online-food-delivery-chart-742780.html>



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READ MORE



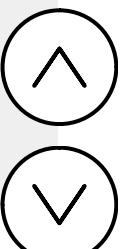
Target Audience

- food delivery companies,
- marketing strategists,
- food businesses, and
- tech developers

Main Objective

To show relationship on the following:

- Density of Orders per Area (using pincode)
- Age – Preferred Medium to Order
- Monthly Income – Cuisine Preference
- Occupation – Meal Time Preference
- Family Size – Meal Time Preference
- Meal Time Preference per Area





Online Food Delivery Preferences- Bangalore region

Assessing online food delivery demand in Bangalore, India

[kaggle.com](https://www.kaggle.com)

MAIN DATASET

SCOPE

Online food delivery demand in Bangalore, India for the year 2020

Demographics of Consumers

- Age
- Gender
- Occupation
- Monthly Income
- Family Size
- Latitude and Longitude
- Pincode

Main Dataset Source: <https://www.kaggle.com/datasets/benroshan/online-food-delivery-preferencesbangalore-region>
Additional Dataset Source: <https://www.kaggle.com/datasets/kdsharmaai/india-pinzip-code-city-area-district-state>

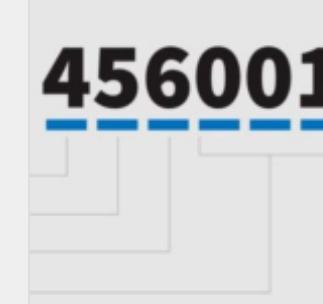
Factors

- Medium of Preference
- Meal Time Preference
- Cuisine Preference



ADDITIONAL DATASET

For the equivalent areas of the pincodes



India Pin/Zip Code (City, Area, District, State)

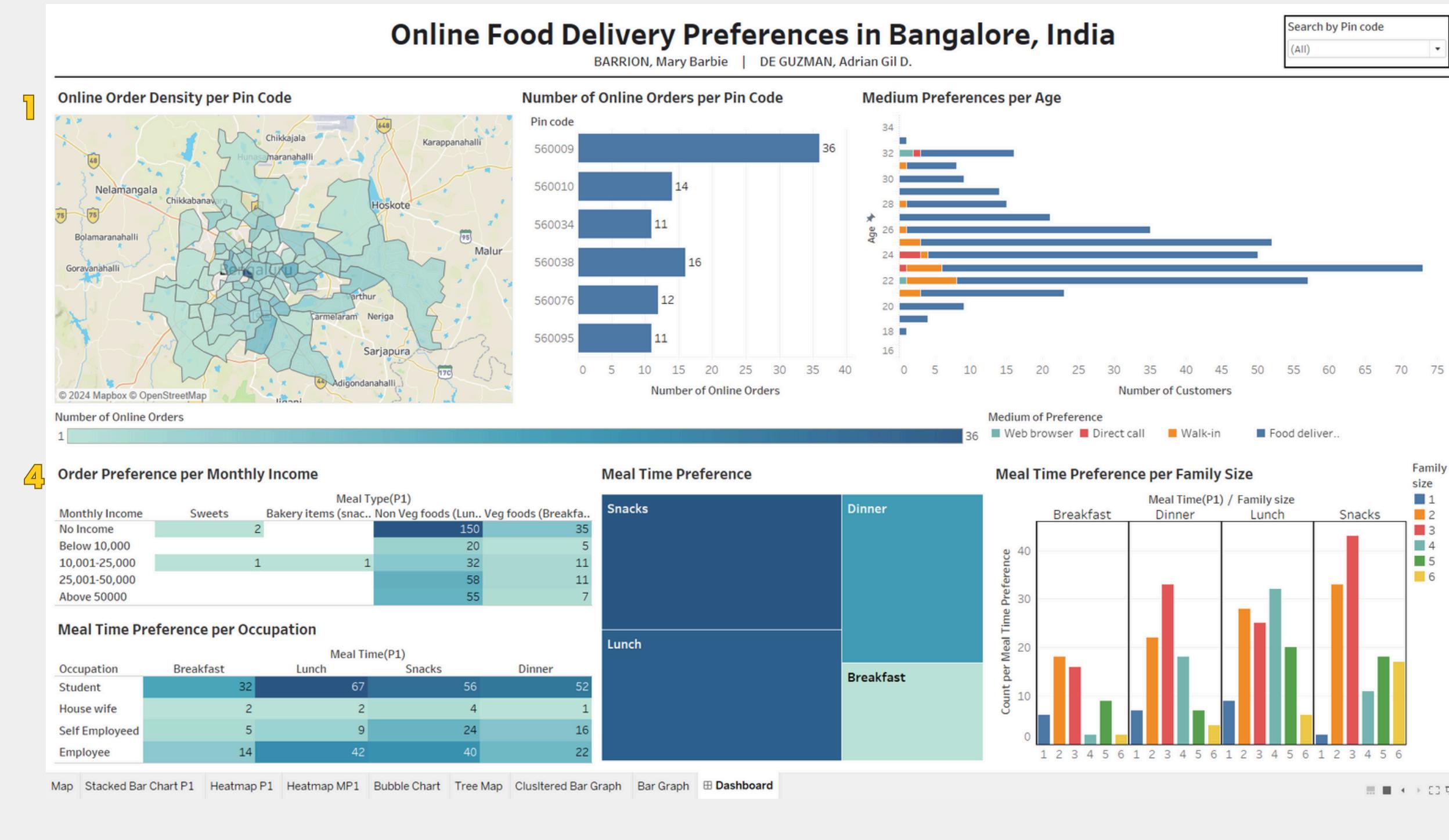
India Pin/Zip Code with City, Area, District and State information

[kaggle.com](https://www.kaggle.com)



DASHBOARD OVERVIEW

DATA VIZ USED



1 Map Chart

2 Bar Graph

3 Stacked Bar Graph

4 Heat Map

5 Tree Map

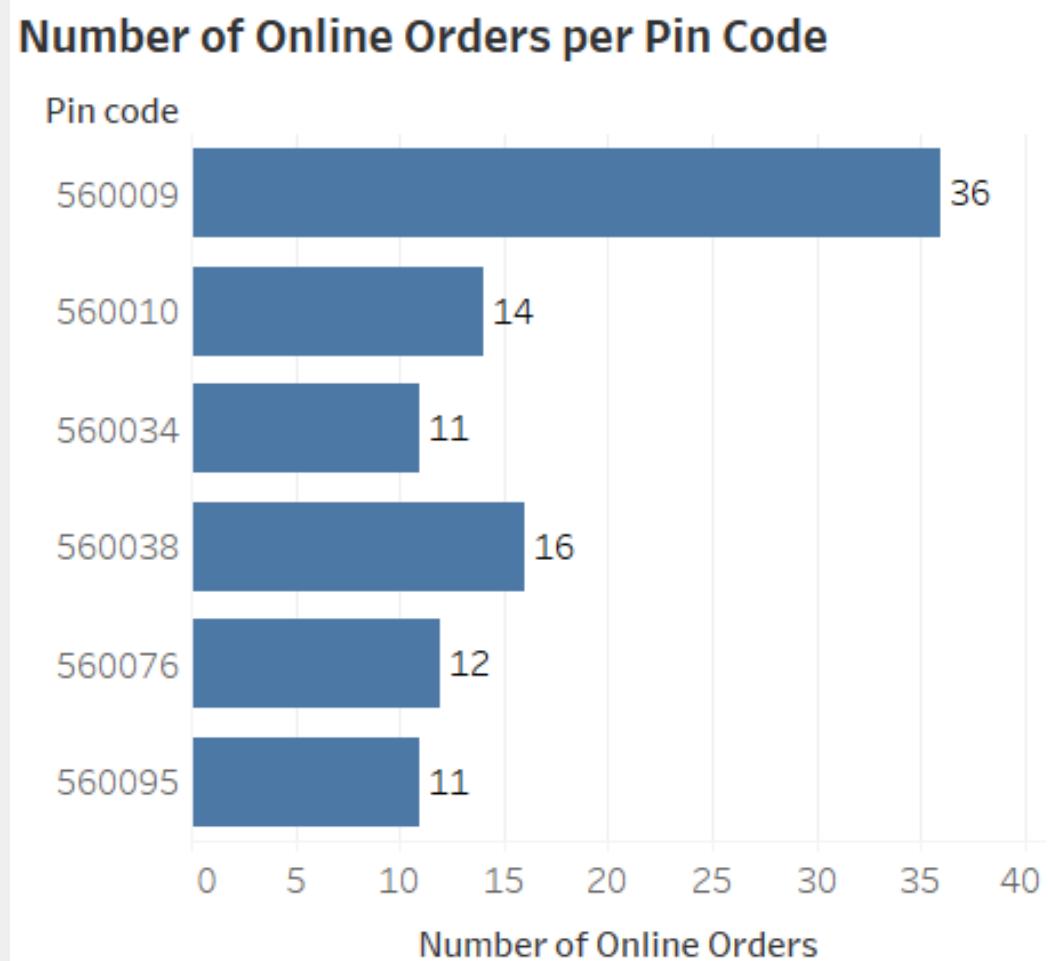
6 Grouped Bar Chart



Density of Online Food Delivery Orders Across Different Areas

Based on Pincode

TOP 5 AREAS WITH MOST ONLINE ORDERS RECORDED



Bengaluru Dist Offices Bldg

Indiranagar

Industrial Estate

Mount St Joseph

St. Johns Medical College

Koramangala VI Bk

PIN CODES FOR HIGHLIGHT

- 560009



- 560038



- 560010



- 560076



- 560034



- 560095



Density of Online Food Delivery Orders Across Different Areas

Based on Pincode

TOP DEMAND AREAS

66
ORDERS

Bengaluru Dist Offices Bldg
Indiranagar
Industrial Estate

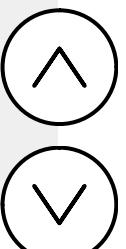
DIVERSE DISTRIBUTION

50
PINCODES

Recorded at least one
delivery

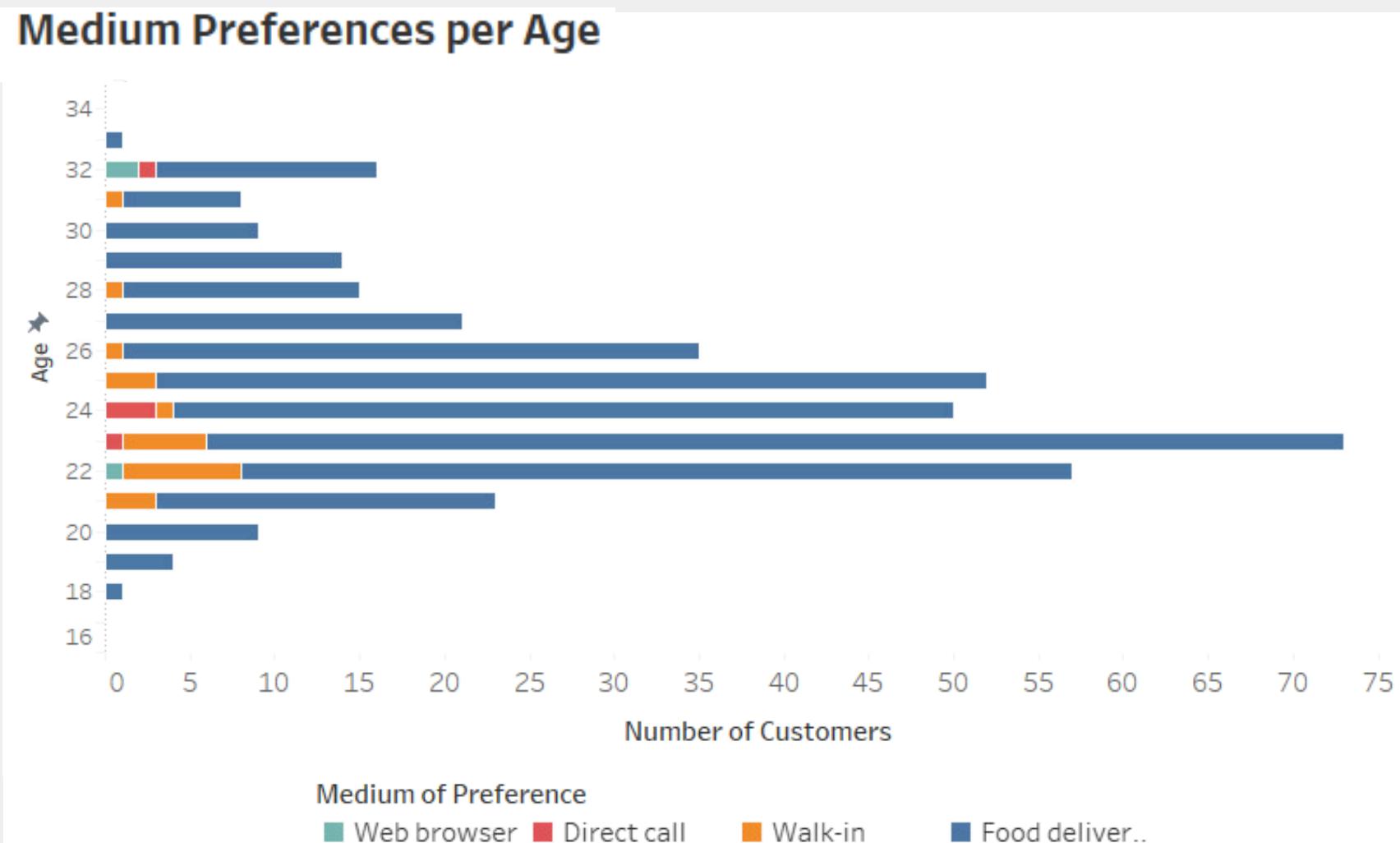
CLUSTERS OF HIGH DEMAND

Mount St Joseph (560076),
Koramangala VI Bk (560095)
St. Johns Medical College (560034)



Preferred Ordering Mediums Across Different Age Groups

Preferred Medium of Food Service per Age



Medium of Preference

Ages 20–22

Exhibits a **strong preference** for food delivery apps, with counts of 67, 49, and 49 respectively.

Ages 23–26

This age group continues to show a high preference, with counts of 46, 34, 21, and 20.

Ages 27–32

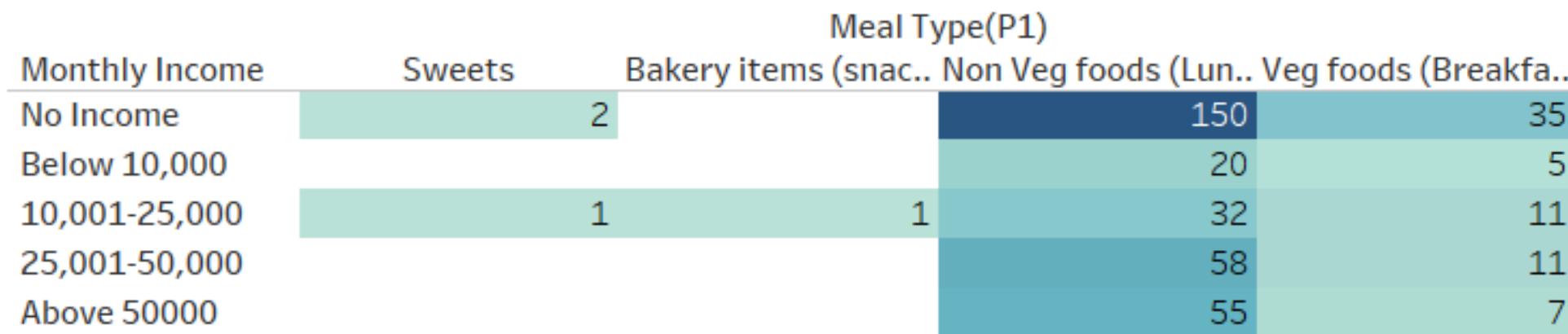
There is a **noticeable decline** but still significant, with counts of 14, 14, 13, and 9 for ages 29, 28, 32, and 30 respectively.



Cuisine Preferences Across Monthly Income Brackets

Cuisine Preference per Monthly Income Bracket

Order Preference per Monthly Income



No Income

A significant preference for non-veg foods is observed

Above 50,000

Non-veg foods are popular even at higher income levels. Vegetarian foods and sweets/baked goods continue to be less ordered.

Income Bracket

Below 10,000

Non-veg foods remain preferred, but vegetarian foods and sweets are scarcely ordered

10,001-25,000

Non-veg foods are favored, while vegetarian foods, sweets, and baked goods see only occasional orders

25,001-50,000

The preference for non-veg foods persists, while vegetarian foods and sweets/baked goods are not significant choices in this bracket.



Meal Time Preference per Occupation

Meal Time Preference per Occupation

Occupation	Meal Time(P1)			
	Breakfast	Lunch	Snacks	Dinner
Student	32	67	56	52
House wife	2	2	4	1
Self Employed	5	9	24	16
Employee	14	42	40	22

Students

Students primarily prefer lunch and snacks,

Employee

Employees prioritize lunch and snacks

Occupation

Self-Employed

Self-employed individuals appear to have a stronger preference for snacks and dinner

Housewife

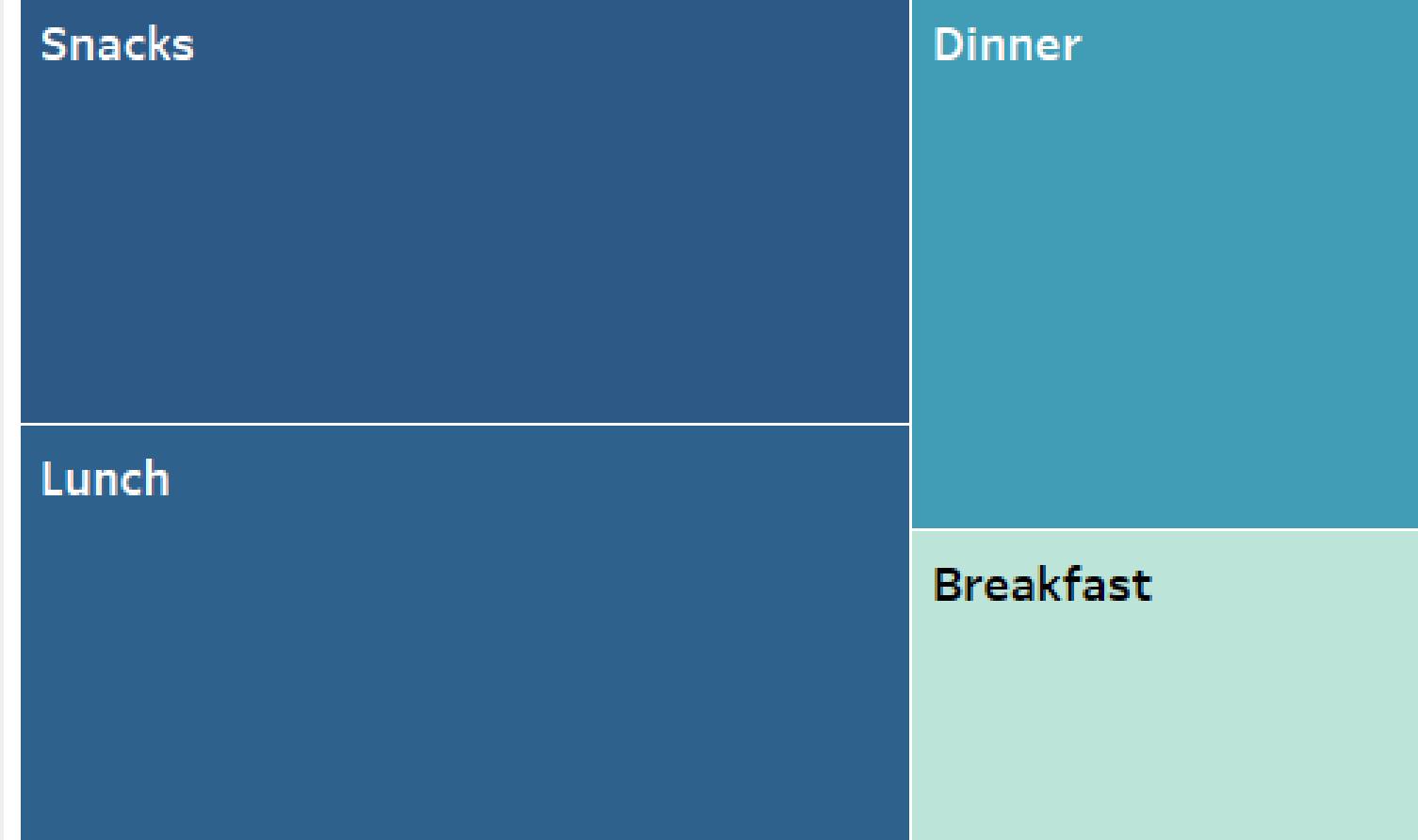
House wives order fewer meals overall, with a slight preference for snacks and lunch



Meal Time Preference of whole Sample Set in Bangalore

Meal Time Preference Tree Map

Meal Time Preference



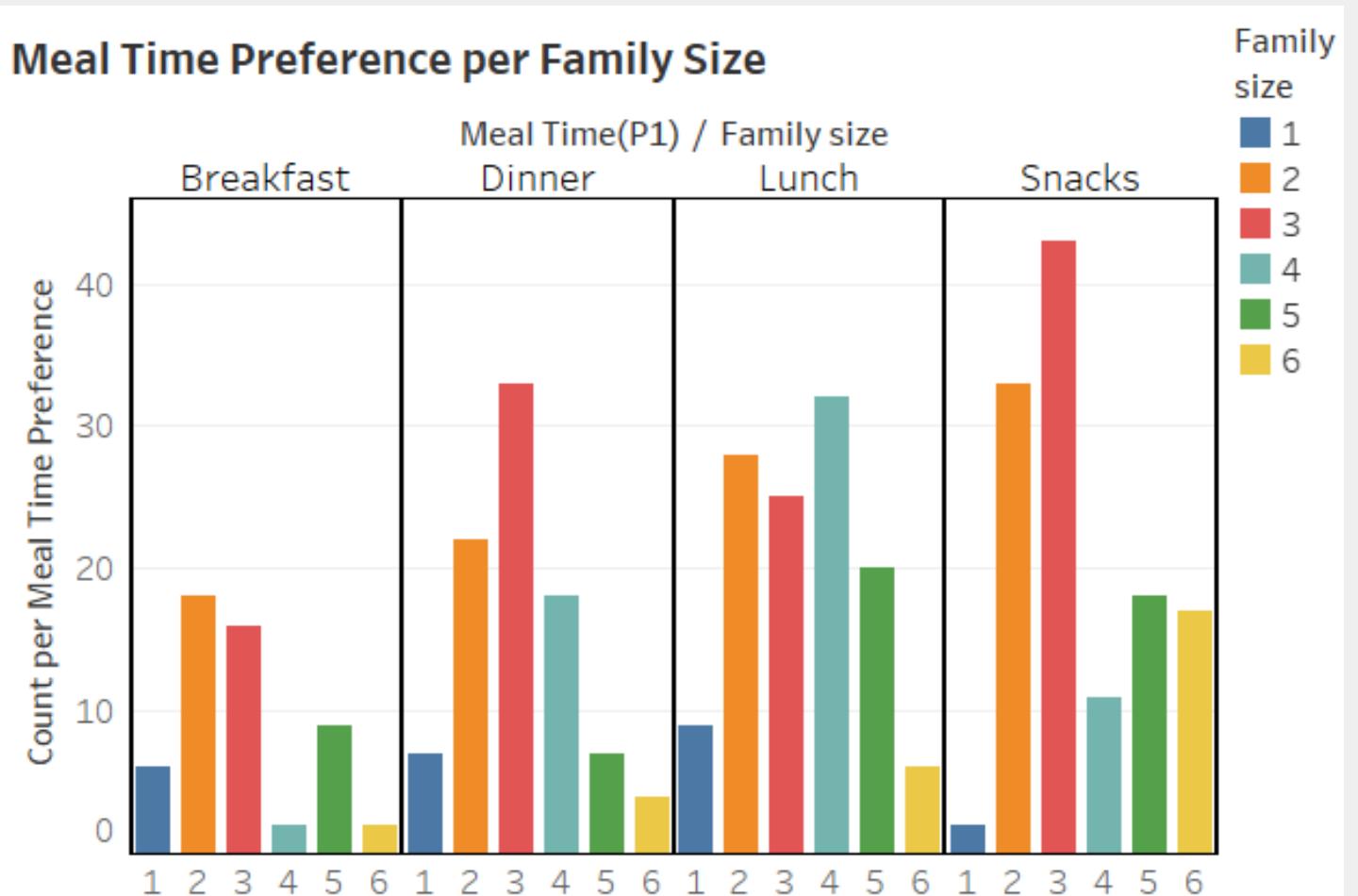
Snacks and Lunch

records the time with highest online orders for Bangalore with 124 and 120 orders, respectively, demonstrating high activity during the period after breakfast and before dinner



Meal Time Preference for every Family Size

Meal Time Preference per Family Size



Medium of Preference

2–3 family members

what composed most of the customers' families, with 117 and 101 of them having 3 and 2 members, respectively

Lunch

common time when food are ordered by customers with 2–5 family members



Overall Insights

Preferred Medium by Age Group

Younger individuals aged 20-32, particularly 23-26, prefer food delivery apps

Meal Time Preference by Occupation

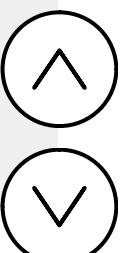
Students and employees show a strong preference for lunch and snacks, with students having the highest overall meal engagement.

Cuisine Preference by Income Bracket

Non-veg foods are predominantly favored by individuals with no income, while vegetarian foods and sweets are less ordered across all income brackets.

Meal Ordering Trends

Snacks and lunch are the most popular meal times, with peak activity observed during post-breakfast and pre-dinner hours.



Overall Insights

Family Size and Meal Time Preferences

Small to medium-sized families show a strong preference for ordering lunch, highlighting significant demand for midday meals.

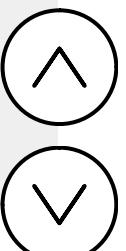
Top Demand Areas

Bengaluru Dist Offices Bldg, Indiranagar, and Industrial Estate are high-demand areas, collectively accounting for 66 deliveries, reflecting a strong market for food delivery services.



Recommendations

- 1 Promote Snacks and Lunch Options** Marketing Strategists
- 2 Enhance Food Delivery App Experience** Tech Developers
- 3 Introduce Student Discounts** Marketing Strategists
- 4 Target High-Income Groups for Non-Veg Foods** Food Businesses
- 5 Optimize Delivery Routes for High-Density Areas** Food Delivery Companies



THANKS!

Do you have any questions?

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INFORMATION SOURCES

Bengaluru - Google Arts & Culture. (n.d.). Google Arts & Culture. <https://artsandculture.google.com/entity/bengaluru/m09c17?hl=en>

Nikhil Varma, DHNS, Nikhil Varma, & DHNS. (2019, June 26). Bengaluru tops online food delivery chart. Deccan Herald. <https://www.deccanherald.com/business/bengaluru-tops-online-food-delivery-chart-742780.html>

DATASET SOURCES

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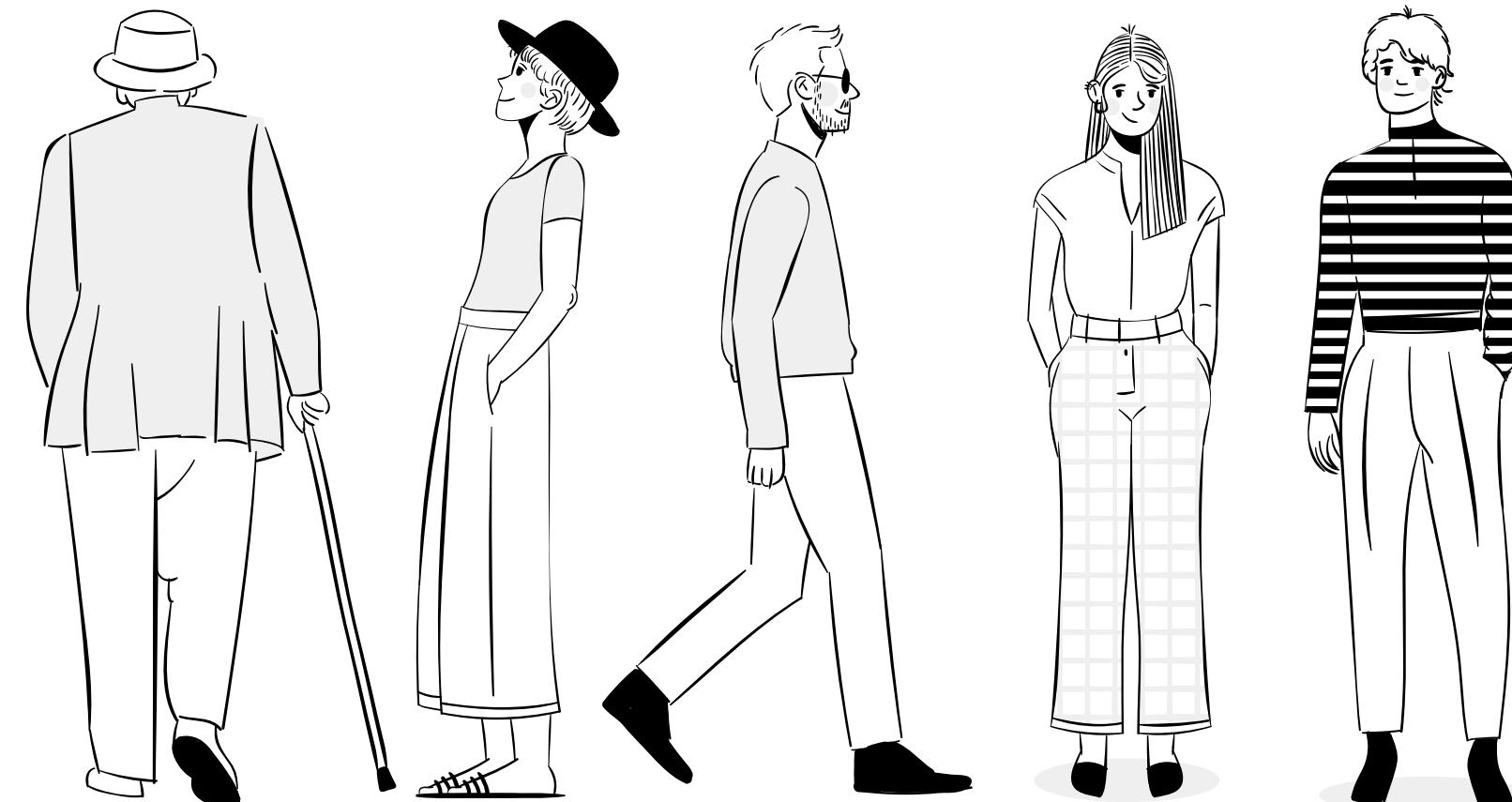


PHOTO RESOURCES

Below are the sources of the photos we have used for this presentation, you can click the link and it will direct you to the source:

1. https://www.google.com/url?sa=i&url=https%3A%2F%2Fsheharisafarnama.home.blog%2F2019%2F09%2F15%2Fwhen-in-bangalore-do-what-the-bangaloreans-do%2F&psig=AOvVaw34T1rrfXqk_hdZ-zJoyX0D&ust=1721450070490000&source=images&cd=vfe&opi=89978449&ved=0CBEQjRxqFwoTCOCO0rKjsocDFQAAAAAdAAAAABAE
2. <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.karnatakajesuits.org%2Fformation-houses%2Fmount-st-joseph-novitiate-bengaluru&psig=AOvVaw1LHDZ32OlnCe5grBCTJRIp&ust=1721455047867000&source=images&cd=vfe&opi=89978449&ved=0CBEQjRxqFwoTCIDg9Pa1socDFQAAAAAdAAAAABAE>
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9. <https://www.google.com/urls?sa=i&url=https%3A%2F%2Fwww.flickr.com%2Fphotos%2Fmbell1975%2F47659107801&psig=AOvVaw21qazcCEnJ3t8L72wdNGHN&ust=1721454445576000&source=images&cd=vfe&opi=89978449&ved=0CBEQjRxqFwoTCOiiIMO1socDFQAAAAAdAAAAABAE>

