

# NEW YEAR RESTAURANT ORDER DATA ANALYSIS

Total Money Spent  
₹ 2,99,071

Avg Order Price  
₹ 598.14

Payment Mode

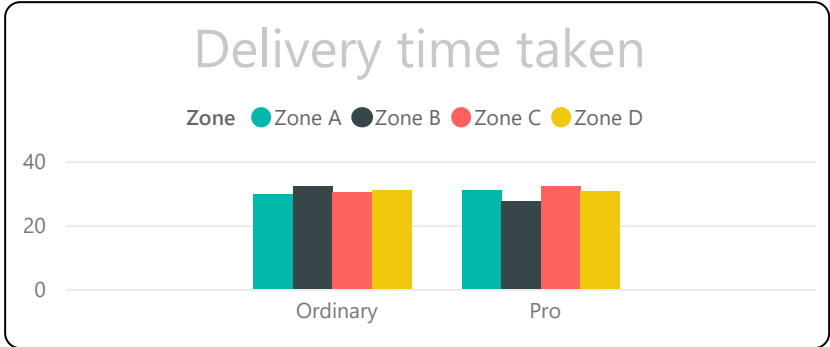
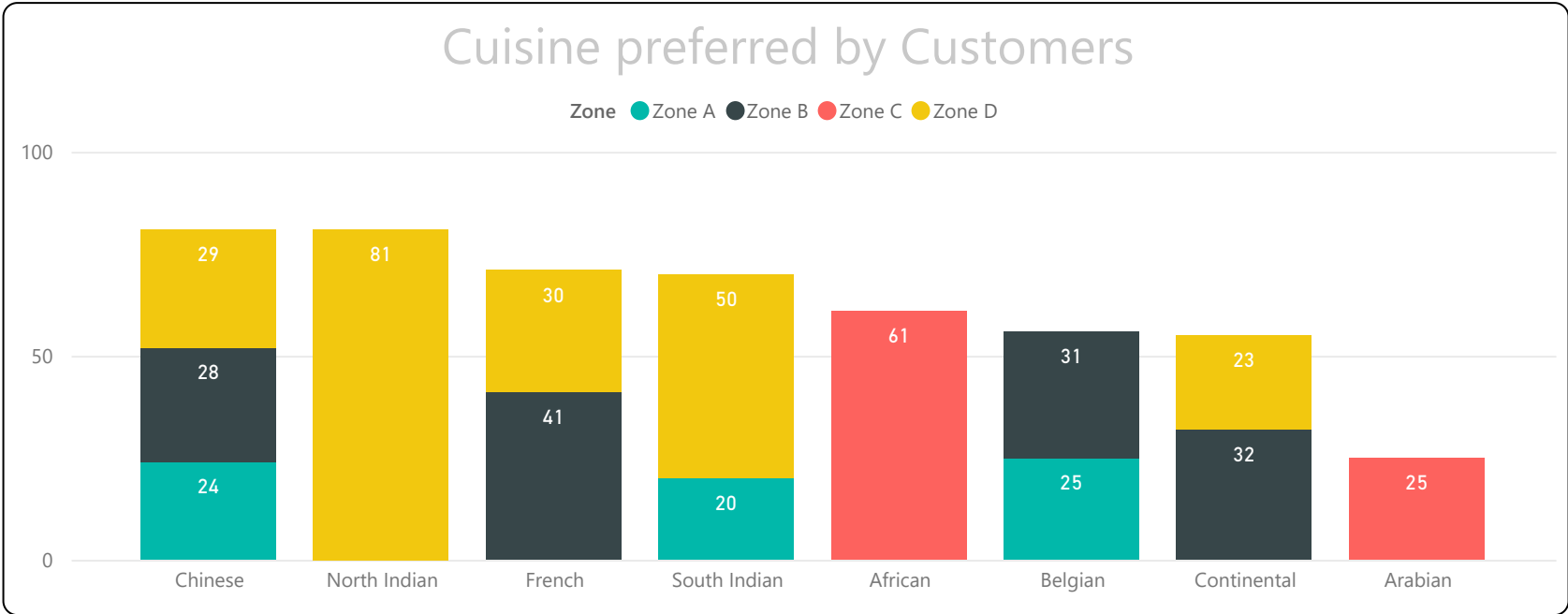
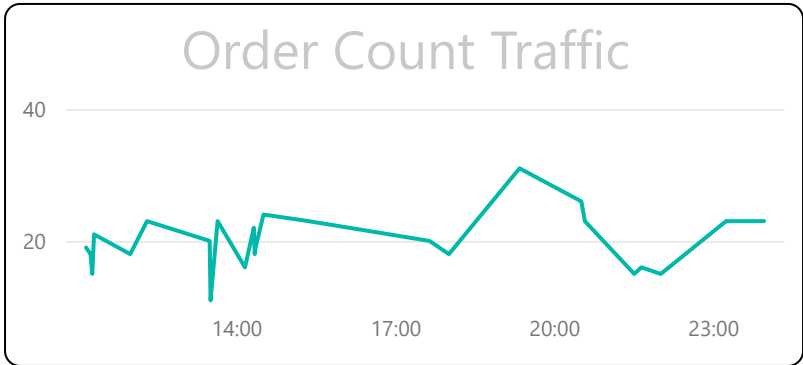
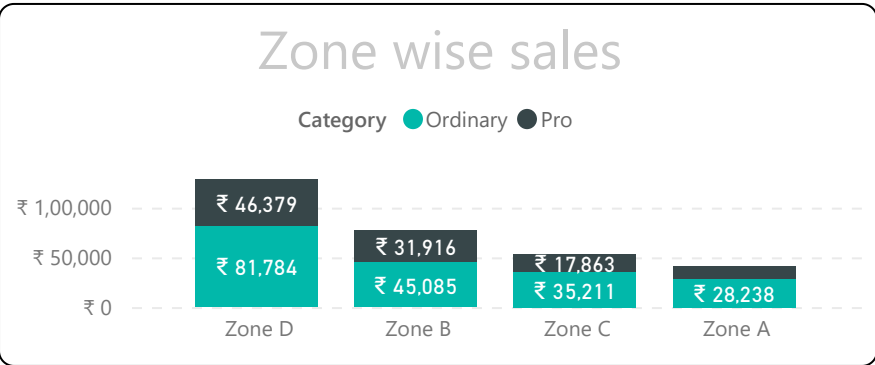
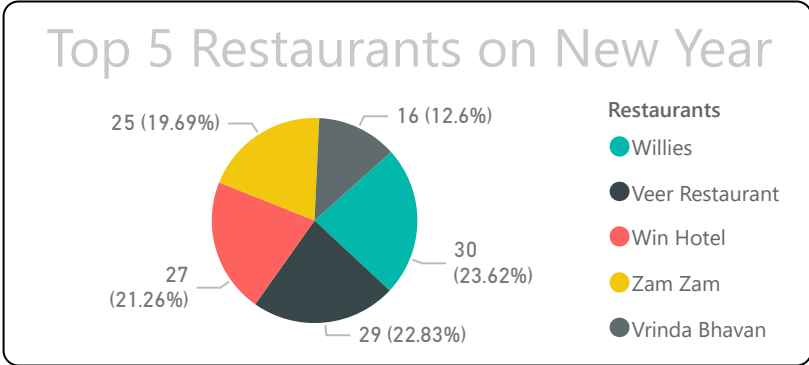
Cash On Delivery

Credit Card

Debit Card

Total Customers  
500

Avg Food Rating  
3.36



# Key Insights

- After analyzing the "Restaurant Order Details" dataset, several key insights emerge. Firstly, the top 5 restaurants based on order frequency and popularity are Willies, Veer, Win Restaurant, Zam Zam, and Vrinda Bhavan. These establishments have attracted a significant customer base.
- Zone D stands out as the most active zone for food orders, with approximately 1.2 lakh rupees spent. This zone demonstrates high customer engagement and an appetite for ordering food.
- The peak time for order count occurs at 7:21 pm, with a remarkable 31 orders placed simultaneously. This suggests a surge in demand during this specific time, indicating the importance of efficient operations and delivery processes to cater to peak hours effectively.
- The price for an order reaches its peak at 7:31 pm, with an average value of 811 rupees. This insight implies that customers tend to place higher-priced orders during this particular time, potentially indicating preferences for special occasions or larger group orders.
- Chinese and North Indian cuisines are highly preferred by customers, while Arabian cuisine receives relatively less demand. Understanding customer preferences regarding cuisine allows restaurants to tailor their menus and offerings accordingly.
- Surprisingly, ordinary category restaurants exhibit faster delivery times compared to pro category restaurants. This finding challenges the assumption that higher-tier or more specialized restaurants necessarily deliver faster. Timely food delivery is crucial for customer satisfaction and loyalty.
- Customers predominantly prefer paying via debit cards, indicating a preference for convenient and secure payment methods. Credit cards and cash on delivery are less favored, highlighting that even though credit cards offer similar convenience as debit cards, the preference for debit cards could be attributed to customers' desire to directly utilize their own funds rather than relying on credit and also the popularity of digital payment options among customers.
- Finally, the average food rating across the dataset is subpar at 3.4 out of 5. This suggests the need for improvements in food quality, taste, and overall customer satisfaction. Restaurants should prioritize enhancing their culinary offerings and addressing any areas of concern identified through customer feedback.

These insights provide valuable information for restaurant owners, managers, and stakeholders, enabling them to make informed decisions about menu optimization, delivery operations, customer payment preferences, and overall service improvements.