

BUSINESS INTELLIGENCE: CASE STUDY ON ONLINE FOOD DELIVERY

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Abstract

Business intelligence is changing the world around us. By implementing business intelligence food business is being improved. The food industry has massive ability for applying Business intelligence solutions. The major food industry players can use Business intelligence to improve their business. Many food organisations use business intelligence to plan their inventory, increase sales, save costs, improve quality control, adapt to changing consumer expectations, enhance the customer experience, reduce waste, and conserve resources.[1]

Introduction

Information about a company's operations, surrounds, rivals, and near future all help businesses develop complete growth strategies. Business Intelligence refers to the whole process of gathering information to allow intelligent decision-making. BI (Company Intelligence) is a collection of procedures, systems, and technology that transform unstructured data into information meaningful information that helps businesses operate profitably. It is a collection of tools and services for converting data into knowledge and information that can be used.

Food is one of the necessities of life. we can't live without food. A popular Chinese proverb says, "the masses regard food as their prime want." We are programmed to choose savoury, wholesome, and fresh food. Because of this, food is quite popular and important in today's society. It includes farms, food makers, packers, chefs, food and beverage businesses, shipping businesses, supermarkets, and dining establishments.[2]

Methodology

The food business is a broad set of firms that are in charge of serving the world's inhabitants based on their tastes and preferences. Since the food market is so wide, Companies will invest their capital in a variety of ways due to the size of the food industry.

There are several avenues for these promoters to invest in the food service business.

People were previously expected to purchase food either directly from stores or on the internet.

However, technology has improved to the point that people are now purchasing online.

As the Internet and smart phones have become more popular, Indian consumers have changed the way they act. Customers' attitudes and preferences have changed a lot, whether it's about e-commerce, shopping, online grocery shopping, or financial services. Several changes have happened to business models because of how new technology is used in online food shopping. Most customers used to like to eat out at restaurants, but now, because of traffic and lack of time, they tend to order food from home. When they stay at home, they can even get special discounts on food delivery apps. People order food online because of the Internet, more payment options, long work hours, and an unpredictable lifestyle.

Consumer behaviour in India has shifted as the Internet and smart phones have increased in popularity. If it's e-commerce, shopping, online grocery shopping, or financial utilities, customers' attitudes and preferences have shifted dramatically. The use of emerging technology in the area of online food shopping has resulted in a number of structural shifts in business models. Most customers used to like to go out and dine in restaurants, but due to heavy traffic and time constraints, customers now tend to order food from home, where they can even get unique discounts on food delivery apps when staying at home. Internet payment, more payment choices, long working hours, and an unpredictable lifestyle are all factors that contribute to online food ordering.

Customers are used to being able to buy or order things with easy and clarity, from their phones or websites, and they expect to get the same service there as they would in a store. Apps are making it possible for consumers to get more application and facilities to meet their need. This kind of thing doesn't just happen in one place; it happens everywhere.

Being up-to-date on what customers want makes it easier for a company to attract more customers.

Most businesses have been affected by the recent global pandemic caused by the corona virus outbreak.

The corona virus pandemic has a big effect on business, and most businesses are struggling to make money because of it. Because of the Covid-19 pandemic, the nature of traditional business has

changed in a big way, and so has every other type of business. People are very worried about this global problem, and most of them avoid interacting with other people.

People prefer to buy things online these days. Also, the online ordering system lets customers choose from different options to make their orders unique. These mobile apps have a way for customers to keep track of where their packages are in the delivery process. They tell the right restaurant what they want to eat.

Customers can also keep an eye on the progress of their orders. Payment could also be made in a number of ways, including with e-money or a cash-on-delivery (COD) scheme.

These apps also kept a place for users to give feedback and suggestions, like a rating for the food and a feeling of satisfaction.

There have been a lot more restaurants and food businesses since people started getting their food delivered to avoid getting sick during a pandemic.

Most users choose online apps because the "food-on-click" feature lets them get food delivered right to their door, and they are happy to use the apps.

It shows that tangible things like service, food quality, and food cost have a big effect on customer satisfaction.

Even though food quality has no effect on e-service quality, it has a bigger effect on customer satisfaction. It is also affected by how important it is to make sure customers are happy. This has also helped the restaurant business as a whole in a number of ways.[3]

Result

Due to the introduction of digital technology in the food industry, Smartphone apps have been used to order meals from a range of restaurants via online platforms. The rate at which this sector is expanding. It becomes essential to have thorough awareness of the elements boosting client happiness and boosting the popularity of these applications. The main causes of the surge in demand for easy food delivery at the doorstep are changes in urban Indian lifestyles brought on by longer workdays, longer commutes, an increase in the number of working women, and working couples.

The enormous benefits connected with online meal delivery services, such as hassle-free and speedy delivery of the food at the customer's doorstep, access to a range of food selections, a number of payment ways, and profitable pricing offers, may also be credited for their widespread appeal.

The industry's primary audience is the working class and college-bound kids.

The market for app-based food delivery has significant benefits to be realised in the near future due to the increased base of people using smart phones as a result of the decline in prices brought on by intense competition in the smart phone market, the rise in level of literateness, and easy and affordable access to the Internet.

The two main participants in India's online food ordering and delivery business are SWIGGY and ZOMATO. Many businesses may enter this sector given its enormous development potential, but only those that are able to satisfy their customers will survive.

It is essential to put an emphasis on customer retention through the best customer experience by improving the quality of the product but at a competitive price, using efficient and effective technology for the ease and convenience of the customer, and also making the customer experience the greatest in terms of rich service delivered by delivery services. The industry is driven by a variety of delivery models, and the level of competition is being triggered by the entry of foreign players as well. Business intelligence technology and business intelligence analytics are being used in the food industry to stay competitive by learning more about what customers like and how they like it. Particularly when they are ordering food from a restaurant, people have rather high expectations for it.

People are wired in such a manner that they want every single mouthful of food to be absolutely delicious, whether it be cheesy pizza, their favourite ham, frozen lasagne, or French fries.

To ensure that the food tastes the same every time and is delivered on time, restaurants and meal delivery apps are transforming the food sector in unexpected and innovative ways.

Investments in the food delivery industry have expanded as a result of the expansion of the online meal delivery sector. Businesses in the food sector, including every food delivery service, restaurant, grocery store, and cafeteria, produce data in the form of client orders, delivery locations, GPS, tweets, photographs, reviews, blogs, updates, etc.

The information produced pertains to typical wait times, delivery experiences, meal quality, menu accessibility, loyalty card points, and product inventory levels.

There is a great demand for fresh and unprocessed foods on restaurant menus as people become more health aware about what they consume. Many meal delivery start-ups are working extremely hard to use business intelligence to obtain an advantage in the competition amongst food delivery applications. Meal delivery companies will need to immediately capitalise on all the data they have on different demand patterns, food preparation times, delivery routes, and more as the on-demand marketplace expands in order to maximise their services and achieve a competitive edge.

Today, having an online presence is crucial for the food industry since it provides a fantastic chance to use new internet channels to contact clients. Online connections are stronger than those made in person. In today's cutthroat business environment, it scarcely matters how large or little the company is; every company has to have a minimal internet presence. The same rules apply to the food sector; if a person operating a restaurant hasn't yet set up an internet page for their establishment, it is a disadvantage for that company, while some social media profiles have already done so and benefited from it.

An opportunity is created by the online food industry, and the businessman seizes it by increasing service production and boosting sales. People are spending more money online these days. Through e-commerce, modern technology has significantly altered people's lives, and individuals of all generations are now free to embrace new buying habits. [4]

Advantages

- Easy to start an online marketing business

launching an internet company with little resources. Without investing extra time or money, it affiliates a marketing company. Without having to physically visit the establishment, online business promotes the company. Starting a procedure in an internet company does not take much time.

- Unlimited profit and Income Potential

The profit and income possibilities of an online food company is limitless.

- Free access all over the world

No matter where a person is in the globe, as long as they have a computer and internet connectivity, they may operate an online company. [5]

Disadvantages

- Loss of control over the company occurs from relying on a third party.
- No direct contact with the customers.

- Compromise in food quality.[6]

ROLE OF BUSINESS INTELLIGENCE IN ONLINE FOOD DELIVERY

In the food industry, there have been fierce rivalry for more than ten years.

Every owner is, however, finding a method to edge out the competition.

In order to improve their services, the food businesses began using the most recent technology. The only sectors attempting to comprehend customer behaviour, taste, and preferences are the food industry. When customers place an online or in-person meal order, they have high expectations for the food and expect to get good cuisine at a fair price. Food delivery applications have evolved with the food sector.

A survey found that 60% of customers rely their meal judgments on the quality of the dish.

Business intelligence is essential for meeting user expectations. The businesses are using accurate food sector analytics to expand their businesses, recognise trends, and save costs. The customer's wants may be clearly identified with the use of business information. It helps businesses gather and analyse data, which makes it easier to spot trends and patterns. The inventions provide good changes in the food business while offering original answers to issues plaguing the sector. Additionally, entrepreneurs in food delivery are increasingly dependent on the use of technology. Because they need more information to understand consumer demand and preferences for food delivery

Following are the reasons food delivery start-ups use Business intelligence:

1. Enhance Delivery Time and Cost-Effective

Food delivery is one of the factors contributing to the growth of the food sector.

The customer experience was made easier and more productive by the food chain's delivery service for eateries. The challenge with meal delivery, however, is finding a balance between ensuring a positive customer experience and maintaining a high level of order delivery efficiency. They may optimise time and costs with the use of business information.

As a result, they are prepared for any situation and urge their clients to produce on time and according to plan. Customers or the meal delivery service should not make them wait a long time to get their food. Therefore, everyone wins in this case.

2. Evaluate customer behaviour

Business intelligence is renowned for having data that can be used to forecast consumer behaviour. Each and every meal delivery firm has a social media page where they add content, announce special discounts, and do everything else. However, if anything happens, social media will be the first to be attacked. You can't just disregard what customers are saying on social media. They will critique there first, always. By using business information, you may assess how clients are gravitating toward your brand. You may assess your food delivery performance and consumer feedback using business intelligence.

All of the comments made about the brand on numerous social media sites, including Twitter, Instagram, Facebook, and others, will be collected and analysed using big data analytics software. Following that, you may base your business judgments on the information presented.

3. Location-based Promotion

Every meal delivery goes a certain distance. The apparent explanation is that the person who delivers food cannot be everywhere at once, and if the person moved ahead, the food would not be delivered on time. Business intelligence has the advantage of enabling the food technology firm to target clients by using real-time location and at the appropriate moment. Real-time data, greater benefits, and industry-leading monitoring are all provided through location-based marketing.

4. Following Smart Algorithms for Demand

The future order from the consumer may be predicted by a meal delivery app using clever Business intelligence.

It is easier than you may imagine; by examining a user's prior browsing activity and historical order information, the meal delivery app can forecast whether or not the client will place another order.

A meal delivery app that uses predictive analytics can forecast with accuracy how many consumers will purchase, from where, and what, particularly at a certain period of the day or week.

The predictive analytics system is able to estimate what customers are likely to desire and where in the city or state food orders are placed most often. It is really helpful for giving you a precise sense of where your food delivery is heading.[7]

With the need for food delivery growing, it will be crucial for start-ups and food delivery businesses to use business intelligence.

Applying Business intelligence may be used to address a variety of issues, including delivery rate, meal preparation time, and delivery routes.

To enhance sales in an internet company, the entrepreneur uses a lot of creativity. It makes it possible for customers to easily order meals online. Additionally, it provides price breaks on orders when using the payment method (Cash or Card payment). [8]

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Conclusion

