Dear Handan,

Thank you again for the warm welcome and the insightful office tour at Yemeksepeti Park. I'm thrilled to be part of the CX team and contribute to Yemeksepeti's continued success. I've completed the data analysis you requested and have identified several key trends and opportunities for improvement within the Self-Service channel. Here are my recommendations:

1. **Leverage Popular Cuisine Trends:**
   - **Focus on Fast Favorites:** With burgers (20.2%), pizza (20%), and pide (19.9%) leading the popularity charts, consider launching exclusive promotions or new variations of these items. Collaborate with top-rated restaurants offering these cuisines to create limited-time offers or special deals.
   - **Localized Campaigns:** Target high-order districts such as Çekmeköy, Beşiktaş, and Şişli with localized marketing campaigns. Engage with local influencers and run geo-targeted ads to enhance visibility and drive more orders in these key areas.
2. **Enhance Payment Options and Processes:**
   - **Promote Digital Payments:** Given the high preference for online payments (49.7%), increase incentives for digital transactions. Implement discounts or loyalty rewards for customers who use online payment methods, encouraging a shift from cash (10%) to cashless options.
   - **Expand Payment Methods:** Offer additional payment options such as mobile wallets or buy-now-pay-later schemes to cater to diverse customer preferences and enhance convenience.
3. **Optimize the Self-Service Channel:**
   - **Boost Self-Service Efficiency:** With 20.37% of issues resolved through self-service, there's room to enhance this channel. Invest in refining the self-service portal by integrating AI-driven solutions and improving the user interface for quicker, more intuitive problem resolution.
   - **Enhance Customer Feedback Mechanisms:** Regularly analyze self-service feedback to identify common issues and pain points. Use this data to continually update and optimize self-service content and workflows, aiming to increase the resolution rate and customer satisfaction.
4. **Enhance User Experience During Peak and Off-Peak Hours:**
   - **Peak Hour Strategies:** Capitalize on the high order volume at 11 AM by streamlining delivery processes and ensuring adequate staffing to manage the influx efficiently. Consider dynamic pricing or promotions during peak hours to balance demand.
   - **Off-Peak Optimization:** During low-order periods, such as 2 AM, implement strategies to boost engagement, such as special night-time offers or promotions. Additionally, use this time to perform maintenance and updates to enhance overall service quality.
5. **Elevate Overall Service Quality:**
   - **Personalized Experience:** Utilize data on popular districts and food preferences to offer personalized recommendations and tailored promotions based on customer behavior and preferences.
   - **Continuous Improvement:** Regularly review and analyze customer feedback and satisfaction scores (contactcsat: 0.1366, selfservicecsat: 0.56574) to identify trends and areas for improvement. Adapt strategies accordingly to ensure a consistently high level of service quality and customer satisfaction.

These recommendations are designed to leverage the insights gained from the analysis to enhance the Self-Service channel and overall customer satisfaction. Please let me know if you need further details or additional analyses.

I've documented all the analysis steps and results in a detailed report, which you can access along with the code on my GitHub repository: https://github.com/cerenyurtlu/yemeksepeti-cx-analysis.

Best regards,
Ceren Yurtlu