INSIGHT 1

Positive Correlation:

If the correlation is significantly positive (e.g., 0.7 or higher), users who cook more frequently tend to place more orders. This suggests engagement with cooking sessions drives orders.

If there's a positive correlation, consider promoting cooking sessions to encourage orders.

Negative Correlation:

A negative correlation indicates users who cook more frequently may rely less on placing orders (e.g., cooking for themselves instead of ordering food).

If there's a negative correlation, identify if frequent cooks can be incentivized to order more (e.g., discounts on ingredients).

Weak or No Correlation:

If the correlation is close to 0, cooking sessions and user orders are independent, meaning that users' cooking behavior does not significantly influence their ordering behavior.

If there's no correlation, focus on other factors influencing orders, such as demographics or time of day.

A higher number of cooking sessions might correlate with more orders. Identify active users to target with loyalty programs or personalized offers, driving more engagement and repeat business.

INSIGHT 2

You can identify peak months or seasons when orders are highest (e.g., holidays or special events).

Recognize whether orders are increasing over time, which could indicate customer growth or the success of marketing campaigns.

Identify times of day with the highest order volumes (e.g., lunch, dinner). There is a lot of activity in the evening (dinner orders), although orders are dispersed throughout the day (morning, day, and night).

Use this data to adjust staffing, kitchen operations, or promotions during high-order hours. Businesses can use this to learn more about the food preferences and age groups that are making larger purchases in particular areas.

INSIGHTS 3

Enhancing the sessions with low ratings by fixing issues like session duration, dish difficulty in sessions with lower ratings.

Encouraging the new users and increase user happiness by using the good ratings as a marketing tool.

Analyzing the reasons behind some sessions and examining outliers of high or negative ratings in order to address achievements or problems.

These insights can guide operational strategies, marketing campaigns, product development, and customer relationship management

By providing them with customised offers or incentives to boost their spending and involvement, age groups with lower values could be persuaded to participate more.

INSIGHT 4

To monitor ordering trends over time, the existing analysis might be expanded by including a temporal component (such as month or season).

To improve marketing tactics, look into how age and meal type interact with more specific demographic information (such as gender and wealth).

Predictive modelling (e.g., regression, machine learning) may be used to anticipate future ordering trends based on location, age, and meal type if more data becomes available.

Companies can utilise this to find out more about the age groups and food preferences that are spending more money in a given area.

INSIGHT 5 (Business Recommendation)

Users have different meal tastes and order frequency, and they are dispersed throughout cities like New York, Los Angeles, and Chicago.

Dishes like "Grilled Chicken" and "Spaghetti" are the most popular supper orders. Dishes like spaghetti and Caesar salad are regularly ordered by users like U001 and U002.

Popular dishes like "Dinner" (grilled chicken, spaghetti, etc.) are preferred by users like U001, U005, and U006. Dishes like spaghetti and Caesar salad are regularly ordered by users like U001 and U002.

In 2023, users joined at varying periods; younger users might require encouragement to place more orders. Stable engagement is shown by current user data; adding new users could increase sales even more.