



The FoodHub Business Analysis

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The Goal

- **Generate a list of restaurants to focus our advertising promotion**
 - **Minimum number of ratings**
 - **minimum rating**
- **Generate other insights from the resulting analysis**
 - **Recommendations as necessary**

The Method



Source Data

Parse through the website HTML selecting the desired fields for each order.

Data Cleaning

These data were fairly clean and well organized from the collection phase. Changing data types and handling NaN's

Plotting

Plotting with various univariate and multivariate methods and derive insights

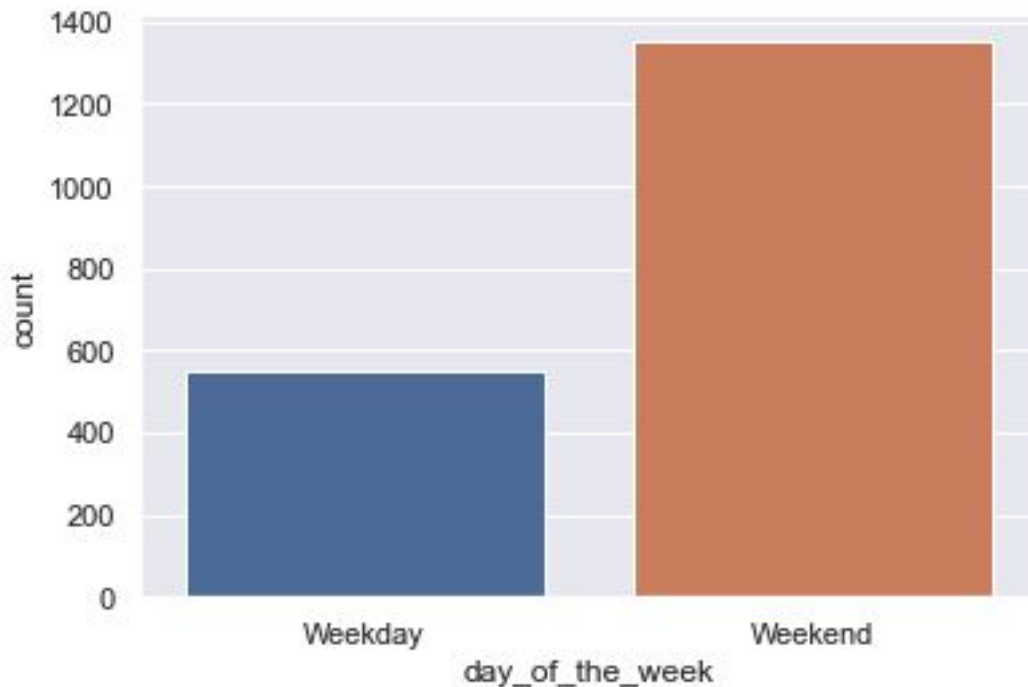
Submit Reports

Gathering results and effectively delivering actionable recommendations

Univariate Analysis

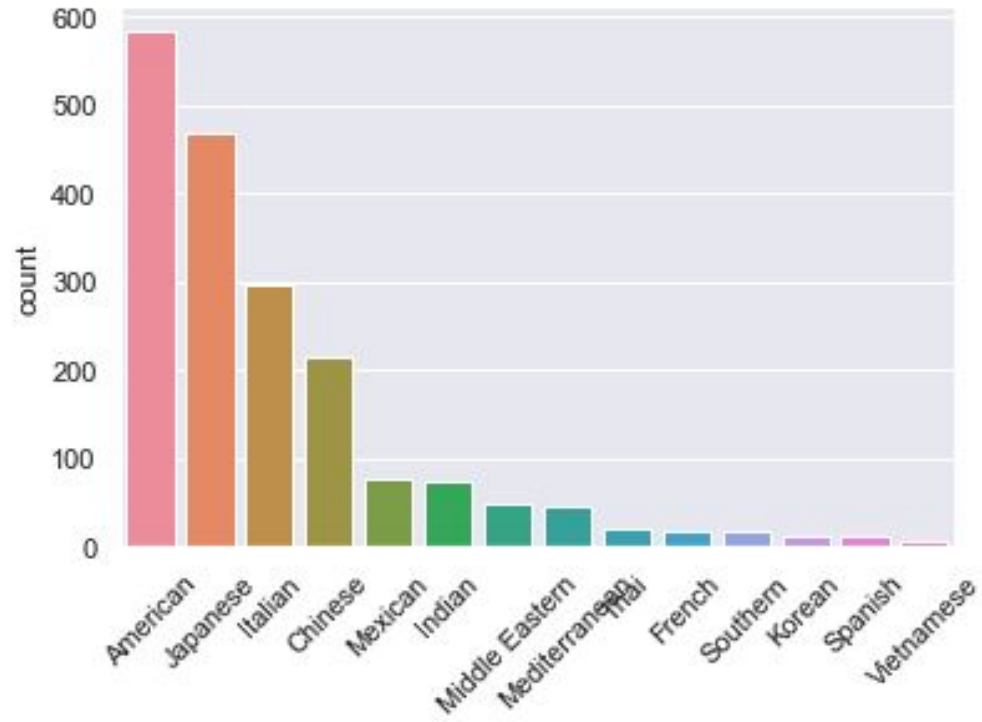
The count of orders by weekday or weekend

- Far more orders on the Weekend, than Weekday



Univariate Analysis

Count of orders by cuisine type

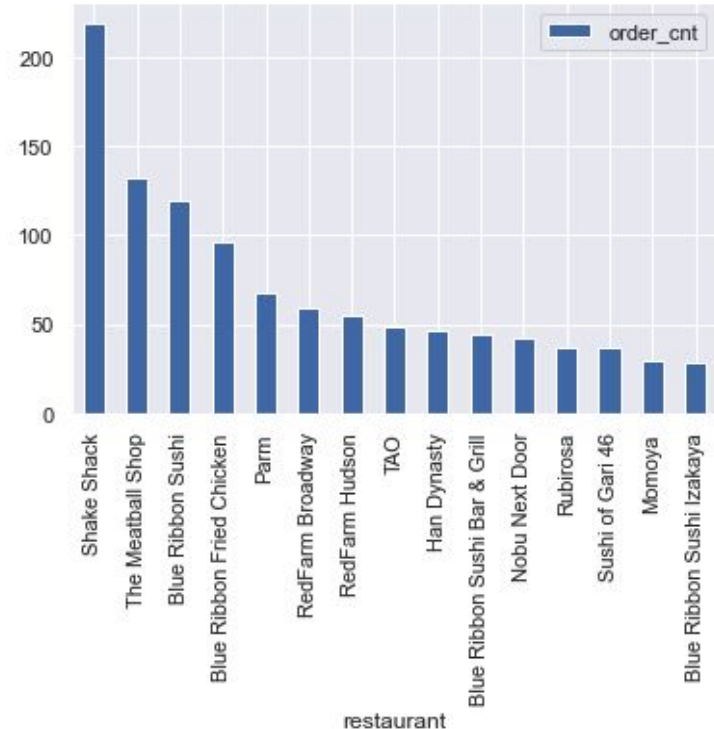


- American, Japanese, Italian and Chinese have greatest volume
- Focus advertising efforts in these cuisine types for best ROI

Univariate Analysis

- The 15 most visited restaurants in this data
- Combined with the cuisine types previously mentioned
- Focus advertising promotional efforts on these top restaurants

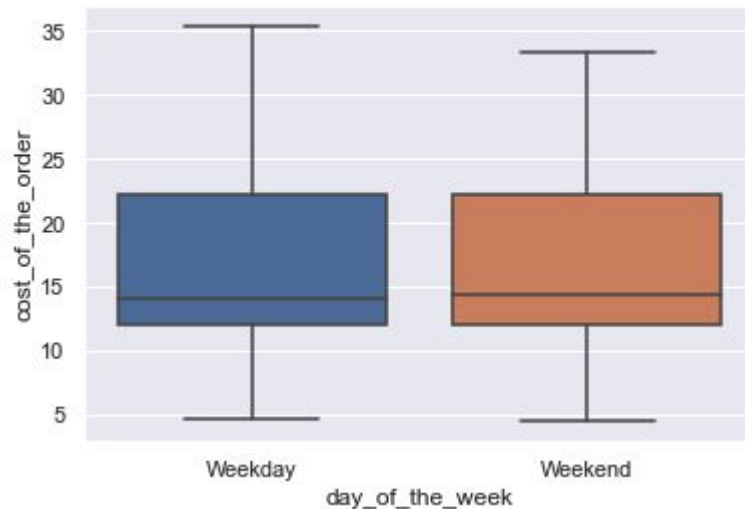
Count of orders by restaurant name (Top 15)



Multivariate Analysis

- Cost distributions remain similar across Weekends and Weekdays

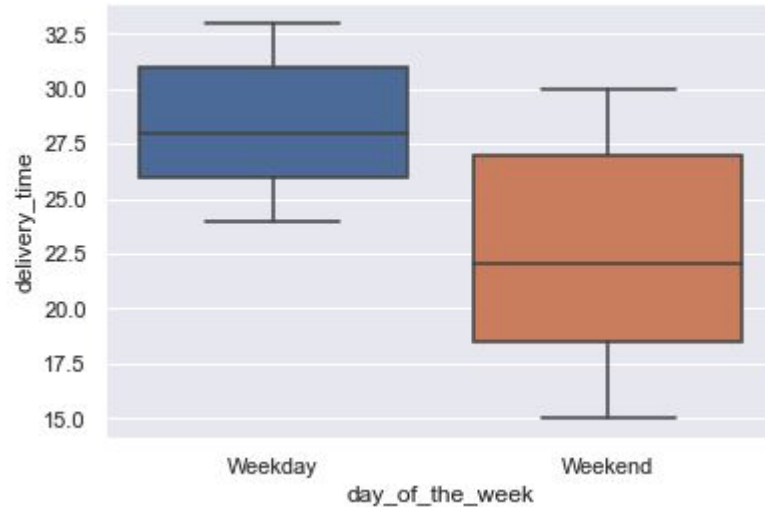
A box plot view of the Weekend/Weekday vs Price



Multivariate Analysis

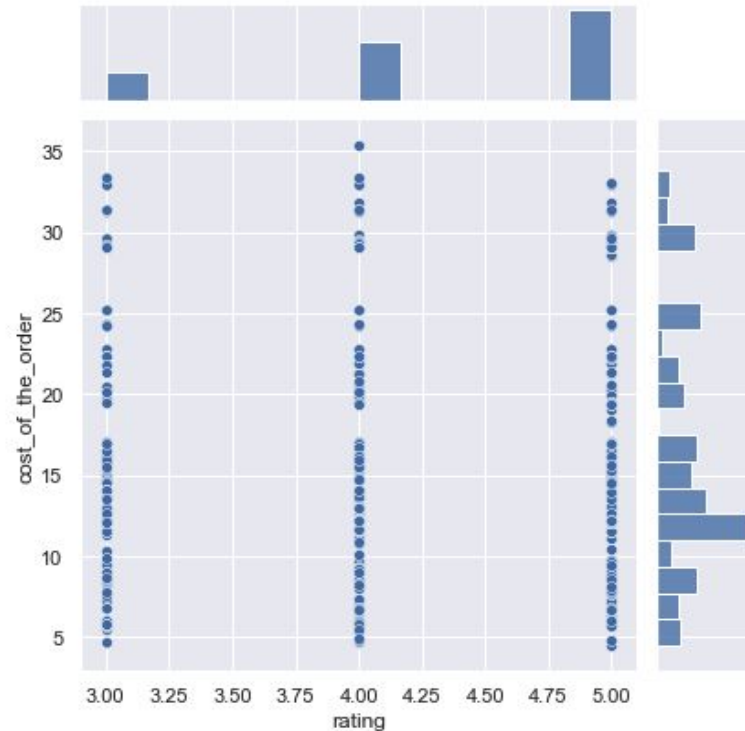
- Delivery time distributions have notable difference between Weekends and Weekdays
- 26% increase on the weekdays with much fewer orders

A box plot view of the Weekend/Weekday vs Delivery Time



Multivariate Analysis

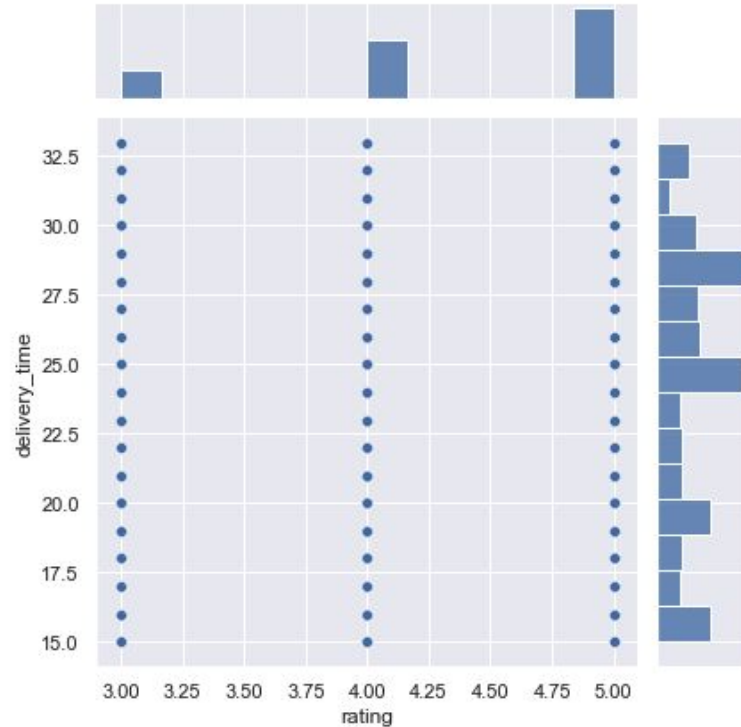
A jointplot view of the restaurant's rating vs price



- Ratings scale is too narrow
- Hard to identify a relationship
- Needs further analysis

Multivariate Analysis

A jointplot view of the restaurant's rating vs delivery time



- Ratings scale is too narrow
- Hard to identify a relationship
- Needs further analysis

Conclusion

- **Target the following restaurants for the promotional advertising:**
 - The Meatball Shop
 - Blue Ribbon Fried Chicken
 - Shake Shack
 - RedFarm Broadway
 - Blue Ribbon Sushi
 - RedFarm Hudson
 - Parm
- **Increase efforts to drive more “review/rating” process buy-in**
- **Adjust pricing for meals less than or equal to \$5.00**
- **Upcharge for the dense traffic time periods to make up for the increased delivery times/Incentives to order earlier or later**