

Sabores Ibéricos Multinational Food Chain

Sabores Ibéricos is a multinational food chain rooted in Spanish heritage with the goal of making fast food healthy and more accessible to customers worldwide. To aid with this goal, the company has many suborganisations which serve as home bases for our robust clientele. We are looking into how to expand even further. To do this, we need to address issues in our already established companies.

Over the past six months, our company has experienced a noticeable increase in customer complaints and order cancellations. To better understand the underlying causes, we have collected and consolidated historical data covering this period, including customer location, order details, cancellation reasons, complaint categories, service timelines, and related operational metrics.

The primary objective of this project is to **identify patterns** associated with order cancellations and complaints. Specifically, we want to determine:

- * Which locations have the highest cancellation rates
- * The most common reasons for cancellation within each location and state
- * Whether specific operational or service-related factors contribute disproportionately to cancellations in certain locations
- * Any other insights that might be useful

Here's the link to the dataset. Please note that this is confidential and should not be shared with anyone outside of your team

<https://docs.google.com/spreadsheets/d/1GMpGjC2la3eadx25ELvb-70Ao7X3ZDnbZE7c2oplAW4/edit?usp=sharing>

Best of luck!