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Main Assessment

April 2021






Let's explore the orders of January 2021

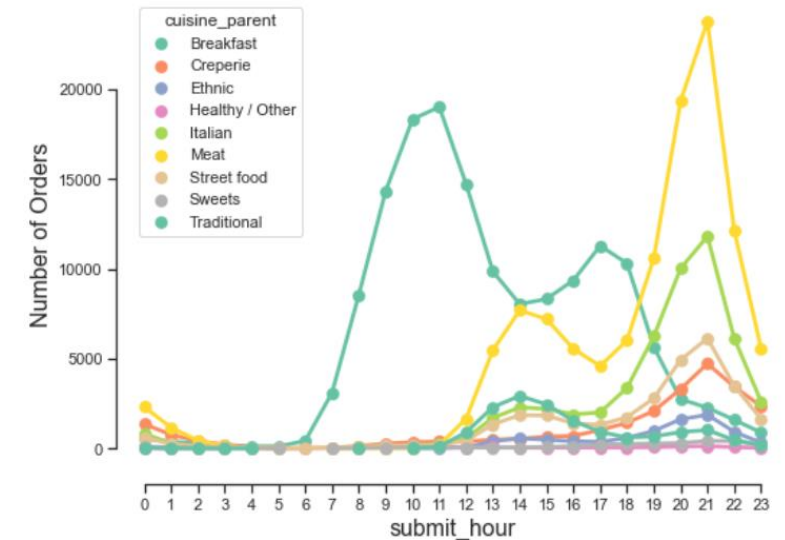
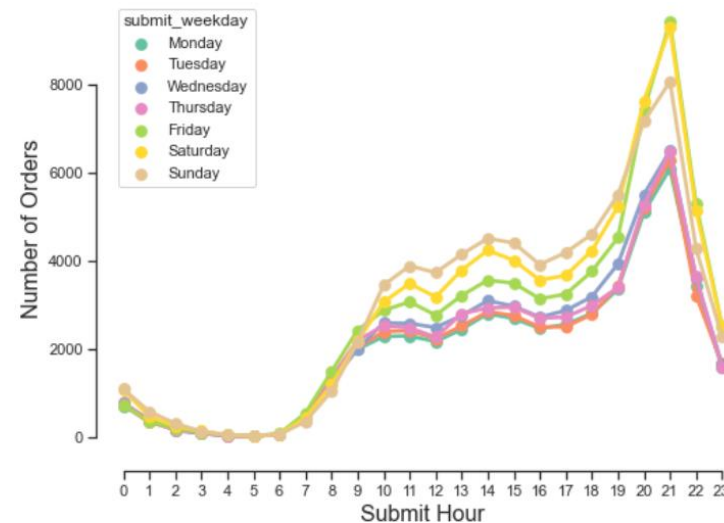
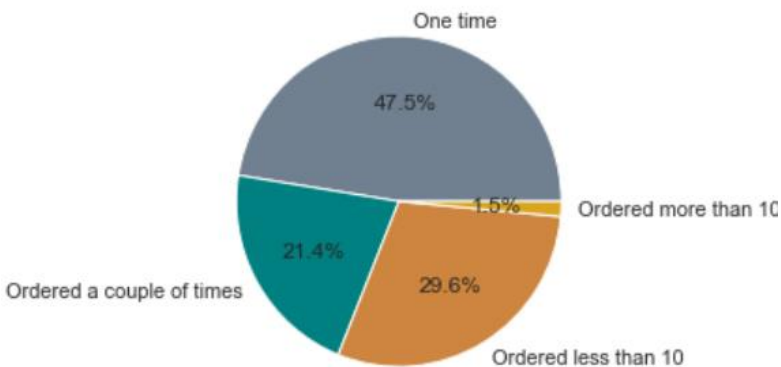
400k 
Number of Orders

163k 
Number of Customers

€3.48M 
Total Amount

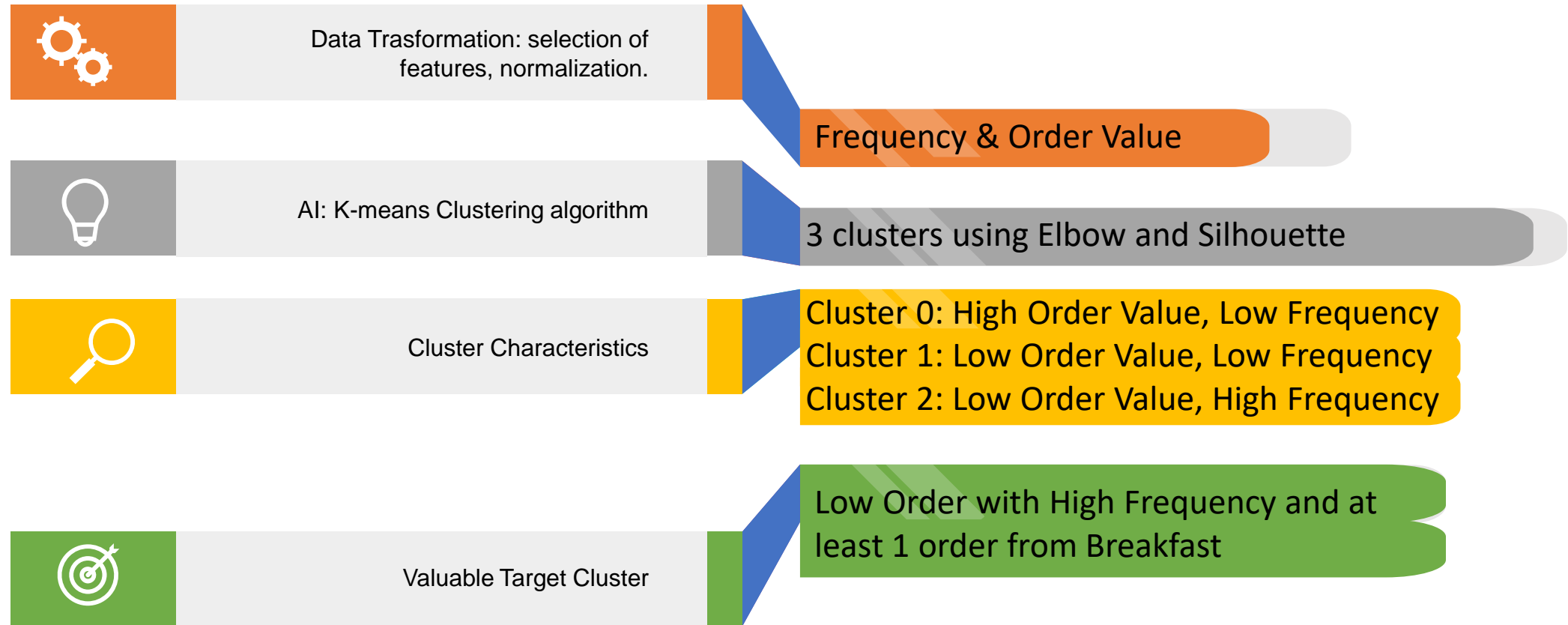
2.45 
Average Orders per Customer

Interesting facts: Almost the **half of the customers** order only **1 time** in January. The peak hour of orders is **at 9 in the evening** for all the days of the week. **Breakfast** and **Meat** cuisine are the types with the **highest number of orders**, breakfast has a 2 peaks one at 11 in the morning and at 17 in the afternoon. Meat has a small peak at two and a high peak at 9 in the evening. **Italian** cuisine follows in the third place.





Segmentation of existing customers





Most Valuable Group for Coffee

For marketing purposes we suggest to use the cluster with high frequency (most active), low order value and at least 1 order from Breakfast cuisine.

130k

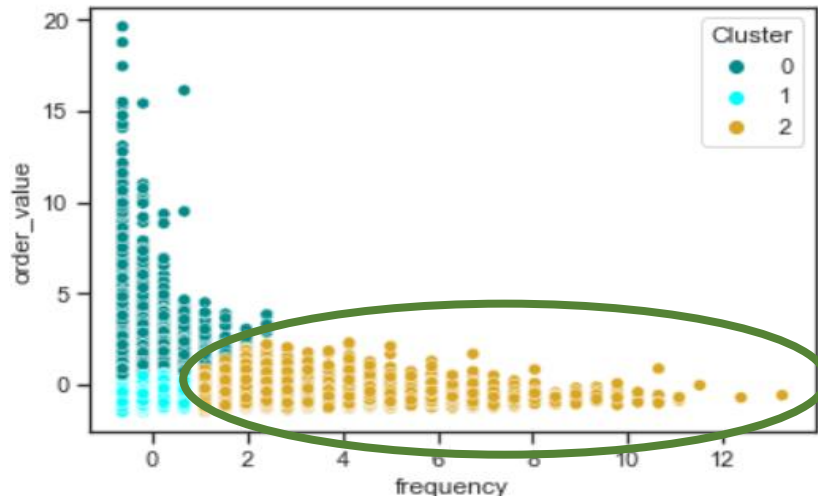
**Number of
Orders**

875k

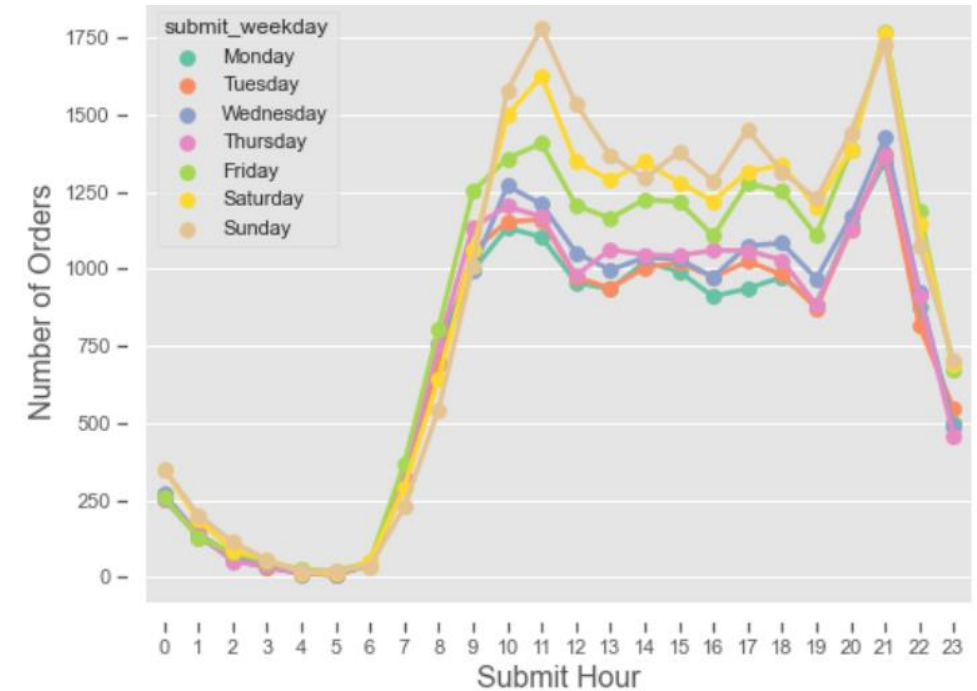
**Total
Amount**

7.48

**Average Orders
per Customer**



This group is highly active during the day hours



Number of Customers of Target Group
17.45K