# FOODHUB  ANALYSIS

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# BACKGROUND

THE NUMBER OF RESTAURANTS IN NEW YORK IS INCREASING DAY BY DAY. LOTS OF STUDENTS AND BUSY PROFESSIONALS RELY ON THOSE RESTAURANTS DUE TO THEIR HECTIC LIFESTYLES. ONLINE FOOD DELIVERY SERVICE IS A GREAT OPTION FOR THEM. IT PROVIDES THEM WITH GOOD FOOD FROM THEIR FAVORITE RESTAURANTS. A FOOD AGGREGATOR COMPANY **FOODHUB** OFFERS ACCESS TO MULTIPLE RESTAURANTS THROUGH A SINGLE SMARTPHONE APP.

FOOD HUB ON THE OTHER HAND IS LOOKING TO ENHANCE CUSTOMER EXPERIENCE GIVEN THE CHALLENGES SURROUNDING ITS UNIQUENESS

# BUSINESS PROBLEM OVERVIEW

The flavor of your favourite food
is just a click away...

FOOD HUB

- PROBLEMS IDENTIFIED INCLUDE THE FOLLOWING:

  1. RATING OF ORDER WAS NOT CONSISTENT AS 736 WAS NOT GIVEN OUT OF A DATA SET

2. THERE IS A HUGE DISPARITY IN THE MINIMUM AND MAXIMUM COST OF THE ORDER

3. THE BUSINESS DELIVERY PERIOD IS PEAKED AT WEEKENDS

4. THE BUSINESS NEEDS TO FOCUS ON THE REVENUE GENERATING CUISINES

5. MOST ORDERS FALL BELOW THE AVERAGE COST

# SOLUTIONS/RECOMMENDATIONS

- FOOD HUB NEEDS TO FOCUS ON IT COST OF ORDER FOR A REDUCTION REASON IN A BID TO INCREASE ITS REVENUE GENERATION

- MORE FREEBIES/PROMOTIONAL SALE TO MOTIVATE PEOPLE TO RATE AN ORDER WILL BE USEFUL IN DECISION MAKING

- AMERICAN CUSINE WHICH IS MOST SORT AFTER SHOULD BE DELIVERED WITHIN THE SHORTEST TIME POSSIBLE OF 15MINS

- DELIVERIES SHOULD BE CHANNELED TOWARDS WEEKENDS WHICH HAS SHOWN TO BE MORE EFFECTIVE POSSIBLY BECAUSE OF REDUCED COMMUNUAL ACTIVITIES

-  FOOD HUB CAN EXPLORE REBRANDING AND INTRODUCING SOME NEW CUSINE AFTER A MARKET SURVEY HAS BEEN CONDUCTED

# APPENDIX

- DATA SOURCE : OLYMPUS LEARNING PLATFORM

- **DATA DICTIONARY**

- ORDER_ID: UNIQUE ID OF THE ORDER

- CUSTOMER_ID: ID OF THE CUSTOMER WHO ORDERED THE FOOD

- RESTAURANT_NAME: NAME OF THE RESTAURANT

- CUISINE_TYPE: CUISINE ORDERED BY THE CUSTOMER

- COST: COST OF THE ORDER

- DAY_OF_THE_WEEK: INDICATES WHETHER THE ORDER IS PLACED ON A WEEKDAY OR WEEKEND (THE WEEKDAY IS FROM MONDAY TO FRIDAY AND THE WEEKEND IS SATURDAY AND SUNDAY)

- RATING: RATING GIVEN BY THE CUSTOMER OUT OF 5

- FOOD_PREPARATION_TIME: TIME (IN MINUTES) TAKEN BY THE RESTAURANT TO PREPARE THE FOOD. THIS IS CALCULATED BY TAKING THE DIFFERENCE BETWEEN THE TIMESTAMPS OF THE RESTAURANT'S ORDER CONFIRMATION AND THE DELIVERY PERSON'S PICK-UP CONFIRMATION.

- DELIVERY_TIME: TIME (IN MINUTES) TAKEN BY THE DELIVERY PERSON TO DELIVER THE FOOD PACKAGE. THIS IS CALCULATED BY TAKING THE DIFFERENCE BETWEEN THE TIMESTAMPS OF THE DELIVERY PERSON'S PICK-UP CONFIRMATION AND DROP-OFF INFORMATION

# THANK YOU