



Jumpman23

New York City Market Performance

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Executive Summary

Despite missing data, Jumpman23 demand in New York is high



Data

- 1,230 orders are missing item related information for name, quantity and category
- **2,945** orders are missing tracking information on how long it took to complete an order
- 500 orders are missing timestamps for Jumpman's arrival and departure from stores



Performance

- **Upper Manhattan** and **Brooklyn** have low order demand
- **Shake Shack** is the highest performing store with 311 orders in 7 locations
- Italian is the most popular store category in the city (504 orders, 61 stores)
- Bicycles are the **No. 1** transportation used with the **2nd** fastest delivery time (13 mins)

Number of Missing Data Entries

There are significantly more missing entries on how long it took to complete an order

Variable	Number of Missing Data
Place Category	883
Item Name	1,230
Item Quantity	1,230
Item Category	1,230
How Long it Took to Order	2,945
Jumpman Arrival at Store	550
Jumpman Departure from Store	550

Average Time Taken to Complete Order

Orders with Jumpman arrival and departure timestamps from stores have better delivery times

Available Jumpman
Timestamp Data



★ **46 minutes**



Missing Jumpman
Timestamp Data



49 minutes

Top Stores Missing Item Related Information

All of Duane Reade's orders are missing data on item name, item quantity and item category



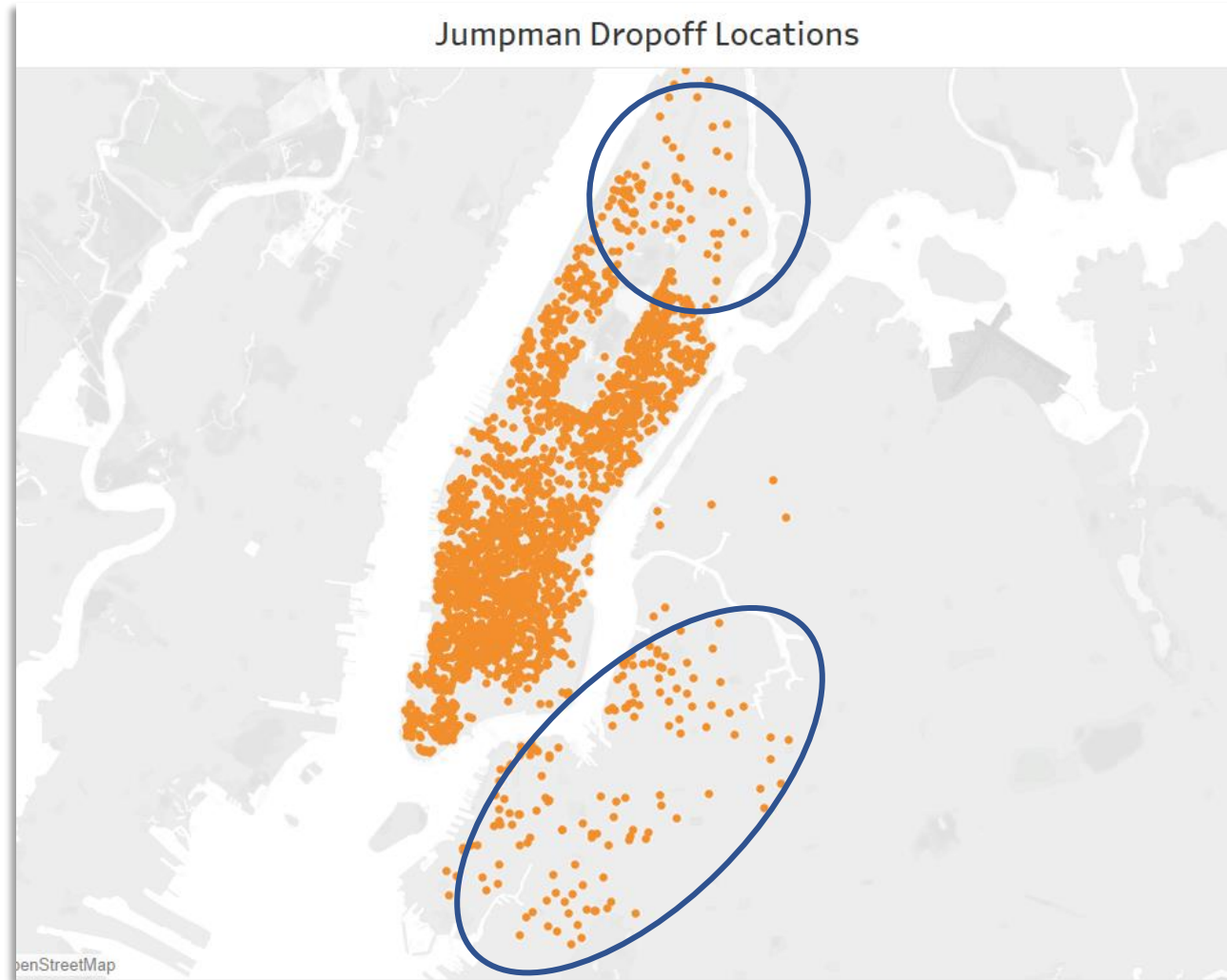
Top Stores Missing Time Taken to Order Data

All of Shake Shack's 311 orders did not track the time taken to order



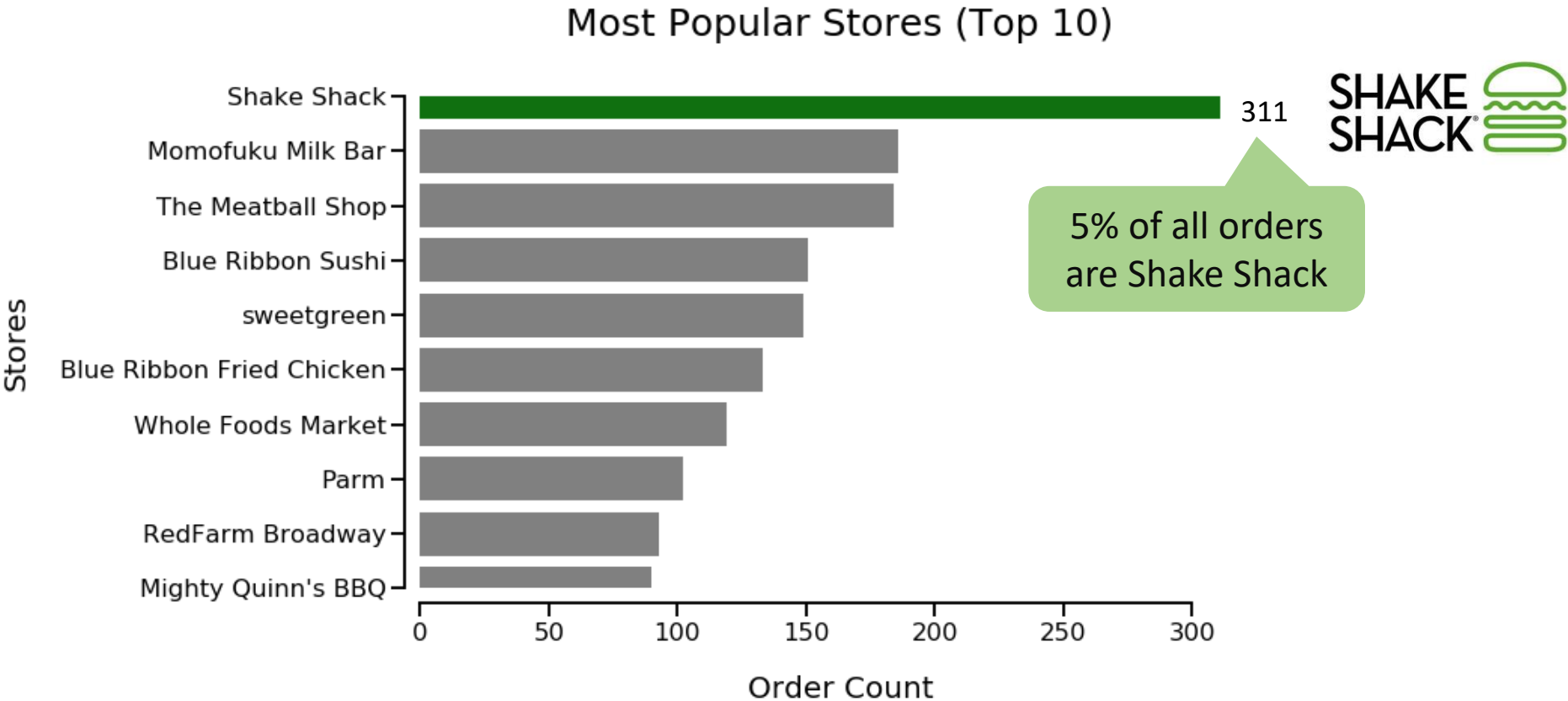
Locations of Jumpman23 Customers

Upper Manhattan and Brooklyn have low order demand



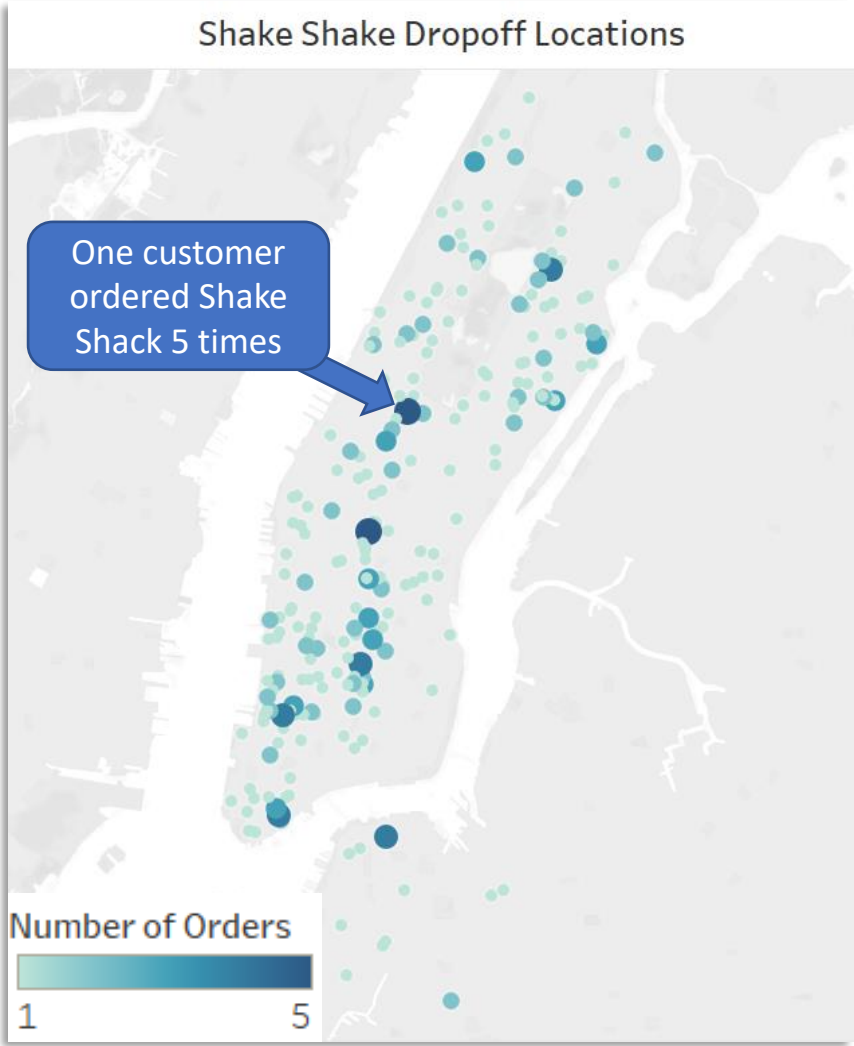
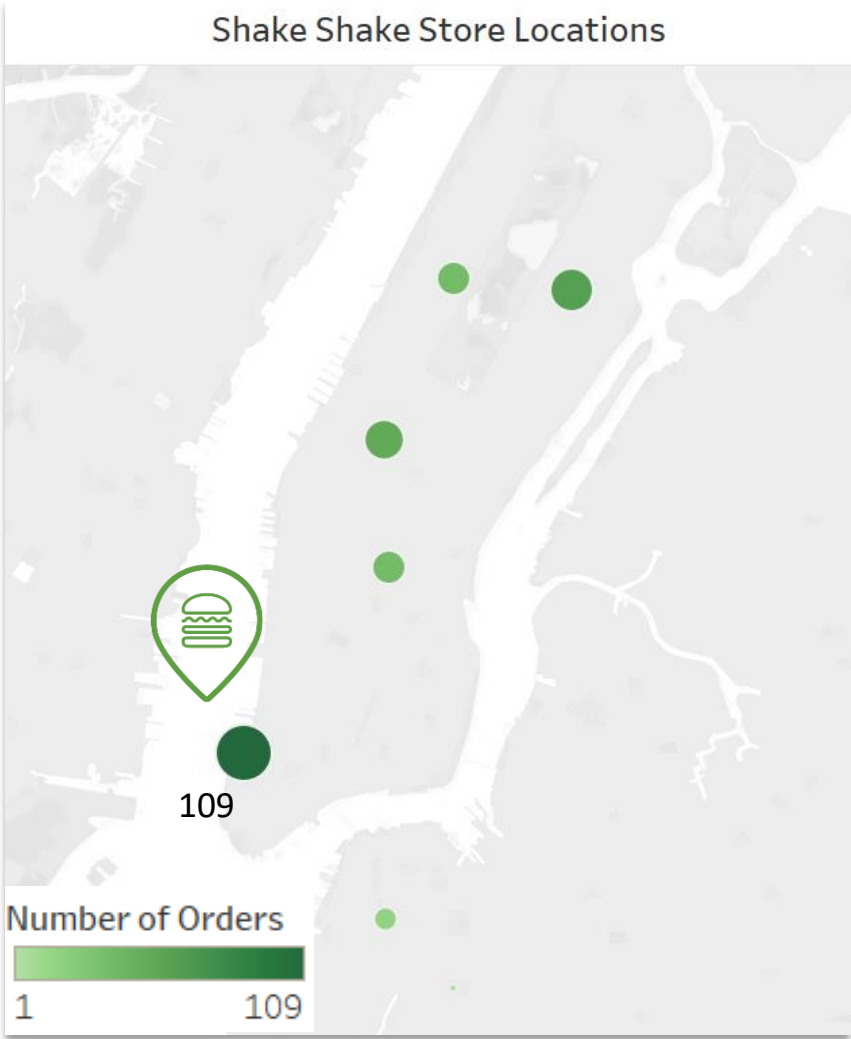
Top Stores Based on Number of Orders

Shake Shack is Jumpman23's most popular store, accounting for 5% of all orders



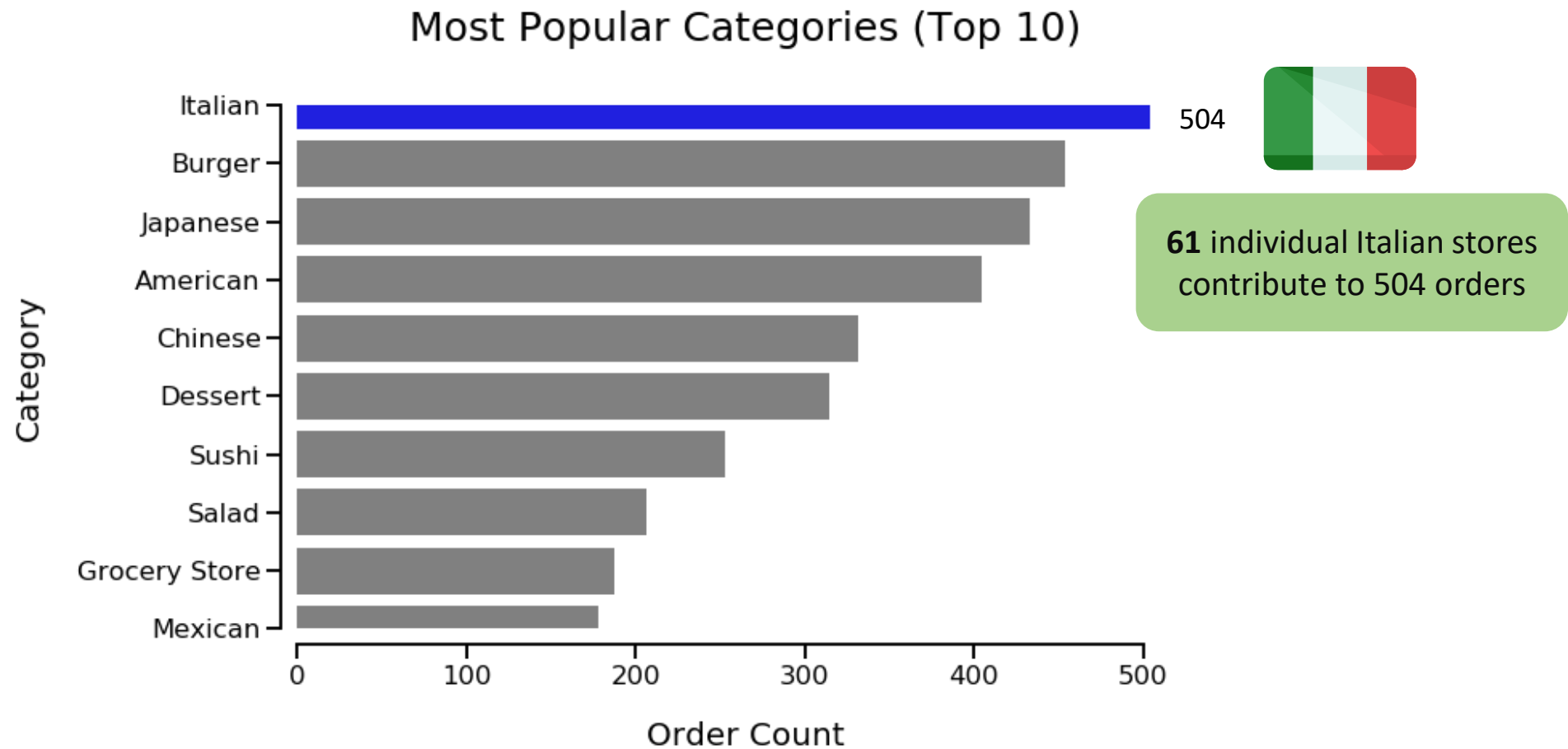
Locations of Shake Shack Stores and Order Drop-offs

7 Shake Shack locations support high density of orders throughout New York



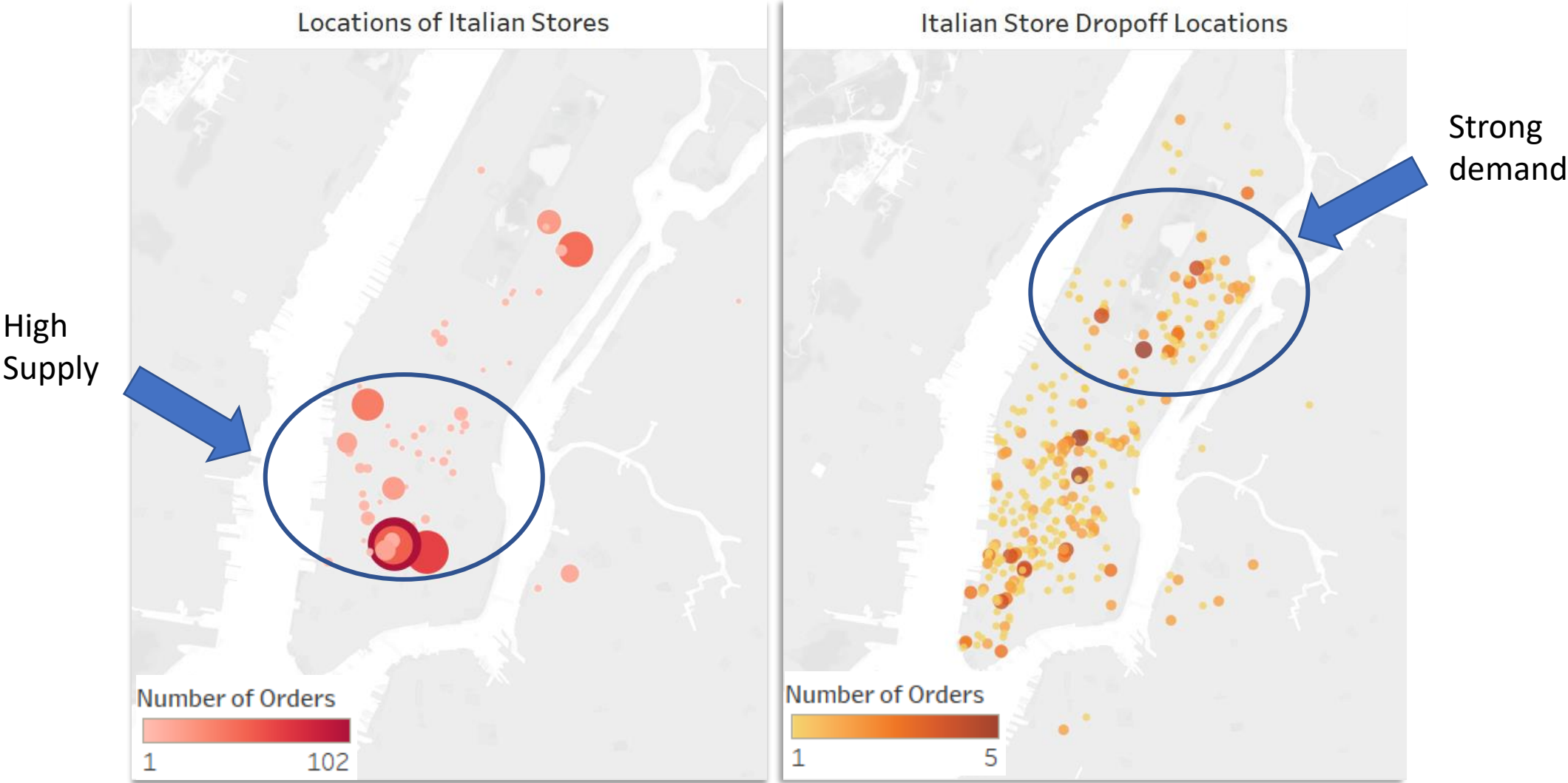
Top Store Categories Based on Number of Orders

The Italian store category has the highest amount of orders



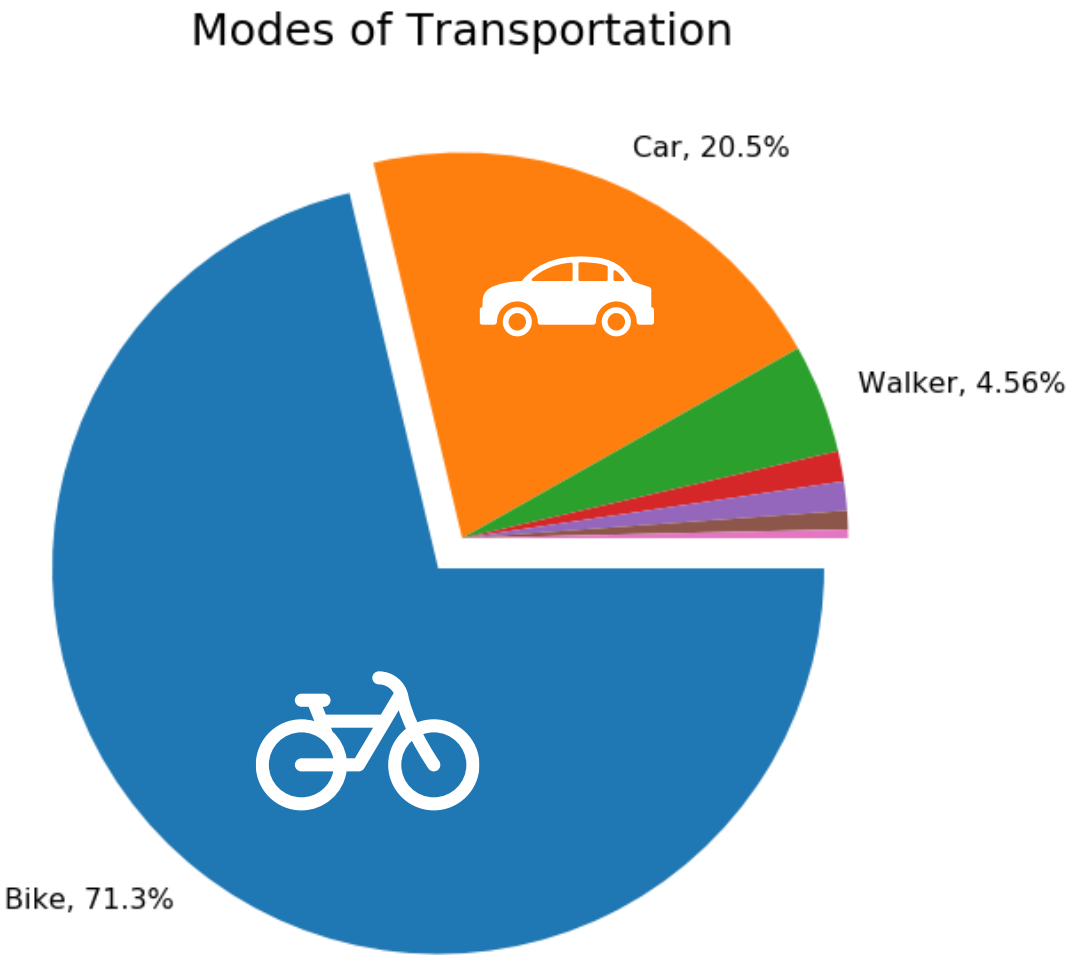
Locations of Italian Stores and Order Drop-offs

Most Italian stores are located in the South, despite strong demand in the North



Types of Transportation Available

Bicycles have the 2nd fastest delivery time and are used by 71% of Jumpmen



Transportation	Avg. Delivery Time*
Scooter	12.59 mins
Bicycle	13.09 mins
Motorcycle	13.42 mins
Walker	14.27 mins
Van	16.22 mins
Car	16.57 mins
Truck	25.20 mins

**Not including orders with missing data for Jumpman arrival/departure timestamps*
**Delivery time is time taken from store departure to delivery*

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Next Steps

Gathering more data on orders will provide new insights to assess performance

- Revenue per order
- Total sales for individual stores
- Customer demographics – age/occupation/gender
- Information on stores – age/size/ratings