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# Introduction

The objective of this analysis is to explore user behaviour, cooking preferences, and order trends using three datasets: UserDetails, CookingSessions, and OrderDetails. By analysing these datasets, we aim to identify popular dishes, explore demographic factors that influence user behaviour, and provide actionable business recommendations.

# Data Overview

The Datasets used in this analysis include:

UserDetails: Contains information about users, including their age, location, and favourite meals.

CookingSessions: Records details of cooking sessions, including session ratings and durations.

OrderDetails: Includes information on orders placed by users, such as order dates, amounts, and statuses.

# Data Cleaning Process

To ensure the quality of the data, the following steps were taken:

* Removed rows with missing values
* Ensured appropriate data types for all columns
* Removed duplicate records

# Data Analysis

Relationship between Cooking Sessions and Orders The analysis revealed that cooking sessions with higher ratings tend to generate more orders. Session S001, led by user Alice Johnson, had the most orders, indicating a successful session.

Popular Dishes The most popular dishes ordered are:

* Spaghetti
* Grilled Chicken
* Caesar Salad
* Pancakes

These dishes showed consistent popularity across various sessions and user demographics.

Demographic Analysis Users in the age group 26-35 placed the highest number of orders, followed by users in the 36-45 age group. This suggests that these age groups are more engaged with the cooking sessions and orders.

# Visualizations

* Bar Chart: Displayed the top 10 most popular dishes.
* Line Graph: Illustrated the trend of orders over time, showing peaks during weekends.
* Pie Chart: Represented the distribution of orders by age group.

# Findings and Insights

The analysis highlighted key trends such as the consistent popularity of certain dishes and the significant engagement of users in specific age groups.

# Business Recommendations

Based on the findings, the following recommendations are proposed:

* Marketing Strategies: Focus marketing efforts on the most popular dishes to attract more users.
* Targeted Promotions: Tailor promotions to age groups 26-35 and 36-45, as they show higher engagement.
* Expand Successful Sessions: Consider expanding cooking sessions like those led by user Alice Johnson to accommodate more participants.

# Conclusion

This report provides a detailed analysis of user behaviour, cooking preferences, and order trends. The insights and recommendations can help enhance marketing strategies, improve user engagement, and drive business growth.