Statistical Analysis & Report

iFood Data Analyst Case

* The following dataset comes from a food delivery app based in Brazil. Github repository is found here: <https://github.com/nailson/ifood-data-business-analyst-test/tree/master>
* Giving a focus towards finding insights and providing business opportunities found from the data
* Understandably, as we see the income increase, we also see an increase in the total amount spent using the app.

Segmentation Income Product Favorites Analysis

* I decided to focus on segmentation analysis using a rule-based approach.
* Diving the income distribution of our customers to three separate segments:
  + Lower – Less than 30,000
  + Mid – Between 30,000 to 65,000
  + Upper – Greater than 65,000
* Marketing campaigns for the respective incomes should include the following:
  + High: the measured favorites for those in the higher bracket were predominantly in meat and wine, with the latter being the most profitable.
    - Suggestion: Any marketing should focus themselves on meat and/or wine. It would be advisable to consider deals with those two main products to see increases in the neglected four
  + Mid: the middle section is the largest between the other two, it should be noted that this section has an additional income group than the low and high section. Once again, wine is the favorite spend for this segment, with meat notably second. Notable favorites towards gold and fish related products, with a small number of fruit products bought
    - Suggestion: to induce higher returns on meat, consider having bundles of meat and wine at a discounted price.
  + Low: Uniquely, this group has some more evenly distributed customers favoriting certain items. Gold, meat, and wine products are relatively close with fish and the remaining two products being on the lower end, comparatively.
    - Suggestion: with the much more distributed products, there are opportunities to market and craft deals for those on the lower end of the income spectrum.

Segmentation Product Analysis

* Utilizing the aforementioned segmentation rule established earlier for this focus
  + It should come as no surprise that the high-income group spends the most compared to the other two groups, in many cases well over 300%
  + Of the six products that were measured, gold-related products appeared to draw the biggest revenue across the three spending groups.
    - Should be considered when making targeting campaigns to draw out more revenue opportunities
  + Fish, fruits, and sweet products showcases an incredibly similar plots across the three products when measured in the three segmented income groups.
  + Wine was the lowest sought-after product from low income groups.

Summation of the Data