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
* Diving the income distribution of our customers to three separate sections:
  + Lower – Less than 30,000
  + Mid – Between 30,000 to 70,000
  + Upper – Greater than 70,000
* Understandably, as we see the income increase, we also see an increase in the total amount spent using the app.
* Conversely, as we continue to see Income rate increases, the number of web visits per month denotes a noticeable decrease

Sectional Income

* Marketing campaigns for the respective incomes should include the following:
  + High: the measured incomes for those in the lower 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 is relatively lopsided. That said, it should be noted that this is the highest profitability group. Once again, wine is predominantly the biggest spend for this segment, with meat notably second. Notable expenditures towards gold and fish related products
    - Suggestion: to induce higher returns on meat, consider having bundles of meat and wine at a discounted price.
  + Low: Uniquely, this segmented group has some more evenly distributed customers buying 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.