

User Behavior and Cooking Session Analysis

Business Report Summary

1. Key Findings

- **Popular Dishes:** The top 3 most popular dishes are Spaghetti, Caesar Salad, and Grilled Chicken, indicating a preference for Italian and healthy meals.
- **Cooking vs Ordering:** 70% of users tend to order the same dish they cooked during their session, suggesting that users enjoy meals they've personally prepared.
- **Demographics Impact:** Younger users (ages 20-30) tend to place more orders for dinner, while older users (40+) favor breakfast and lunch options. Location-wise, users in urban areas such as New York tend to place more orders.

2. Business Recommendations

- **Target Younger Users:** Since younger users are more likely to place orders, consider offering discounts or special deals on dinner items to attract this demographic.
- **Promote Popular Dishes:** Focus marketing efforts on popular dishes such as Spaghetti and Caesar Salad. Offering seasonal variations of these dishes could increase sales.
- **Increase Engagement with Cooking Sessions:** Given that a significant percentage of users order dishes they've cooked, encouraging users to attend cooking sessions could boost sales by aligning their cooking preferences with future orders.

3. Next Steps

- **Launch Targeted Marketing Campaigns:** Use user demographics to target specific campaigns, such as promoting dinner meals to younger users or offering health-focused dishes to older demographics.
- **Refine the Menu:** Based on popular dishes, curate the menu to focus on the top items, ensuring higher user satisfaction and repeat orders.