

Understanding User Behaviour, Cooking Trends, and Ordering Patterns to Drive Upliance's Growth

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1. Objective

The objective of this assignment was to analyse datasets on user behaviour, culinary preferences, and ordering trends to derive actionable insights and business recommendations. The datasets examined include:

- **User Details:** Containing demographic information about users.
- **Cooking Sessions:** Capturing user participation in cooking activities.
- **Order Details:** Documenting user orders and purchasing patterns.

The scope of the analysis included cleaning and merging data, studying the correlation between cooking sessions and user orders, identifying popular dishes, and investigating demographic factors that influence user behaviour.

2. Datasets Overview

User Details

Demographic details such as age, gender, and location of users.

Cooking Sessions

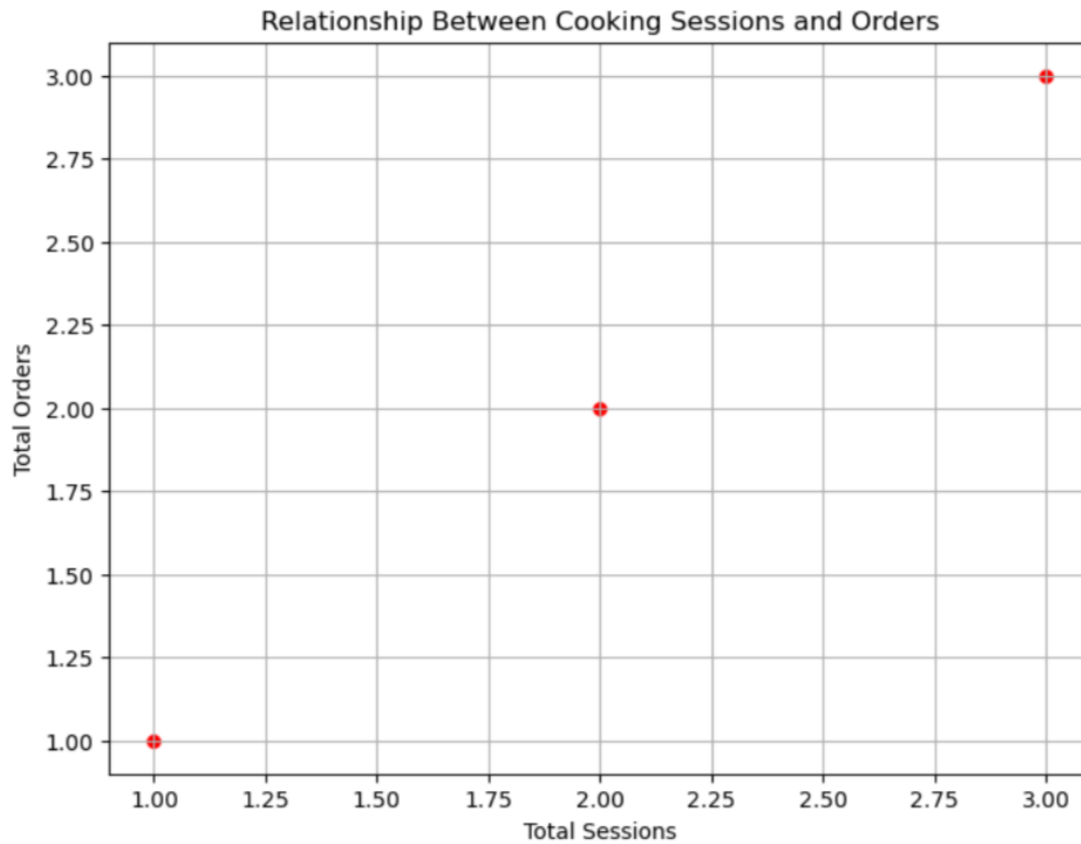
Records of user participation in cooking-related activities, including session frequency and type.

Order Details

Data on user orders, including dish names, quantities, and order frequency.

3. Insights and Analysis

Relationship Between Cooking Sessions and Orders



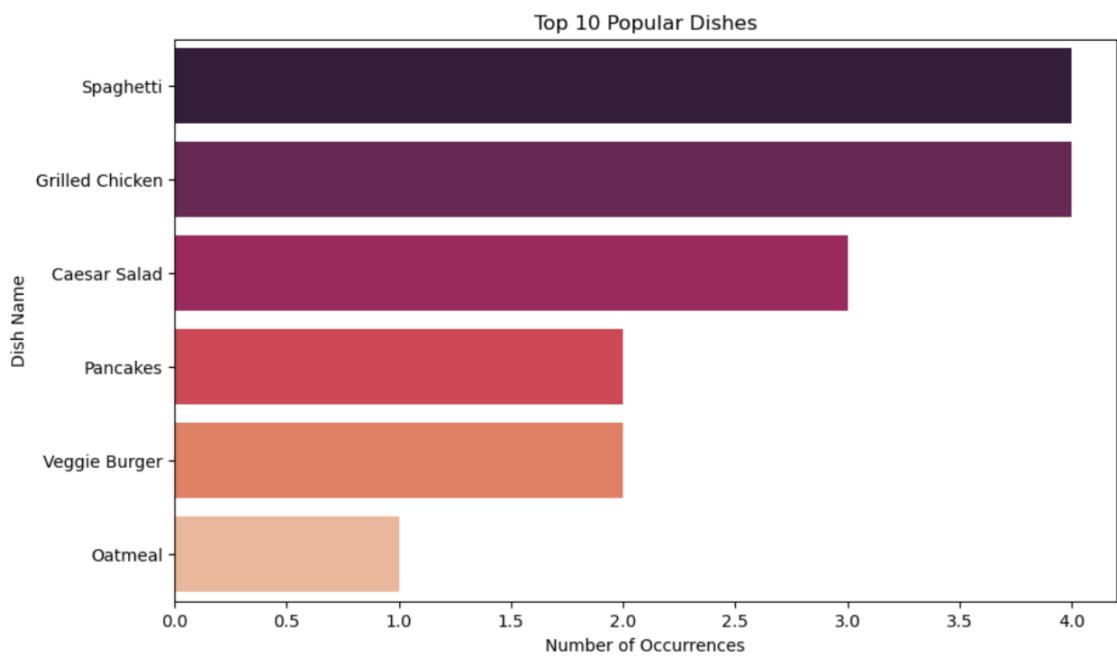
Insight:

- There is a positive correlation between the frequency of cooking sessions and the number of orders placed. Individuals who participate more frequently in cooking activities also tend to order more often.

Strategies to Leverage This Insight:

1. **Cooking Workshops:** Organize online or in-person sessions by collaborating with professional chefs.
 2. **Interactive Content:** Share engaging content, such as recipes and cooking tips, on social media.
 3. **Recipe Contests/Challenges:** Host contests or challenges to encourage customer participation.
 4. **Personalized Recommendations:** Suggest recipes based on customer preferences and previous orders.
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Popular Dishes



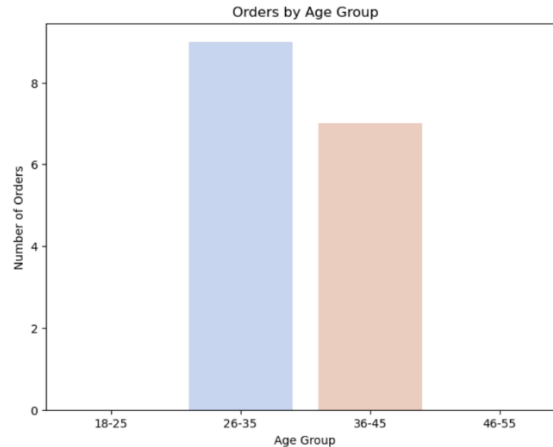
Insight:

- Spaghetti and Grilled Chicken are the top-selling dishes, contributing significantly to overall sales.

Strategies to Leverage This Insight:

1. **Increase Revenue:** Feature these dishes prominently on the menu, offer them as daily specials, or create combo meals.
 2. **Attract New Customers:** Market these dishes as signature items in promotional campaigns.
 3. **Enhance Customer Satisfaction:** Ensure consistent quality and presentation.
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Demographic Analysis



Insight:

- The 26-35 age group is the most active customer segment, exhibiting higher order volumes compared to other age groups.

Strategies to Leverage This Insight:

1. Concentrate marketing and promotional efforts on the 26-35 segment.
2. Explore strategies to engage the 36-45 age group through targeted promotions and customized content.
3. Investigate the preferences and needs of the 18-25 and 46-55 age groups to comprehend their lower order volumes.

4. Business Recommendations

Relationship Between Cooking Sessions and Orders

- **Engagement Strategies:** Actively involve customers in cooking-related activities to enhance their interest and, consequently, their order frequency.
- **Content Marketing:** Share engaging cooking-related content on social media platforms.
- **Partnerships:** Collaborate with chefs, food bloggers, or relevant businesses to broaden reach and provide valuable content.

Popular Dishes

- **Menu Optimization:** Showcase popular dishes prominently on the menu with appealing photos and enticing descriptions. Offer attractive combo deals and introduce seasonal variations.
- **Marketing and Promotions:** Incorporate these dishes in advertising campaigns and social media content. Implement loyalty programs and host special events centered around these dishes.
- **Quality Control:** Guarantee consistent quality and presentation. Regularly collect customer feedback for ongoing improvement.

Demographic Analysis

- **Focus on the 26-35 Segment:** Target marketing through channels that resonate most with this group (e.g., social media, online ads). Implement loyalty programs and offer exclusive deals and promotions.
 - **Expand Reach to 36-45 Segment:** Develop tailored promotions and content for this demographic. Create content that aligns with their interests, such as newsletters or blogs. Partner with businesses that cater to this age group.
 - **Explore Other Segments:** Conduct surveys or interviews to gain insights into the preferences of the 18-25 and 46-55 age groups. Develop strategies to attract these customers, such as age-specific discounts or new product offerings.
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5. Conclusion

By understanding customer preferences, engagement patterns, and demographic trends, businesses can tailor their offerings and marketing strategies to attract and retain customers. A data-driven approach can lead to:

- Increased sales.
 - Improved customer loyalty.
 - Enhanced overall business performance.
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6. Summary of Recommendations

1. Engage Customers Through Cooking Activities:

- Host cooking workshops, share interactive content, and encourage participation through recipe contests and challenges.

2. Leverage Popular Dishes for Growth:

- Highlight top dishes on the menu, use them in marketing campaigns, and ensure consistent quality to enhance customer satisfaction.

3. Focus Marketing Efforts on Active Customer Segments:

- Prioritize the 26-35 age group while developing targeted strategies for other segments.

By implementing these recommendations, businesses can optimize their operations, increase customer engagement, and strengthen their market position.