**Scoring guide (Rubric) - FoodHub Project RubricEvaluated**

| **Criteria** | **Ratings** | **Points** |
| --- | --- | --- |
| **Understanding the structure of the data**  - Overview of the dataset shape, datatypes - Statistical summary and check for missing values - Answer all the key questions asked in this section | The analysis performed across various aspects was highly praiseworthy, receiving positive feedback in several key areas. Firstly, a comprehensive evaluation of the data was conducted, involving a thorough check of the number of rows, columns, and observations provided, showcasing a strong grasp of the dataset's dimensions. Additionally, meticulous examination of data types, identification of missing values, and generation of a statistical summary demonstrated a diligent approach to data exploration and preparation. Moreover, the insightful analysis of food order preparation times, including minimum, average, and maximum values, revealed a keen understanding of time-related attributes. Lastly, the investigation into the number of unrated orders demonstrated a committed effort to uncover meaningful insights from the data. Overall, the work carried out in these areas showcased a high level of analytical proficiency and attention to detail. | 5/5 |
| **Univariate Data Analysis**  - Explore all the variables and provide observations on the distributions of all the relevant variables in the dataset - Answer all the key questions asked in this section | The analysis demonstrated several areas of excellence: 1) Univariate analysis was conducted skillfully, involving the creation of informative visualizations such as histograms and box plots for key variables like 'cuisine\_type', 'cost\_of\_the\_order', 'day\_of\_the\_week', 'rating', 'food\_preparation\_time', 'delivery\_time', and others. 2) The team successfully pinpointed the top 5 restaurants that received the highest order volumes, showcasing their ability to identify significant insights. 3) Additionally, the team displayed proficiency in identifying the most popular cuisine during weekends, adding valuable information about customer preferences. 4) Precise calculations were made to determine the percentage of orders that exceeded 20 dollars, indicating a strong grasp of numerical analysis. 5) Furthermore, the team accurately computed the mean order delivery time from the dataset, highlighting their attention to detail. 6) Lastly, an outstanding performance was exhibited in identifying the ID of the top 3 frequent customers and retrieving their order details, showcasing their ability to extract meaningful information from the data. | 10/10 |
| **Multivariate Data Analysis**  - Perform bivariate/multivariate analysis to explore relationships between the important variables in the dataset - Answer all the key questions asked in this section | C::Areas Performed Well:- 1)Good Job on performing bivariate/multivariate analysis(i.e., Plotting the correlation matrix, checking the relationship between the important variables for example cuisine v/s cost, cuisine v/s food prep, day v/s delivery time, rating v/s delivery time , rating v/s food preparation time, rating v/s cost ) 2)Good job on finding the restaurants fulfilling the criteria to get the promotional offer.ÃÂÃÂ  3)Good Job on finding the net revenue generated on all the orders given in the dataset. 4)Good Job on finding out the percentage of orders that have taken more than 60 minutes to get delivered from the time the order is placed 5)Good Job on finding the mean delivery time on weekdays and weekends | 10/10 |
| **Quality & Use of visualisations**  - Use proper visualizations for the analysis and provide observations on the plots | C::Areas Performed Well:- 1) Good job on plotting graphs with Clear visibility 2) Good job on labelling All the axes 3) Suitable scale for axes are chosen | 5/5 |
| **Conclusion and Recommendations**  - Conclude with the key insights/observations | C:Good job on providing at least four business recommendations based on the analysis performed as it helps business understand what works best and what needs to be improved | 5/5 |
| **Presentation/Notebook - Overall Quality**  - Structure and flow - Crispness - Visual appeal - All key insights and recommendations covered? OR - Structure and flow - Well commented code - All key insights and recommendations covered? | C:Notebook : Areas Performed Well:- 1)Notebook is maintained well as in Inline code comments, headings/mark-downs were written as necessary 2)The flow of the notebook is understandable | 5/5 |
|  | Points | 40/40 |