

# DEMOGRAPHIC INFLUENCE ON MEAL CATEGORY ANALYSIS

Project Title

Project Task

KPI Analysis

Frequently used  
Medium Wise

Category Wise  
by gender for

Occupation  
Wise Category

Marital Status  
Wise Gender In

## Demographic Influence on Meal Category Analysis Project

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## Demographic Influence on Meal Category Analysis

**Task:** " Which meal category do people prefer the most, and what are their preferred options within that category? Additionally, what are the reasons behind their preferences?

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## Demographic Influence on Meal Preference K..

Total Order Place  
67,486

Total\_Order\_Meal  
487

Avg\_Ord\_val  
1.979

Total Family Size  
1,640

Frequently used Medium  
487

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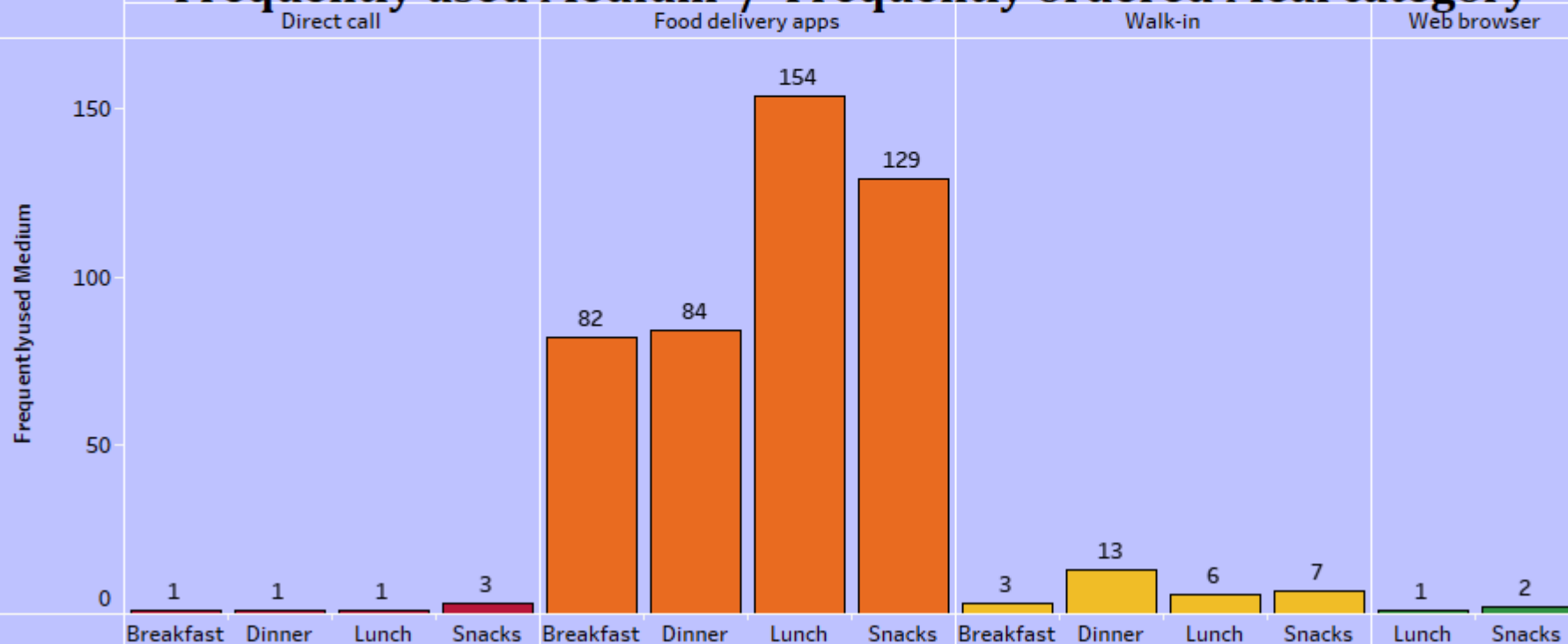
Frequently used  
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## Frequently used Medium / Frequently ordered Meal category



Frequently used Medium

- Direct call
- Food delivery apps
- Walk-in
- Web browser

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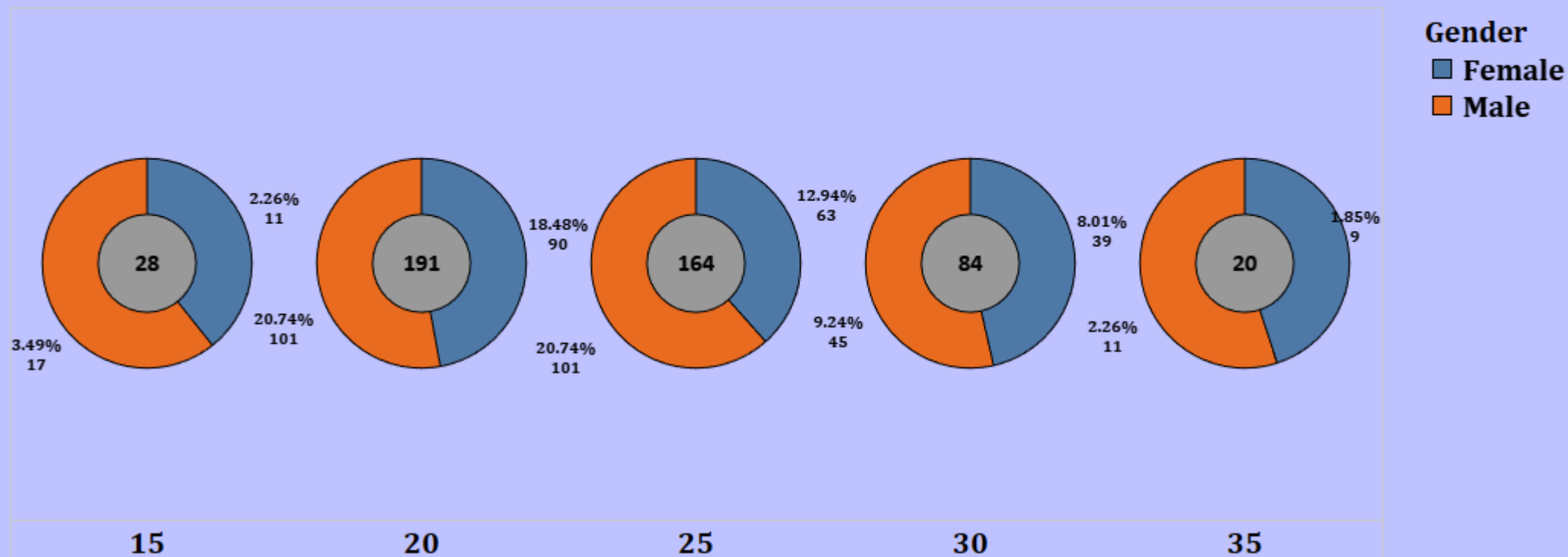
KPI Analysis

Frequently used  
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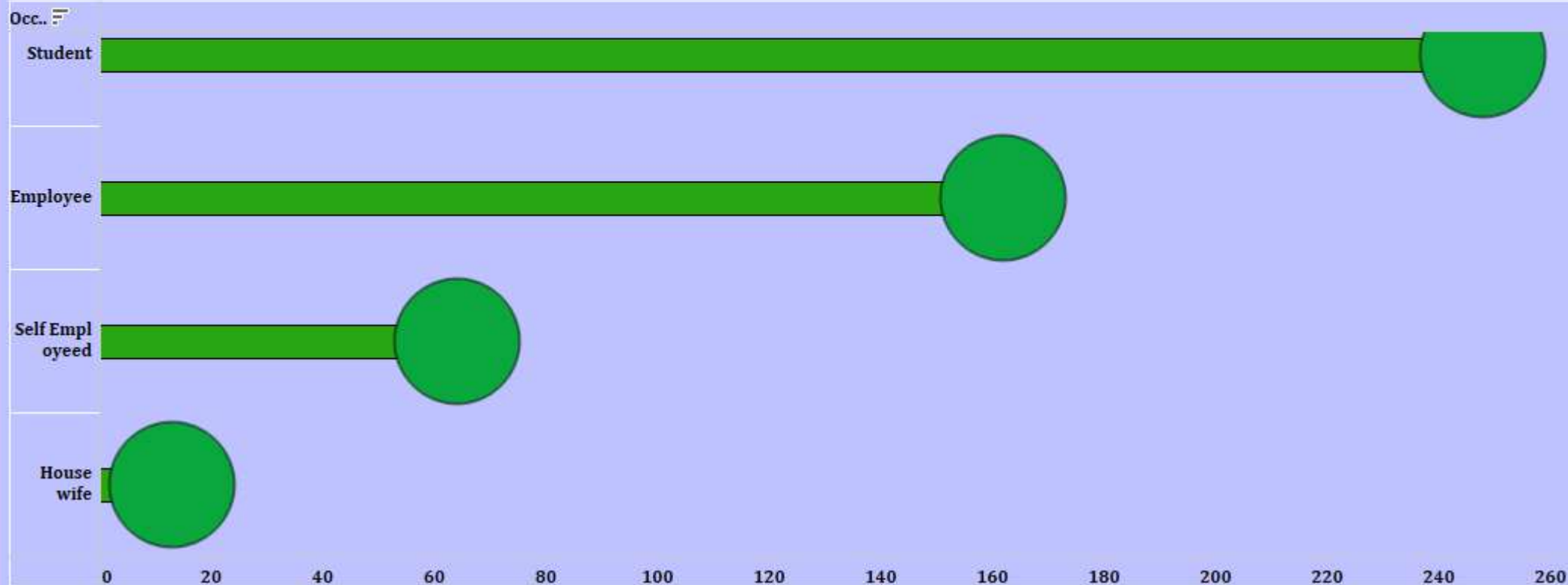
Occupation  
Wise Category

Marital Status  
Wise Gender In



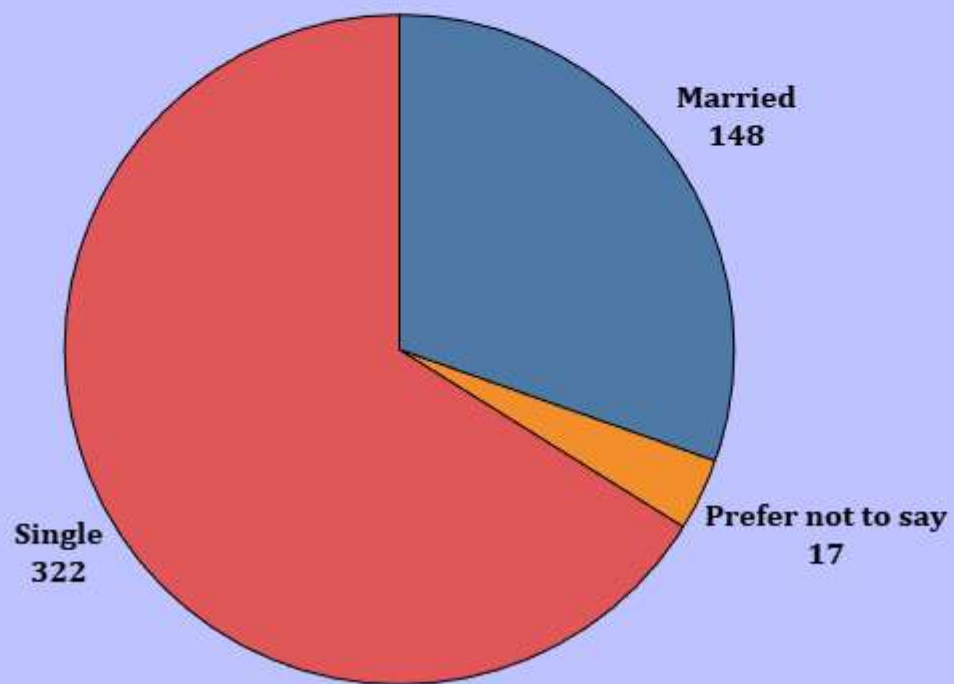
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<	Title	Project Task	KPI Analysis	Frequently used Medium Wise	Category Wise by gender for	Occupaation Wise Category	<b>Marital Status Wise Gender In</b>	Ratir Freq	>



Marital Status

- Married
- Prefer not to say
- Single

Count of Gender

487



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KPI Analysis

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Medium Wise

Category Wise  
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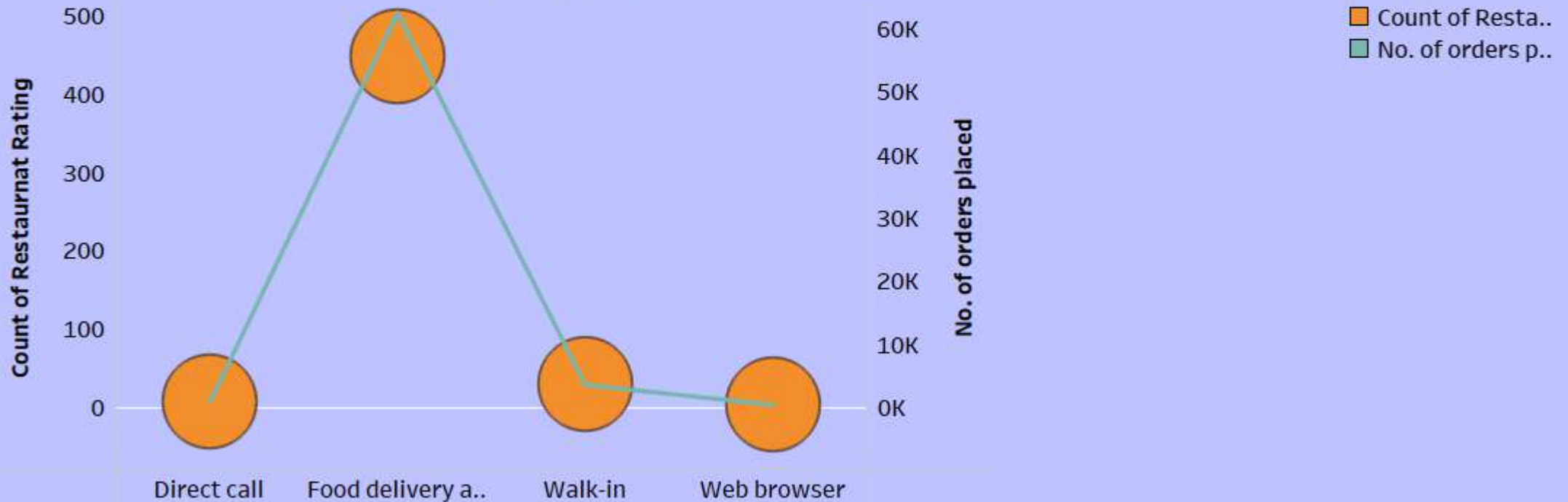
Occupation  
Wise Category

Marital Status  
Wise Gender In

Rating wise  
Frequently used

Most  
Prefe >

Frequently used Medium





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Frequently used  
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Wise Category

Marital Status  
Wise Gender In

Rating wise  
Frequently used

Most of Family  
Preference

Demographic  
Influence >

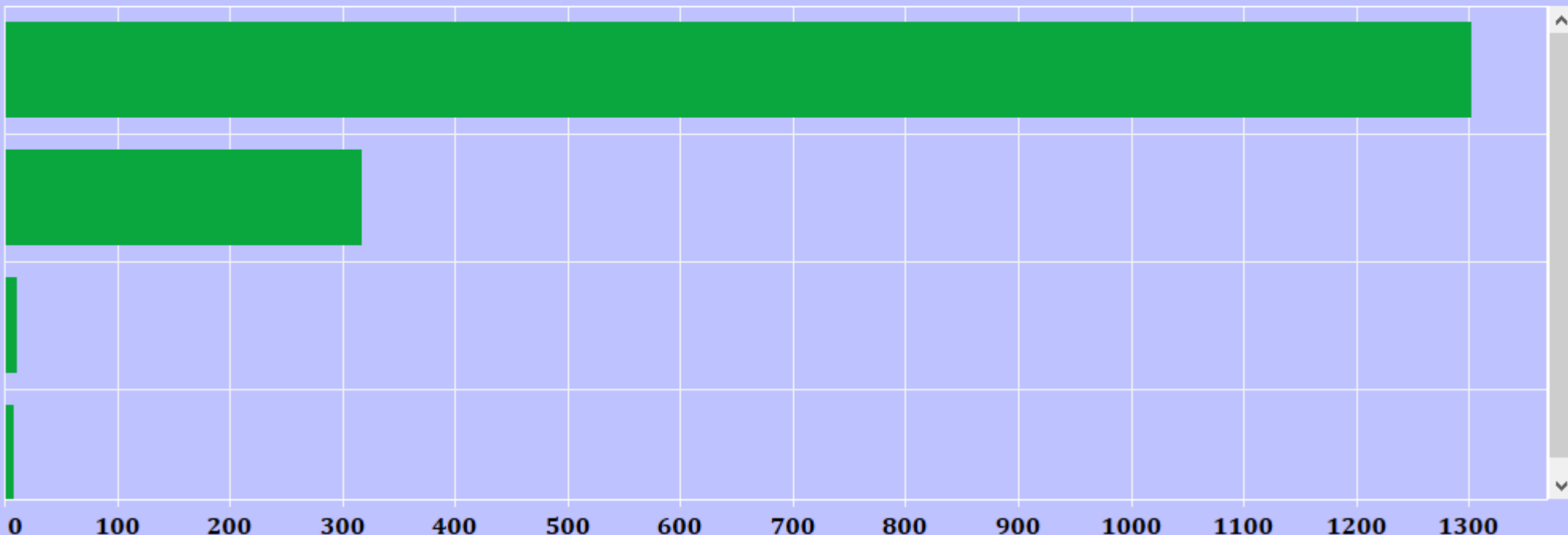
Preference

Non Veg  
foods (Lunch  
/ Dinner)

Veg foods  
(Breakfast /  
Lunch /  
Dinner)

Sweets

Bakery  
items  
(snacks)



Family size

# Demographic Influence on Meal Category Analysis

**Total Order Place**  
67,486

**Total\_Order\_Meal**  
487

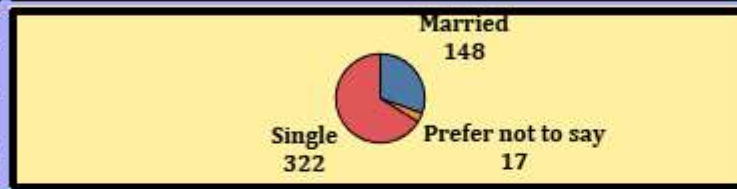
**Avg\_Ord\_val**  
1.979

**Total Family Size**  
1,640

**Frequently used Medium**  
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Most Frequently Orders Items

Marital Status Wise Gender In Order value



Marital Status

- Married
- Prefer not to say
- Single

Frequently used Medium..

- Direct call
- Food delivery apps
- Walk-in
- Web browser

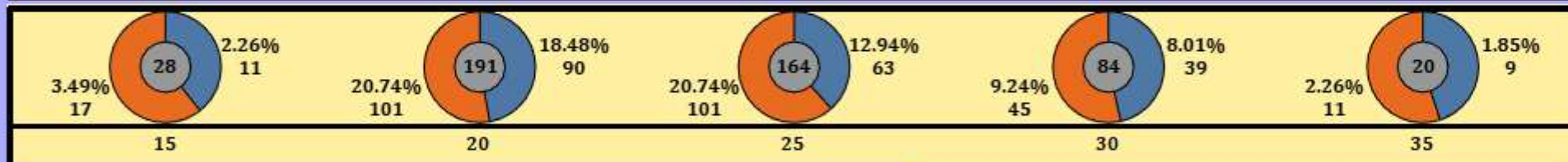
Gender

- Female
- Male

Measure Names

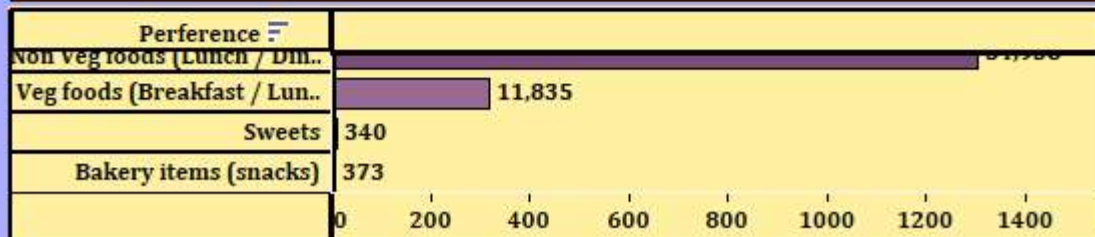
- Count of Restaurnat Rating
- No. of orders placed

Category Wise by gender for different age group

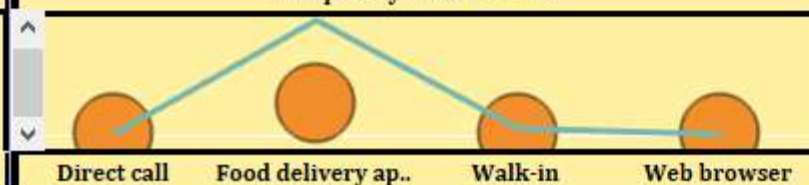


Most Of Family Preference

Rating wise order



Frequently used Medium



Perference

- Bakery items (snacks)
- Non Veg foods (Lunch / Din..)
- Sweets
- Veg foods (Breakfast / Lunc..)

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Rating wise  
Frequently used

Most of Family  
Preference

## Conclusions from the Analysis

### 1. Most Frequently Ordered Items:

The most preferred choice for ordering food is **food delivery apps**, with **lunch** being the most commonly ordered meal.

### 2. Category Analysis by Gender and Age:

Among different genders and age groups, **males aged 20-25** show a strong preference for ordering **non-vegetarian lunch** through

### 3. Marital Status Insights:

Single individuals are the largest group preferring food delivery apps for their meal orders.

### 4. Occupation Trends:

The majority of orders come from **students**, indicating a significant demand for food delivery services within this group.

### 5. Rating and Ordering Trends:

**Food delivery apps** received the highest ratings, which directly correlate with a higher volume of orders made through these platforms.

### 6. Family Preferences:

Families tend to prefer ordering **non-vegetarian meals**, showcasing their dominant choice in meal categories.