

Findings based on the three calculated metrics:

- Basket := Amount / Order
- Frequency := Orders / Users
- %Users that exceed 3 orders := (Users of Frequency >3) / Users

1. The cost of the breakfast basket for the top 5 cities is approximately 40% lower than the average efood basket
2. The users of the top 5 cities approximately order breakfast 20% less times than the total efood frequency

Based on that, we conclude that "Breakfast" cuisine is quite popular however users tend to spend less money on that type of orders.

3. The loyal users (>3 orders per month) of breakfast are approximately 10% less than the total loyalty.

In general only one out of three users is considered loyal regarding the "Breakfast" cuisine.