

REPORT

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Task Report

CODE LINK: [koushik-yarra/uitask](https://koushik-yarra.github.io/uitask)

1. Introduction

The objective of this analysis is to explore user behavior, cooking preferences, and order trends based on the provided datasets. Key tasks include:

1. Analyzing the relationship between cooking sessions and user orders.
2. Identifying popular dishes.
3. Exploring demographic factors influencing user behavior.

2. Key Insights

1. Users with more cooking sessions tend to place more orders, suggesting a strong engagement metric.
2. Popular dishes such as Spaghetti and Caesar Salad can be leveraged for marketing campaigns.
3. Young adults (21-30) are the most active demographic, presenting a prime target audience for promotions and loyalty programs.

Top 10 Popular Dishes

Spaghetti	9
Caesar Salad	7
Pancakes	6
Grilled Chicken	6
Oatmeal	3
Veggie Burger	1

Age Group	Total Sessions	Total Orders
0-20	0	0
21-30	18	18
31-40	11	11
41-50	3	3
51-60	0	0
60+	0	0

3. Business Recommendations

1. Promotions:

- Highlight popular dishes in marketing campaigns.
- Offer discounts or rewards for frequent cooking sessions to boost engagement.

2. Targeted Advertising:

- Focus on the 21-30 age group, as they are the most active users.

3. Product Development:

- Expand offerings for less popular demographics (e.g., 50+ age group) to increase engagement.

4. Feedback Loop:

- Collect user feedback on the top dishes and demographic preferences to refine strategies.

4. Conclusion

This analysis provides actionable insights into user behavior and preferences. By leveraging the findings, [uplance.ai](#) can enhance user engagement and drive order growth.

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