upliance.ai

Upliance AI Assignment

Project Report

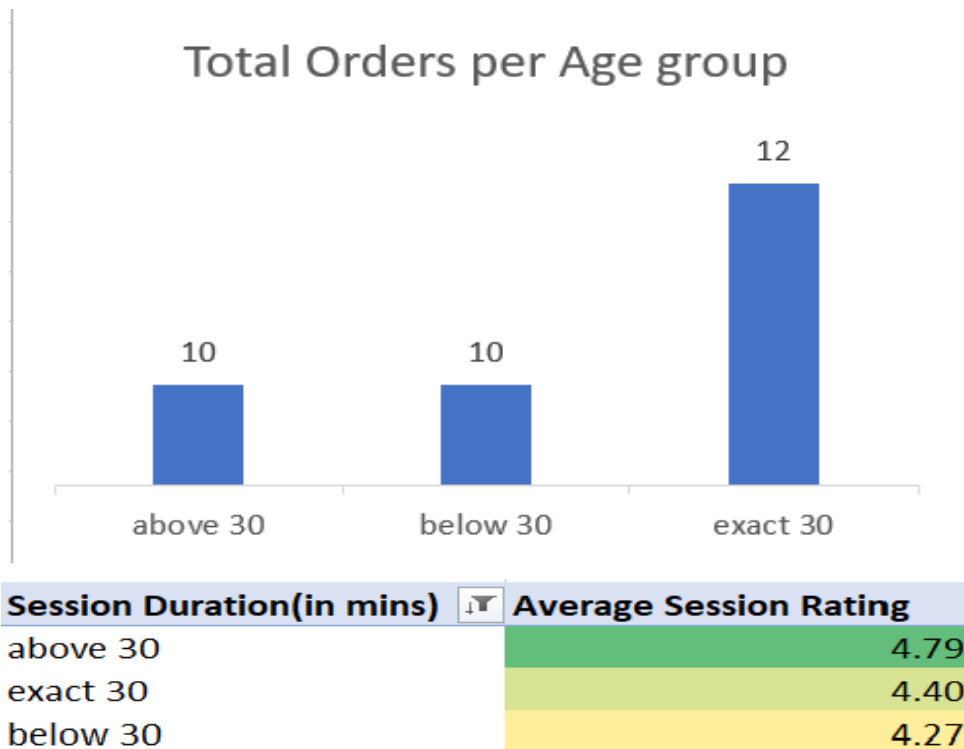**DONE BY :** Sahil Pathare

TYPE : Assignment Project

SKILLS : PYTHON   EXCEL   DATA VISUALIZATION   DATA ANALYSIS EDA   PIVOT TABLES

GOAL : The objective of this assignment is to analyze datasets related to user behavior,cooking preferences, and order trends.Find key insights and make business recommendations accordingly.

Sessions Analysis

Total Orders per Age group

	above 30	below 30	exact 30
Total Orders	10	10	12

| Session Duration(in mins)	Average Session Rating
above 30	4.79
exact 30	4.40
below 30	4.27

Key Findings :

- People of the age group '30 and above' are using the product **more than** the people 'below 30' years of age.
- Cooking sessions lasting for a duration of '30 and above' minutes have a **higher customer satisfaction rating.**

Dish's loved by customers

Customer Ratings for various Dishes

Amount Spent for varioud dish's
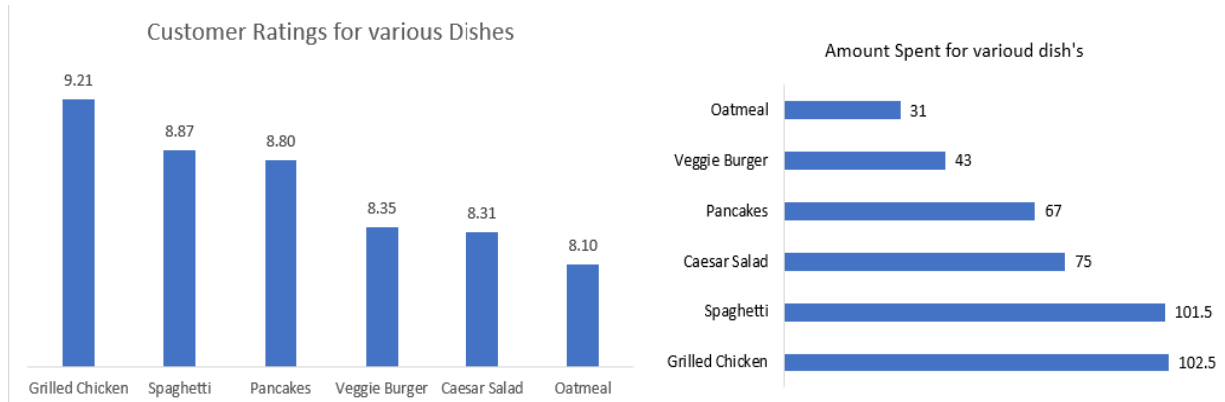
In the above figures, I have summarized the dish's liked by the customers in terms of rating provided by them and the amount spent in purchasing them.
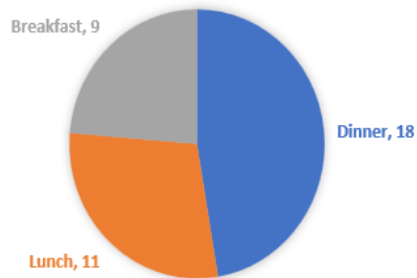
Key Findings :

Grilled Chicken,**Spaghetti** and **Pancakes** are the top rated dish's of the entire catalogue.

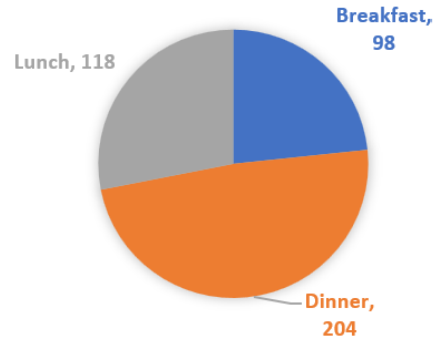People have **spent the most amount of money** on Grilled Chicken and Spaghetti.

Preferred Meal type

TOTAL ORDERS PER MEAL TYPE

Breakfast, 9

Dinner, 18

Lunch, 11

AMOUNT SPENT PER MEAL TYPE(IN USD)

Breakfast, 98

Lunch, 118

Dinner, 204

The above figures visualize the type of meal preferred by the customers via the means of a pie chart using **total orders** and **amount spent** as key parameters.

Key Findings :

- **Dinner** is the most ordered meal type with a total of **18 orders** followed by Lunch and Breakfast.

- Subsequently customers have **spent the most amount of money** while having Dinner.

Customer Demographics

Now I have analyzed how the customer demographics such as '**Location**' and '**Age group**' play a pivotal part in understanding user behaviours.

Key Findings :

- The **people above the age of 30 in Chicago and Los Angeles** are the specific customer demographic which seems to be highly invested in using your product.

- The **younger crowd of New York, who are below 30**, are actively using your product and have invested 105$ in preparing the food of their choice.
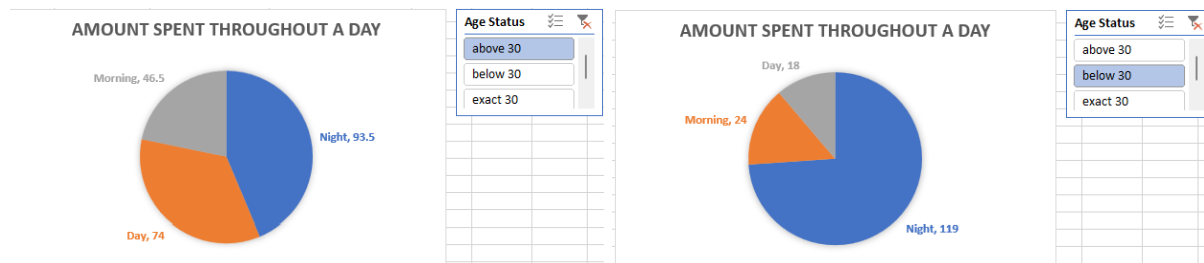
Similarly in the above visuals I have made an attempt to explain the **spread of revenue throughout a day**, **across the specified age groups**.

Key Findings :

People above 30 seem to be using the product **majorly during nights and afternoon** i.e equal distribution of revenue throughout the day.

Whereas people below the age of 30, have used your product **majorly during the nights** suggesting a clear eating pattern.

Business Recommendations

1. The people of the age : '**30 and above**' are the major consumers of your product who have spent a total of **259$** as compared to 161$, spent by people below 30.

2. The above mentioned demographic like to prepare meals with longer cooking session times and i.e during the night .

3. Upliance AI should explore and include more varieties of Grilled Chicken and Spaghetti since these 2 dish's alone are **responsible for almost 50% of the sales**.

4. To boost sales in majority of the cities mentioned **Dinner** and **Lunch** should be the 2 meal types that need to be focused upon with the city of **New York being an exception**, where Upliance AI should include Dinner options for the **younger demographic as New York accounts for 65% of the sales** for the people **below the age of 30**.