

VIRTUAL INTERNSHIP 6.0



Food Trends: Customer Behavior and Market Insights

Customer behavior, market insights, and data-driven growth strategies
for online food delivery

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Transforming Data Into Actionable Insights

This analysis examines customer behavior, product performance, and revenue trends in the competitive online food delivery market.

Through interactive Power BI dashboards, we explore:

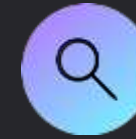
- Sales growth patterns
- Customer demographics
- Seasonal demand fluctuations
- Predictive forecasting

The Challenge



Data Overload

Food delivery platforms generate massive amounts of data daily



Hidden Insights

Valuable patterns remain buried without proper analysis



Strategic Gaps

Businesses struggle to make data-driven decisions

Our solution: Analyzing order trends, customer demographics, platform performance, and seasonal effects to identify key drivers of sales and satisfaction.

Data Preparation Process



15K Records Collected

Comprehensive dataset with 20+ features covering orders, customers, and products



Metrics Engineered

Calculated revenue, discount percentages, and performance indicators



Cleaned & Standardized

Removed duplicates, filled missing values, standardized formats



Categorized Data

Organized by regions, age groups, and platforms for deeper analysis



Six Comprehensive Dashboards



Sales & Revenue
Analysis

Growth trends and top-
performing categories



Customer
Demographics

Preferences by age, gender,
and behavior



Product & Menu
Insights

Best-sellers and pricing
optimization



Regional Performance

City and platform
comparison metrics



Seasonal Trends

Peak hours and seasonal
demand patterns



Future Insights

Forecasts and strategic
recommendations



Key Findings

68%

Peak Weekend
Orders

Friday-Sunday drives
majority of weekly
revenue

25-34

Primary Age
Group

Young professionals
lead in order
frequency

3.2x

Seasonal Surge

Holiday periods show
dramatic demand
increase

Business Impact & Future Vision

Current Impact

Strategic Decisions

Real-time insights drive smarter business choices

Revenue Opportunities

Identify profitable categories and regional expansion potential

Customer Engagement

Enhanced satisfaction through data-driven personalization

Future Enhancements



Live Data Integration

Real-time API feeds for instant insights



AI & Machine Learning

Predictive analytics and sentiment analysis



Smart Recommendations

Personalized suggestions using AI algorithms

From Data to Growth



Raw Data

15K records across multiple dimensions



Actionable Insights

Clear patterns and opportunities revealed



Business Growth

Sustained competitive advantage

Conclusion

The Food Trend Analysis project transforms complex data into clear, actionable insights that reveal critical patterns in customer behavior, regional performance, and market potential.

Data-Driven Decisions

Move from intuition to
evidence-based strategy

Competitive Edge

Stay ahead with predictive
insights

Customer Success

Deliver experiences that drive loyalty