

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



Cleaned & Standardized

Removed duplicates, filled missing values, standardized
formats



Metrics Engineered

Calculated revenue, discount percentages, and
performance indicators



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% 25-34 3.2x

Peak Weekend
Orders

Friday-Sunday drives
majority of weekly
revenue

Primary Age
Group

Young professionals
lead in order
frequency

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