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MEAL DELIVERY COMPANY

SUMMARY

Year
- 1st Year
- 2nd Year
- 3rd Year

Week
- 10
- 101
- 102

Region Code
- 23
- 34
- 35

City Code
- 456
- 461
- 473

Center Type
- TYPE_A
- TYPE_B
- TYPE_C

Center Id
- 10
- 101
- 102

Category
- Beverages
- Biryani
- Desert

Cuisine
- Continental
- Indian
- Italian
- Thai

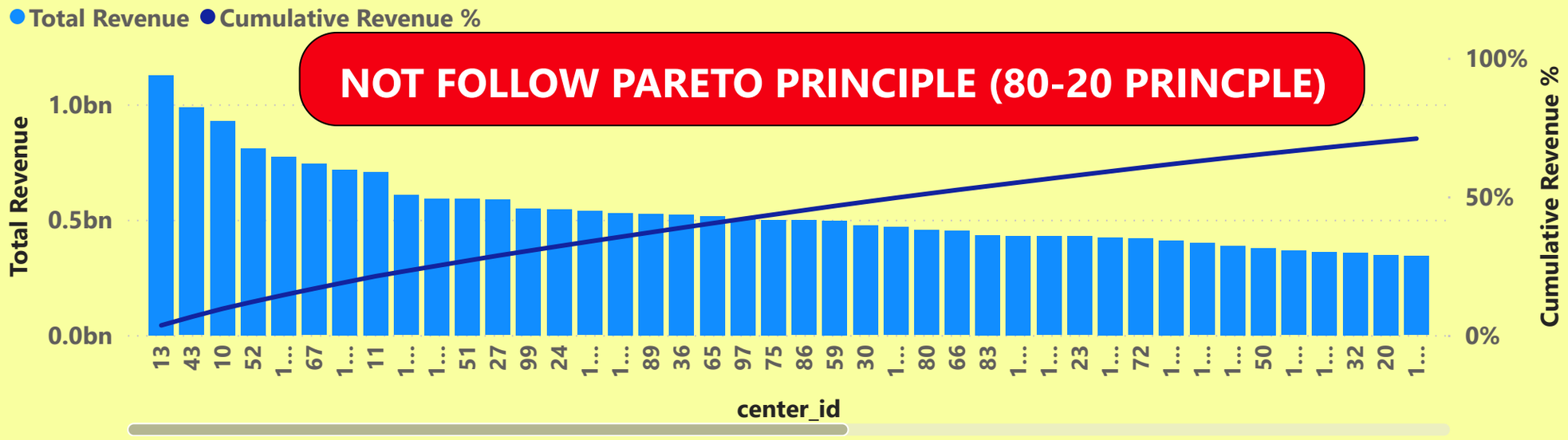
120M
Total Orders

32bn
Total Revenue

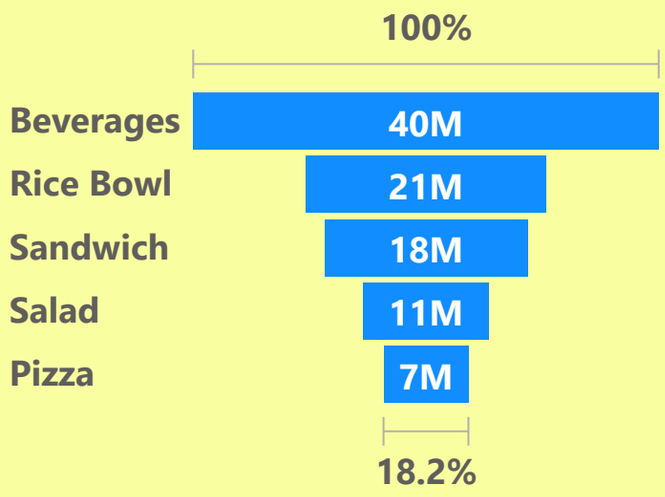
3.96bn
Total Discount

11.04%
Discount %

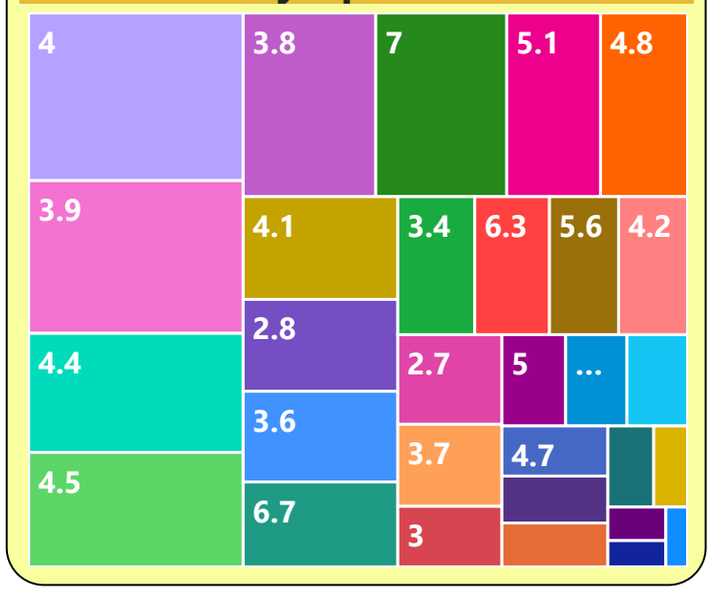
Pareto Chart-Revenue vs Center



Top 5 Selling Categories by Orders



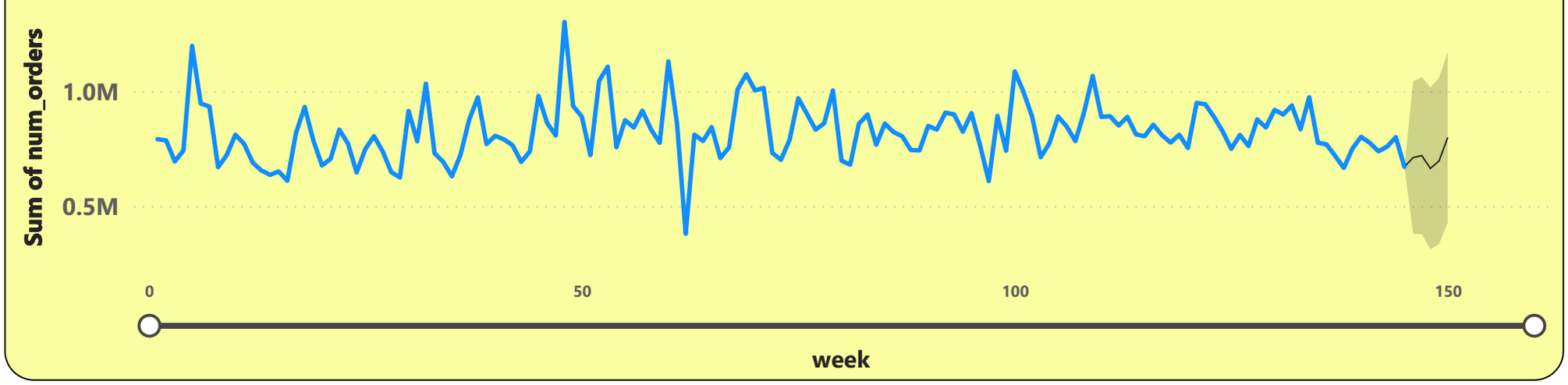
Orders by Operation Area



37M
Total Promotional Orders

31.23%
Total Promotional Orders %

Next 5 Week Forecast of Orders



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ORDERS

DETAILED OVERVIEW

120M
Total Orders

Year
- 1st Year
- 2nd Year
- 3rd Year

Week
- 10
- 101
- 102

Center Type
- TYPE_A
- TYPE_B
- TYPE_C

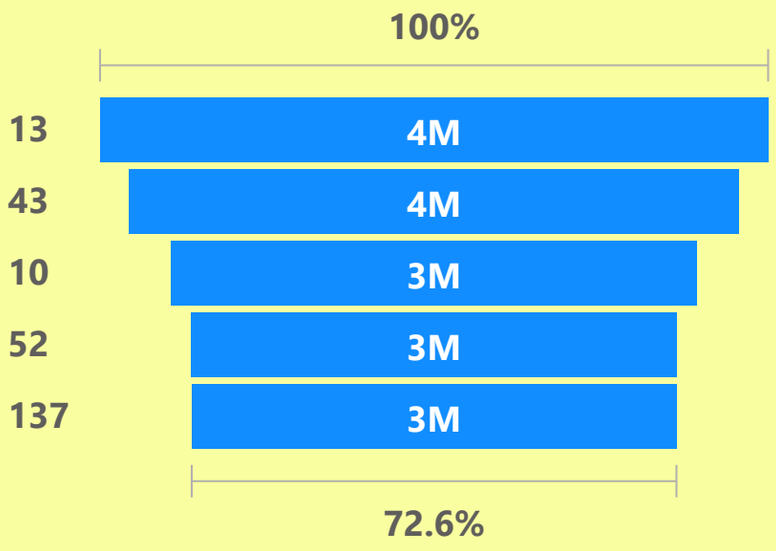
Category
- Beverages
- Biryani
- Desert

Cuisine
- Continental
- Indian
- Italian

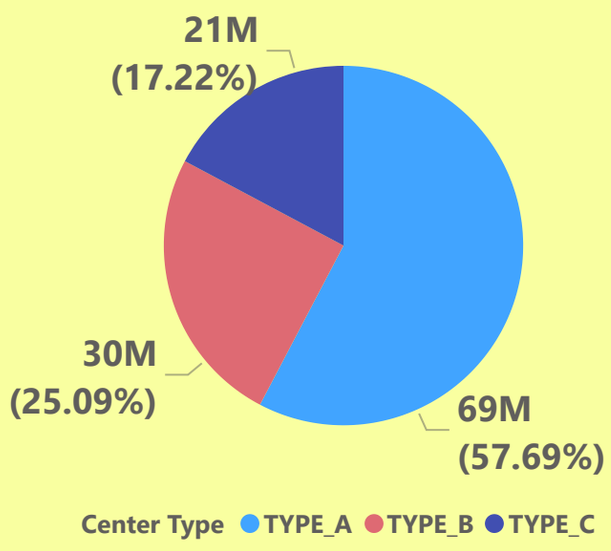
Total Orders by Center_id

13 429654

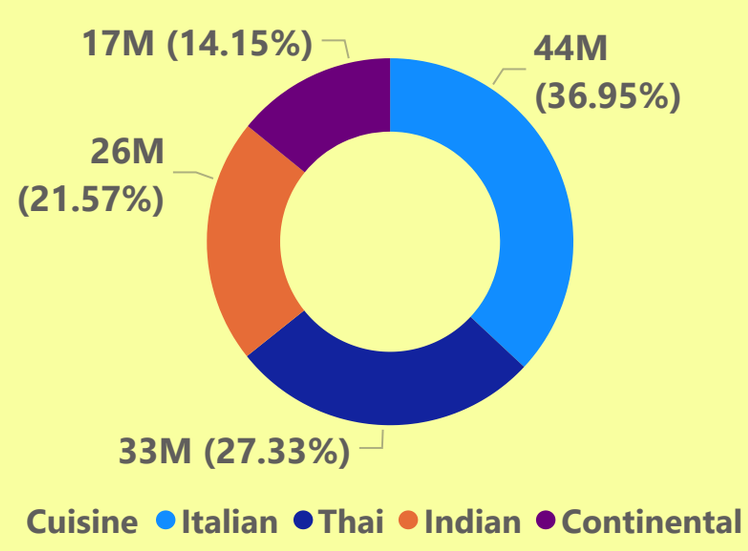
Top 5 Centers by Orders



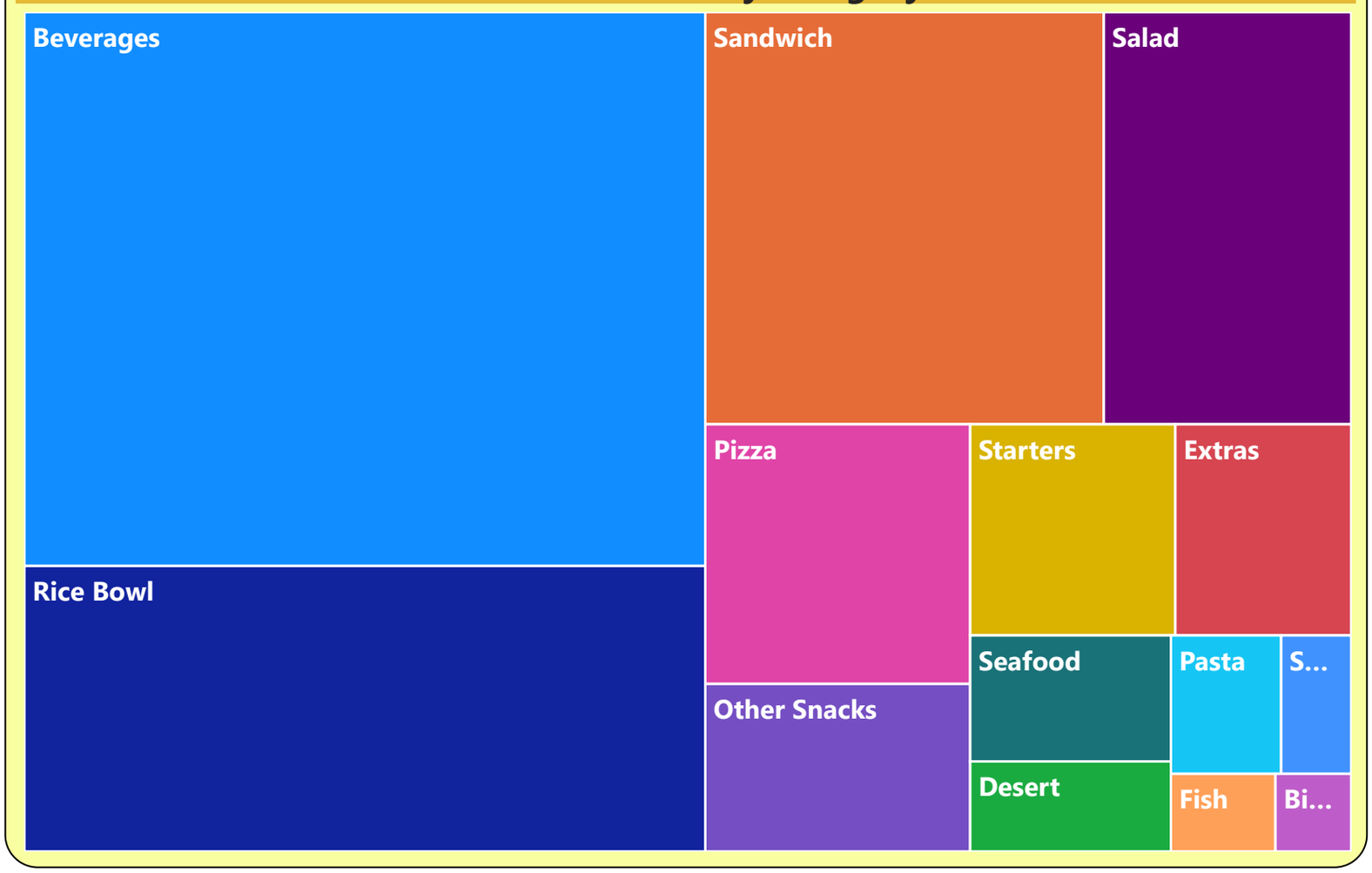
Share of Orders by Center Type



Share of Orders by Cuisine



Share of Orders by Category



Q1. What is the total number of orders catered by the firm?

Ans. Total Numbers of Orders catered by the firm is **120 Mn.**
Moreover, we can use the slicer to get different insights about order quantity. Different charts have been used to show the order quantity by Center Type, Cuisine & Category.
Top 5 Centers by Orders are **13, 43,10, 52 & 137**

Clear All Filter

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REVENUE

DETAILED OVERVIEW

32bn

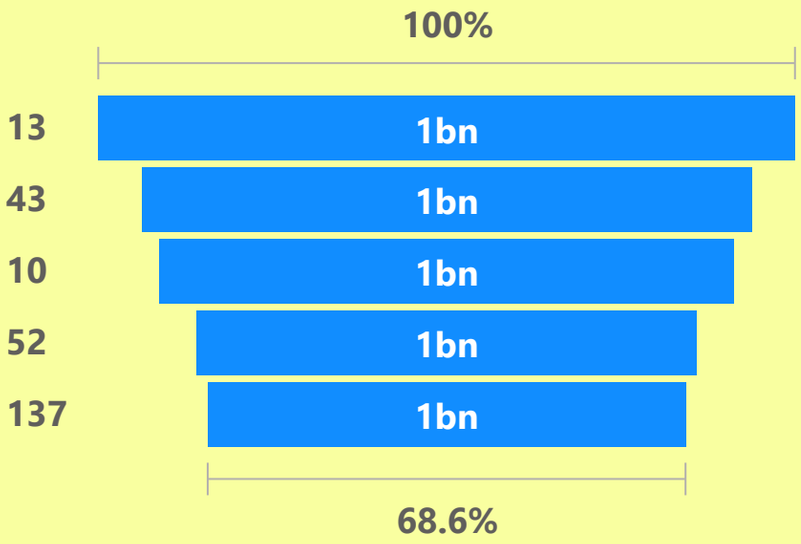
Total Revenue

Year	Week	Center Type	Category	Cuisine
1st Year	10	TYPE_A	Beverages	Continental
2nd Year	101	TYPE_B	Biryani	Indian
3rd Year	102	TYPE_C	Desert	Italian

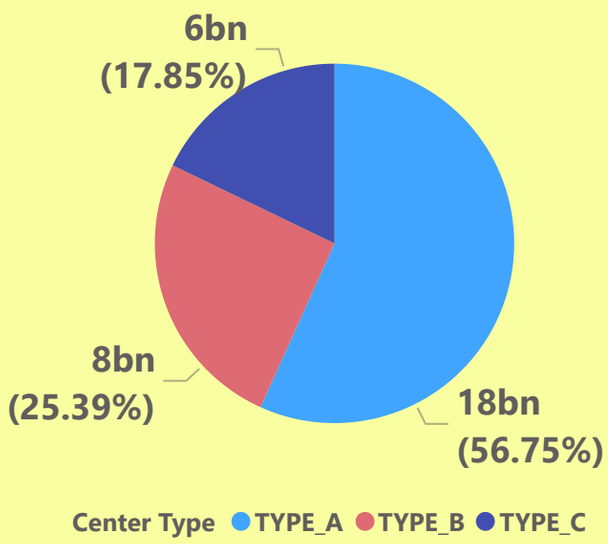
Total Revenue by Center_id

13 11270450

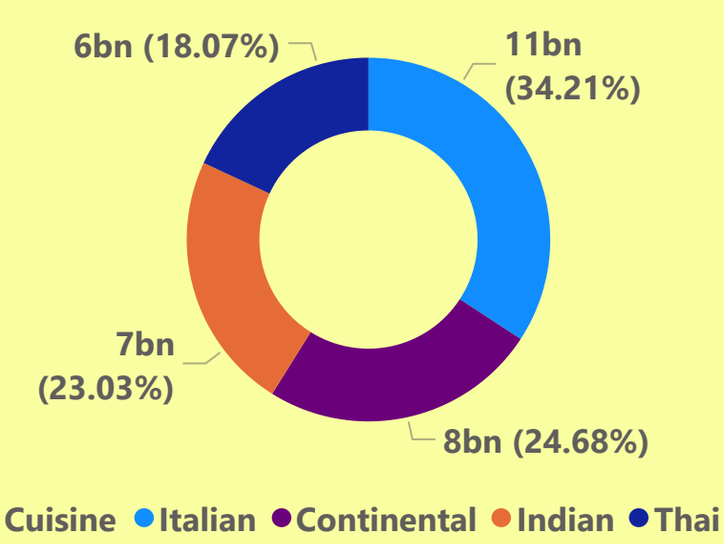
Top 5 Centers by Revenue



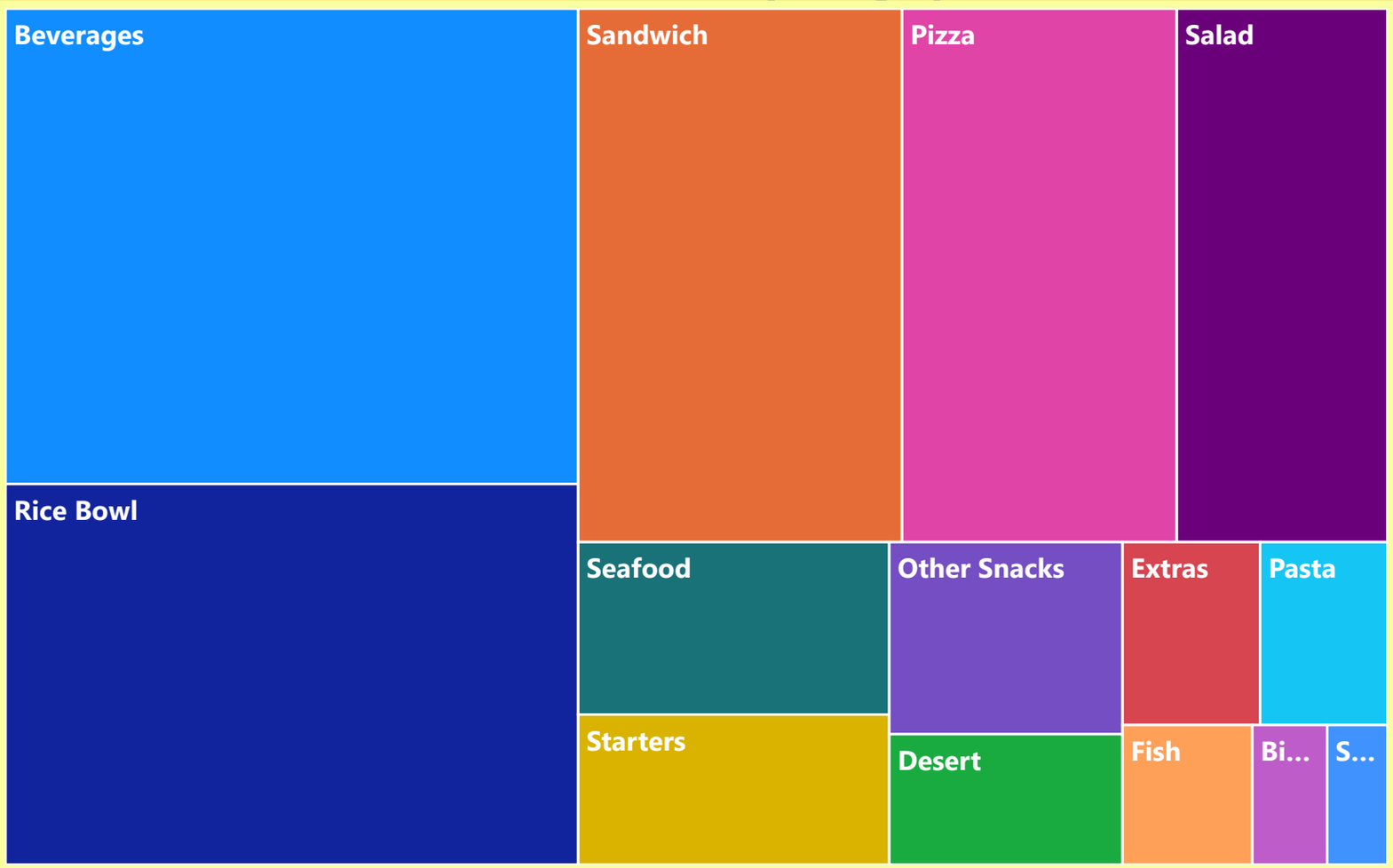
Share of Revenue by Center Type



Share of Revenue by Cuisine



Share of Revenue by Category



Q2. What is the revenue earned by the firm?

Ans. Total Revenue earned by the firm is **32Bn.**

Moreover, we can use the slicer to get different insights about revenue. Different charts have been used to show the revenue by Center Type, Cuisine & Category.

Top 5 Centers by Revenue are **13, 43,10, 52 & 137**

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DISCOUNT

DETAILED OVERVIEW

3.96bn
Total Discount

11.04%
Discount %

Year
- 1st Year
- 2nd Year
- 3rd Year

Week
- 10
- 101
- 102

Center Type: All

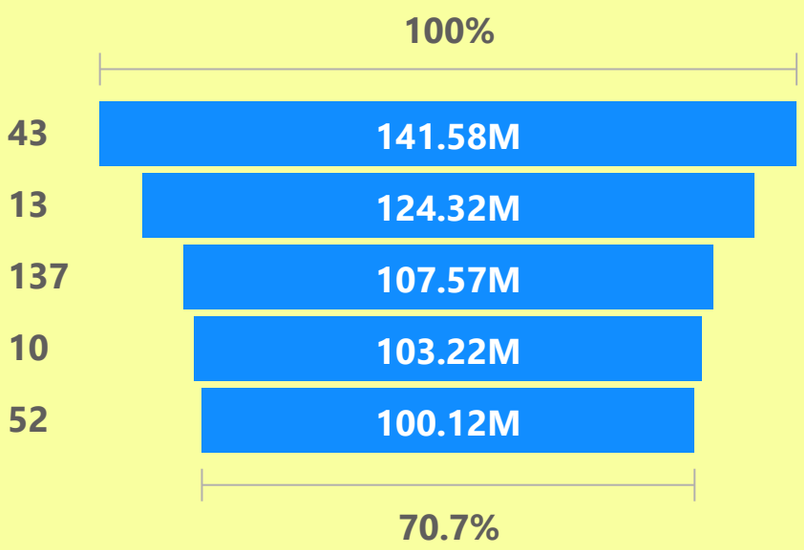
Cuisine: All

Category
- Beverages
- Biryani
- Desert

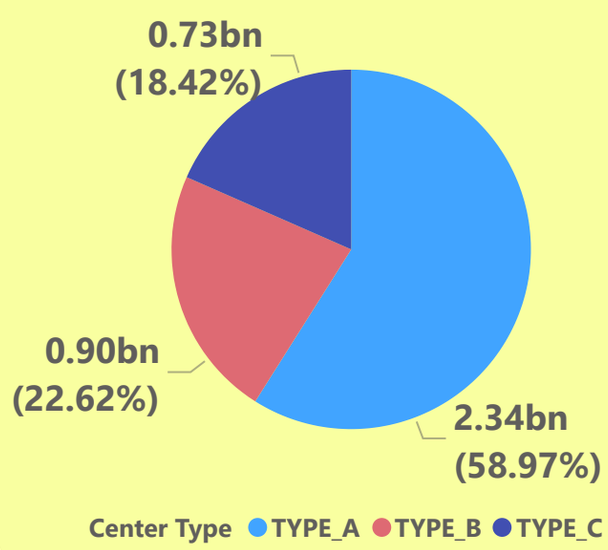
Total Discount% by Center_id

99 14.91%

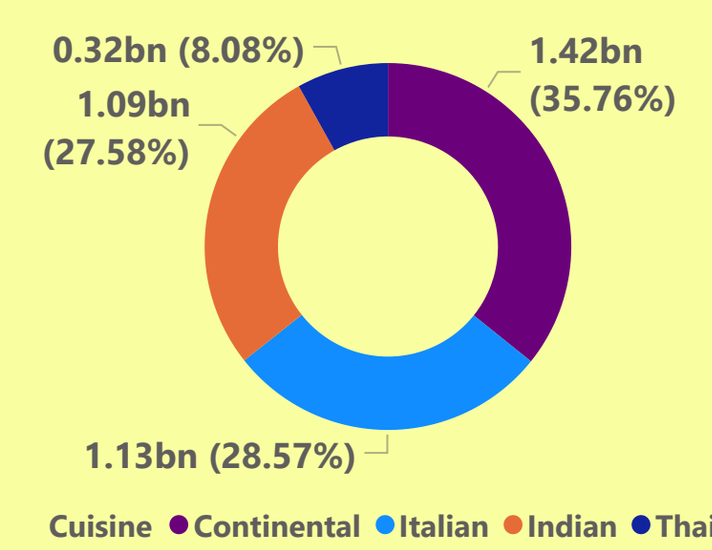
Top 5 Centers by Discount



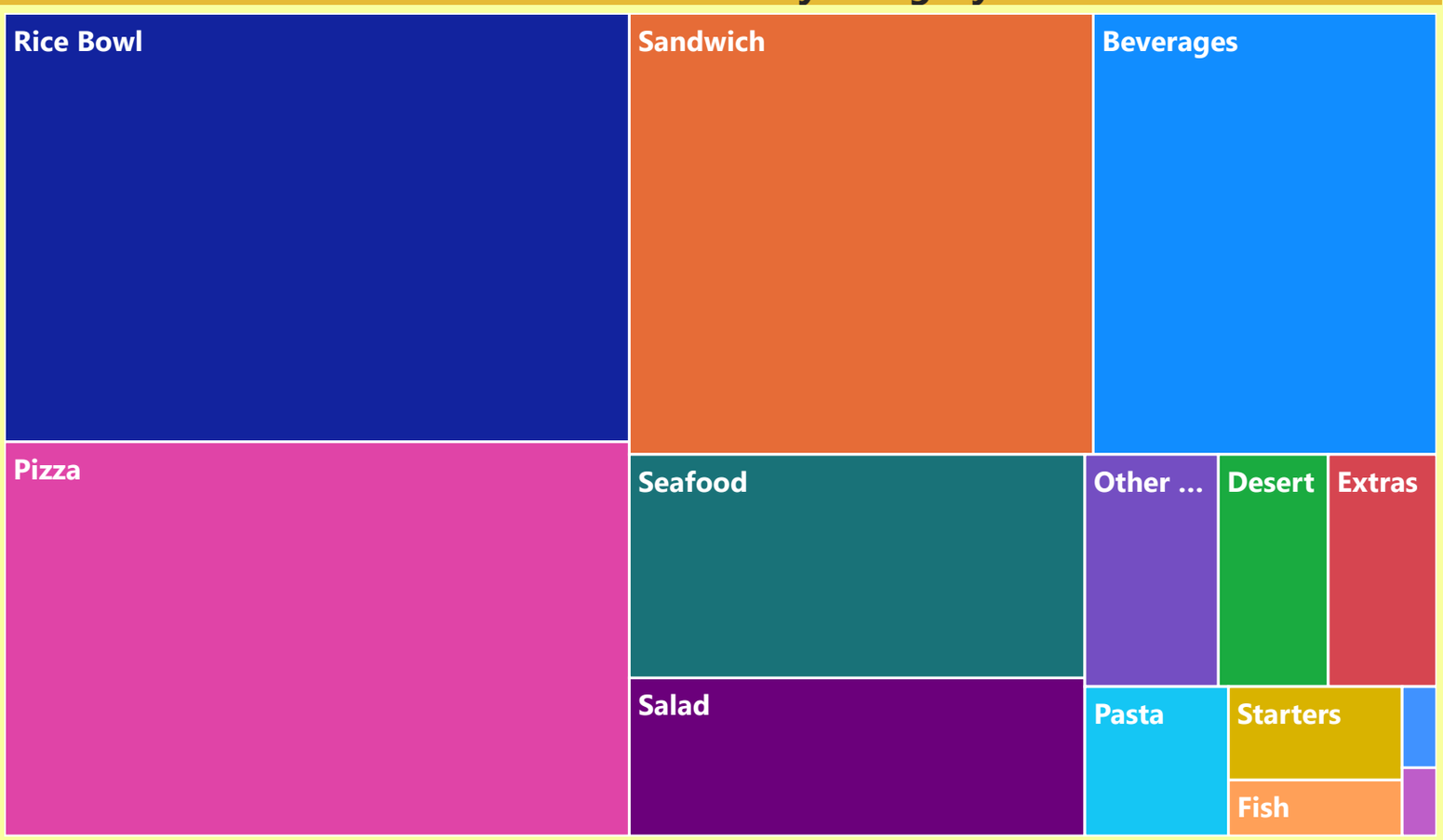
Share of Discount by Center Type



Share of Discount by Cuisine



Share of Discount by Category



Q3. What is the total discounted value (base price - check out price) * number of orders? What is the overall discount %?

Ans. Total Discount offered by the firm is **3.96Bn**
Moreover, we can use the slicer to get different insights about Discount. Different charts have been used to show the discount by Center Type, Cuisine & Category.
Top 5 Centers by Discount are **43,13, 137, 10 & 52**
Most discounted Cuisine is **Continental** and least discounted is **Thai**. Despite continental giving the highest discount, it has lowest numbers of orders and Thai has second largest orders. This shows that Thai is performing better than Continental.

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PARETO ANALYSIS (REVENUE-CENTERS)

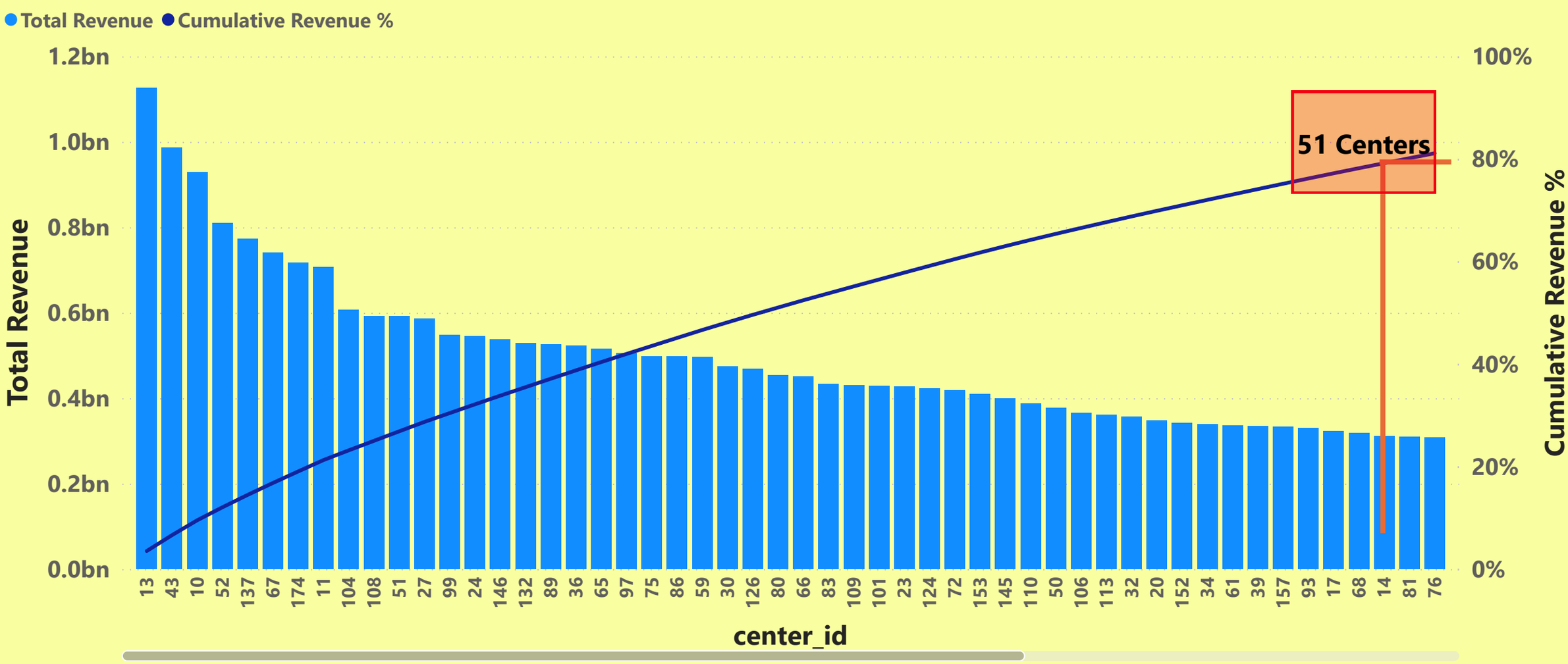
DETAILED OVERVIEW

77
Total Centers

15
20% of Total Center Count

NOT FOLLOWING
PARETO PRINCIPLE (80-20 PRINCPLE)

Pareto Chart-Revenue vs Center



Data Table for Pareto Analysis

center_id	Total Revenue	Cumulative Revenue	AllRevenue	Cumulative Revenue %
13	1127045001	1,12,70,45,001.18	31,92,27,71,040.11	3.53%
43	986482146	2,11,35,27,147.50	31,92,27,71,040.11	6.62%
10	928778627	3,04,23,05,774.18	31,92,27,71,040.11	9.53%
52	809587306	3,85,18,93,079.92	31,92,27,71,040.11	12.07%
137	772936516	4,62,48,29,596.01	31,92,27,71,040.11	14.49%
67	741400916	5,36,62,30,511.89	31,92,27,71,040.11	16.81%
174	717860200	6,08,40,90,711.58	31,92,27,71,040.11	19.06%
11	706450515	6,79,05,41,226.25	31,92,27,71,040.11	21.27%
104	606485829	7,39,70,27,055.45	31,92,27,71,040.11	23.17%
108	592636186	7,98,96,63,241.24	31,92,27,71,040.11	25.03%
51	592462378	8,58,21,25,619.59	31,92,27,71,040.11	26.88%
27	586745208	9,16,88,70,827.74	31,92,27,71,040.11	28.72%
99	548333930	9,71,72,04,758.17	31,92,27,71,040.11	30.44%
24	545663571	10,26,28,68,329.32	31,92,27,71,040.11	32.15%
146	537248370	10,80,01,16,699.82	31,92,27,71,040.11	33.83%

Q4. Is the business following the pareto principle (80% of the revenue getting generated from the 20% of the centers)?

Ans. No

Reason: 80% of total revenue are not by 20% of the Centers. Actually, 51 centers (60% center) contribute to the 80% the revenue. Therefore, violating 80-20 Principle.

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TOP 5 SELLING CATEGORY

DETAILED OVERVIEW

120M

Total Orders

Year
- 1st Year
- 2nd Year
- 3rd Year

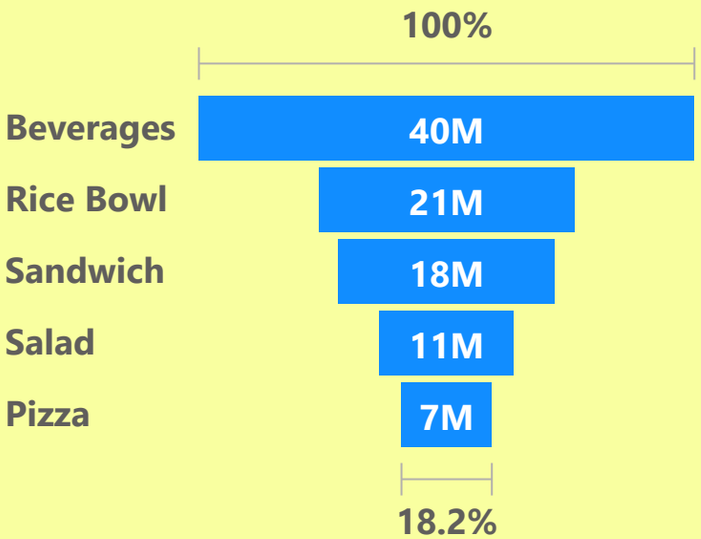
Week
- 10
- 101
- 102

Center Type
- TYPE_A
- TYPE_B
- TYPE_C

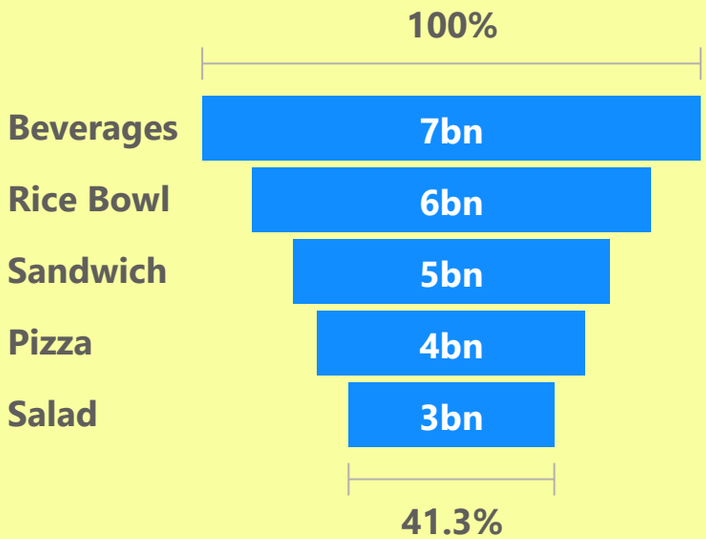
Category
- Beverages
- Biryani
- Desert

Cuisine
- Continental
- Indian
- Italian

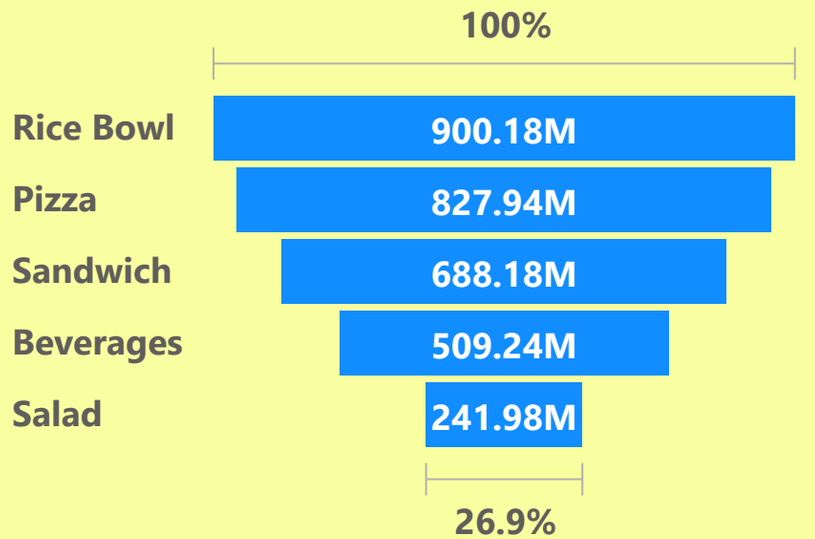
Top 5 Selling Categories by Orders



Top 5 Selling Categories by Revenue



Top 5 Selling Categories by Discount



Q5. What are the top 5 selling categories?

Ans. From the above three funnel chart, it is clear that **Beverages** is largest in terms of orders and revenue and discount is also less compared to other categories. It shows good health about Beverages i.e. Less Discount, More Order & More Revenue.

Rice Bowl is the most discounted and brings second highest orders & revenue. It shows good return of Discount which makes it second highest in terms orders and revenue. Likewise, Sandwich and Salad are doing fine.

However, Pizza is the second most discounted category but returns lesser number of orders and revenue. This needs attention.

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INFLUENCE OF OPERATION AREA ON ORDERS

DETAILED OVERVIEW

120M

Total Orders

Year
- 1st Year
- 2nd Year
- 3rd Year

Week
- 10
- 101
- 102

Center Type
- TYPE_A
- TYPE_B
- TYPE_C

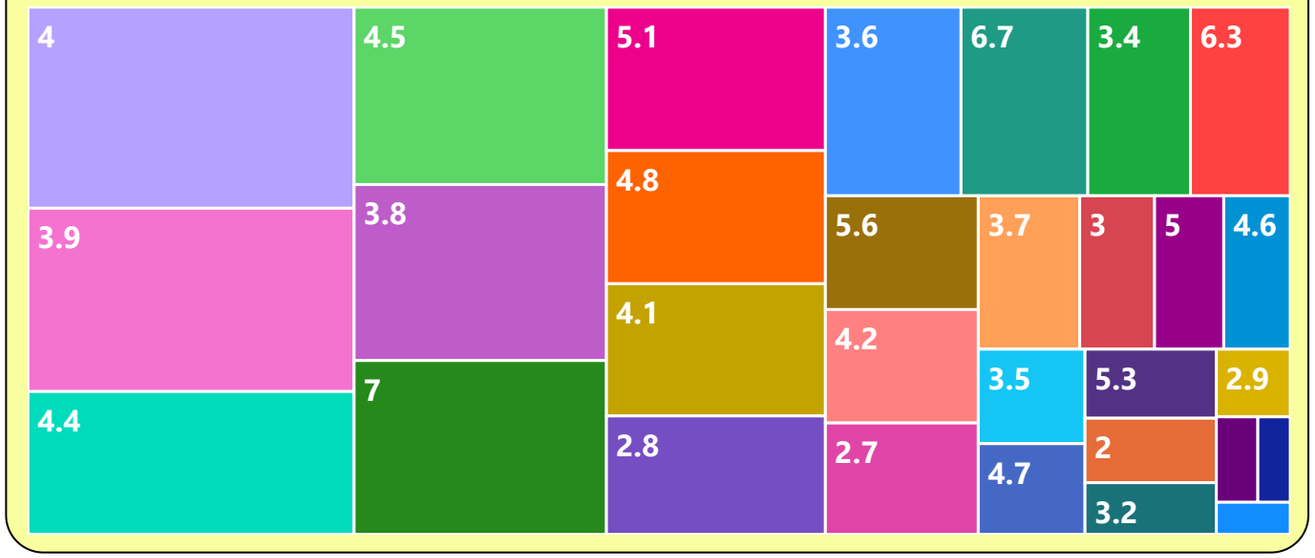
Category
- Beverages
- Biryani
- Desert

Cuisine
- Continental
- Indian
- Italian

Order by Operation Area

4 11780398

Orders by Operation Area



Q6. Does the operational area of the store influence number of orders?

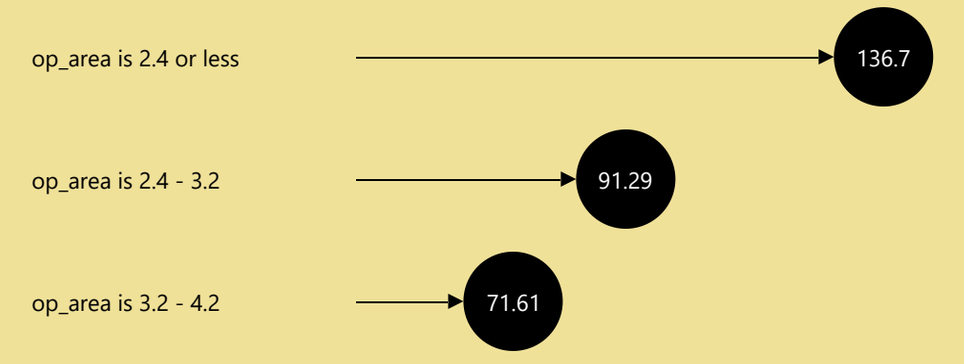
Ans. Yes. Operation Area influence number of orders. From the tree map, it is clear that more than 60% of orders are from the centers where area corresponds to more than 3.5 with few exceptions. Other centers with area more than 3.5 and not performing well might be due to recent opening of centers.

Operation Area Influence on Order

Key influencers | Top segments

What influences num_orders to Decrease ?

When... ....the average of num_orders decreases by



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EMAIL & HOMEPAGE-EFFECTIVE IN PROMOTION

DETAILED OVERVIEW

120M
Total Orders

Year: 1st Year, 2nd Year, 3rd Year

Week: 10, 101, 102

Center Type: TYPE_A, TYPE_B, TYPE_C

Category: Beverages, Biryani, Desert

Cuisine: Continental, Indian, Italian

Total Promotional Orders % by Center_id

174 43.48%

37M
Total Promotional Orders

8M
Only Email Orders

14M
Only Homepage Orders

16M
Email & Homepage Orders

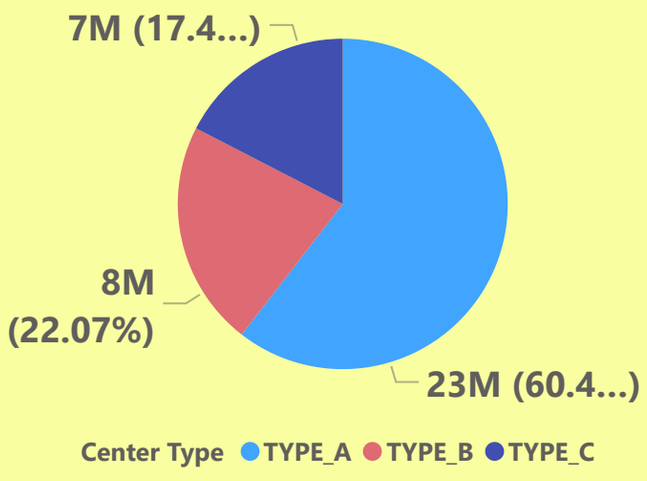
31.23%
Total Promotional Orders %

6.43%
Only Email Orders %

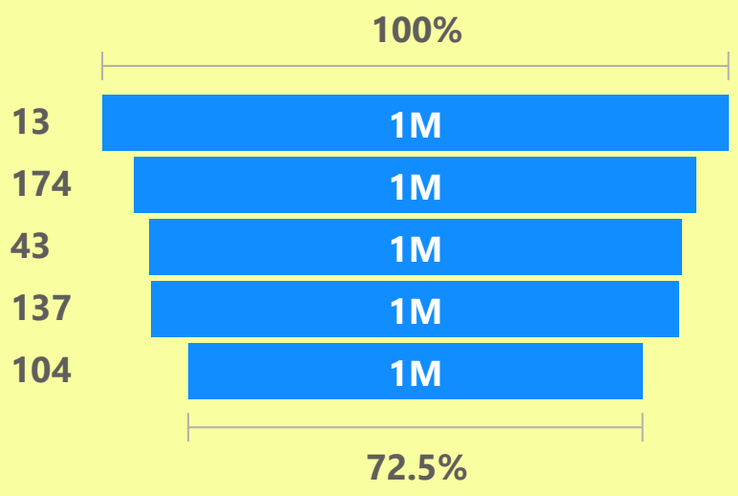
11.68%
Only Homepage Orders %

13.13%
Email & Homepage Orders %

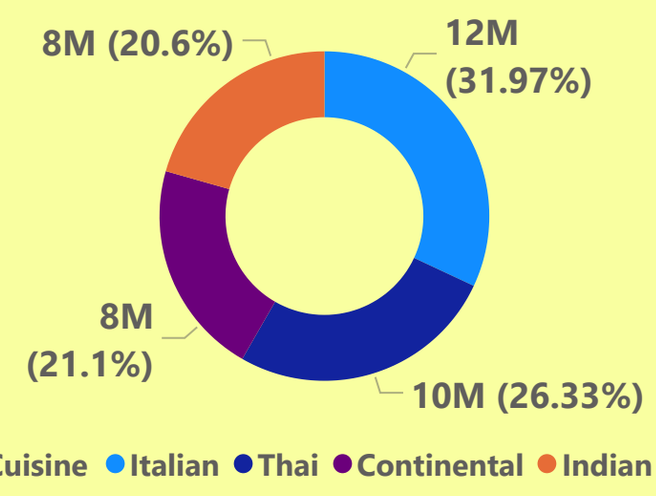
Share of Email & Homepage Orders by Center Type



Top 5 Centers by Promotional Orders



Share of Email & Homepage Orders by Cuisine



Q7. Are emails & product features on the homepage an effective mode of promotion?

Ans. Yes. Emails & Product features on homepage affects the business. About **31% orders** are due to combined promotion of Email & Homepage features. Moreover, Homepage features performed well than Email due to the fact that only Homepage features contributes to **12% orders.** Around **13% orders** are due to both Email & Homepage features.

Moreover, we can use the slicer to get different insights about Email & Homepage promotion.

Clear All Filter

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NEXT 5 WEEK FORECAST

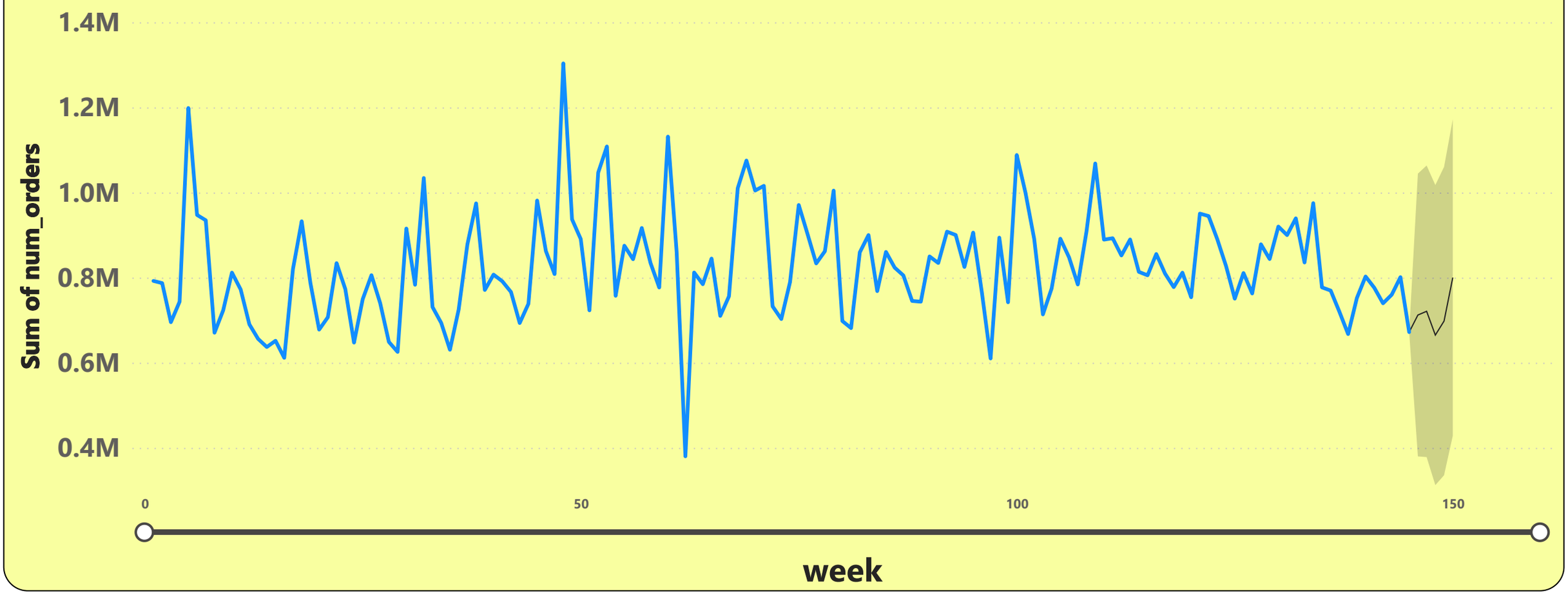
DETAILED OVERVIEW

Forecast Weeks

146,147,148,149,150

Center	Center Type	City	Category
10	TYPE_A	456	Beverages
101	TYPE_B	461	Biryani
102	TYPE_C	473	Desert

Next 5 Week Forecast of Orders



Q8. What will be the next 5 weeks forecasted weekly quantity sold for each center, city, and meal category (you may use a simple trend-based forecasting method)?

Ans.

Week No. - Total Orders Forecast

- **146th Week** - 712133 (1044389-379876)
- **147th Week -** 720929 (1063492-378367)
- **148th Week -** 665012 (1017580-312444)
- **149th Week -** 697968 (1060265-335671)
- **150th Week -** 800136 (1171907-428364)

Moreover, we can use the slicer to get different insights about order quantity.

Based on the above forecasting, Procurement planning is to be done for different meal since meal deal with the perishable items. Moreover, based on forecast of orders for each center, staffing need to be done to make timely delivery of orders.