

Report on User Behavior, Cooking Preferences, and Order Trends

Overview

The analysis provides insights into user behavior, cooking preferences, and order trends based on the available data. Key metrics such as average orders per user, dish popularity, average dish duration, and user preferences by meal type were evaluated. These insights are visualized to facilitate data-driven decisions for enhancing customer satisfaction and business efficiency.

Key Findings

1. Average Orders and Dish Preparation Duration

- **Avg Orders Per User:** 16 orders per user, indicating a relatively frequent engagement with the platform.
- **Avg Dish Duration:** The average dish preparation time is approximately 30.31 minutes.

2. Order Status

- A significant proportion of orders were successfully completed, with minimal cancellations, showcasing efficient order management and customer satisfaction.

3. Popular Dishes

- The top 3 most popular dishes are:
 - Grilled Chicken
 - Spaghetti
 - Caesar Salad
- Grilled Chicken and Spaghetti also generate the highest revenue, highlighting their strong customer demand.

4. Meal Type Preferences

- Dinner appears to be the most preferred meal type, as shown by higher ratings and order counts compared to lunch and breakfast.

5. Demographic Insights

- Users aged between 18-35 show the highest engagement, especially for meal types such as dinner.
- Users under 18 and above 35 contribute relatively fewer orders.

6. Revenue Contribution by Dishes

- Spaghetti leads in revenue generation, followed by Grilled Chicken and Caesar Salad.
 - Dishes like Oatmeal generate the least revenue, indicating low demand.
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Business Recommendations

1. Promote High-Demand Dishes

- Focus marketing efforts on popular dishes like Grilled Chicken and Spaghetti to drive sales.
- Offer combo deals or discounts on these dishes to further boost their popularity.

2. Improve Operational Efficiency

- Reduce average dish preparation time (currently 30.31 minutes) by streamlining kitchen operations or pre-prepping ingredients.

3. Enhance Breakfast Appeal

- Invest in marketing strategies to increase breakfast orders since it currently has the lowest engagement.
- Introduce new, quick-to-prepare, and affordable breakfast items.

4. Demographic Targeting

- Leverage user demographic data to create targeted campaigns for the 18-35 age group, which shows the highest activity.
- Offer personalized discounts or loyalty rewards to encourage engagement from younger (<18) and older (>35) users.

5. Expand Location-Based Services

- Utilize geographic data to identify high-demand regions and focus on increasing marketing efforts or improving services in those areas.

6. Optimize Low-Performing Dishes

- Reassess or innovate low-performing dishes like Oatmeal to make them more appealing or consider removing them from the menu to reduce costs.

7. Sustain High Order Completion Rates

- Maintain high levels of customer service and order management to ensure the high completion rate persists.

Conclusion

This analysis highlights opportunities for growth by capitalizing on popular dishes, addressing demographic and meal-specific preferences, and optimizing low-demand items. Implementing these recommendations can enhance user satisfaction, drive revenue, and improve operational efficiency.