



FOODHUB

Manhattan Delivery Analysis

M. Nicole Kunkel

Content



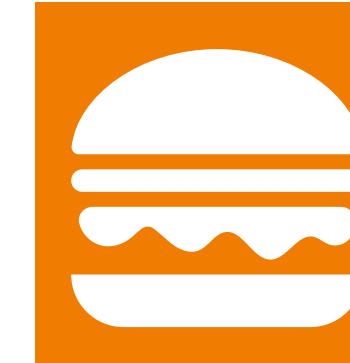
1. Executive Summary
2. Customer Ratings
3. Food Prep and Delivery Times
4. Orders on Weekends v. Weekdays
5. Most Popular Cuisines
6. Most Popular Restaurants
7. Wait Times and Ratings
8. Recommendations

Executive Summary

A food delivery company has stored data from their portal detailing orders made by customers, and they want to **understand the demand for different restaurants to enhance user experience.**



Nearly 40% of orders don't get rated.



Specific cuisines are ordered most often.



Food preparation timing is more consistent than food delivery.



Ratings are most extreme when wait times are shortest and longest.

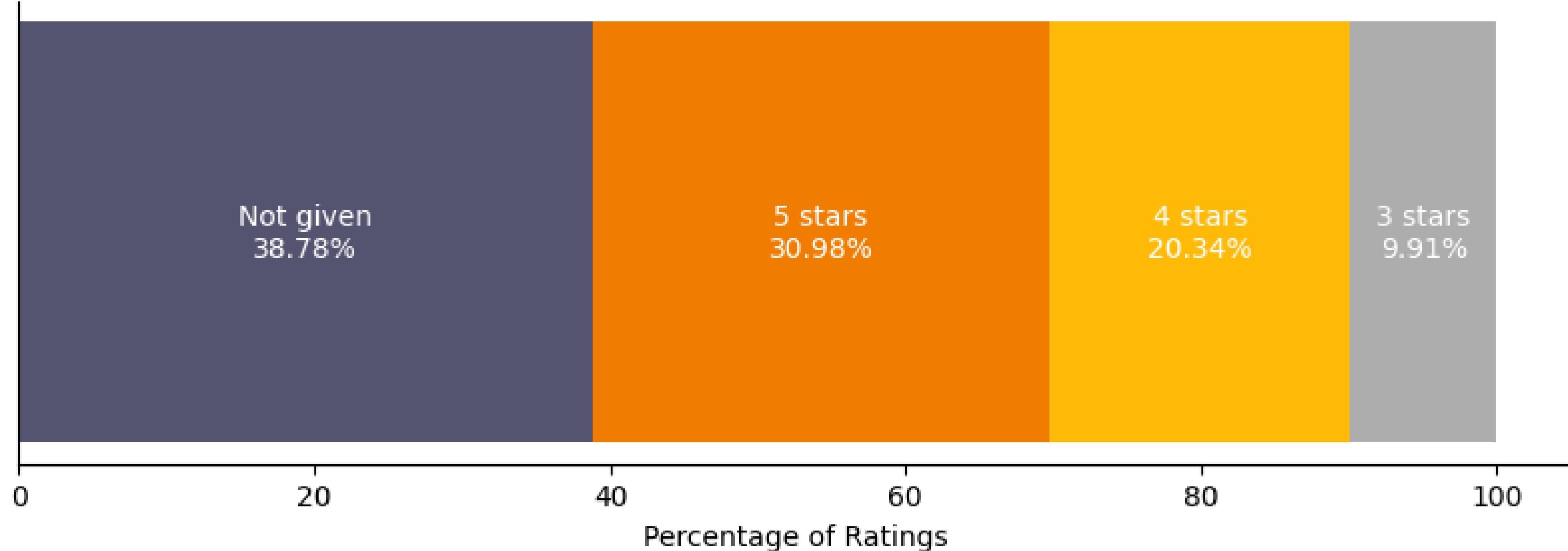


Most orders are placed on the weekends.

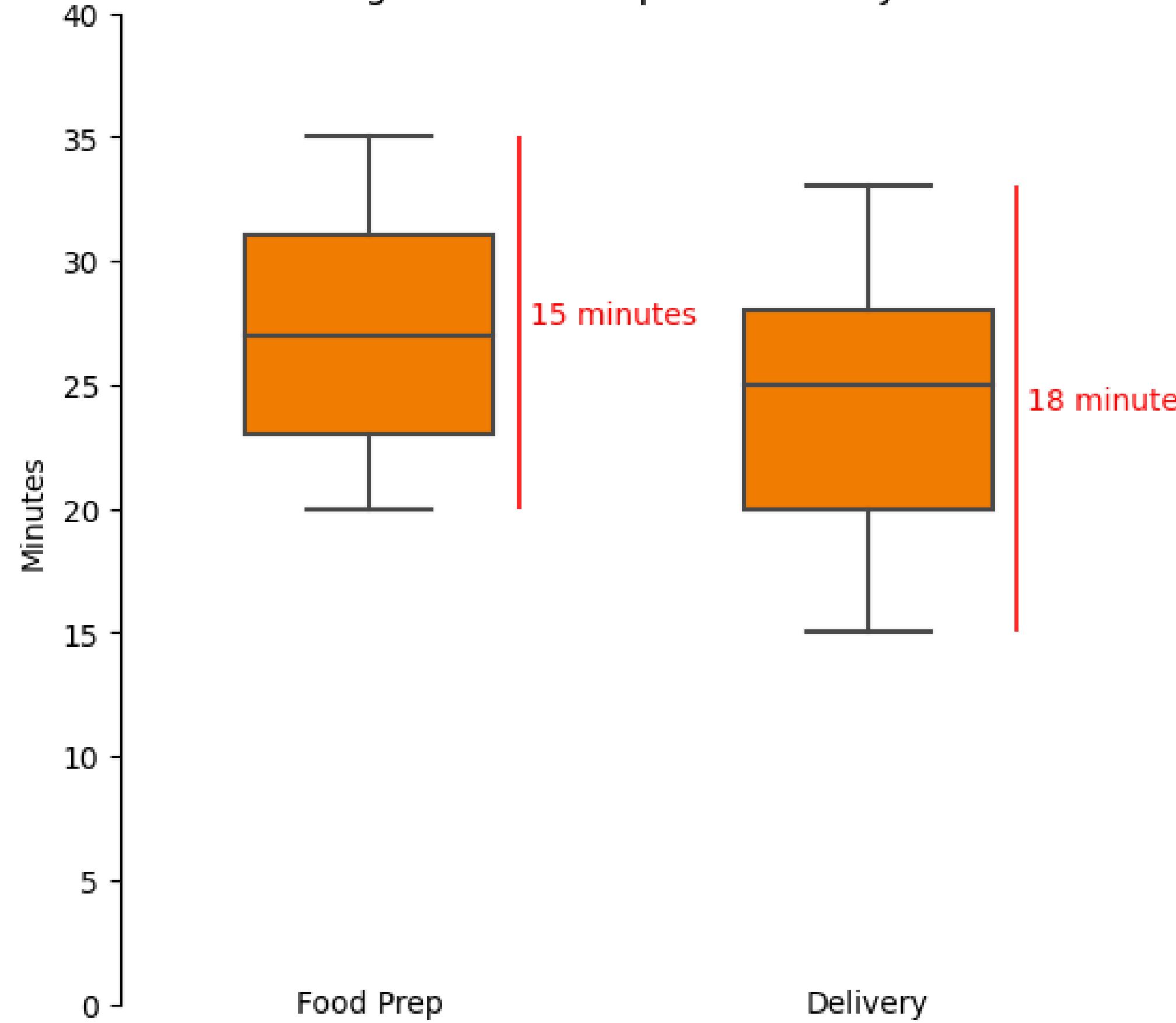


Improving UI and incentivizing rating, providing more consistent delivery times, staffing to meet weekend demands, and marketing with popular restaurants and cuisines is recommended.

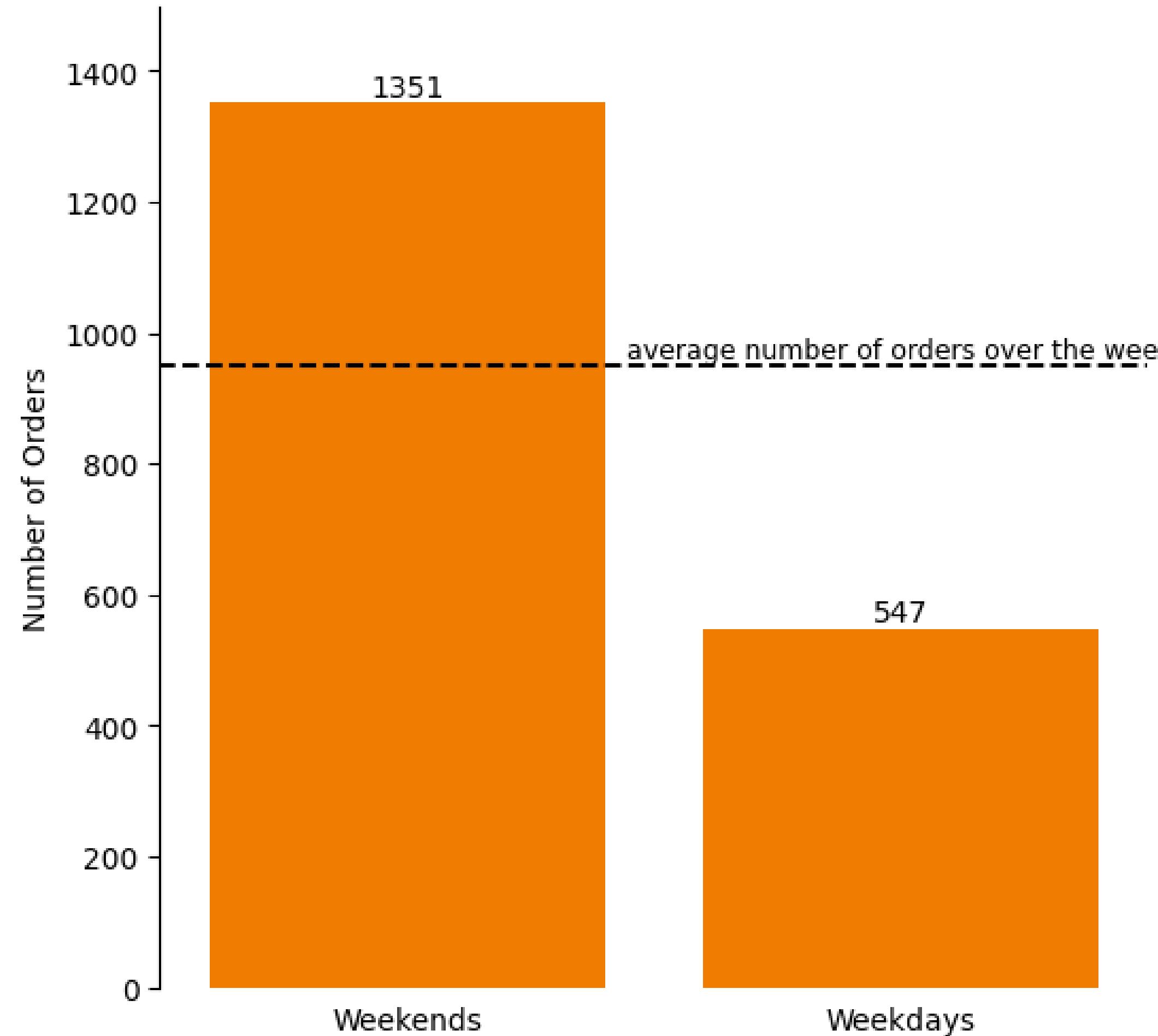
Ratings from Customers



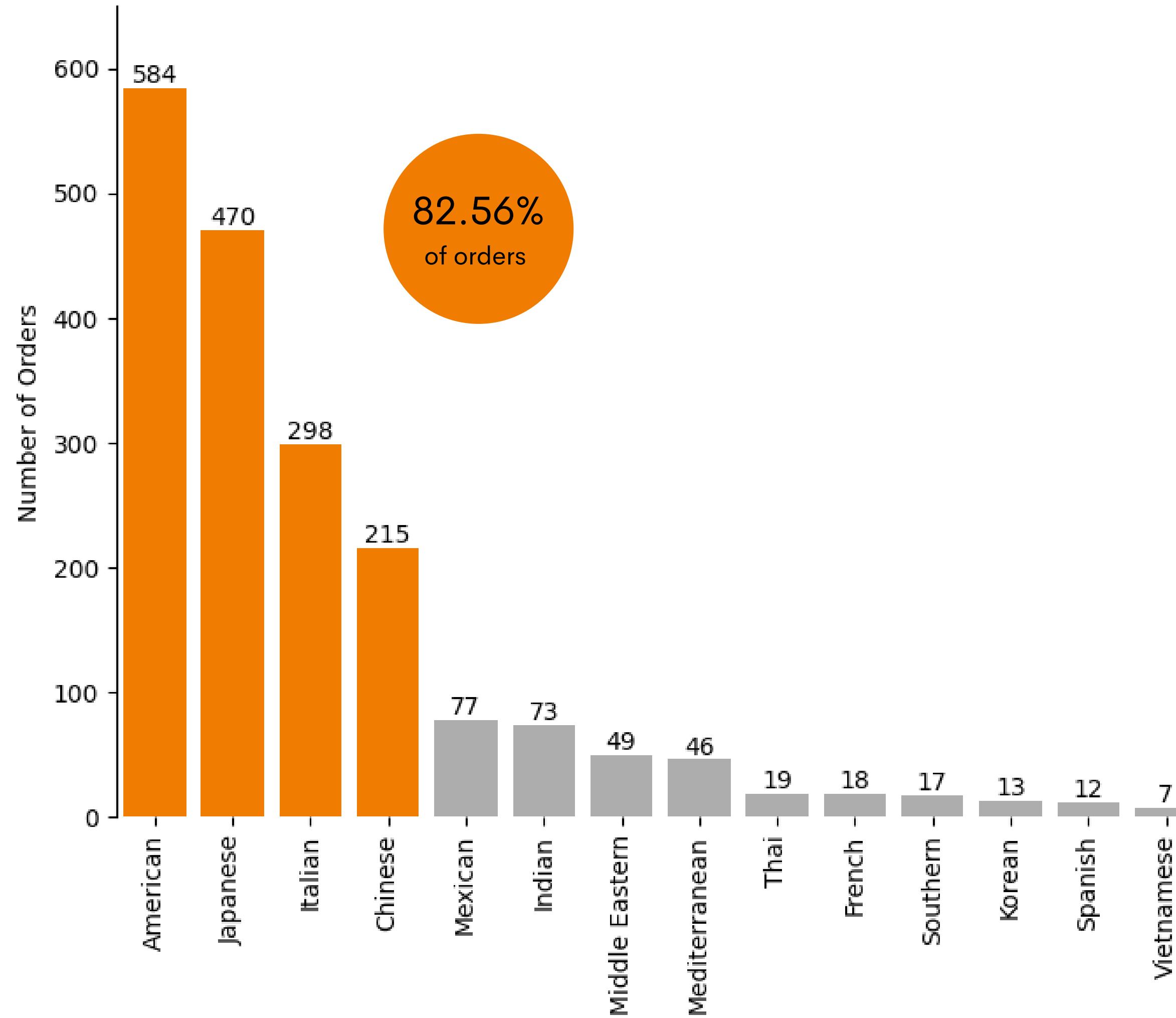
The Ranges of Food Prep and Delivery Times



Orders on Weekends Versus Weekdays

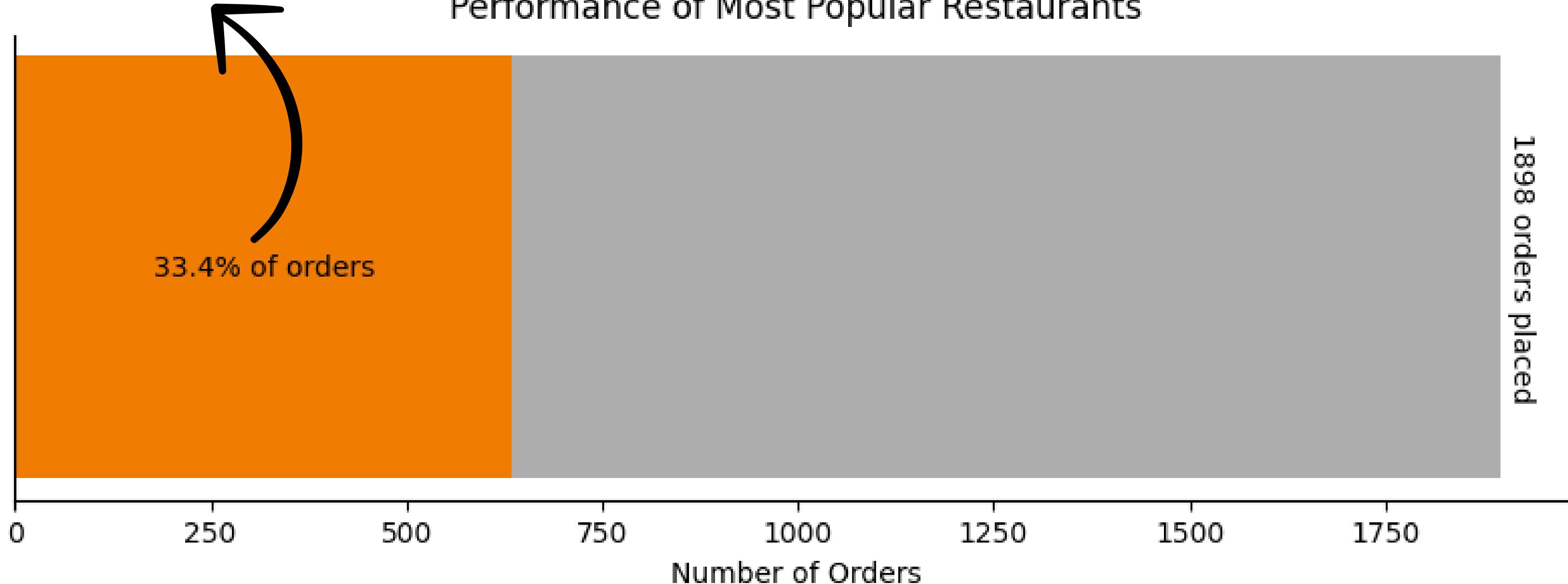


Orders Across Cuisine Types

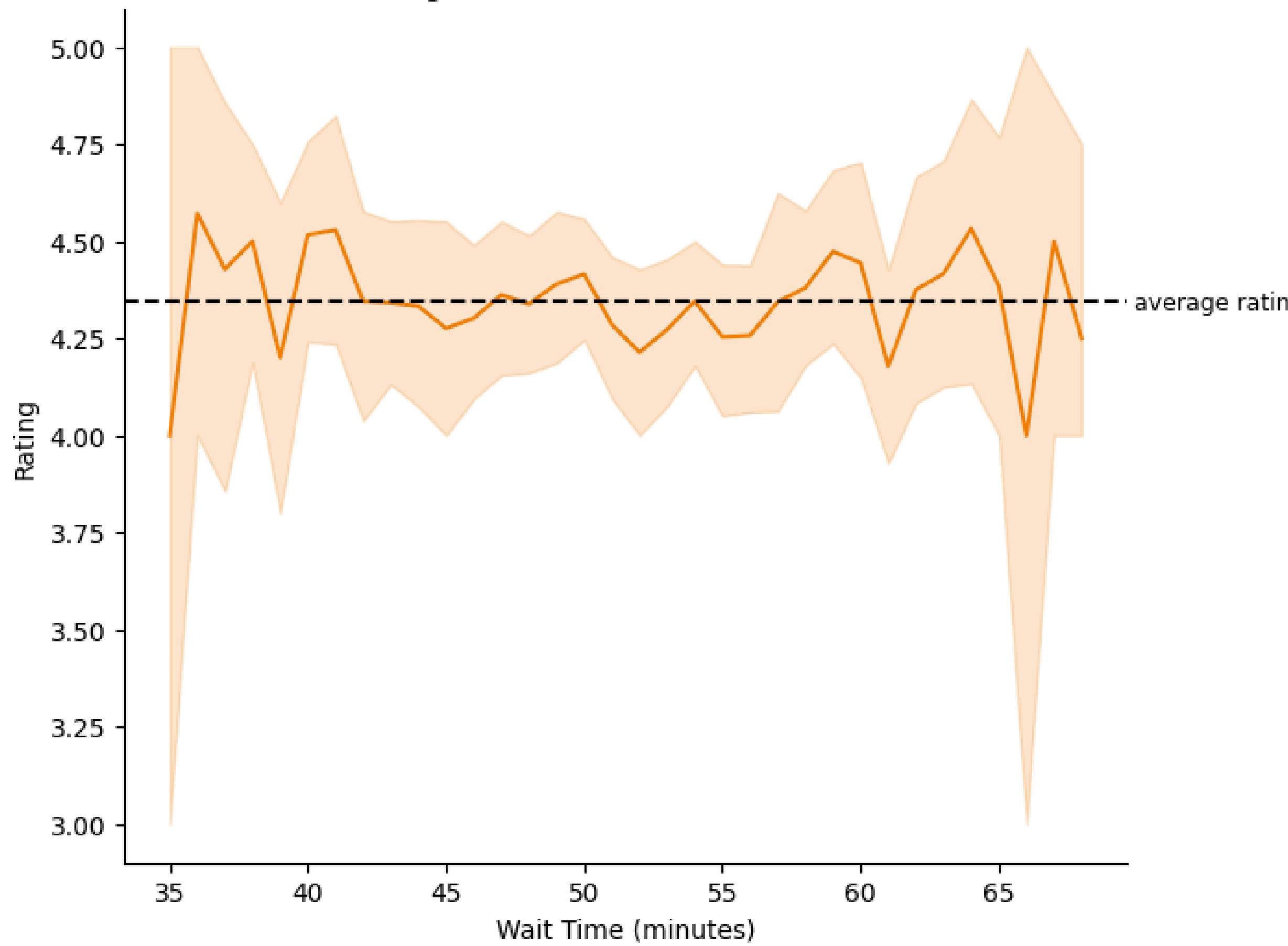


Shake Shack	219
The Meatball Shop	132
Blue Ribbon Sushi	119
Blue Ribbon Fried Chicken	96
Parm	68

Performance of Most Popular Restaurants



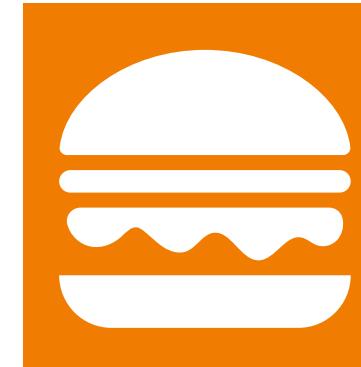
Ratings Across Customer Wait Times



Recommendations



Collaborate with UX/UI teams to improve rating engagement.



Target early stage of marketing funnel using popular restaurants and cuisines.



Focus on delivery times over food prep to decrease customer wait times.



Conduct UX research to understand why some relatively shorter/longer wait times lead to unexpected ratings.



Ensure appropriate staffing over weekends to meet ordering demands.