Uber Eats Spending Analysis Report

A Work-From-Home Food Delivery Expense Review

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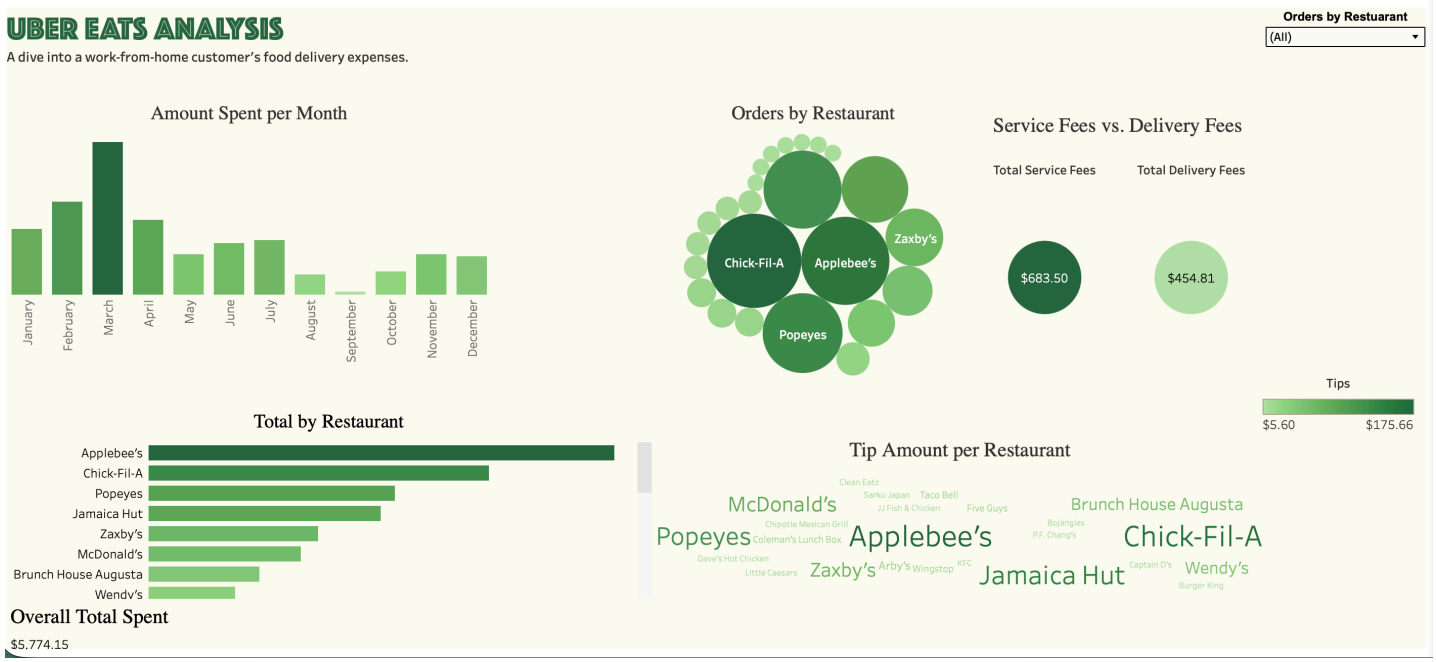
Tableau Dashboard



Executive Summary

This report analyzes a work-from-home customer's Uber Eats spending behavior over a one-year period. The objective of this analysis is to identify spending trends, ordering patterns, restaurant preferences, and cost drivers such as delivery fees, service fees, and tipping behavior.

The analysis reveals:

- Highest spending months occurred in **late winter** and **early spring**.
- **Applebee's** and **Chick-Fil-A** represent the majority of spending and order volume.
- Service fees were **greater** than delivery fees over the period.
- Tipping behavior remained **consistent**, with higher tip totals at frequently ordered restaurants.
- Total spending across the period was **$5,774.15**.

The findings provide insights that can support personal budgeting decisions, cost-reduction strategies, and spending awareness.

Data Source and Scope

The dataset was obtained from the customer's Uber Eats order history and includes:

- Order totals
- Monthly spending amounts
- Restaurant-level spend and order counts
- Delivery and service fees
- Tip amounts

The data reflects orders placed during a single calendar year. All values presented in this report were visualized and analyzed using Tableau Public.

Monthly Spending Trends

The “Amount Spent per Month” chart highlights clear spending fluctuations throughout the year.

Key Observations

- The highest spending occurred in **February and March**.
- Spending gradually declined during the **summer months**.
- The lowest spending period occurred in **September**.
- Modest increases were observed toward the **end** of the year.

This pattern suggests that ordering behavior may be influenced by seasonal lifestyle changes, work activity levels, or personal scheduling routines.

Spending by Restaurant

The “Total by Restaurant” bar chart identifies the restaurants that contributed most significantly to total spending.

Highest total spending locations included:

1. Applebee’s
2. Chick-Fil-A
3. Popeyes
4. Jamaica Hut
5. Zaxby’s

Applebee’s and Chick-Fil-A accounted for the largest portion of total spending, indicating both higher frequency and/or higher average order values at these locations.

Lower-spend restaurants appeared less frequently and represent more occasional purchases.

Order Frequency by Restaurant

The “Orders by Restaurant” bubble chart provides an additional perspective by illustrating order volume.

Findings indicate that:

- Chick-Fil-A and Applebee’s also generated the **highest number of orders**.
- Popeyes and Zaxby’s represented moderate order frequency.
- Smaller bubbles represent infrequent or one-off restaurant selections.

This alignment between **spending** and **order frequency** reinforces the customer’s recurring purchasing habits.

Service Fees vs. Delivery Fees

The dashboard compares cumulative service fees and delivery fees across the reporting period.

Totals reflected:

- **Total Service Fees:** $683.50
- **Total Delivery Fees:** $454.81

Service fees exceeded delivery fees, suggesting:

- frequent order placement
- use of standard rather than subscription-based fee models
- or premium service fee adjustments across multiple orders

This cost category represents a meaningful portion of overall spending.

Tipping Behavior

The “Tip Amount per Restaurant” visual shows cumulative tips by restaurant, with larger labels indicating higher totals.

Higher tip totals appeared at:

- Applebee’s
- Chick-Fil-A
- Jamaica Hut
- Popeyes

This suggests strong alignment between:

- order frequency
- spending volume
- and gratuity totals

Tip distribution appears consistent with major ordering locations rather than random variation.

Overall Spending Summary

The total amount spent on Uber Eats during the reporting period was:

$5,774.15

This total reflects:

- food costs
- delivery fees
- service fees
- and tips

The spending concentration across a small number of restaurants suggests routine ordering habits rather than exploratory purchasing behavior.

Insights & Interpretation

The analysis indicates:

- Ordering behavior is **habit-driven**, centered around a few preferred restaurants.
- Highest ordering activity occurred during **winter and early spring months**.
- Service fees represent a recurring cost driver.
- Tipping remains consistent and proportional to frequent restaurant spending.

From a behavioral perspective, Uber Eats appears to function as both:

- a convenience solution for a work-from-home lifestyle, and
- a recurring household expense category.

Recommendations

Based on the findings, the following strategies may support cost optimization:

1. **Set a monthly spending threshold** aligned with personal budgeting goals.
2. **Reduce high-frequency orders** from top-spend restaurants.
3. Consider subscription-based delivery programs to offset recurring service fees.
4. Shift select orders to **in-store pickup** when attainable.
5. Monitor seasonal spending patterns to identify behavioral triggers.

These actions may help reduce total annual delivery spend while maintaining convenience.

Conclusion

This report demonstrates how personal food delivery data can be transformed into meaningful analytical insights using data visualization and reporting techniques. The findings highlight behavioral spending patterns and provide a structured foundation for future financial decision-making and expense management.