

Naan Mudhalvan

Case Study Report

Data Analytics with Power BI

“Analysis of online delivery
apps”

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ABSTRACT

The purpose of this research is to find consumer behaviour towards Food Delivery Apps. The study shows most preferred app used by consumer to order food online and factors leading to us consider it the most preferable app. There are many factors related to customer's ordering behaviour- like price, on time delivery, packaging, peer service provider behaviour, platform design etc.

There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's perception and to find most popular app in the food delivery industry.

Keywords:

Consumer Behaviour, Consumer preference, most affordable Food delivery App, most preferred online food delivering app, Factors related to customer's ordering behaviour.

CHAPTER 1

INTRODUCTION

Consumer perception implies one's behaviour towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Consumer perception plays a vital role in the success of any marketed product or services as their attitude towards the particular product or service will decide the retainment of the product or service in the market.

The factors that decide customer perception are Consistency of performance, Emotional connect, Marketing communications, Holistic marketing. It is very important for any marketing strategy to make sure whether a consumer had perceived with the same intention with what the company has thought of as it has been observed that there always exists a difference between what the company tends to deliver to the consumer and the attitude with what a consumer perceives it.

In this era of technology its been very obvious to get things within a click in the screen of our smart gadgets. India is rich in food culture which is being now marketed with the help of various food applications like Zomato, Swiggy, Ubereats etc. that provide services to the users to explore the tastes of various restaurants sitting at residence or even at workplace.

1.1 INDUSTRY PROFILE

Food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

i) Zomato:

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Pankaj Chaddah and Deepinder Goyal in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. Zomato also began grocery delivery amid the COVID-19 outbreak.

ii) Swiggy:

Swiggy is India's largest online food ordering and delivery platform, founded in 2014. Swiggy is based in Bangalore, India, and as of March 2019, was operating in 100 Indian cities. In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores.

iii) Uber Eats:

Uber Eats is an American online food ordering and delivery platform launched by Uber in 2014 and based in San Francisco, California. Uber Eats' parent company 13 Uber was founded in 2009 by Garrett Camp and Travis

Kalanick. The company began food delivery in August 2014 with the launch of the UberFRESH service in Santa Monica, California.

1.2 OBJECTIVES:

Primary Objective:

The primary objective of the study is to know about the consumer perception on food apps.

Secondary Objectives:

- To analyse about the various factors that influences the consumers to choose online food delivery services.
- To analyse the most preferred online food delivery service portal by consumers.
- To analyse about that these service portal are time efficient.
- To know about the extent of consumer satisfaction towards online food apps.

CHAPTER 2

CUSTOMER AND PERCEPTION

2.1 CUSTOMER:

A customer is a person who buys goods and services regularly from the seller and pays for it to satisfy their needs. Many times when a customer who buys a product is also the consumer, but sometimes it's not. For example, when parents purchase a product for their children, the parent is the customer, and the children are the consumer.

Customers are divided into two categories:

- 1) Trade customer
- 2) Final customer

Trade customer:

These are customers who buy the product, add value and resell it. Like a reseller, wholesaler, and distributor, etc.

Final customer:

These are the customers who buy the product to fulfill their own needs or desires. Further, according to an analysis of the product satisfaction and relationship with the customers.

2.2 PERCEPTION:

Perception is the process by which people select, organize, and interpret sensations, i.e. the immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, color, odor, texture, and sound.

Anything that activates a receptor is called a stimulus. The study of perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences.

Overall, perception is simply the process of

(i) Selecting

(ii) organizing

(iii) interpreting information inputs in order to produce meaning that would aid in consumption decision-making

The following is the process of perception

- 1) Exposure
- 2) Attention
- 3) Interpretation

1) Exposure:

Exposure occurs when a stimulus comes within the range of someone's sensory receptors-sight, smell or touch. Consumers may either tend to concentrate on certain stimuli while being completely unaware of others, or they may even go out of their way to ignore certain messages.

2) Attention:

Attention refers to the extent to which processing activity is devoted to a particular stimulus. Consider, for example, the thought of having to sit through both interesting and "less interesting" lectures. This can vary depending on both the characteristics of the stimulus.

3) Interpretation

Interpretation refers to the meaning that we assign to sensory stimuli. Just as people differ in terms of the stimuli that they perceive, the meanings we assign to these stimuli vary as well. Two people can see or hear the same event, but their interpretation of it can be as different as night and day, depending on what they had expected the stimulus to be.

2.3 IMPACT OF PERCEPTION

In order to see the impact of perception, it can be helpful to look at how the process works. This varies somewhat for every sense. In the case of visual perception:

1. The environmental stimulus: The world is full of stimuli that can attract attention through various senses. The environmental stimulus is everything in the environment that has the potential to be perceived.

2. The attended stimulus: The attended stimulus is the specific object in the environment on which attention is focused.

3. The image on the retina: This involves light actually passing through the cornea and pupil and onto the lens of the eye. The cornea helps focus the light as it enters the eye, and the iris of the eye controls the size of the pupils in order to determine how much light to let in. The cornea and lens act together to project an inverted image onto the retina.

4. Transduction: The image on the retina is then transformed into electrical signals in a process known as transduction. This allows the visual messages to be transmitted to the brain to be interpreted.

5. Neural processing: The electrical signals then undergo neural processing. The path followed by a particular signal depends on what type of signal it is (i.e. an auditory signal or a visual signal).

6. Perception: In this step of the process, you perceive the stimulus object in the environment. It is at this point that you become consciously aware of the stimulus.

7. Recognition: Perception doesn't just involve becoming consciously aware of the stimuli. It is also necessary for the brain to categorize and interpret what

you are sensing. The ability to interpret and give meaning to the object is the next step, known as recognition.

8. Action: The action phase of perception involves some type of motor activity that occurs in response to the perceived and recognized stimulus. This might involve a major action, like running toward a person in distress, or something as subtle as blinking your eyes in response to a puff of dust blowing through the air

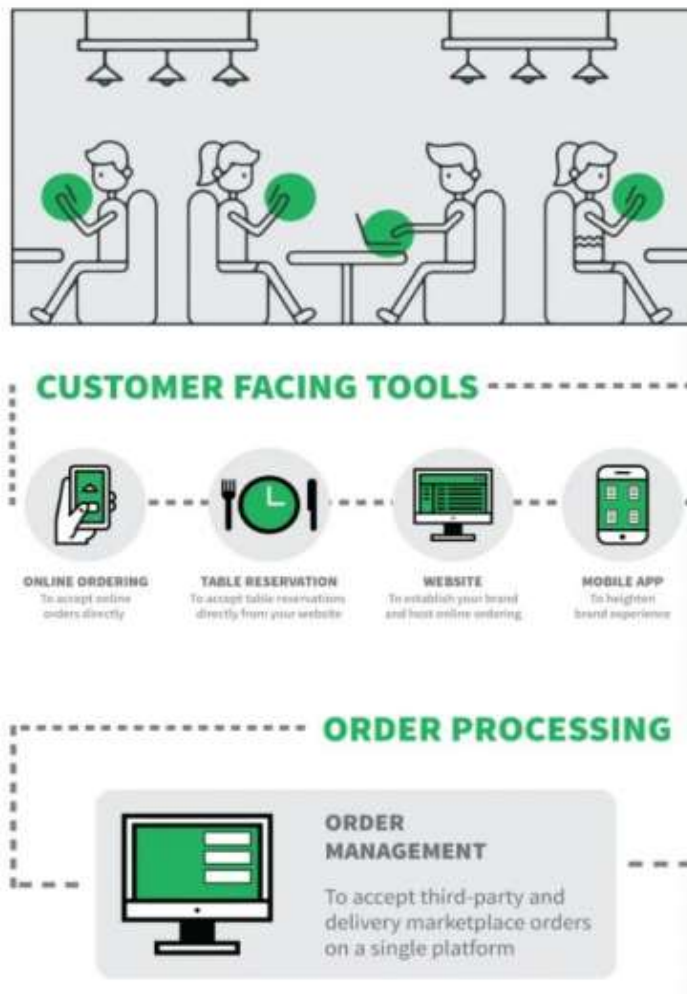
2.4 FOOD DELIVERY

Retail food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

CHAPTER 3

PROJECT ARCHITECTURE

3.1 COMPLETE VISUALIZATION OF ONLINE FOOD ORDERING SYSTEM:



RESTAURANT POS

For billing, invoicing,
collecting data and ensuring
smooth order processing

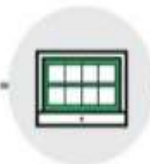


KITCHEN OPERATIONS



INVENTORY MANAGEMENT

To keep track of stocks,
purchases and calculating
the cost of food



KITCHEN DISPLAY SYSTEM

To digitize KOTs by displaying
orders on screens and
organize the kitchen

RESTAURANT MARKETING



CRM SOLUTION

SMS and email for
targeted communications
to your databases



LOYALTY PROGRAM

To bring back customers to
your restaurant and drive
repeat sales



FEEDBACK SYSTEM

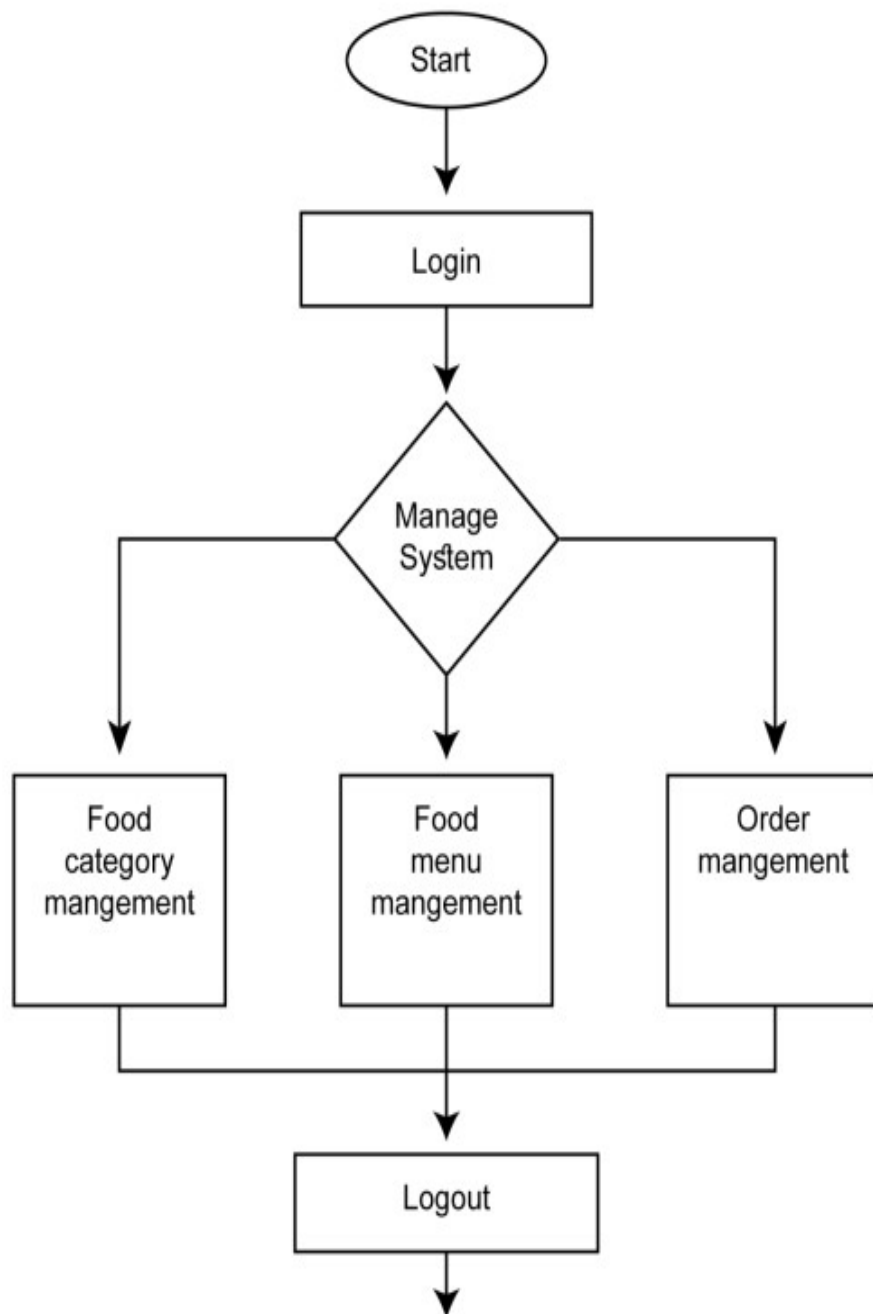
To keep a check on your
customer experience and
arresting bad reviews from
going on your public platforms.

3.2 SYSTEM DESIGN MODEL:



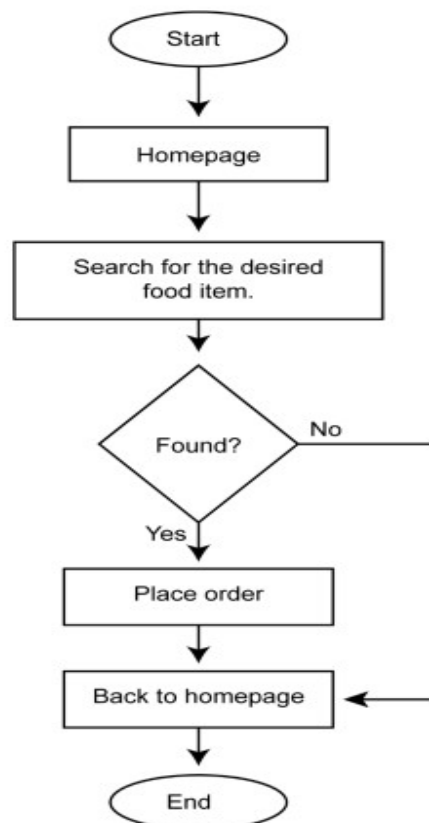
3.3 ADMIN WORK FLOW DESIGN:

User goes to home page of the domain. If he/she has an account then he/she can login in restaurant management system otherwise he/she need to register an account after successful registration, they can login in home page.



3.4 CUSTOMER WORKFLOW PROCESS:

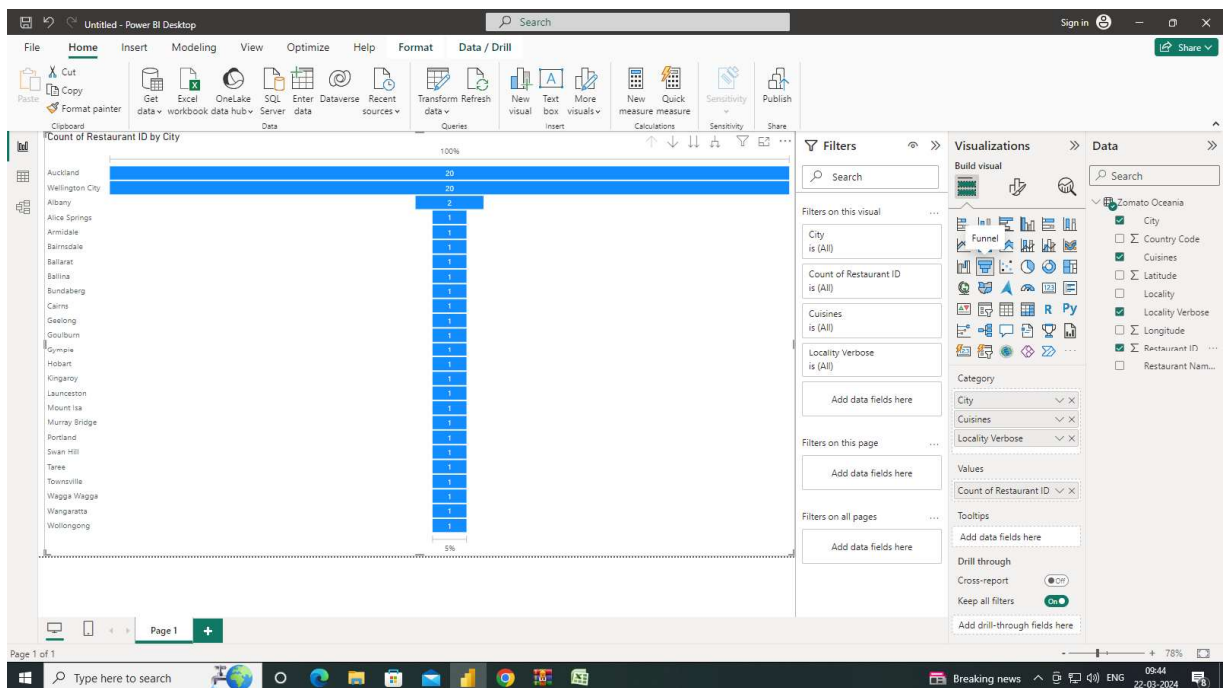
Initially to visit the food categories or food menu, users don't need to login/register an account. After checking out the categories and menu items, if the user finds his/her desired menu and if they want to order that particular item they can go to order page. During placing any order the customer needs to provide his/her required information mentioned the order section.



CHAPTER 4

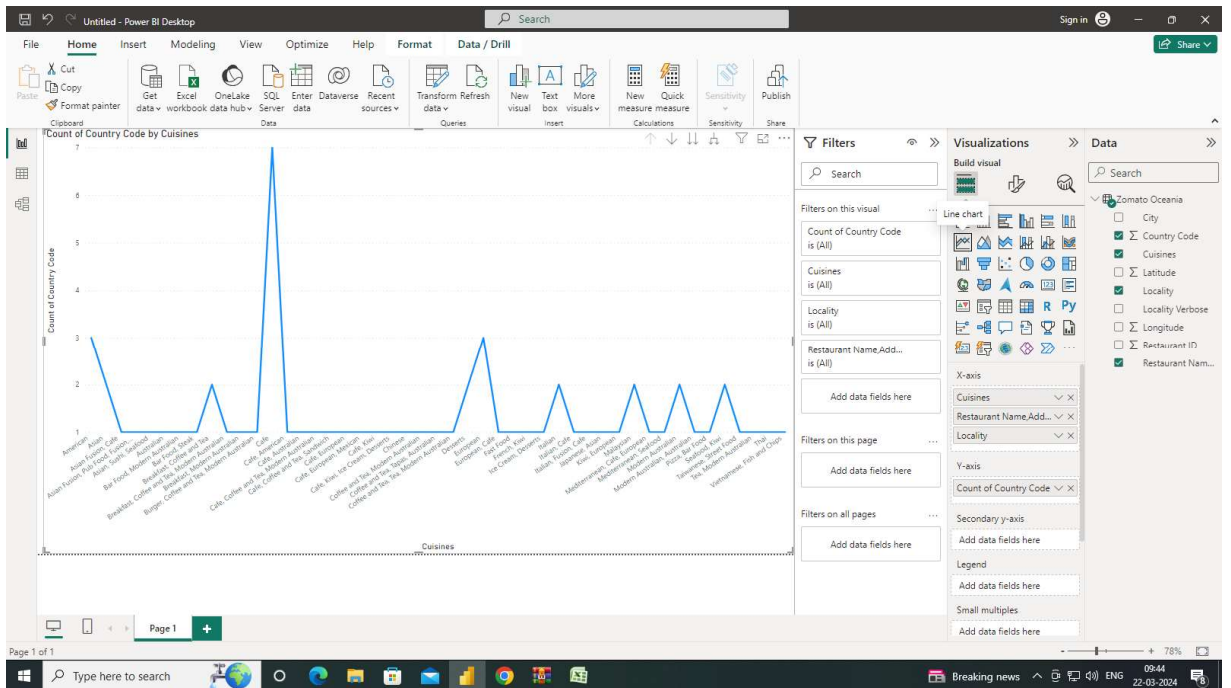
DATA VISUALIZATION USING POWER BI

4.1 FUNNEL CHART:



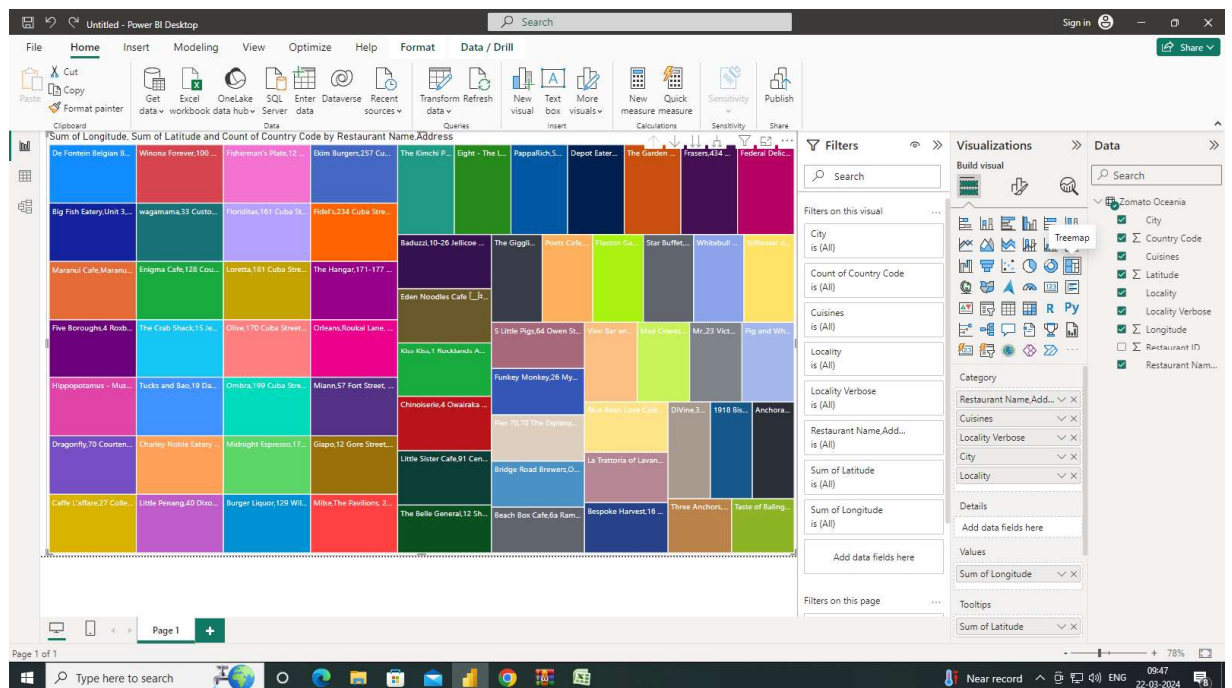
This is the funnel chart about the city and locality using zomato app for food ordering.

4.2 LINE CHART



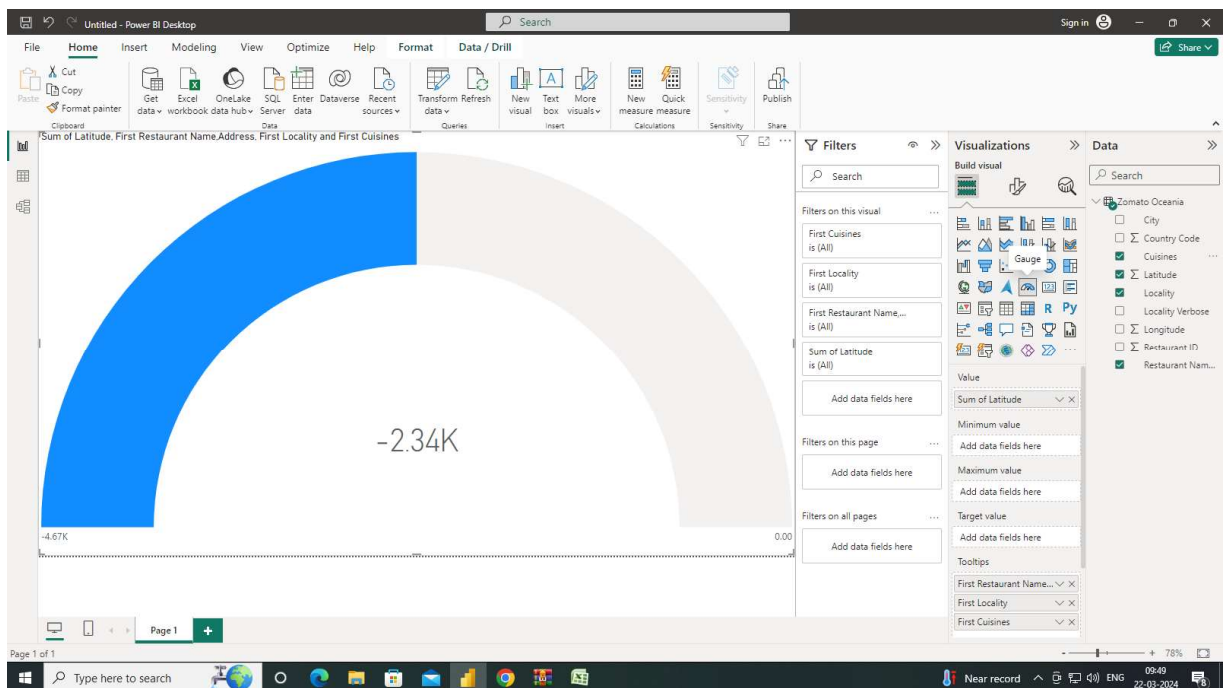
This is the line chart having country code, locality and restaurant name.

4.3 TREE MAP



This is the tree map about the usage of online food ordering apps

4.4 GAUGE



It shows the first restaurant name, latitude and its locality.

CHAPTER 5

CONCLUSION & FUTURE WORK

5.1 CONCLUSION:

Restaurant Management System is a web-based technology that aids the restaurant industry in carrying out tasks effectively and efficiently. It aids in managing cash flow for managers. Managers can view analytics data to assess company growth. The manager can control orders and employee schedules by using this system. The full complement is a restaurant management system. It provides access to the Online Order platform, third-party connectors software, and comprehensive CRM solution, which together cover a sizable portion of your restaurant's requirements. They are not the outdated hardware and software sets for restaurants that were previously offered. They are the hottest things around, smooth, manageable, inexpensive, and quick.

5.2 FUTURE WORK:

Each project should pay close attention to future development because it contains the system's most recent features. It lessens software issues and defects. It develops a close relationship with customers based on their comments or preferences. Developer will incorporate certain dynamic elements that are briefly described below into my restaurant management system. Reporting module with real time mechanism.

- Modern architecture with smooth transitions.
- System for email and mobile confirmation.
- Selling Point.

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