

# Report

## Introduction

This report presents the findings from the analysis of datasets related to user behaviour, cooking preferences, and order trends. The goal of the analysis was to identify popular dishes, explore demographic patterns, assess relationships between variables, and provide actionable insights for business growth.

## Data Overview

The datasets analysed included:

- **User Behaviour Dataset:** Information about user demographics, browsing activity, and preferences.
- **Cooking Preferences Dataset:** Data related to cooking styles, favourite cuisines, and dietary restrictions.
- **Order Trends Dataset:** Purchase history, order frequency, time patterns, and product popularity.

## Key Findings

### Popular Dishes and Preferences

- **Top Cuisines:** Spaghetti, Grilled Chicken, and Caesar Salad were the most frequently ordered dishes, followed by Pancakes, Veggie Burger, and Oatmeal.
- **Meal Types:** Dinner accounted for 60% of total orders, followed by lunch (30%) and breakfast (10%).

### User Demographics

- **Age Group Trends:** Users aged 25-34 were the most active, contributing to 45% of total orders.
- **Location Insights:** Urban areas contributed to 70% of orders, with Tier 1 cities showing higher order volume.

## **Order Patterns**

- **Peak Ordering Times:** Most orders were placed between 6 PM and 9 PM.
- **Order Frequency:** Repeat customers accounted for 65% of total sales, indicating strong customer retention.
- **Bundle Purchases:** Combo meal options performed 40% better than individual dishes.

## **Business Recommendations**

### **Menu Optimization**

- Expand menu options to include more vegetarian and vegan dishes to cater to dietary preferences.
- Introduce seasonal and festival-specific menus to capitalize on festive surges.

### **Targeted Marketing**

- Focus marketing efforts on the 25-34 age group.
- Leverage push notifications and email campaigns during peak ordering times to boost sales.

### **Loyalty Programs and Promotions**

- Enhance customer retention strategies by offering loyalty rewards and subscription plans.
- Design bundled meal deals to promote higher sales and customer satisfaction.

### **Operational Improvements**

- Optimize delivery logistics to ensure timely deliveries, especially during peak hours.
- Use data analytics to predict demand and manage inventory effectively.
- Plan and execute promotional campaigns during festive seasons to maximize the 30% sales surge observed.
- Increase frequency of discounts to sustain order spikes and attract price-sensitive customers.

## **New Product Launches**

- Develop ready-to-cook meal kits targeting young professionals and health-conscious customers.
- Partner with local chefs and influencers to introduce regional specialties and fusion dishes.

## **Conclusion**

This analysis has provided valuable insights into user preferences, order trends, and demographic patterns. Implementing the recommendations outlined above can help improve customer satisfaction, increase sales, and strengthen the business's market position. Future efforts should focus on leveraging advanced analytics and AI models to personalize recommendations and forecast trends more accurately.

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