Overall performance
January 2022 in 46 smaller cities of Greece

Number of Orders per Cuisine

- 10%
- 17%
- 39%
- 34%
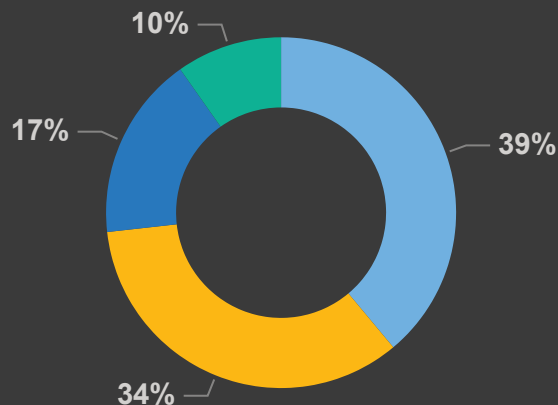
534.27K
Number of Orders

121.94K
Number of Users

4.55M

46
Cities

Total Amount per Cuisine

- 14%
- 23%
- 38%
- 25%

Cuisine ● Meat ● Italian ● Breakfast ● Street food
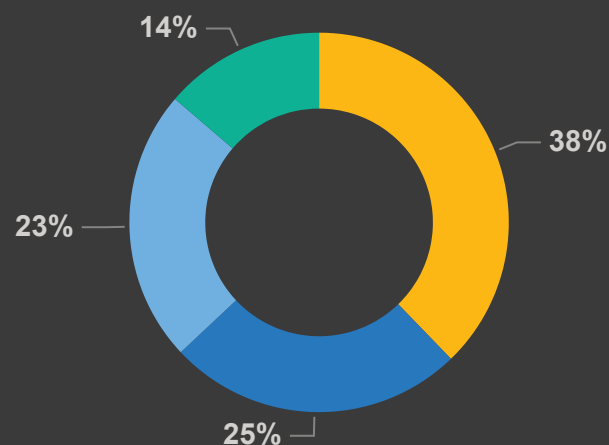
Orders per City (with more than 1,000 orders)
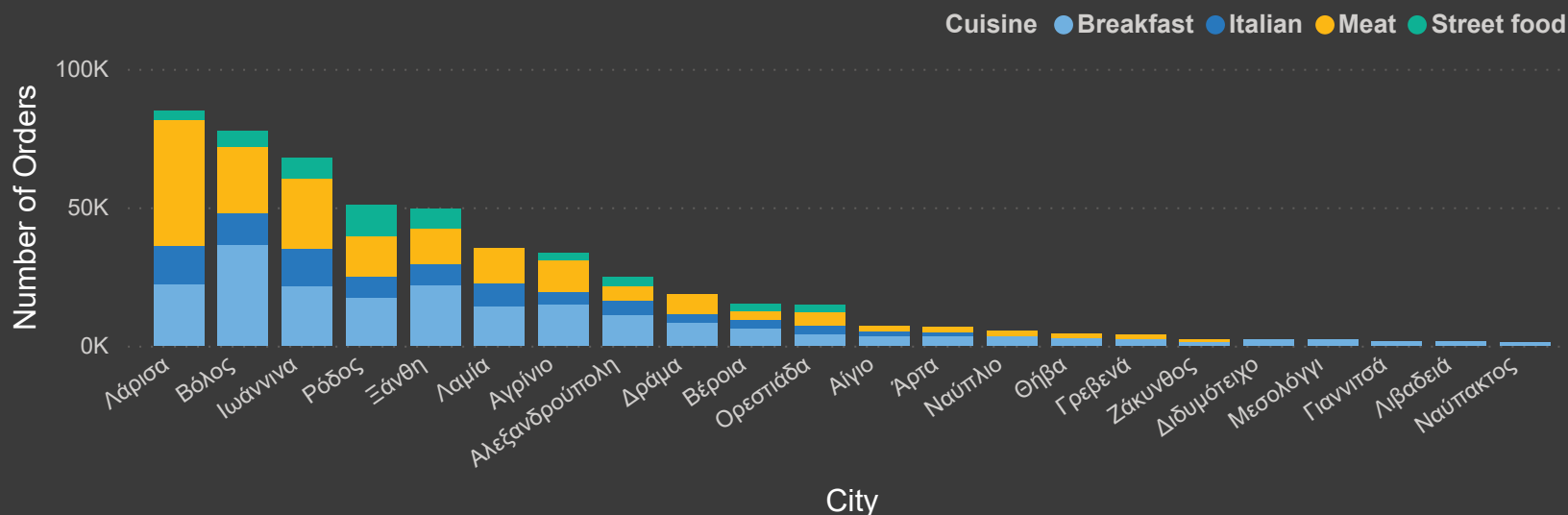
Cuisine ● Breakfast ● Italian ● Meat ● Street food

Number of Orders (100K, 50K, 0K)

City: Λάρισα, Βόλος, Ιωάννινα, Ρόδος, Ξάνθη, Λαμία, Αγρίνιο, Αλεξανδρούπολη, Δράμα, Βέροια, Ορεστιάδα, Αίγιο, Άρτα, Ναύπλιο, Θήβα, Γρεβενά, Ζάκυνθος, Διδυμότειχο, Μεσολόγγι, Γιαννιτσά, Λιβαδειά, Ναύπακτος

'Breakfast' analysis
January 2022 in 42 smaller cities of Greece

207.96K
Number of Orders

55.83K
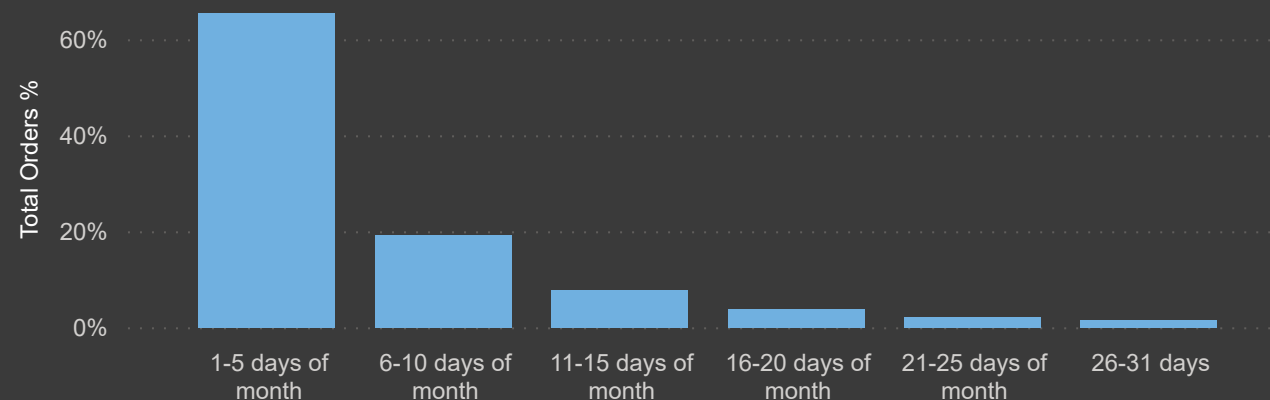Number of Users

1.06M

42
Cities

Total orders' value by Weekday

Sunday	Monday	Wednesday	Thursday
856.07K	644.16K	558.23K	553.79K

Saturday	Friday	Tuesday
778.92K	638.22K	523.86K

Timeline of Orders

Ελλάδα | 11.01.2022 23:08
Έπληξε τη Θεσσαλία και συνεχίζει η κακοκαιρία – Πού θα «χτυπήσει» τις επόμενες ώρες – Live χάρτης
Σε επιφυλακή οι Αρχές για τα έντονα καιρικά φαινόμενα στη χώρα

ΕΛΛΑΔΑ   23.01.2022, 22:59   💬14
Παγώνει τη χώρα το δεύτερο κύμα της κακοκαιρίας «Ελπίς» - Έρχονται επικίνδυνες χιονοπτώσεις και πολικές θερμοκρασίες

Users' Orders Frequency

Insights

1) 'Breakfast' is the top category in terms of orders. Though, its respective amount is less than 'Meat' and 'Italian' cuisines. The reason could be the low price of products in this category (e.g. coffee, sandwich etc.)

2) Top 5 cities for both 'Breakfast' and all other cuisines, regarding total number of orders, are Volos, Larisa, Ioannina, Rhodes and Xanthi.

3) During January 2022, 2 negative peaks are noted, apart from New Year's Eve. During 11th and 24th, Greece and particularly Thessaly (which includes Volos and Larisa) faced severed bad weather. This condition, forced users to place far fewer orders than usual.

4) Majority of 'Breakfast' orders usually occur on weekends and especially Sunday. A possible campaign, could have a goal of encouraging users to place orders during working days.

5) 66% of users ordered for a maximum of 5 days during January 2022, while only 7% of loyal customers made their orders for more than 15 days.

6) Based on the above insights, one assumption is that customers appear to order 'Breakfast' at least or only 1 time per week. A potential campaign, could target to convince these users to order from E-food at least 2-3 times per week.