

In today's competitive food delivery landscape, understanding customer behaviors and preferences is pivotal for driving growth and success. Through an in-depth Exploratory Data Analysis (EDA) of FoodHub's operational data, we've uncovered a range of valuable insights that can shape strategic decisions and elevate the overall customer experience. This analysis serves as a guiding compass for optimizing various facets of the business, from customer feedback incentivization to pricing strategies, with the ultimate goal of enhancing customer engagement, loyalty, and business success.

Our findings highlight the power of customer feedback, the influence of different days on order patterns, the significance of cuisine popularity and cost dynamics, and the intriguing relationship between spending and satisfaction. By leveraging these insights, FoodHub can implement targeted strategies that resonate with customers, create a competitive edge, and foster meaningful connections. The subsequent sections outline our conclusions and recommendations, providing a clear roadmap for FoodHub's journey toward improved customer satisfaction and elevated business performance.

- **Customer Feedback Incentivization:**

Conclusion: A substantial proportion of orders lack ratings, indicating an opportunity to encourage more customer feedback.

Recommendation: Implement strategies to incentivize customers to provide ratings and feedback. This would offer a more accurate understanding of consumer preferences and drive data-driven improvements.

- **Optimizing Weekday Orders:**

Conclusion: Customer orders are more than double on weekends compared to weekdays.

Recommendation: Promote weekday business through targeted incentives like meal deals or discounts. Enhance marketing efforts to encourage increased orders and engagement during weekdays.

- **Leveraging Customer Satisfaction:**

Conclusion: Customers frequently award the highest rating of 5, suggesting overall satisfaction.

Recommendation: Capitalize on this positive sentiment by highlighting customer satisfaction in marketing materials. Emphasize exceptional service to attract and retain more customers.

- **Pricing and Menu Optimization:**

Conclusion: Certain cuisines (American, Japanese, Italian) are more popular than others, with orders significantly surpassing alternatives.

Recommendation: Consider enhancing menu offerings and promotions for popular cuisine types. Optimize pricing to align with the prevalent order cost, while exploring ways to diversify offerings across cuisine types.

- **Cuisine Cost Analysis:**

Conclusion: Certain cuisines (French, Southern, Thai) exhibit higher average costs, while Vietnamese cuisine costs the least.

Recommendation: Strategically leverage higher-priced cuisines, considering their appeal to specific customer segments. Ensure pricing aligns with customer perceptions of value.

- **Spending and Ratings Relationship:**

Conclusion: Higher-order costs are associated with higher ratings, suggesting a correlation between spending and satisfaction.

Recommendation: Encourage higher-value orders through targeted promotions. Provide exceptional service and enhance customer experiences for higher-cost orders to maintain favorable perceptions.

- **Insight and Pricing Strategy:**

Conclusion: Order costs mode resides at approximately 14 dollars, reflecting a substantial customer preference for this price point.

Recommendation: Refine pricing strategies. Consider highlighting offerings near the 14 dollars mark, given their popularity. Simultaneously, explore innovative promotions to attract a diverse clientele across varying price ranges. Aligning pricing and promotions with customer preferences is poised to optimize sales and customer engagement.

Incorporating these conclusions and recommendations can contribute to the growth and enhancement of FoodHub's business. By prioritizing customer feedback, optimizing operations during weekdays, leveraging customer satisfaction, fine-tuning pricing and menu strategies, and focusing on enhancing higher-value orders, FoodHub can achieve improved customer engagement, loyalty, and overall business success.

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