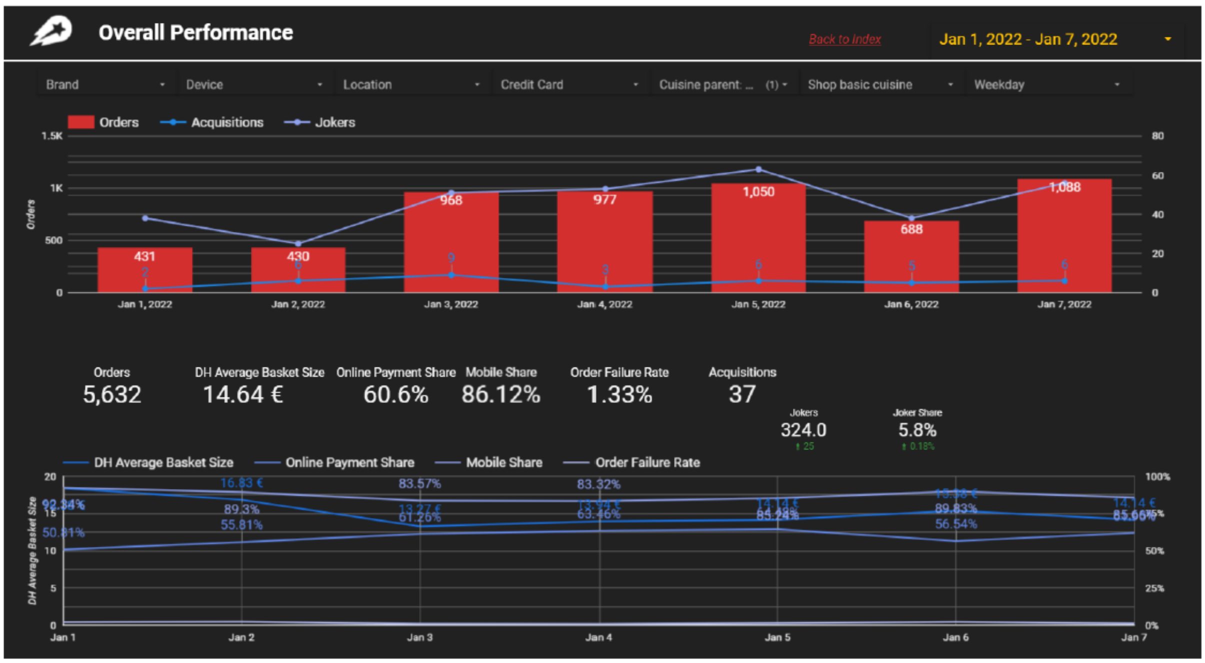
Part III Visualization

Write your comments about the existing layout and suggest improvements.
- What is the outcome you gained from these slides?

Cover Slide



In cover slide, the first chart presents the orders in the first week of January 2022. It is clear that in the middle of the week there are more orders than 1st and 2nd of January. This happened maybe because of the seasonality of the first days of the year. The acquisition like the orders daily distribution, is higher at the start of the week because is still a holiday period and this changes when the employees return to their daily routine. The customers also have more restaurants and coffee shops available than in a period of the holidays, because many of them were closed. In the final plot it is displayed the average basket size during first week of January, the online payments, the mobile share and the order failures. It is observed that the 1st and the 2nd days of the year there were the biggest basket size. Therefore, comparing basket size with number of orders of the above plot in the beginning of the week we observe that they are not proportionally .The order failure is near to zero, the mobile share covers the majority of orders with percentage over 83% in this week. Finally the online payment share is over 61% in this week.

To conclude from this slide we gain an overview of orders flow in the first week of the year. This week due to seasonality is special and may differ from a normal week. The efood may encourage more the clients to make online payments and may motivate the restaurants and coffee shops to be open some more hours in holiday days because the average basket size is higher than the rest days.

Geographic breakdown

Performance in Geographical Breakdown

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Jan 1, 2022 - Jan 7, 2022

sales_poli

Cuisine parent: He... (1)

	Poli	Orders	% Δ	Acquisitions	Δ	DH Average Basket Size	Δ
1.	Αθήνα	4,145	3.1% ↑	26	-2 ↓	15.18 €	-0.46 € ↓
2.	Θεσσαλονίκη	899	14.1% ↑	7	-2 ↓	12.31 €	-0.92 € ↓
3.	Ρόδος	166	26.7% ↑	0	0	13.61 €	-1.4 € ↓
4.	Πάτρα	84	-8.7% ↓	2	2 ↑	16.23 €	-0.14 € ↓
5.	Ηράκλειο Κρήτη	57	-12.3% ↓	0	-1 ↓	12.79 €	-2.76 € ↓
6.	Καβάλα	54	-3.6% ↓	0	0	14.83 €	-1.26 € ↓
7.	Βόλος	53	20.5% ↑	0	0	16.28 €	-0.16 € ↓
8.	Λάρισα	42	-12.5% ↓	1	1 ↑	19.86 €	-1.7 € ↓
9.	Κόρινθος	30	11.1% ↑	0	0	5.63 €	0.46 € ↑
10.	Κοζάνη	27	68.8% ↑	0	0	13.81 €	-8.96 € ↓
11.	Πτολεμαΐδα	25	25.0% ↑	0	0	6.43 €	0.83 € ↑
12.	Σέρρες	16	-	0	0	22.72 €	-
13.	Καλαμάτα	8	0.0%	0	0	22.8 €	-3.01 € ↓
14.	Χανιά Κρήτη	8	-27.3% ↓	0	0	14.23 €	-1.2 € ↓
15.	null	5	-	0	-	15.4 €	-
16.	Ιωάννινα	5	-44.4% ↓	0	0	10.4 €	-9.64 € ↓

In the geographic breakdown, we observe that the cities with most orders and acquisitions are Athens and Thessaloniki which is logical according to the population and the variety of available shops. There is in each metric the Δ which the difference of each metric in this week with the previous week or the same week of 2021 (it is not defined). In the top 3 cities only the orders difference perc is higher than the previous period of time. This table is useful because we can have a view of orders in big Greek cities and to see to which cities we should focus more as for example like cities with low acquisitions proposing advertisement and offers in target groups and in low average basket proposing special geographical sales.