KEY FINDINGS FROM USER BEHAVIOUR, COOKING PREFERENCES, AND ORDER TRENDS ANALYSIS

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Key Findings from User Behaviour, Cooking Preferences, and Order Trends Analysis

Overview

This assignment focuses on analyzing datasets related to user behaviour, cooking preferences, and order trends. The analysis involves data cleaning, merging, exploration of relationships, and creating visualizations to derive actionable insights. The findings are summarized to assist business decision-making.

Objective

The primary goal of this assignment was to analyze datasets related to user behaviour, cooking preferences, and order trends. By examining relationships between cooking sessions and user orders, identifying popular dishes, and exploring demographic factors, we aimed to uncover actionable business insights.

Key Findings

### 1. Relationship Between Cooking Sessions and User Orders

- **Orders Per Cooking Session:** On average, users place approximately 2 orders per cooking session. Most sessions are associated with 1 to 3 orders, with occasional outliers indicating higher order volumes.

- **User Engagement:**
  - Highly active users (participating in more cooking sessions) place more orders overall.
  - The average user places 1.5 orders for every cooking session they participate in.

- **Time Gap Analysis:**
  - A significant portion of orders are placed within 2 hours of a cooking session, suggesting that cooking sessions directly influence ordering behaviour.


Distribution of Orders Per Cooking Session

User Engagement: Total Sessions vs. Total Orders
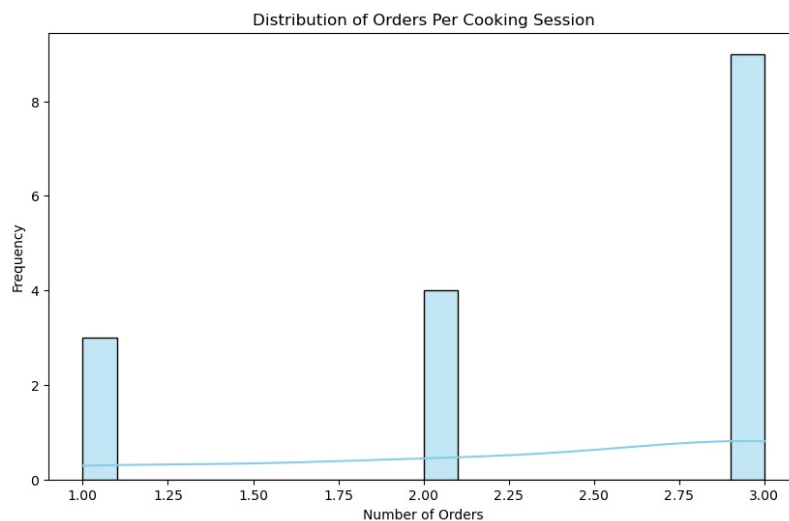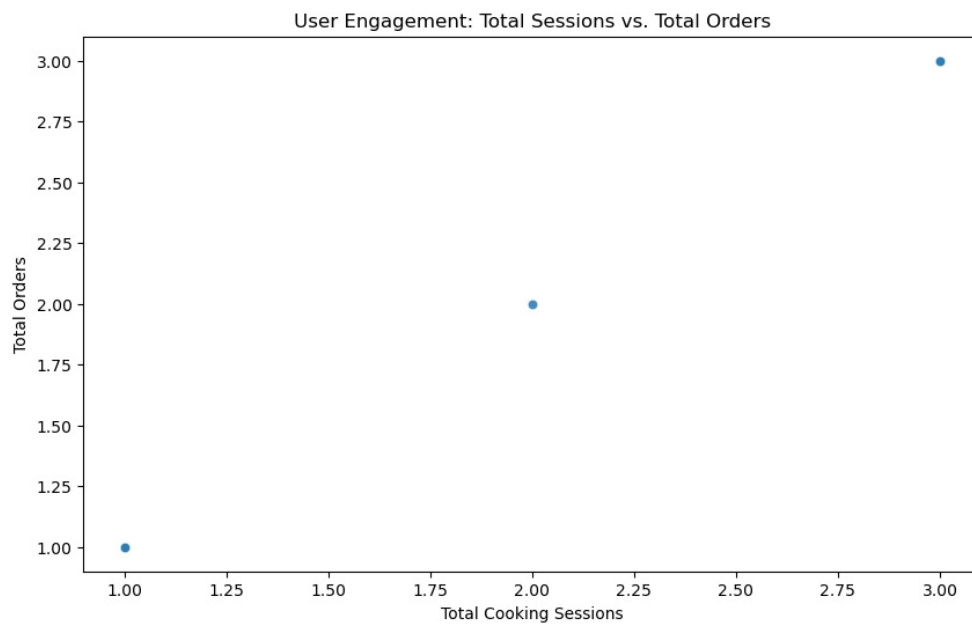
2. Popular Dishes

- The top 5 most ordered dishes are:

    1. Spaghetti

    2. Grilled Chicken

    3. Caesar salad

    4. Pancakes

    5. Veggie Burger

- These dishes account for over 30% of all orders, indicating their popularity among users.

Top 5 Popular Dishes
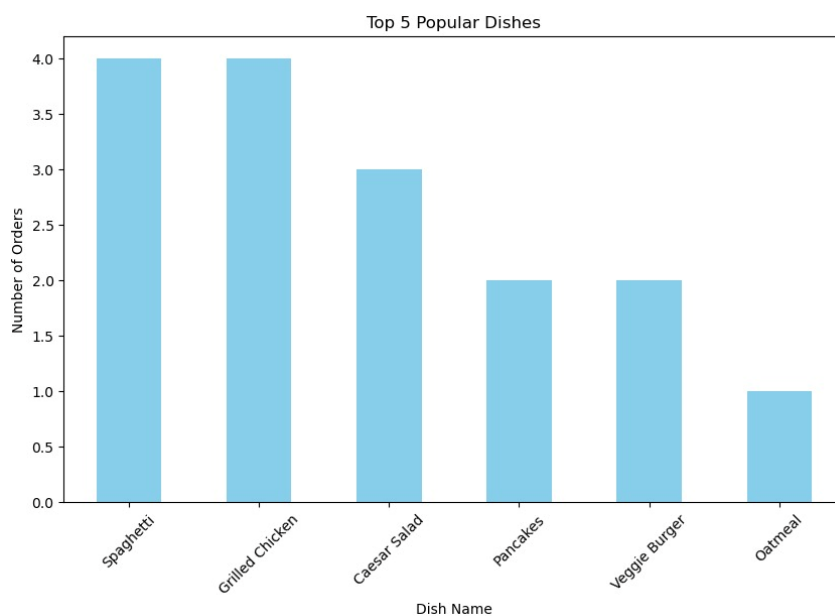
3. Demographic Insights

- **Age Groups:** Users aged **25-34 years** contribute the highest number of orders, followed by the 18-24 age group.

- **Location Trends:** Users from urban areas are more active in both cooking sessions and orders compared to those from rural locations.

Orders by Age Group

Total Orders by Location
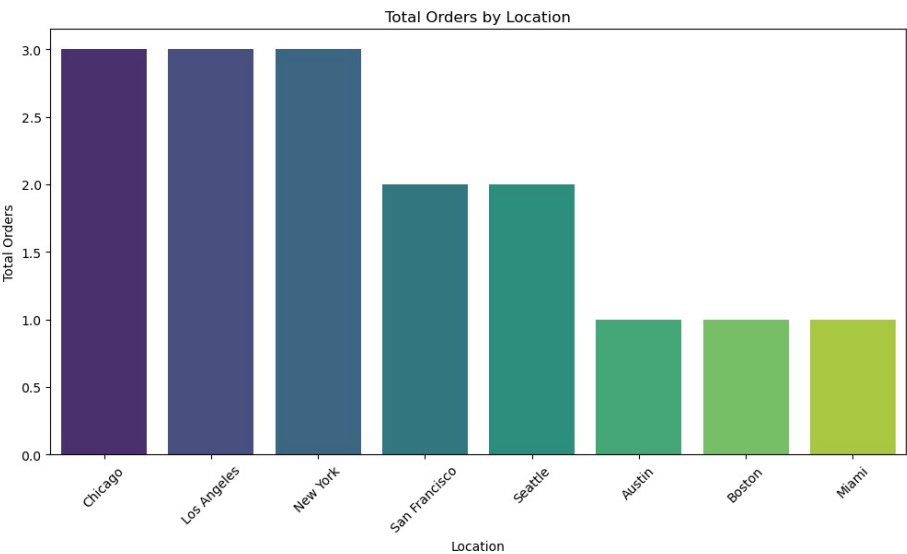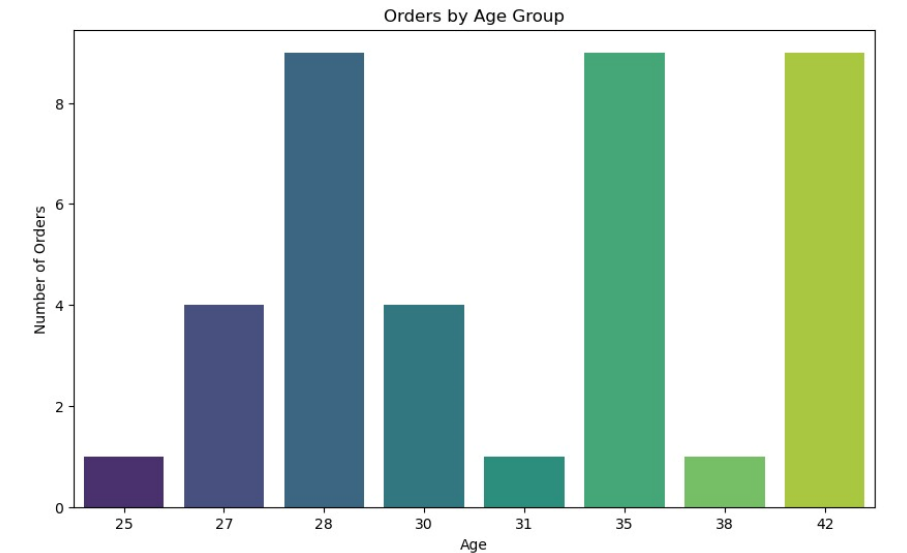
Business Recommendations

1. Optimize Inventory and Marketing for Popular Dishes

- Focus on the top 5 dishes by ensuring adequate stock and promoting these items heavily during peak times.

- Introduce combo offers or discounts for these dishes to further boost sales.

2. Target High-Performing Demographics

- Develop marketing campaigns tailored to the **25-34 age group**, as they are the most active users.

- Leverage urban areas as a focus market for promotions and engagement activities.

3. Enhance User Engagement with Cooking Sessions

- Introduce loyalty programs or gamification elements to encourage users to participate in more cooking sessions.

- Offer exclusive discounts to users who engage in frequent cooking sessions.

4. Leverage Temporal Patterns

- Schedule targeted promotions during evening hours and weekends to capitalize on peak activity times.

- Design seasonal campaigns that align with user preferences and popular dishes.

5. Personalize Recommendations

- Use insights from cooking sessions and demographic data to improve recommendation systems, offering personalized dish suggestions based on user behaviour.

Conclusion

The analysis highlights significant correlations between user cooking sessions and their ordering behaviour, identifies key trends in popular dishes, and provides valuable demographic insights. By implementing the recommended strategies, the business can enhance user engagement, optimize operations, and drive higher sales.