Business Case – *Food Delivery Performance Analysis*

Client: ZingEats (a food delivery startup)
Goal: Understand sales performance, customer behavior, and delivery efficiency across cities to improve service and maximize revenue

Key Business Questions:

Sales & Product Insights

- ✓ 1. What is the **total revenue** generated?

- ✓ 2. Which is the **top-selling product**?

- ✓ 3. What is the **most popular category**?

- ✓ 4. Which **cities** contribute the most to sales?

Delivery & Operations

- ✓ What is the **average delivery time** overall and by city?

- ✓ What percentage of orders are **Delivered**, **Delayed**, or **Cancelled**?

- ✓ Which **delivery partner** performs best in terms of speed?

Customer & Payment

- ✓ Which **payment method** is most preferred?

- ✓ What is the **average customer rating** overall and by city?

- ✓ Is there any link between **delivery time and rating**?