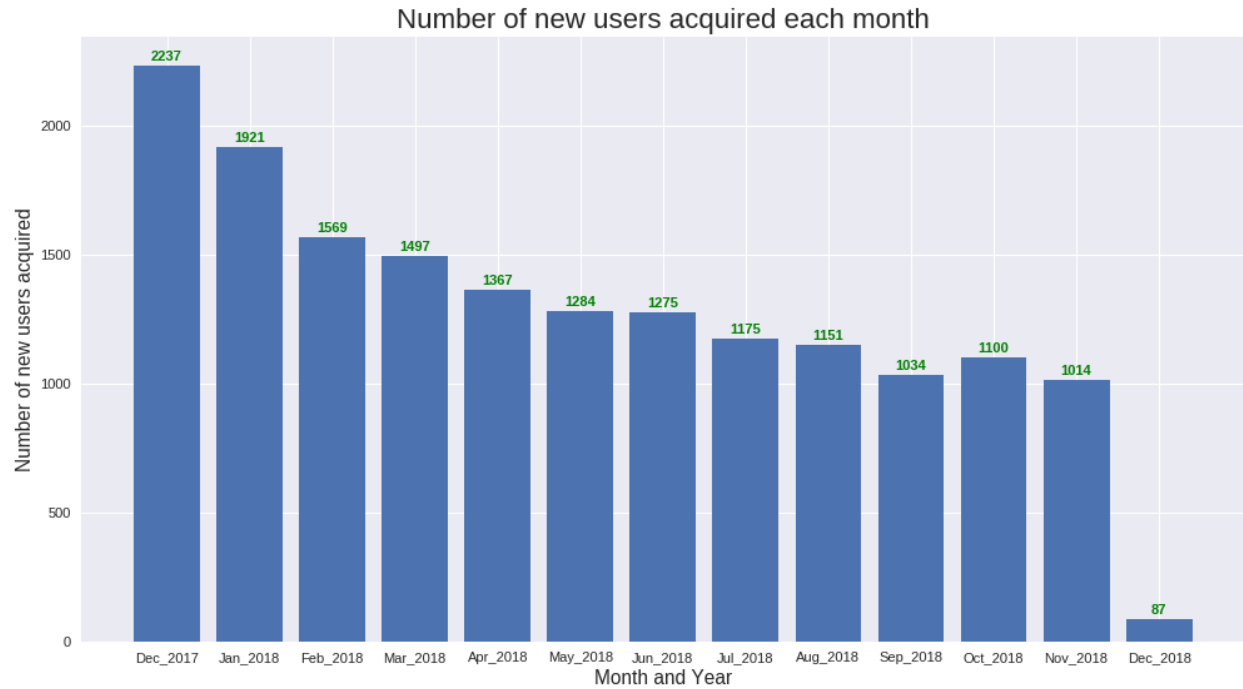
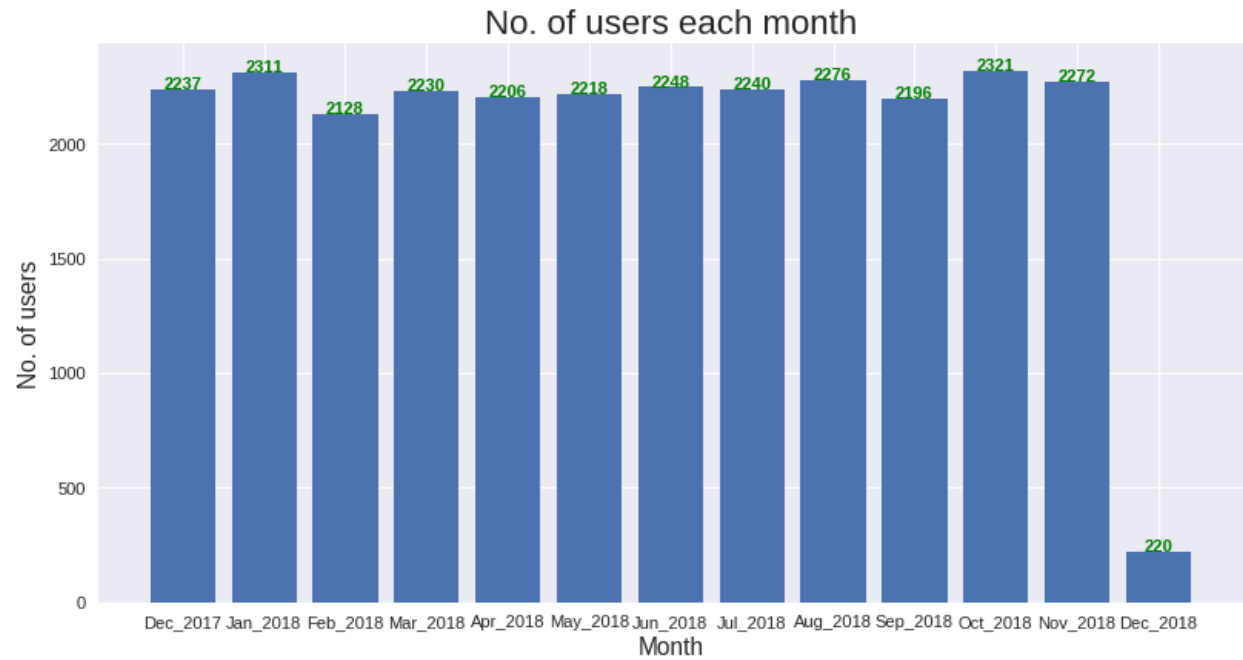


## Part-1

Graph-1 : Solution 1



Graph-2



## Part-2

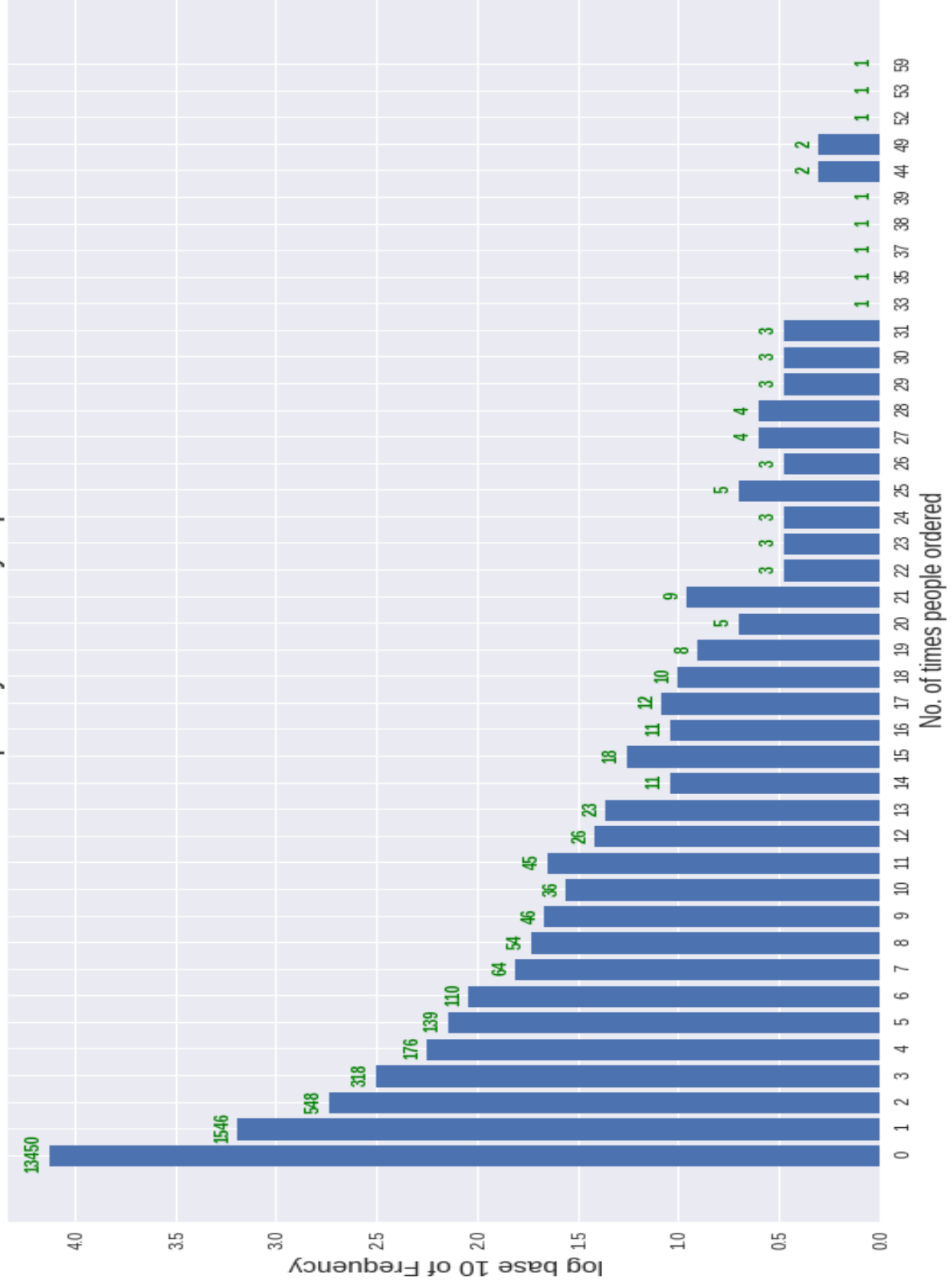
User Month	Percentage	No. of Users Repeated	Total No. of Users	Repeat Rate-days
Dec 18	16.942	379	2237	30

## Part-3

User Month	Percentage	No. of Users Repeated	Total No. of Users	Repeat Rate-days
Jan 18	24.831	477	1921	90
Feb 18	20.204	317	1569	90
Mar 18	17.635	264	1497	90
Jan-Mar 18	21.215	1058	4987	90

## Part-5

Frequency of 90-day repeat rate



## Extra EDA:

Table - Source

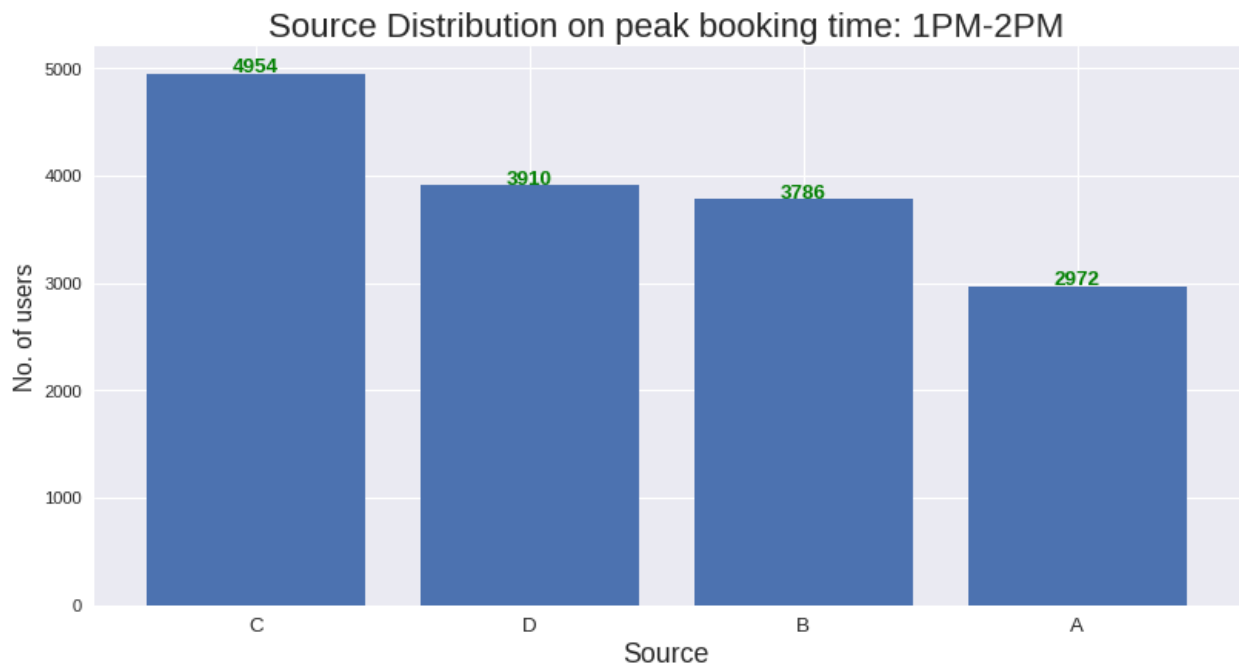
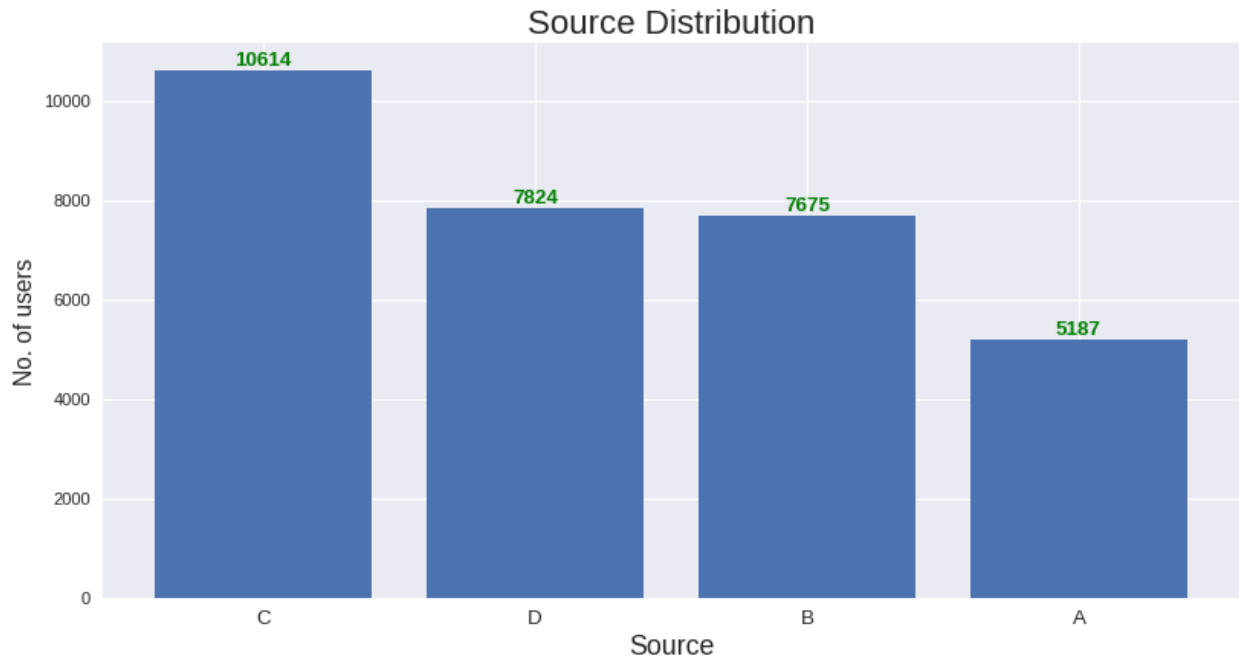


Table -Booking Hour

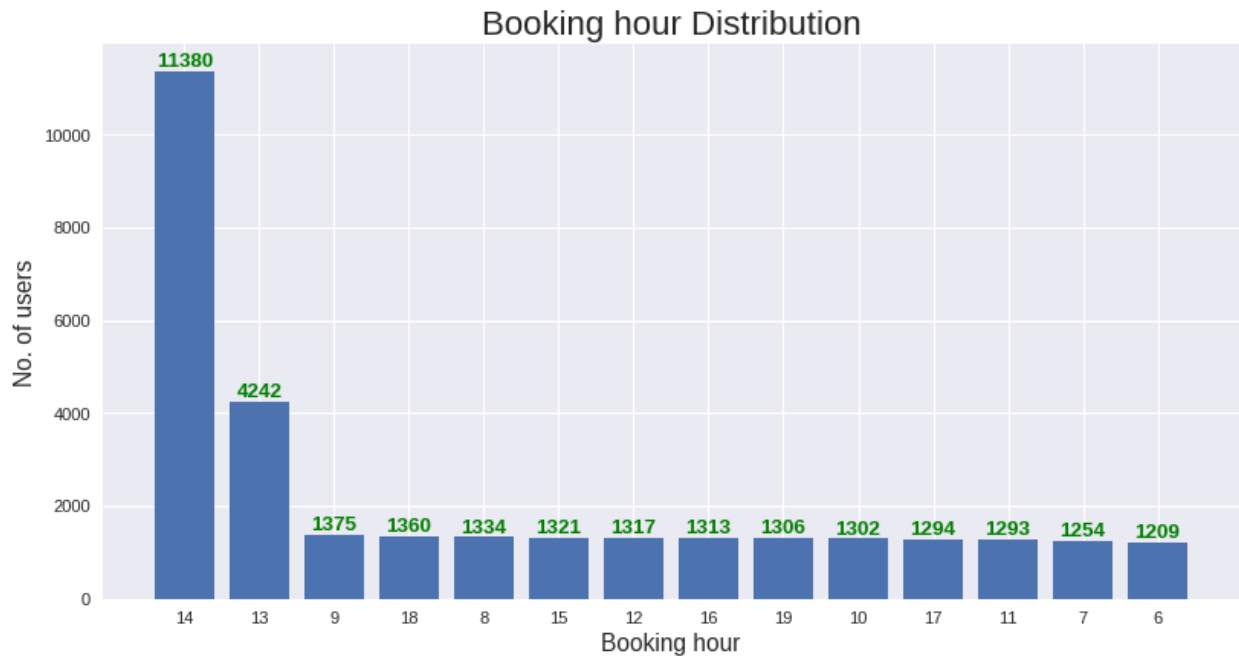
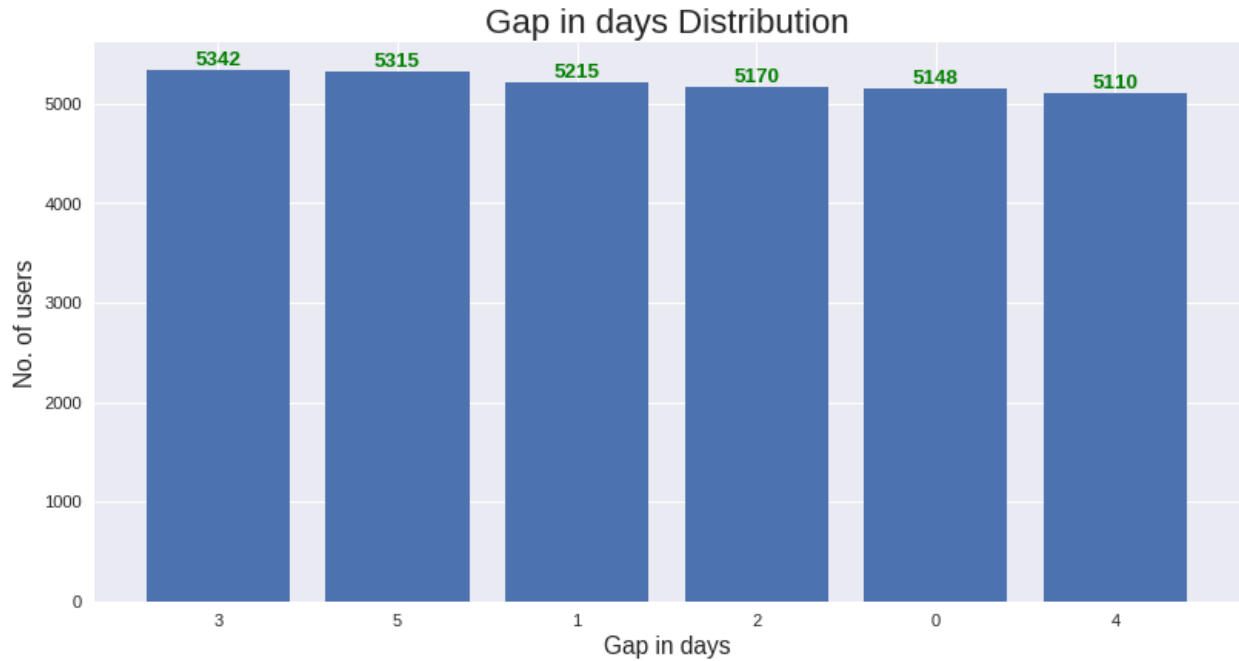


Table - Gaps between Booking and Ordering



By graphs, we conclude:

- Note that in second graph, that no. of users (both old and new) each month is in small range of about 2100-2300. This is sign of steady income throughout. (till Nov'18)
- No. of new users gained each month is in decline. Seems like popularity of service among new users is decreasing slowly, i.e. Less new users now prefer to join. (Part-1: Graph 1)
- $13450/16711 \approx 0.8$ . Means, 80% percent of new users has ordered only once, ie. No repeat. And 179 users ordered more than 10 times = 1.07% very frequent users. (part-5)
- Gap in days between is evenly distributed.
- Booking hour 13 and 14 i.e. 1PM to 3PM is peak time, especially during 1PM-2PM, which is around recess time in offices. "Food Service company" will be a reasonable guess.
- Source 'C' – (33.91%) is most sought after, then 'D' (24.99%) and 'B' (24.52%) nearly same, and least 'A' (16.57%). Same distribution follows in peak booking time as well.