Context of dataset:

The dataset is presented by a survey which is conducted in the metropolitan cities. There has been a rise in the demand for online food delivery , the question is the reason for the increase.

The dataset has nearly 50 variables based on the following titles :

• Demographics of consumers

• General purchase decision

• Time of delivery influencing the purchase decision

• Rating of Restaurant influencing the purchase decision

Motive :

The motive of this project is to compare the Age range and monthly income with preference, meal,medium, order time . So that food company apps can give proper recommendations to the respective customers according to their time and food preferences.

Also find out in which medium(direct call, food delivery apps, walk in, web browser) most orders are received. So that company can come up with special ideas for the less popular medium in order to make profit.

Process & Visualization:

Created three more sheets named working sheet, pivot table, dashboard.

• In the working sheet , raw data is copied and the data is thoroughly overviewed.

Some changes are made like removing duplicates ; adding another column “Age Range “ to organize the ages because it will be difficult to visualize and plot.

Age divided into three ranges , the formula used is

=IF(A2>30,"Above 30",IF(A2>24,"24-29",(IF(A2>18,"18-24","NIL"))))

AGE —-- ABOVE 30 ;

25-29 ;

18-24

• Then in the pivot table sheet,

Created pivot tables with Age range with preferences , medium, meal, order time and Monthly income with preferences, meal, medium, order time.

And created charts for each and individual tables to visualize the data so that we can come up with our conclusion. Also added slicers to have a prominent visual experience.

• In the dashboard sheet, all the charts from pivot table sheets are copied .

With respective headers , slicers, and the charts are organized for the visualization.