**Assignment for Data Analytics Intern [REPORT]**

**Title:** Analysis of User Behavior, Cooking Preferences, and Order Trends

This report analyzes key datasets to uncover insights into user demographics, cooking session behaviors, and order trends. The findings reveal patterns in popular dishes, demographic preferences, and revenue opportunities. Business recommendations are provided to optimize marketing, enhance user engagement, and increase revenue.

**1. Introduction**

* **Objective:** To analyze datasets and derive actionable insights.
* **Scope:** Data includes user details, cooking sessions, and order details.
* **Methodology:** Data was cleaned, analyzed, and visualized using Power BI.

**2. Key Findings**

* **Demographics:**
  + Users favor quick-prep meals.
  + Urban areas drive premium meal orders.
* **Popular Dishes:**
  + Dinner meals, especially **Dish A**, dominate orders.
* **Cooking Sessions:**
  + High session ratings drive increased orders.
  + Longer sessions are linked to higher spending.

**3. Business Recommendations**

* Promote **Dish A** and other popular meals in targeted demographics.
* Introduce loyalty programs for users with high session ratings.
* Personalize recommendations based on user preferences.

**4. Conclusion**Insights from this analysis offer a clear path to improving user engagement, increasing revenue, and enhancing customer satisfaction. By implementing these recommendations, the business can drive growth effectively.