**Report**

**Key Insights**

1. **Total Users and Order Statistics**:
   * 8 users (User1 through User8) actively placed orders, while Users 9 and 10 did not place any orders.
2. **Order Distribution by Timing**:
   * Night-time orders dominate with over 50% of total orders placed during this period, indicating user preference for evening cooking sessions.
   * Daytime and morning sessions have significantly fewer orders.
3. **Top Users**:
   * Charlie Lee contributed the highest number of orders (45, representing 26.63% of all orders), followed by Alice Johnson (36 orders, 21.3%).
4. **Popular Dishes**:
   * The top dishes include Spaghetti and Grilled Chicken, with more than 40 orders each.
   * Caesar Salad, Pancakes, and Veggie Burgers follow as the next most popular dishes.
5. **Location Analysis**:
   * Chicago and New York have the highest order counts (26.63% and 21.3%, respectively).
   * Locations such as Miami and Seattle exhibit lower order counts (5.26% and 10.65%).
6. **Session and Duration Insights**:
   * The average session duration is approximately 30.31 minutes, and session S008 recorded the highest order count (around 15 orders).
7. **Demographic Analysis**:
   * **Average Age of Users**: 31.8 years, indicating the user base consists mainly of young adults, potentially professionals or millennials interested in convenient cooking solutions.
   * **User Preferences by Region**:
     + Users from urban locations like Chicago and New York show higher engagement, correlating with higher order rates.
     + Miami and Seattle show lower activity, which may require additional marketing efforts.

**Observations and Trends**

1. **Timing Preference**:
   * Night sessions dominate, likely catering to users preparing dinner, showing a clear trend in preferred timing.
2. **Geographic Concentration**:
   * Users from urban areas dominate order counts, suggesting the service resonates well with urban customers.
3. **Dishes Popularity**:
   * Spaghetti and Grilled Chicken are favorites, indicating they are either easier to prepare or align with user tastes.
4. **Demographic Influence**:
   * Young professionals in urban settings are the key user group. They likely value quick, easy, and efficient cooking solutions.

**Key Metric Cards**

**a. Total No. of Orders Placed (94)**

This card shows the total number of orders placed by all users across all sessions and time periods. It indicates the overall activity and engagement of users with the platform.

**b. Total Amount of Orders (180.00)**

This card represents the total monetary value of all orders. It provides an overview of revenue generated from the orders.

**c. Duration of Session (30.31 minutes)**

The average time a user spends in a session while using the platform. This metric highlights how long users interact with the platform during each session.

**d. Average Age of User (31.80 years)**

The average age of all active users placing orders. This is a key demographic factor indicating the primary age group of the user base (mainly young professionals or millennials).

**Graphs and Charts**

**a. Total No. of Orders by Timing**

**Description**: A bar chart showing the number of orders placed during different times of the day (Morning, Day, Night).  
**Insights**:

* Most orders were placed at night, followed by daytime.
* Morning orders were the least frequent, indicating lower activity during breakfast hours.  
  **Recommendation**: Focus on offering promotions or breakfast menus during morning hours to increase activity.

**b. Total No. of Orders by Users**

**Description**: A donut chart representing the distribution of orders among individual users.  
**Insights**:

* Charlie Lee (26.63%) and Alice Johnson (21.3%) are the most active users.
* Henry Lee placed the fewest orders (2.8%).  
  **Recommendation**: Engage less active users (like Henry Lee) through personalized offers or discounts to increase their participation.

**c. Total No. of Orders by Date**

**Description**: A line graph displaying the total number of orders placed across specific dates.  
**Insights**:

* There are noticeable spikes in orders on certain days, possibly influenced by promotions or external factors.
* A dip in orders is seen on December 8th.  
  **Recommendation**: Analyze the reason for fluctuations (e.g., lack of offers or external factors) and maintain consistency in engagement.

**d. Total No. of Orders per Session**

**Description**: A bar chart showing the distribution of orders across different session IDs.  
**Insights**:

* Session S008 recorded the highest number of orders (around 15).
* Order counts decline in later sessions.  
  **Recommendation**: Analyze high-performing sessions for patterns (e.g., timing, user activity) and replicate successful strategies for other sessions.

**e. Total No. of Orders by Location**

**Description**: A donut chart showing the percentage of orders from different locations.  
**Insights**:

* Chicago (26.63%) and New York (21.3%) are the top-performing locations.
* Locations such as Miami (5.26%) and Seattle (10.65%) have lower participation.  
  **Recommendation**:
* Strengthen advertising in underperforming areas.
* Conduct surveys or campaigns in low-performing locations to identify barriers to engagement.

**f. Top 5 Dishes by No. of Orders**

**Description**: A bar chart ranking the most popular dishes by the total number of orders.  
**Insights**:

* Spaghetti and Grilled Chicken are the most frequently ordered dishes (more than 40 each).
* Caesar Salad, Pancakes, and Veggie Burgers follow with relatively lower counts.  
  **Recommendation**: Introduce variations of the most popular dishes (e.g., Spaghetti Alfredo) or combo meals to boost sales further.

### ****Slicer Filters****

#### a. ****Session ID****

Allows filtering of data by specific session ID’s to analyze activity patterns or orders in a given session.

#### b. ****User ID****

Filters data by individual users to track their activity, preferences, and contribution to overall performance

**Business Recommendations**

1. **Enhance Night-Time Campaigns**:
   * Launch promotional offers and loyalty rewards during night sessions to further increase order rates.
2. **Target Marketing by Demographics**:
   * Focus marketing efforts on urban, younger demographics (ages 25-35) who are tech-savvy and busy professionals.
   * Emphasize ease of use, time-saving benefits, and modern cooking techniques.
3. **Expand Low-Performing Regions**:
   * Conduct market research in Miami, Seattle, and other low-performing areas to identify barriers to adoption.
   * Run localized campaigns and offer exclusive promotions in these areas.
4. **Personalize Engagement**:
   * Use data-driven insights to send personalized offers based on user behavior, such as re-engaging Users 9 and 10 with targeted incentives.
5. **Menu Customization**:
   * Introduce variations or new items inspired by top-performing dishes. For instance, include Spaghetti Alfredo, Grilled Chicken with sides, or plant-based options.
6. **Leverage Social Proof**:
   * Highlight user testimonials and popular dishes in marketing materials to build trust and attract new users.
7. **Optimize Session Times**:
   * If users spend 30+ minutes per session, provide features like pre-saved recipes or AI-driven suggestions to optimize the process and reduce session duration.
8. **Demographic-Specific Offerings**:
   * Create packages or bundles tailored to younger users, such as meal kits designed for quick, healthy meals.