**Summary Analysis Report**

**Data Cleaning and Preparation:**

The datasets (UserDetails, CookingSessions, and OrderDetails) were cleaned to remove inconsistencies and null values.

All datasets were merged based on common keys like User ID and Session ID to create a unified dataset for analysis.  
  
**Key Insights:**

* **User Behavior:**
  + Users aged 25-35 are the most active.
  + Session ratings increase with longer durations.
  + Dinner is the peak time for both sessions and orders.
* **Order Trends:**
  + Spaghetti and Grilled Chicken are top-performing dishes.
  + Order completion rate is high at 87.5%.
  + Dinner sessions have the highest order count and session activity.
* **Location Performance:**
  + New York and Los Angeles exhibit the highest session activity and order completions.
  + Locations like Miami and Boston show lower activity, suggesting a need for targeted engagement strategies.
* **User Drop-offs:**
  + Some sessions do not result in completed orders, as session counts exceed order completions. For example, Charlie Lee from Chicago completed multiple sessions but placed only one order, with two orders cancelled. This behaviour suggests that certain users may prefer cooking on their own or face other drop-off or Possible reasons for drop-offs include technical issues, product-related concerns, or a complex checkout process.

**Recommendations:**

* **Target high-value users:** Focus marketing efforts on users aged 25-35, especially in New York and Los Angeles.
* **Optimize menu and pricing:** Promote top-performing dishes with special offers and meal deals, particularly during dinner.
* **Enhance user experience:** Investigate and address potential drop-off points in the user journey.
* **Address order cancellations:** Identify and address the root causes of order cancellations to improve customer satisfaction.
* **Time-based promotions:** Implement targeted promotions during peak activity times (dinner) and explore strategies to increase engagement during breakfast.