DASHBOARD REPORT

Impact of Online Food Delivery Apps on Lifestyle & Spending Habits

FOR

TERM WORK EXAMINATION

BCA in Big Data Analytics (BCA- BDA)

Year 2025-26

Ajeenkya DY Patil University, Pune

-Submitted By-

Sai Santosh Mukadam

Under the guidance of

Prof. Vivek More

AJEENKYA D Y PATIL UNIVERSITY
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CERTIFICATE

This is to certify that Mr. Sai Santosh Mukadam,

A student of BCA (BDA) Sem-V, URN No 2023-B-26012003, has

Successfully Completed the Dashboard Report On

"Impact of Online Food Delivery Apps on Lifestyle & Spending Habits"

As per the requirement of

Ajeenkya DY Patil University, Pune, was carried out under me

Supervision

I hereby certify that he has satisfactorily completed her Mid-

Term Project work.

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INTRODUCTION

With the rapid growth of apps like **Swiggy, Zomato, Blinkit and Domino's**, online food delivery has become a normal part of daily life for students and working professionals. While these apps offer comfort, quick service and attractive offers, they can also affect eating habits, spending behaviour and overall lifestyle.

This dashboard project focuses on understanding:

- How often people order food online
- Which apps and order timings are most popular
- How much they spend per order and per month
- Whether food delivery affects their diet, routine and health
- What motivates them the most – cravings, discounts, laziness to cook, or peer influence

Using an interactive dashboard built in **Google Looker Studio**, this report tries to provide **data-driven insights** on the impact of food delivery apps on lifestyle and spending habits.

DATASET DESCRIPTION

The dataset used for this project was collected through a **Google Form survey** created and distributed by the student. Responses were taken from college students, working professionals and other adults.

Key Details

- **Total Responses:** 73
- **Data Source:** Self-conducted online survey
- **Data Type:** Combination of categorical and numerical fields
- **Target Group:** Mainly 18–25 age group, with some older respondents

Important Attributes

- **Category:** College Student, Working Professional, Other
- **Gender**
- **Age Group:** Teenager, Young Adult, College Adult, Adult
- **Study_Year:** 1st, 2nd, 3rd, 4th, Not applicable
- **Uses_App & App:** Whether user uses food apps and which app (Swiggy, Zomato, Domino's, Blinkit, Others)
- **Freq_Weekly:** How many times they order per week
- **Spend_Order:** Amount spent per order (₹100–₹200, ₹200–₹400, ₹400–₹600, Above ₹600)
- **Order_Time:** Morning breakfast, Lunch time, Evening snacks, Late-night cravings
- **Spend_Monthly:** Monthly spend on food delivery (Below ₹500, ₹500–₹1000, ₹1000–₹2000, Above ₹2000)
- **Expense_Change:** Whether total food expense increased after using apps

- **Motivation:** Discounts & offers, Laziness to cook, Cravings, Peer influence, Late-night hunger
- **Diet_Effect, Routine_Effect, Health_Change:** Self-reported lifestyle impact
- **Satisfaction & Rating Factors:** Overall satisfaction and app experience ratings

Derived / Calculated Fields

To analyse lifestyle impact numerically, additional score fields were created:

- **Diet_Score** (1–3)
- **Routine_Score** (1–3)
- **Health_Score** (1–3)
- **Skip_Score** (1–5) – based on how often they skip home food
- **Spend_Score** – numeric encoding of spending pattern

These calculated fields helped in building **advanced visuals** like bubble charts, gauges, box plots, and heatmaps.

DASHBOARD DESIGN & VISUALS

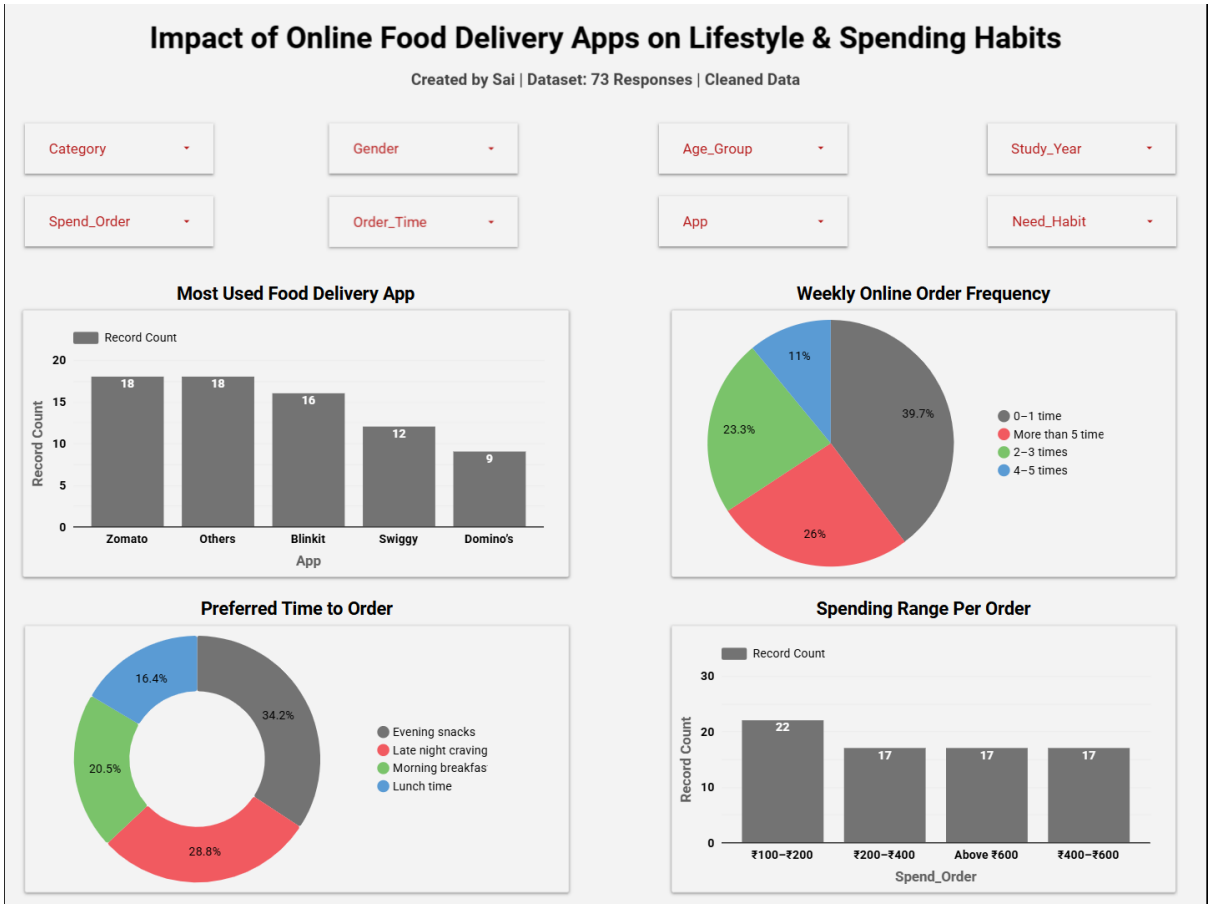
The dashboard is designed in **Google Looker Studio** and is divided into multiple pages so that each aspect of behaviour can be studied clearly.

PAGE 1 – Overall Usage & Key Metrics

This page gives a high-level overview of the respondents and their usage:

1. **KPI Cards / Scorecards**
    - Total Participants
    - % Users Using Food Apps
    - Average Satisfaction Rating
    - Average Spend Score
    - Average Health Impact Score
2. **Most Used Food Delivery App (Bar Chart)**
   Shows which apps are most preferred.
3. **Weekly Online Order Frequency (Donut/Pie Chart)**
   Displays ordering frequency categories.
4. **Preferred Time to Order (Donut Chart)**
   Highlights popular order timings like evening snacks and late-night cravings.
5. **Spending Range per Order (Bar Chart)**
   Shows how many users fall into each spending band.

Global filters like **Category, Gender, Age_Group, Study_Year, Spend_Order, Order_Time, App, and Need_Habit** are placed at the top so the page becomes fully interactive.

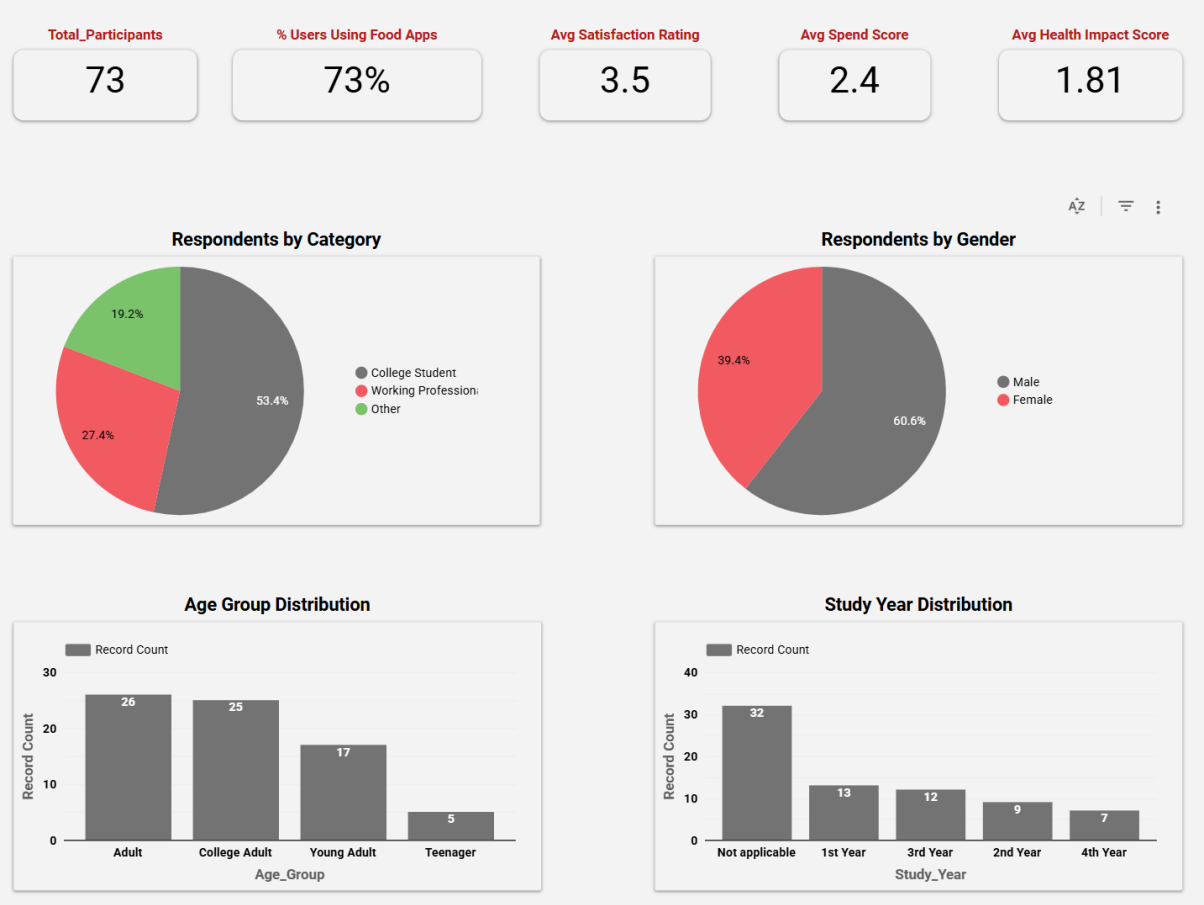


PAGE 2 – Demographic Distribution

This page explains **who** the users are:

1. **Respondents by Category (Pie Chart)** – College students, working professionals and others.
2. **Respondents by Gender (Pie Chart)**.
3. **Age Group Distribution (Bar Chart)** – Teenager, Young Adult, College Adult, Adult.
4. **Study Year Distribution (Bar Chart)** – 1st, 2nd, 3rd, 4th year.

Together these charts show that the majority of active food-app users are **college students in the 18–25 age range**.



PAGE 3 – Order Patterns & Spending Behaviour

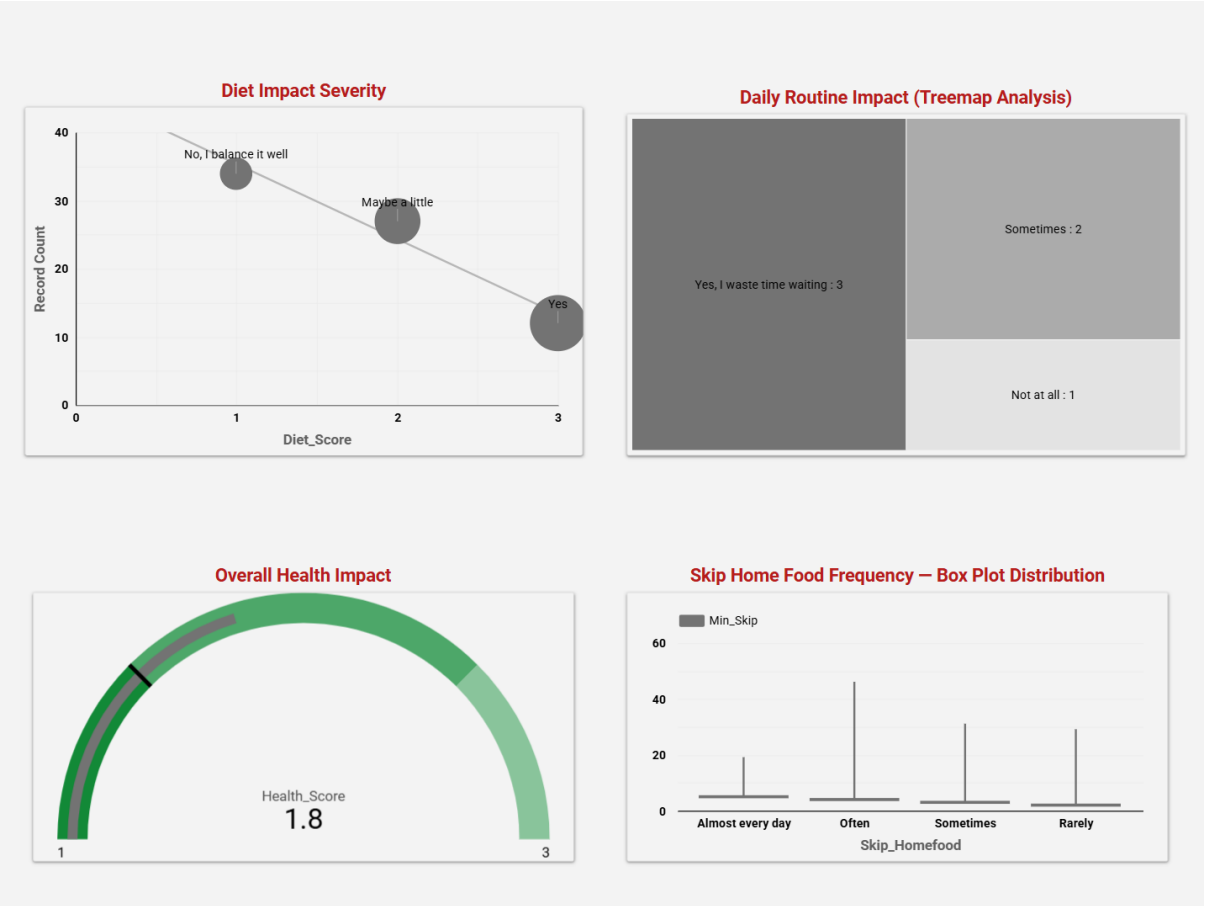
This page focuses on how and when users place orders and how much they spend:

1. **Average Satisfaction Rating by App (Horizontal Bar Chart)** – Compares app experience.
2. **Relationship Between Spending & Satisfaction (Scatter Plot)** – Checks correlation between money spent and satisfaction.
3. **Monthly Spending Distribution (Column Chart)** – Shows how many users fall into each monthly spend range.
4. **Order Frequency vs Time of Day (Table Heatmap / Pivot)** – Combines order time and weekly frequency.

PAGE 4 – Lifestyle, Routine & Health Impact

This page analyses how food delivery affects diet, routine and health:

1. **Diet Impact Severity (Bubble / Scatter Chart)** – Plots Diet_Score against record count and shows severity.
2. **Daily Routine Impact (Treemap)** – Shows how many people feel their routine is affected.
3. **Overall Health Impact (Gauge Chart)** – Uses Health_Score to show average health impact level.
4. **Skip Home Food Frequency – Box Plot** – Uses Skip_Score distribution to identify lifestyle risk.

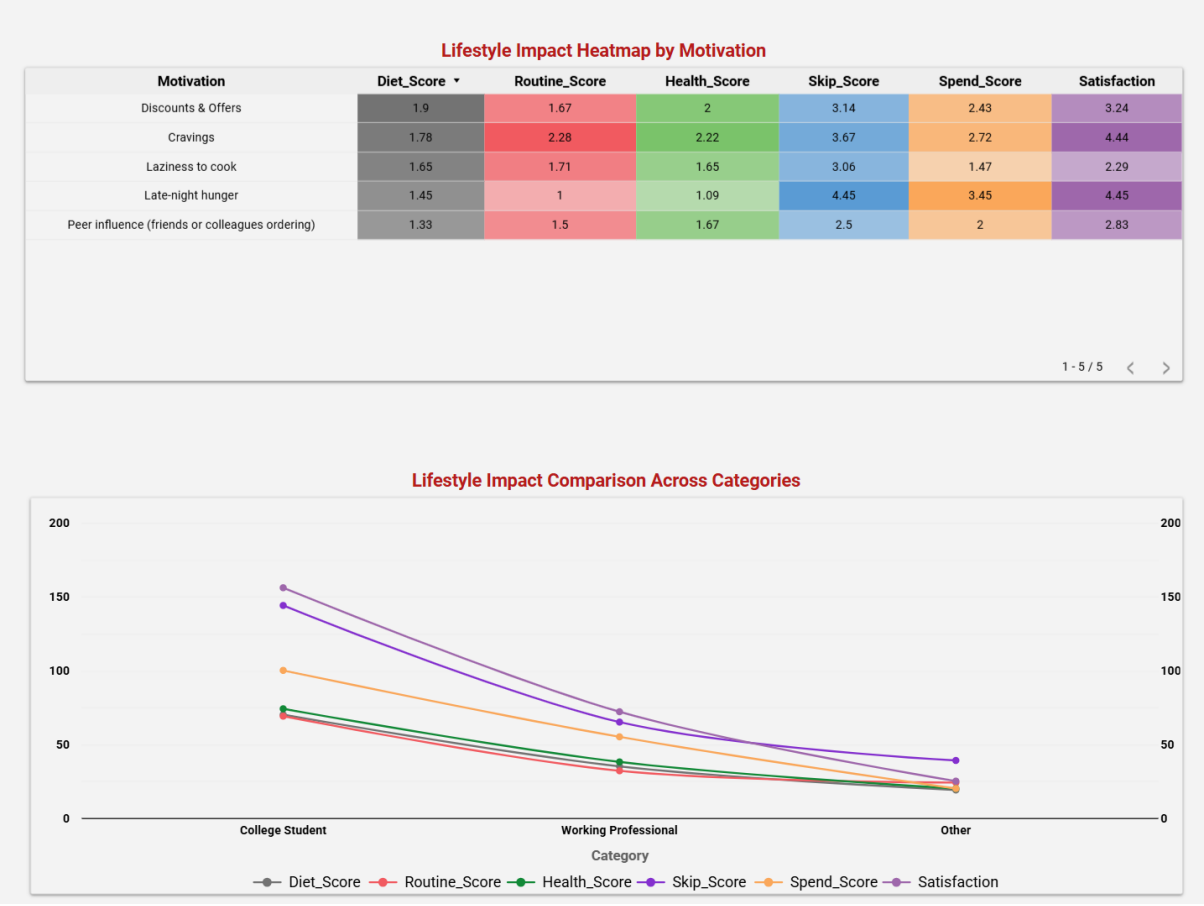


PAGE 5 – Motivation-Wise Lifestyle Impact (Advanced Analysis)

This is the advanced page which uses calculated scores:

1. **Lifestyle Impact Heatmap by Motivation (Table Heatmap)** – Motivation vs Diet_Score, Routine_Score, Health_Score, Skip_Score, Spend_Score.
2. **Multi-Metric Line Chart** – Compares lifestyle scores across user categories.
3. Optional advanced visuals like filtered tables or additional KPIs.

This design demonstrates effective use of **filters, metrics and multiple chart types** as required in the term work rubric.



ANALYSIS & FINDINGS

1.1 Demographics

- More than half of the respondents are **college students**, mainly in the **18–25 age group**, indicating that youth are the primary users of food delivery apps.
- Gender distribution is slightly male-dominant, though both genders actively use these services.

1.2 App Usage & Ordering Behaviour

- **Zomato** and **Swiggy/Blinkit** are the most frequently used apps, with Domino's and Others following.
- A large portion of users order about **0–1 time per week**, indicating occasional use, while a smaller but important segment places orders **more than 5 times per week**, showing high dependence.
  -**Evening snacks and late-night cravings** are the most popular order times, which suggests that users rely on these apps mainly for non-regular meals or cravings rather than daily lunch.

1.3 Spending Patterns

- Most users spend **₹100–₹200 per order**, with some stretching to the **₹200–₹400** range.
- Monthly spending is largely concentrated below **₹1000**, but a few users spend up to **₹2000 or more**, reflecting heavy reliance on food delivery.
- The scatter plot between **Spend_Score and Satisfaction** shows that spending more does **not always guarantee higher satisfaction**. Some apps give better satisfaction even at medium spend.

1.4 Lifestyle & Health Impact

- **Diet_Effect** responses show that many users feel their diet has become **"Maybe a little"** unhealthy, while a smaller group reports serious unhealthy changes.

- **Routine_Effect** reveals that a noticeable segment says, *"Yes, I waste time waiting"*, especially those who order frequently at night.
- **Health_Change** mostly shows **slight changes** like laziness or minor weight gain; only a few report no changes.
- The **Health_Score gauge** lies around the mid-range, indicating **moderate negative health impact** overall.
- Box plot of **Skip_Homefood** shows that people who order almost every day are at higher lifestyle risk compared to those who rarely use apps.

1.5 Motivation & Behavioural Insights

- The **heatmap** reveals that **Discounts & Offers** and **Laziness to cook** are the strongest motivators linked with higher Skip_Score and Spend_Score.
- **Cravings and late-night hunger** result in high usage but users still report relatively good satisfaction.
- Peer influence has the lowest impact, indicating that most users order by their own choice rather than just following friends.
- Category-wise comparison shows that **college students** have higher skip and spend scores than working professionals, confirming that student lifestyle is more affected.

Overall, the dashboard clearly shows that online food delivery apps are convenient and popular, but they also lead to **more snacking, higher spending and moderate lifestyle changes**.

CONCLUSION

From the survey and dashboard analysis, it is evident that online food delivery apps have become an important part of everyday life, especially for young college students. Most users enjoy the convenience, variety and offers provided by these platforms, and report a **good level of satisfaction**.

However, the data also highlights some concerns:

- Increased preference for fast food and snacks
- Higher monthly spending on outside food
- Disturbed routine due to late-night ordering
- Slight negative effects on health and diet

Therefore, while food delivery apps are extremely useful, users must maintain balance and use them **responsibly**. Planning meals, limiting impulse orders and choosing healthier options can help reduce the negative lifestyle impact while still enjoying the comfort of online food delivery.

This dashboard proves that **simple survey data combined with Looker Studio** can provide powerful visual insights to understand and improve everyday habits.

REFERENCES

1. Self-collected survey dataset on “Impact of Online Food Delivery Apps on Lifestyle & Spending Habits”.

2. Google Looker Studio – Official documentation and help articles.

3. Articles and blogs on food delivery trends and consumer behaviour.

4. Class notes and guidelines provided for the **CF300E – Data Studio** course.