

Two best Insights

- Insight-1

Median meal rating column indicates a satisfaction rating given by customers, which can also be used to understand the behavior of their tastes and preferences. Analyzing Median meal rating feature also helped in understanding the general opinion of customers, regarding the satisfaction levels of individual customers. The customers continued to like the product, but the best ratings have lesser counts compared to the highest rated.

- Insight-2

After analyzing binary variables such as Mobile info, tastes and preference, package lockers, and refrigerated lockers. I found that package and refrigerated lockers are not present in all buildings, which can be a difficult task for customers to handle, as the food delivered will not be preserved safely. Mobile numbers have been provided by all customers, which means customers can be targeted more easily. Customer tastes and preferences is a key feature in understanding the expectations of customers.

One actionable Recommendation

From the given information it is clearly visible that most of the revenue comes from the customers that have been for a year or lesser. The relevant features have been observed and from the analysis, I would like to recommend focusing on features that were relevant to 'Revenue' such as increasing the count for number of orders by increasing the engagement between mobile users and its application users, this can be achieved by creating a new user process that can create ads personalized to individual user preference. Understand the behavior of customers during office hours, to predict customer's choices, this would create an interest among the customers to choose the same food delivery service more than once in a week.

Model's highest R-Square value, **rounded to three decimal places**

R-squared: 0.640