WELCOME TO FP20 ANALYTICS CHALLENGE 6 " Restaurant Food Delivery Analysis"

ABOUT

Welcome to FP20 Analytics Challenge 6! With this challenge, we delve into the world of food delivery services, a rapidly evolving market that is shaping the future of the restaurant industry. As more and more people opt for the convenience of having food delivered right to their doorstep, understanding the underlying dynamics of this industry becomes increasingly important.

INTRODUCTION

Below is the fun part. Read me carefully!

Timeline

The challenge will run from **21/05/2023, closing at 11:59 pm UK time on 20/06/2023.**

Tools

Reports will be presented in **Excel** or **Power BI** only.

Access to the Group and Forum

The link to our challenges group can be found here:

https://www.linkedin.com/groups/12751070/

The link to the FP20 Analytics Challenges website can be found here:

https://fp20analytics.com/challenge

THE BRIEF

IMPORTANT

In this challenge, you will be given access to a rich data set that covers a variety of variables related to food delivery.

Your task is to analyze this data and uncover insights that could help improve efficiency, profitability, and customer satisfaction. You will need to interpret the data, identify key trends and patterns, and present your findings in a clear, comprehensive, and compelling way.

While it's encouraged to explore the dataset and come up with unique and innovative KPIs, here are a few potential metrics that participants could consider for our client:

1. **Average Delivery Time**: The time it takes from when an order is placed to when it is delivered. This KPI is crucial for measuring the efficiency of the delivery service.

2. **Driver Efficiency**: This can be determined by calculating the number of deliveries completed per hour by each driver.

3. **Order Completion Rate**: The percentage of orders that are successfully delivered versus those that are refunded. This can be a measure of customer satisfaction and operational efficiency.

4. **Average Tip per Delivery**: This can serve as a proxy for customer satisfaction and could be used to reward high-performing drivers.

5. **Peak Ordering Times**: Understanding when most orders are placed can help with resource allocation and planning.

Remember, the aim of this challenge is not just to calculate these KPIs but to leverage them to extract valuable insights and recommendations that can drive business strategy and improve service delivery. Good luck to all participants!

The Resources

There is 1 Excel dataset.

1. An Excel spreadsheet.

2. PDF with the Intro and Brief.

Submission of entries

IMPORTANT

Please enter the two pages of your report as screenshots in a LinkedIn post with the following wording.

"I am participating in FP20 Analytics Challenge 6" Please see screenshots of my report pages in PDF format.

Enter a small summary of your report.

Use the hashtag **#FP20Analytics and #FP20AnalyticsRestaurantFoodDeliveryAnalysis** and tag **@Federico Pastor.**

Please post the same in the **Community Group** on LinkedIn.

* If you want to post your report in novyPro – only PBI & Excel Files. Please see the link to a video of how to do it.

novyPro:
https://www.novypro.com/
Instruction Video:
https://www.youtube.com/watch?v=jkcAYgFGWUY