Tech Saksham
Case Study Report

Data Analytics with Power BI

"Online Delivery Apps"

"Sri Paramakalyani College"

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ABSTRACT

Our proposed system is an online food ordering system that enables ease for the customers. It overcomes the disadvantages of the traditional queueing system. Our proposed system is a medium to order online food hassle free from restaurants as well as mess service. This system improves the method of taking the order from customer. The online food ordering system sets up a food menu online and customers can easily place the order as per their wish. Also with a food menu, customers can easily track the orders. This system also provides a feedback system in which user can rate the food items. Also, the proposed system can recommend hotels, food, based on the ratings given by the user, the hotel staff will be informed for the improvements along with the quality. The payment can be made online or pay-on-delivery system. For more secured ordering separate accounts are maintained for each user by providing them an ID and a password.

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CHAPTER 1

INTRODUCTION

The online food ordering system sets up a food menu online and customers can easily place the order as per they like. Also with a food menu, online customers can easily track the orders. The management maintains customers database, and improve food delivery service. The Restaurant management systems motivates us to develop the system. Thereare various facilities provided so that the users of the system will get service effectively. Also, the system considers Restaurants as well as Mess facility to the customers. Again, the idea comes that mostly mess users are person who are shifted for various reason in new cities. So, they are interrelated.Increasing use of smart phones is also considered as a motivation, so that any users of this system get all service on single click. Another motivation can be considered as the system will be designed to avoid users doing fatal errors, users can change their own profile, users can track their food items through GPS, users can provide feedback and recommendations and can give ratings, it will give appropriate feedbacks to Restaurants / Mess service providers.

1.1Features

1. On-Demand Food Ordering App Push Notifications: With the rapid growth of online meal ordering, it's understandable to have many food delivery apps on your phone. Sending push notifications is the best approach to gaining visibility and remaining ahead of your rivals. Accordingly, it assists businesses in keeping in touch with their customers. These messages can be used to send various information, including discounts, special offers, and location-based order drop messages, among other things. Another thing to keep in mind in your on-demand ordering food app is that your notifications should provide value to customers rather than just be a sales pitch. Attempt to manage push notifications in such a way that they aid in the considerable growth of your business app.

2. Providing Contact Information for the Delivery Person: Let's pretend the customer has made an order and paid for it. You might want to provide the consumer with the delivery person's contact information. Accordingly, the function allows consumers to contact the delivery person and track their orders.

3. Reward/Discount Programs, Cashback Programs, and Loyalty Programs: Coupons and special offers are the most effective ways to attract new users to your food delivery application. Accordingly, to keep clients interested, you should give generous discounts regularly**.**To win brand loyalty, it's more important to attract potential customers than to raise brand awareness. This is why large corporations place a greater emphasis on their reward points. Accordingly, Starbucks, for instance, saw an 80 percent increase in sales after introducing loyalty programs.

1.2 Advantage

- **Makes the ordering process easier:** Traditionally, people had to make calls to place orders or drive to the restaurants for a take-out, then wait for the food to be prepared and delivered. Sometimes, placing an order on the phone means that there could be mistakes in order. Clearly, these aren't really the best solutions to order food from restaurants especially for people with busy lifestyles. The best solution is switching over to online ordering. Restaurants owners can create a website or an app or both that will not only make the ordering process easier for customers but also streamline restaurant operations. Having an online ordering system can make day-to-day operations more efficient for a restaurant. On the other hand, when a customer places an order online, they take their time to browse the menu and get familiar with add-on deals and offers that your restaurant must be offering. This can lead to an exponential increase in the total sale value per order.

- **Efficient customer and order management:** An **online ordering system for Restaurants** helps enhance the customer-restaurant relationship by providing end to end Customer Relationship Management (CRM) system. It provides a complete sales dashboard with information about new/active/canceled orders, lifetime sales details, etc. It also comes with an order management system that strea mlines the entire ordering process starting from order placement to final delivery.

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- **Greater reach:** Your restaurant seating capacity maybe 100-200 at a time, or even less, but with online ordering, you can reach thousands of people at a time, and cater to a much larger number without having to make any additional investment in staff or infrastructure. All you need is a well-integrated online ordering system and you are good to go!

1.2 Scope

We expect the food delivery app industry to grow significantly over the next five years. According to a recent report, the global food delivery market is projected to reach $365 billion by 2026, growing at a CAGR of 9.9% during the forecast period from 2020 to 2026.In order to drive this growth, consumers are increasingly using food delivery apps. These apps offer convenience and ease of use, allowing customers to order food from their favorite restaurants without having to leave their homes. Additionally, with the ongoing COVID-19 pandemic, more people are opting for contactless delivery options, further boosting the growth of the food delivery app market. As the food delivery app market continues to grow, it's crucial for these apps to provide an outstanding user experience (UX) and user interface (UI) to attract and retain customers. A well-designed food delivery app should be user-friendly, alluring, and efficient. It should also offer features such as personalized recommendations, real-time tracking of orders, and easy payment options.UI/UX design can help food delivery apps in many ways. For example, by conducting user research and testing, a design team can understand the needs and preferences of customers and create a design that meets those needs. They can also create wireframes, prototypes, and mockups to test and refine the design before the final launch.

CHAPTER 2

LITERATURE REVIEW

2.1 E-service Quality: E-service quality is customers' evaluation of websites or online applications to purchase a product or service. Customers always expect good quality websites or online applications when conducting online transactions . Thus, e-service quality is a very important thing to take into account for businesses that sell their products and services online, especially the culinary businesses, whose interaction between customers and companies takes place using online media. believe that the websites and online applications quality is fundamental to maintain customer loyalty, influence them to visit the company's website, and make them loyal customers. Therefore, having qualified websites and online applications is very essential for the success of an online business . Besides, previous studies examine that e-service quality has a significant effect on customer trust

2.2 Food quality: Food quality indicates all performance of food attributes that meet customer needs. This aspect is very vital in the culinary business . Although previous studies have emphasized the importance of food quality, they have not found a consensus on the attributes that describe qualified food. use taste, nutrition, ingredient, and variety to evaluate customer experience and consumer satisfaction with the culinary product. use menu, size, presentation, and variety as basic indicators of food quality. Furthermore, states that the factors of attractiveness, safety, and ingredients are general characteristics used by customers to determine food quality. Other scholars believe that the variety of menu, the appearance of food, taste, health aspects, freshness, and the food temperature are important factors in assessing the quality of food. Together, food quality and service quality are seen as a basic factor that influences customer expectations of restaurants as a culinary products provider .

2.3 Trust: Trust refers to the confidence of customers in the services' quality and reliability .It plays a crucial role in relationship initiation, formation, and maintenance. In the online shopping context, trust is a basic factor for beginning a transaction since customers perceive that the risk level in online transactions is higher than in the conventional ways, in terms of payment, transaction information, and products or services delivery. Therefore, online customers prefer making a transaction with those online retailers that they trust more . Furthermore, past studies agree that customer trust has a significant effect on the development of customer loyalty in both offline and online shopping environments .

2.4 Online Loyalty: In a challenging and competitive business habitat like in the food sector, customer satisfaction alone is inadequate to guarantee business continuity, let alone increases business success . The key to surviving and thriving in this ambitious environment is to have loyal customers. Loyalty is "a deeply held commitment to consistently repurchase a preferred product or service in the future

despite situational influences and marketing efforts" . It can be categorized into vendor loyalty, retail loyalty, service loyalty, and brand loyalty. Meanwhile, e-loyalty or online loyalty extends traditional loyalty by touching online technology as a mediating factor of the relationship between customers and companies. Researchers generally report online loyalty as customer loyalty on a website, indicated by his intention to access or revisit the website, order products or services, and recommend the website to others.

Tools and Software used

Tools:

1) MetaPack

MetaPack was originally founded in London and operates primarily in Europe. This delivery management platform provides tracking services and a few other features to streamline the delivery process for eCommerce ventures. Its features include:

- Integration with 400+ courier companies.
- Access to over 350000 storage facilities to simplify pickup and delivery.
- A single dashboard for viewing and management of orders across multiple carriers.
- Uses API integration to promote accurate shipping labels.
- Aids in customs clearance.

2) AfterShip

[Aftership](#) is a Hong Kong-based company that provides a courier tracking tool to eCommerce companies across the globe. It has been operational since 2011. Its key features include:

- Integrations with 600+ courier companies and multiple selling channels.
- A dashboard for viewing, managing, and tracking orders across multiple orders.
- A package tracking tool to give eCommerce customers real-time tracking updates.
- Provision of data analytic reports for specified durations.

3) Easyship

Much like Aftership, **EasyShip** also began its journey in Hong Kong. It has been operational since 2014 and now provides delivery management services in 35+ countries across the globe. Its features include:

- Integrations with 20+ courier companies.
- Access to pre-negotiated or discounted shipping rates with courier partners.
- Provision to compare delivery times and shipping rates when selecting carriers for orders.
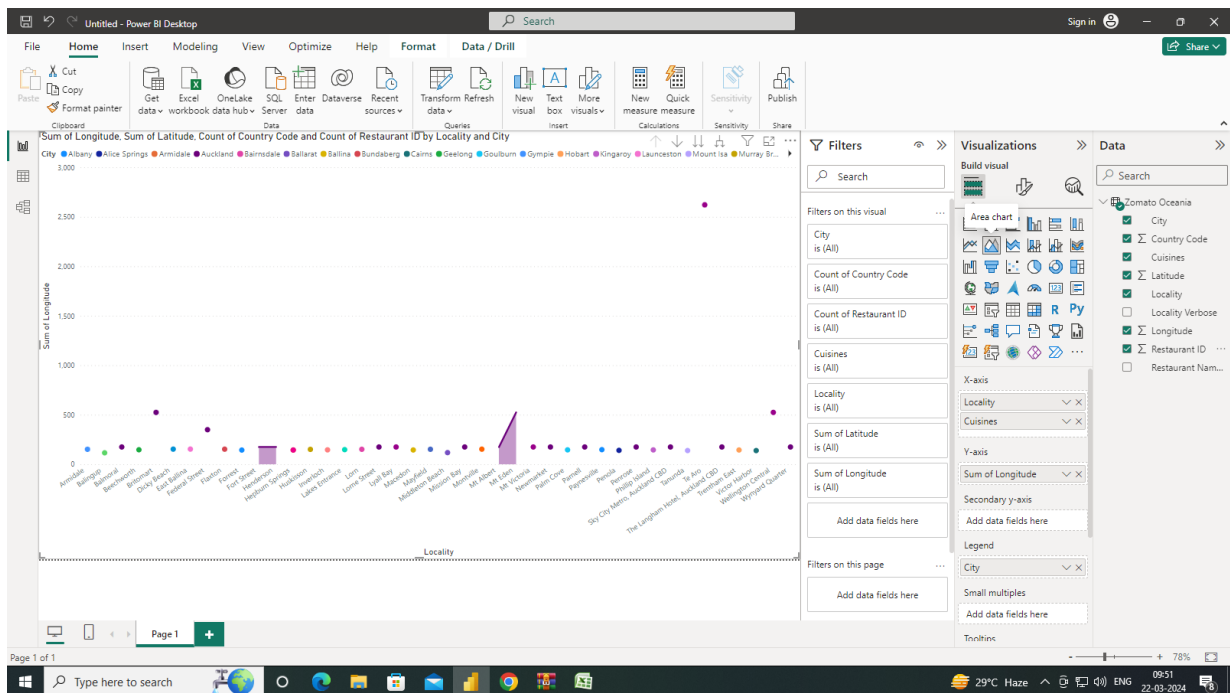- Access to multiple fulfillment centers.
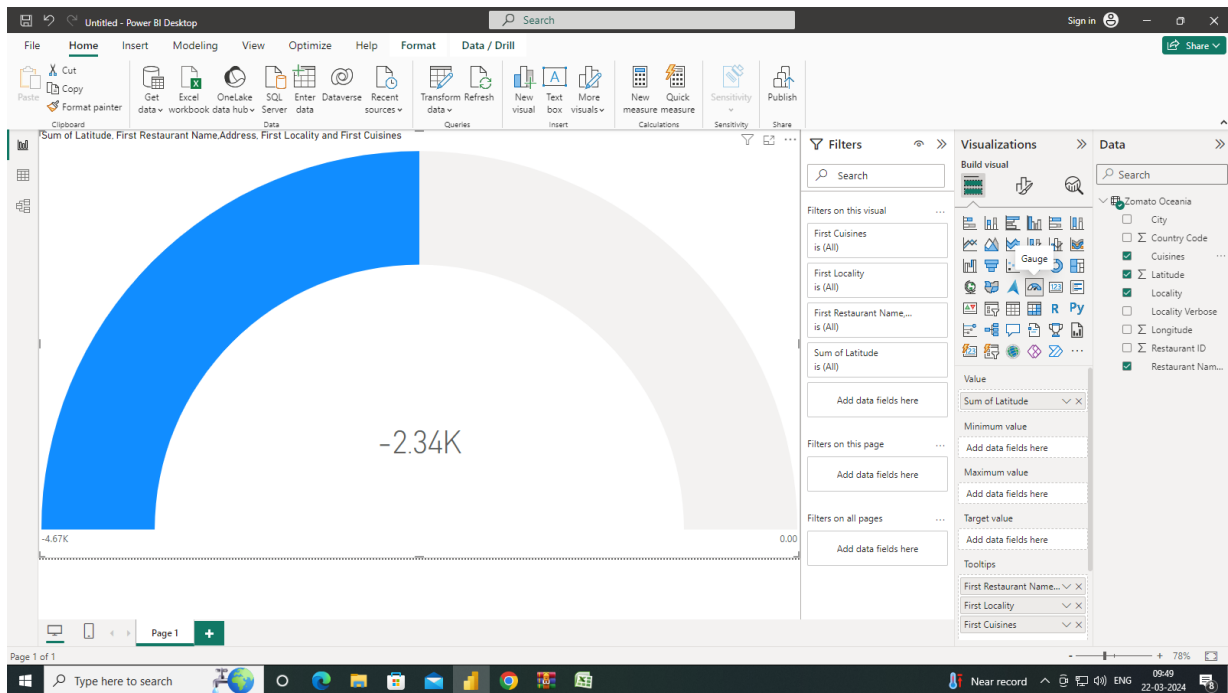
CHAPTER 3

MODELLLING AND RESULT
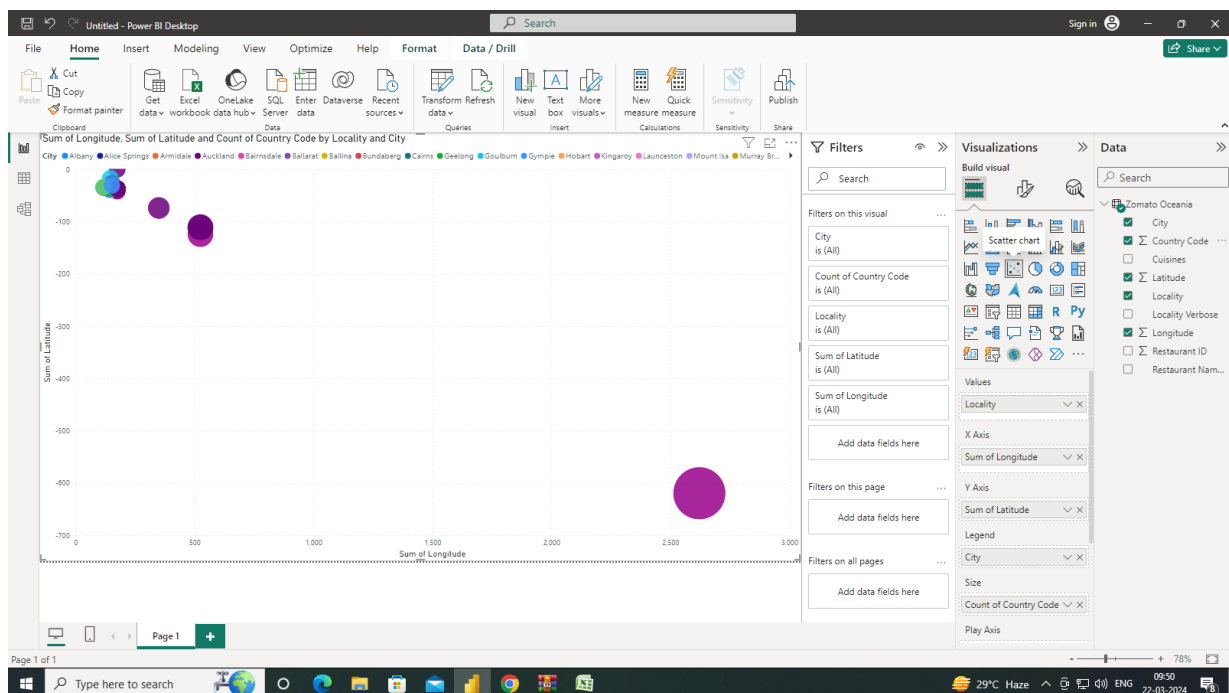
The above graph defines about the level of delivering results of our consumer .
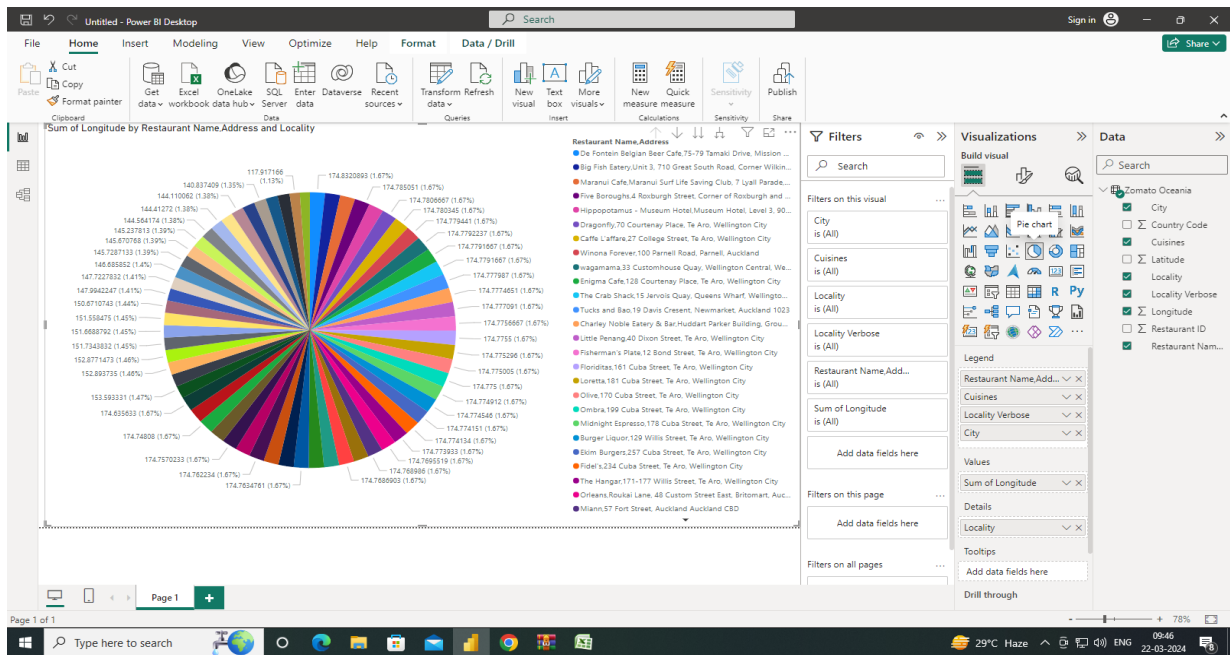
The piechart shows the interference of our consumer feedback of delivering our foods.

Above chart represent the feedbacks of our fast delivering and responses.

Conclusion

online shopping has revolutionized the way we shop, offering unparalleled convenience, a vast selection of products, competitive prices, and doorstep delivery. It has empowered consumers with information, simplified the shopping process, and provided access to a global marketplace.Online food ordering has become a popular trend among consumers, and understanding its appeal is crucial. With just a few clicks, you can order your favorite meal from your preferred restaurant and have it delivered to your doorstep. We are in the digital world where all our needs and demands are fulfilled with just a few clicks. In every industry, whether it is hospitality, food & beverages, manufacturing or entertainment, the sector is immune to digital advent. For restaurants, digital solutions are a boon.

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LINK

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