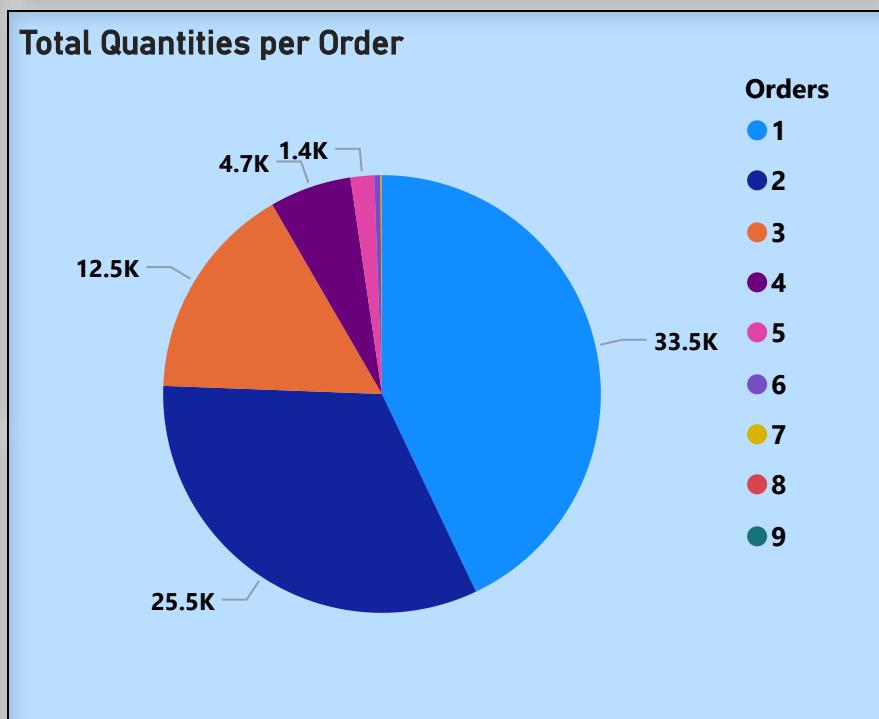
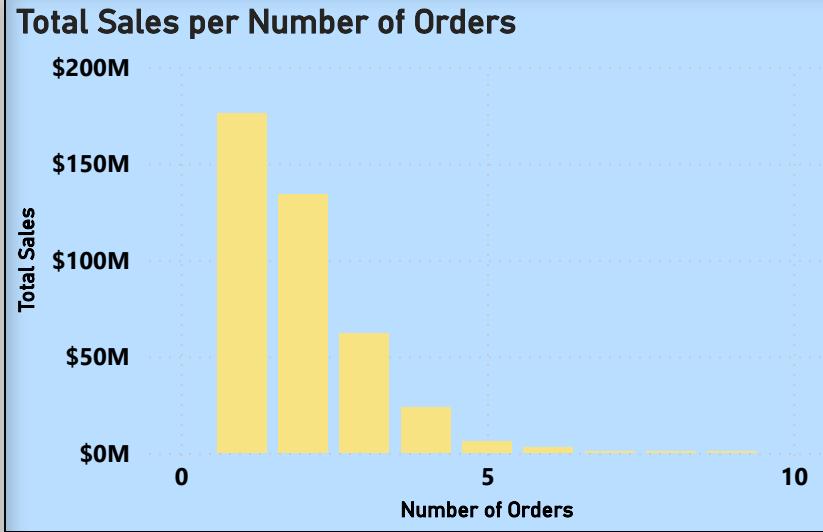
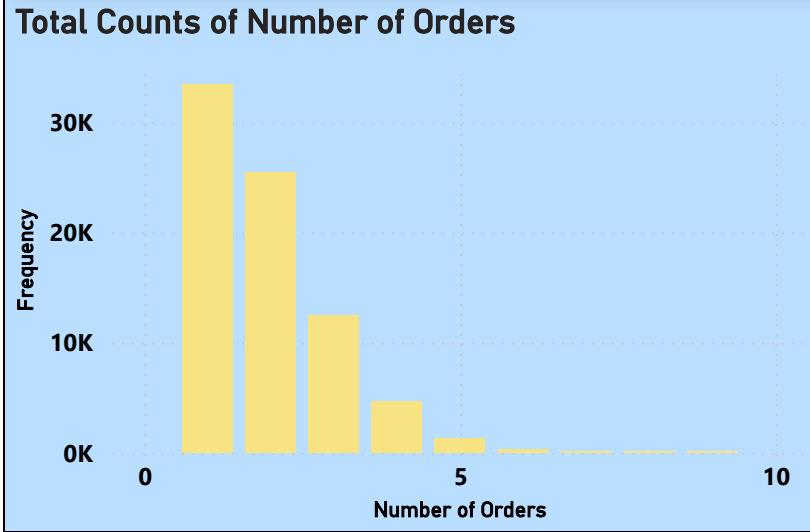
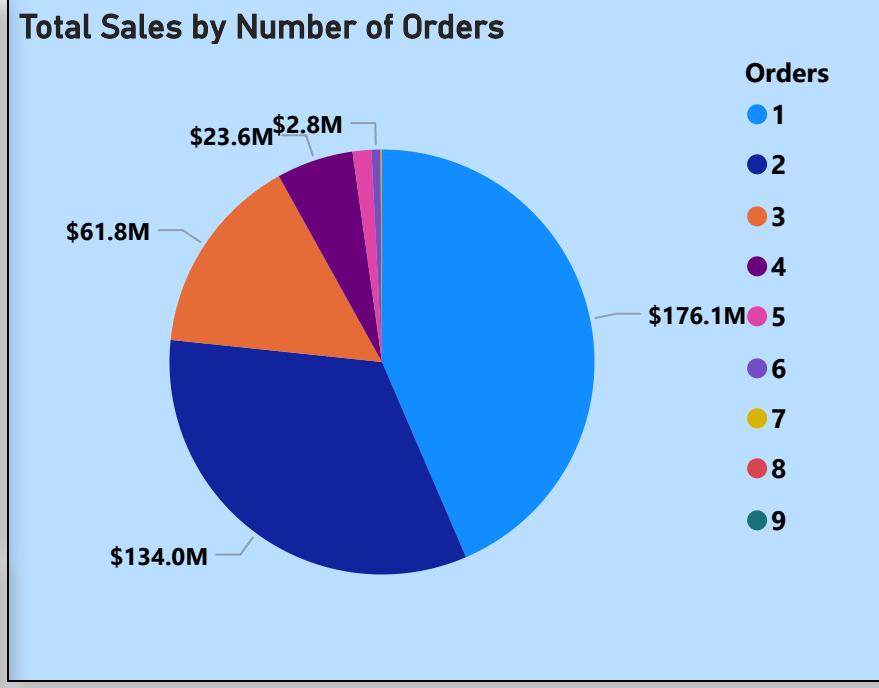
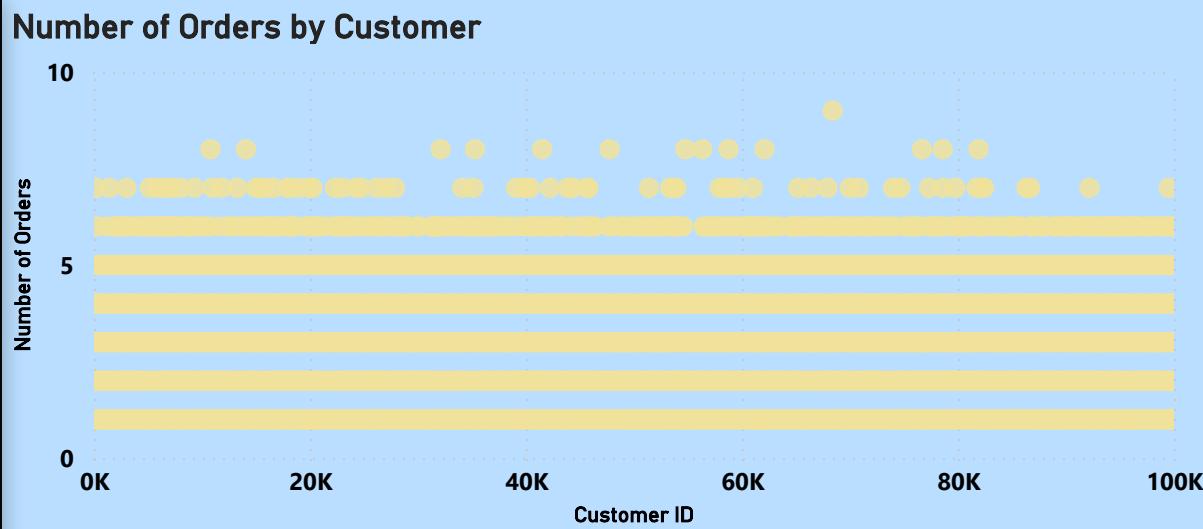


Summary:

The Analysis of Sales and Sales Quantity by Customer showed:

- Total Sales main distribution is mostly accumulated within \$0 and \$300k.
- Sales Quantity main distribution is mostly accumulated within 0 and 2k.
- The Top 10 Total Sales and the Top 10 Sales Quantity values are really far from their total distribution averages, which makes them outliers.
- Total Sales values are in INR (Indian Rupee) only. There were only 2 transactions in USD for \$250 and \$500, which were filtered out.

Number of Orders	Total Sales
1	\$176,092,402
2	\$134,026,856
3	\$61,801,439
4	\$23,631,447
5	\$5,787,136
6	\$2,758,604
7	\$384,119
8	\$59,124
9	\$3,639
Total	\$404,544,766



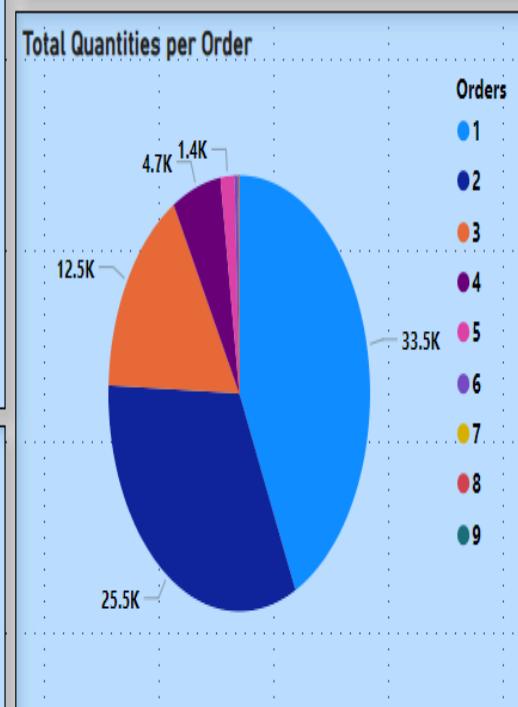
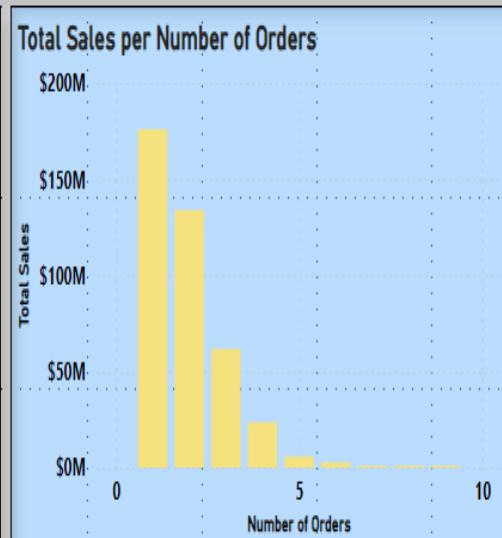
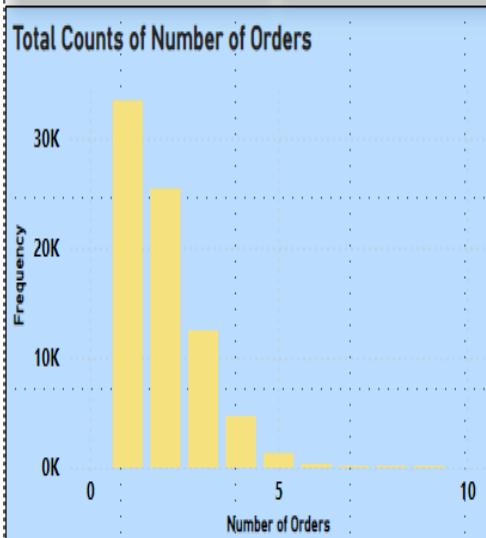
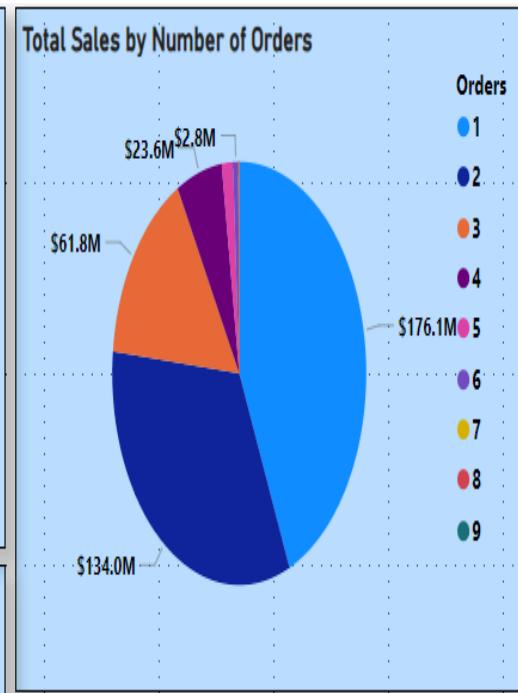
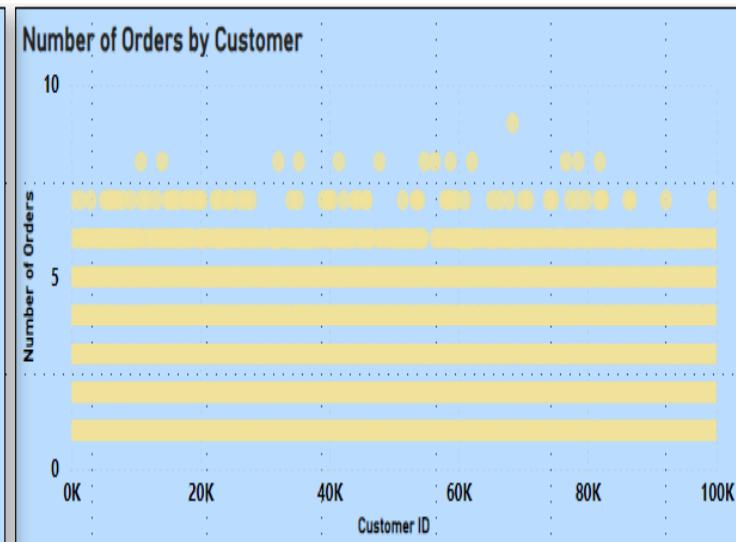
\$12.66K

Average Sales by Customer

20.52

Average Quantities per Order

Number of Orders	Total Sales
1	\$176,092,402
2	\$134,026,856
3	\$61,801,439
4	\$23,631,447
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9	\$3,639
Total	\$404,544,766



\$12.66K

Average Sales by Customer

20.52

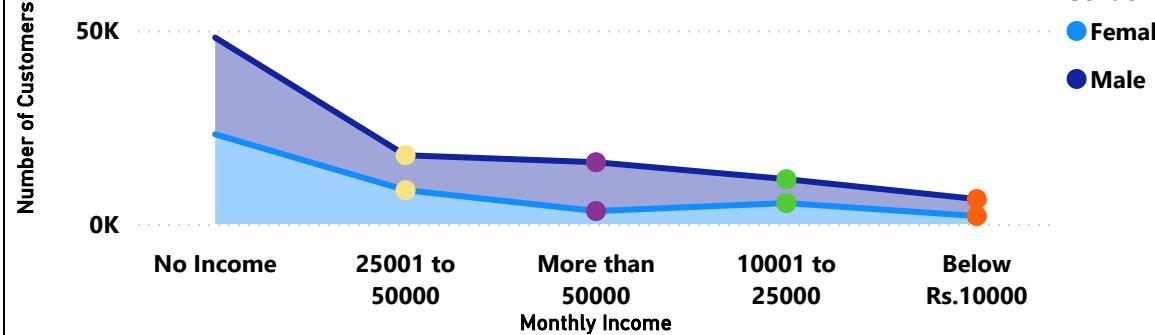
Average Quantities per Order

Summary:

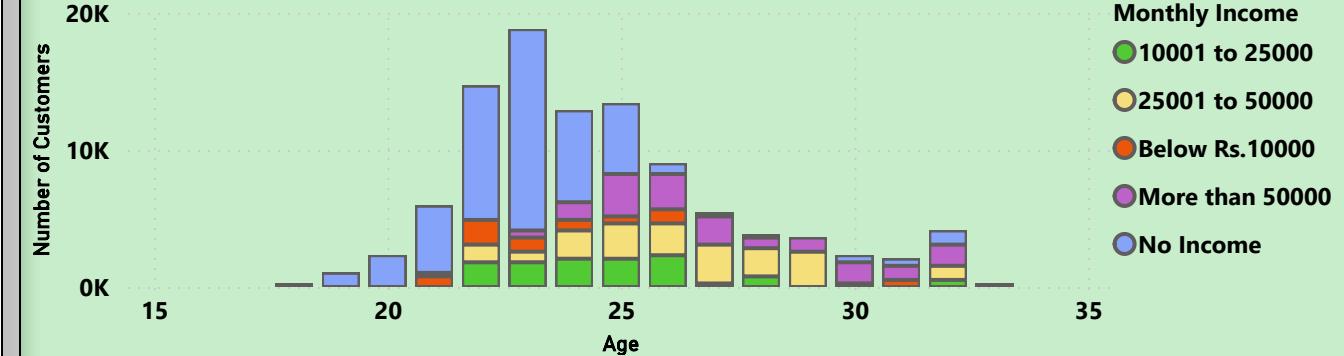
The Analysis of Total Number or Orders and Quantity per Order by Customer showed:

- Customers made from 1 to a maximum of 9 orders each, which was converted into bins 1-9 for this analysis.
- The highest Total Sales by Number of Orders registered were at bins 1, 2 and 3, which comprehend 91.94% percent of all bins.
- The highest Total Quantities per Order registered were at bins 1, 2 and 3, which comprehend 91.64% percent of all bins.
- This business model does not seem to depend on Customer Retention, as the number of repeating Customers over 3 placed orders is really low.

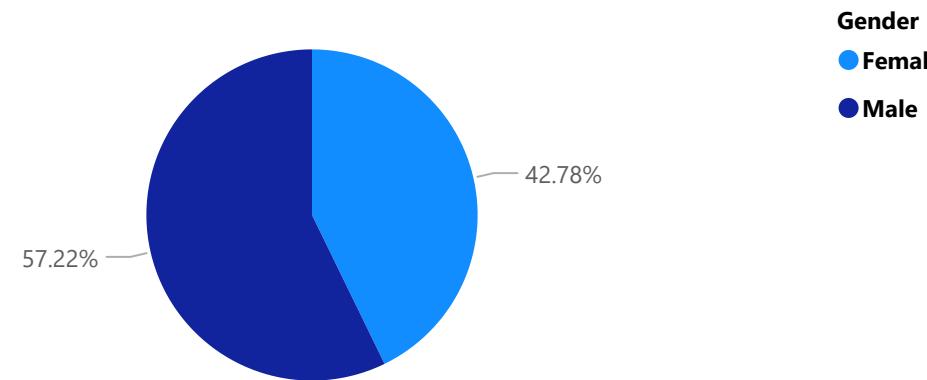
Number of Customers by Monthly Income and Gender



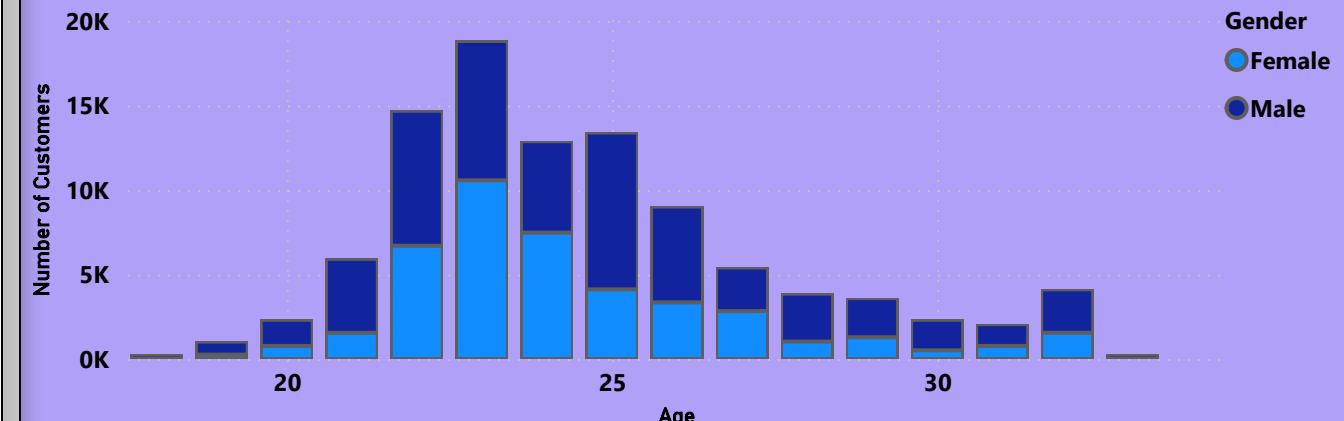
Number of Customers by Age and Monthly Income



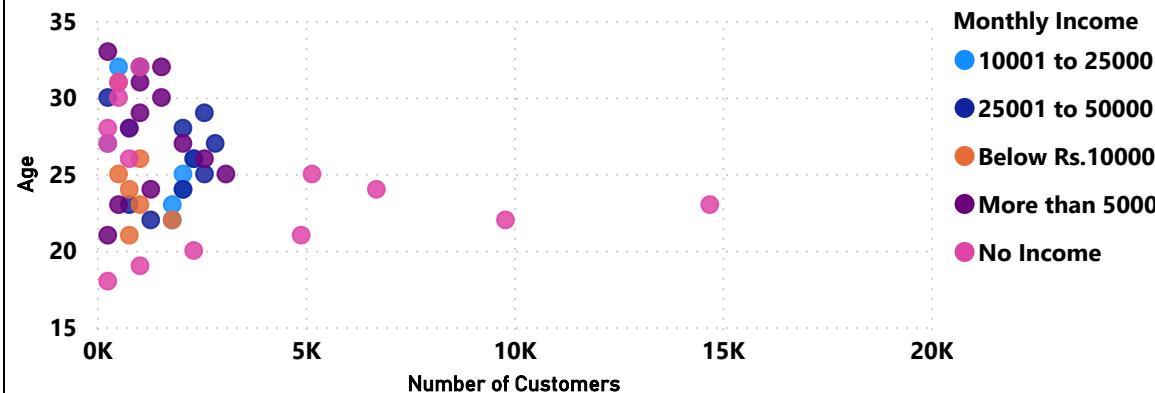
Number of Customers by Monthly Income and Gender



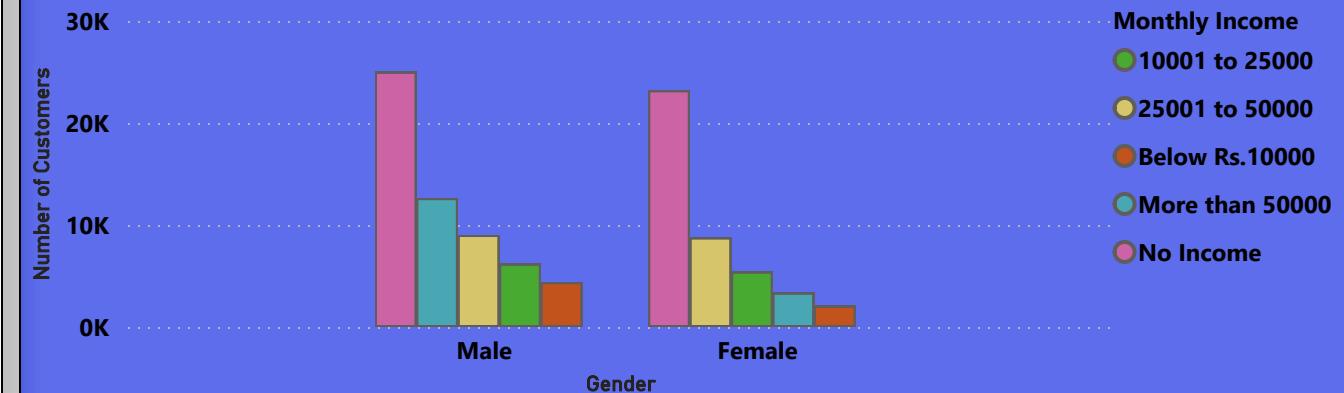
Number of Customers by Age and Gender

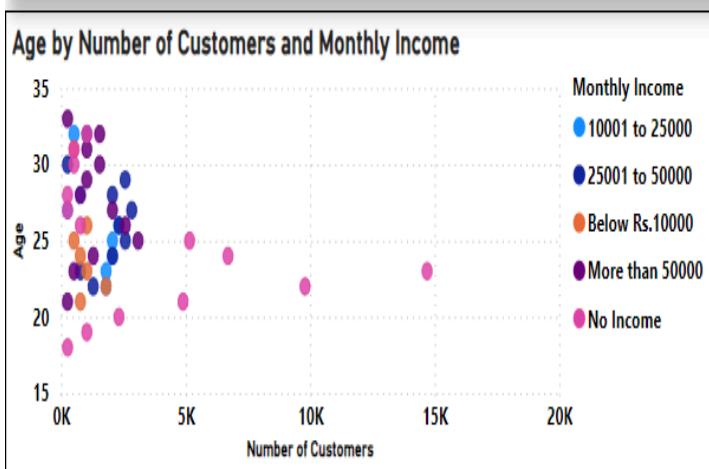
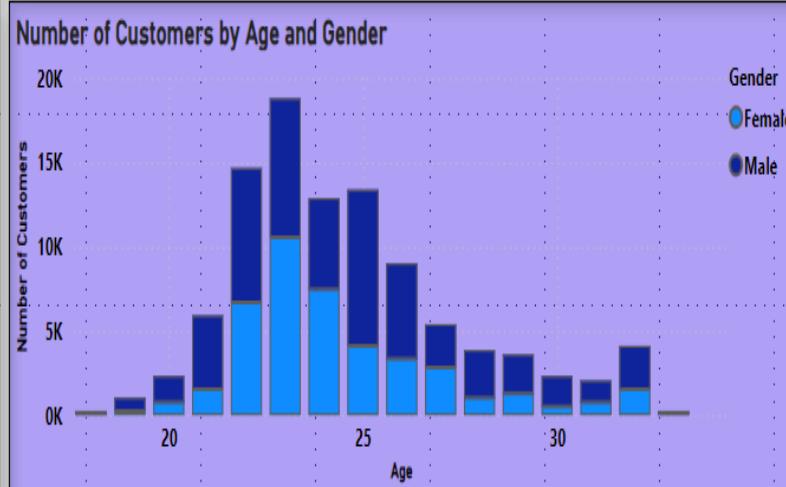
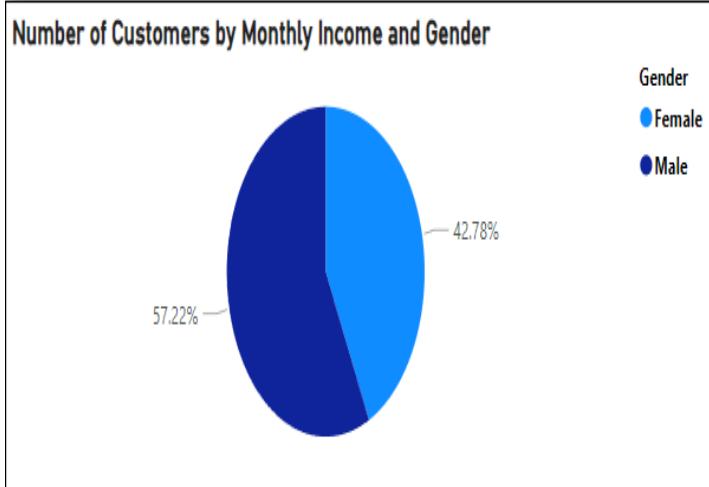
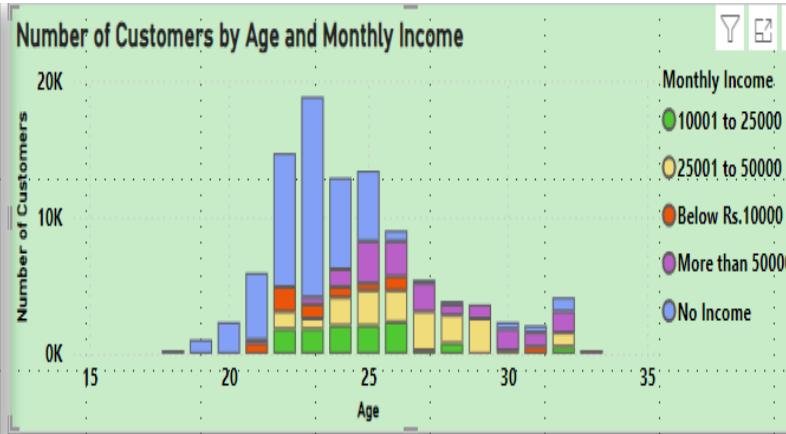
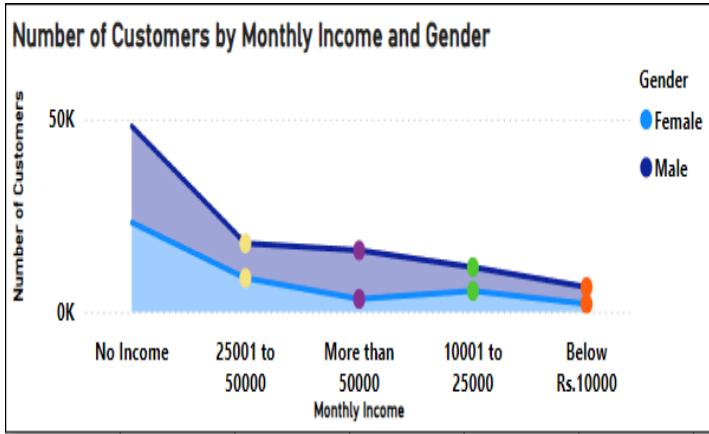


Age by Number of Customers and Monthly Income



Number of Customers by Gender and Monthly Income



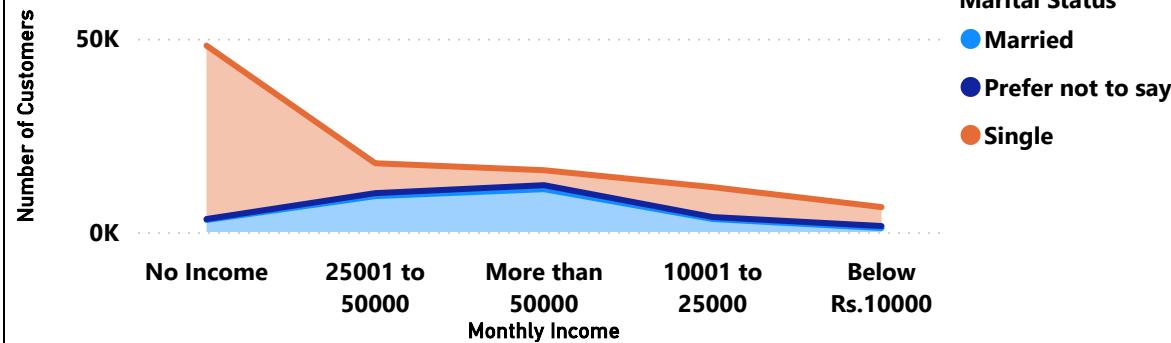


Summary:

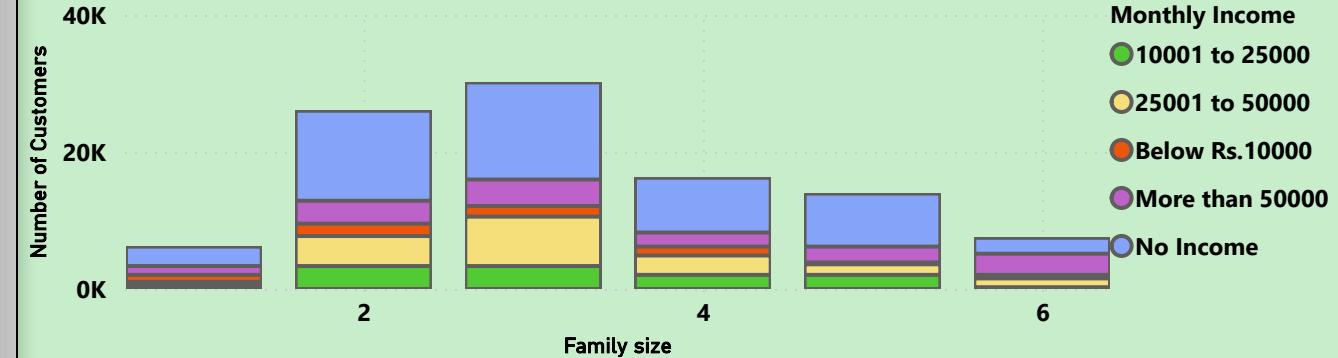
The Analysis of Customers by Age, Gender and Monthly Income showed:

- There are slightly more Male Customers (57.22%) than Female Customers (42.78%).
- The Age of Customers is mostly distributed within the 22 to 25 range.
- The Monthly Income of Customers is mostly distributed within the "No Income" sub-category.

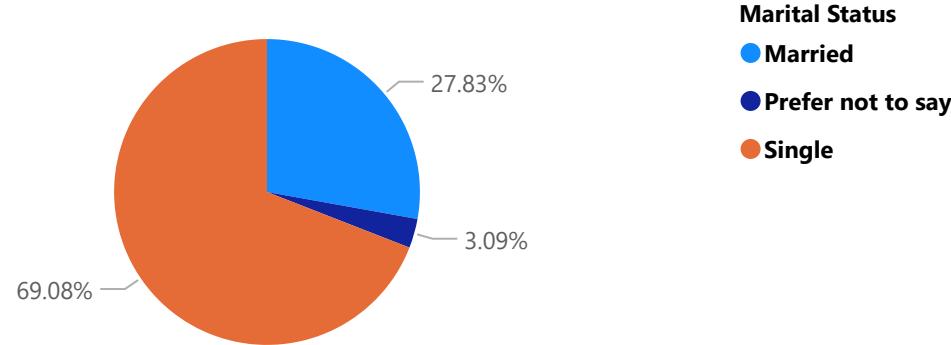
Number of Customers by Monthly Income and Marital Status



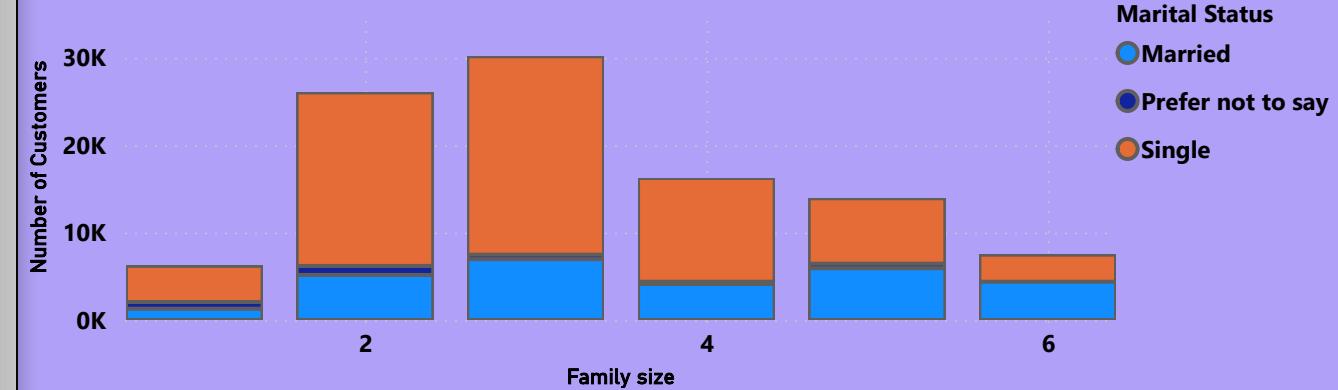
Number of Customers by Family Size and Monthly Income



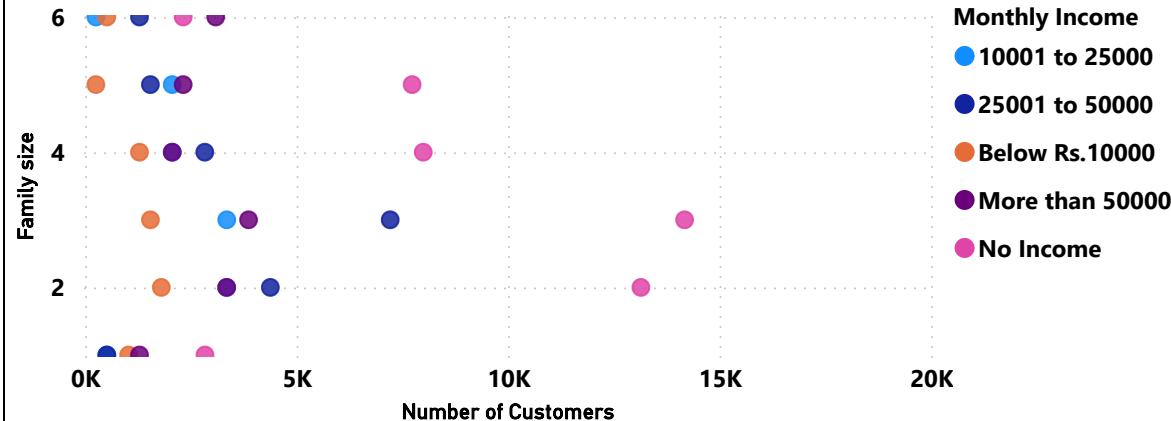
Number of Customers by Monthly Income and Marital Status



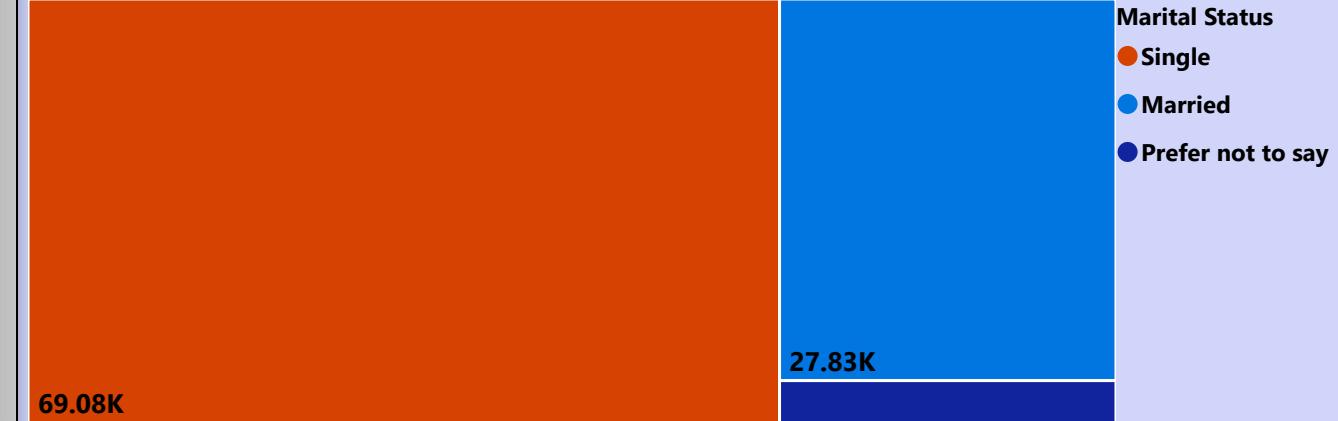
Number of Customers by Family Size and Marital Status

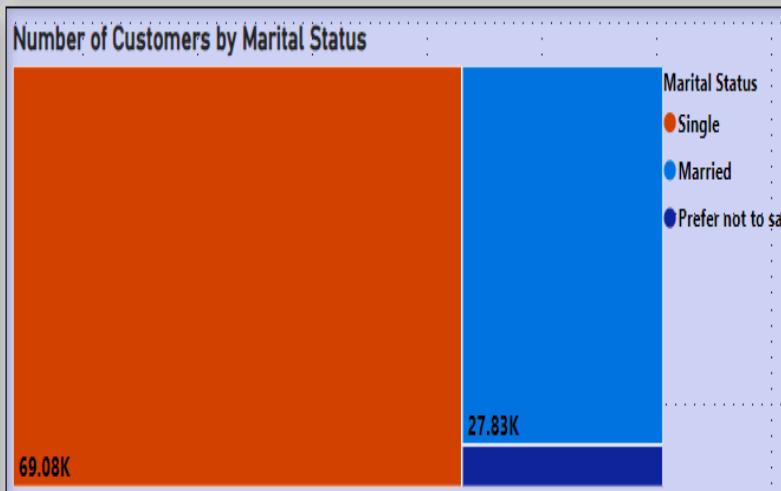
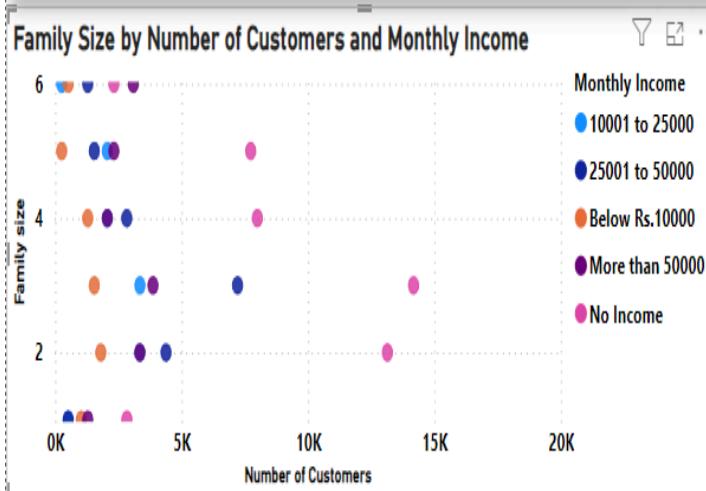
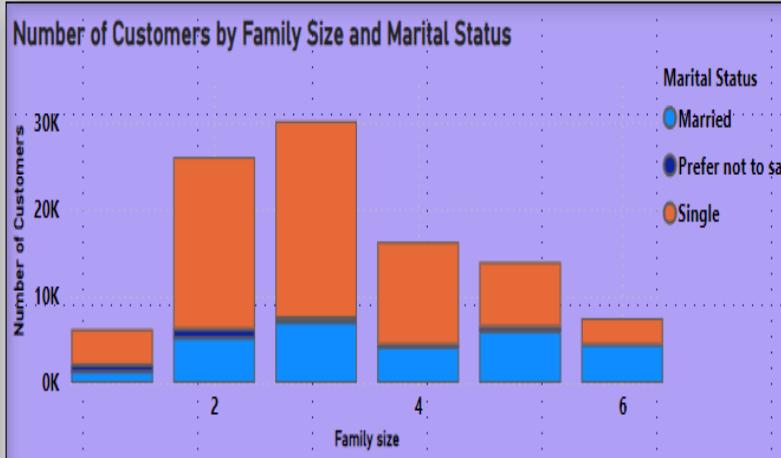
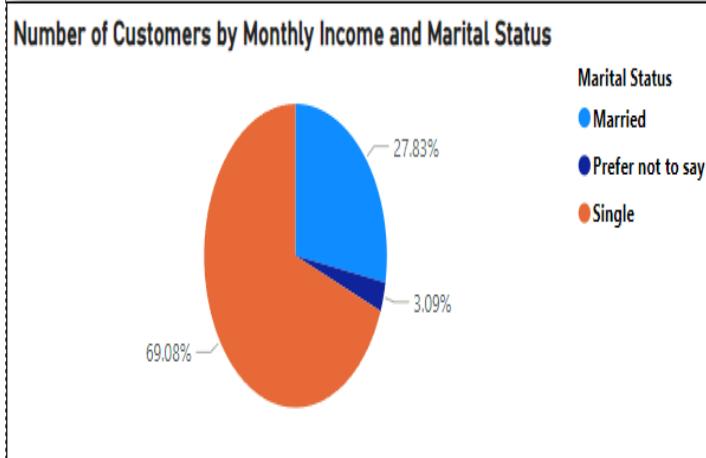
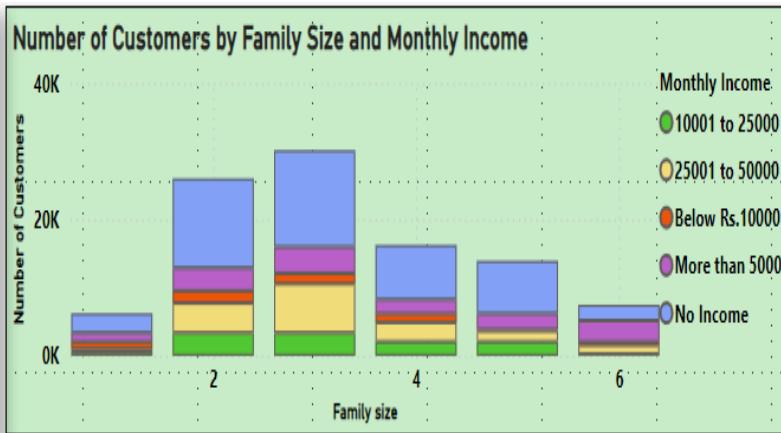
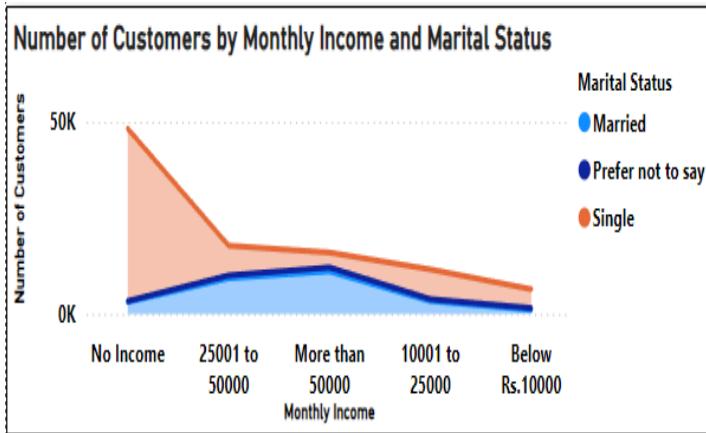


Family Size by Number of Customers and Monthly Income



Number of Customers by Marital Status



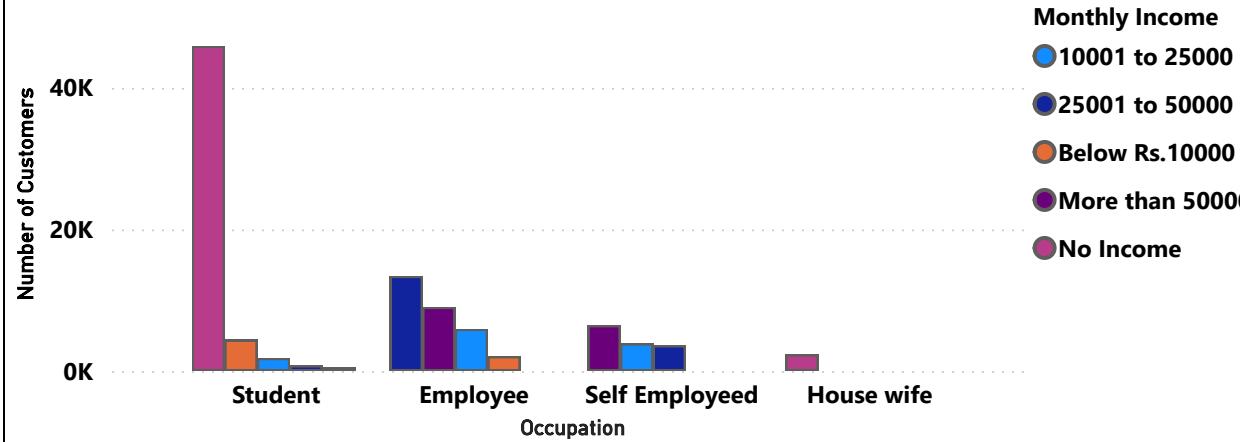


Summary:

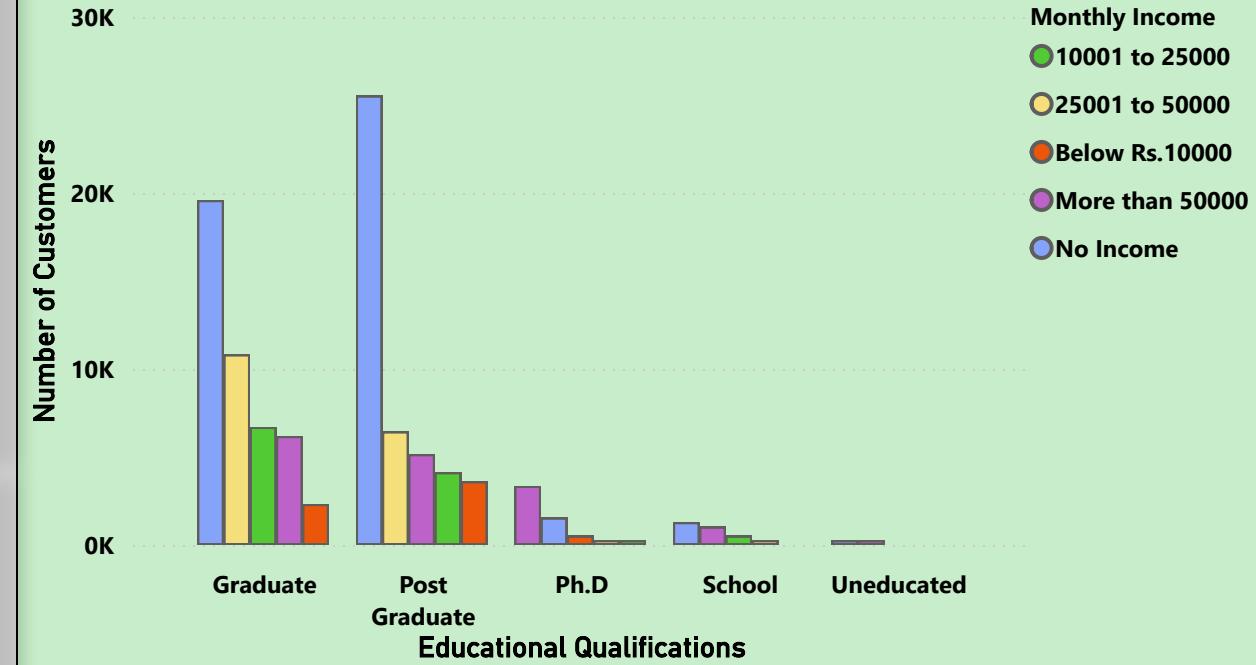
The Analysis of Customers by Family Size, Marital Status and Monthly Income showed:

- The biggest Distribution of the Marital Status Category belongs to the Sub-Category "Single", with 69.08% of the total Number of Customers.
- The Family Size Category is mostly distributed within the 2 and 3 family members Sub-Category.
- The Monthly Income of Customers is mostly distributed within the "No Income" sub-category, which at the same time it correlates to the "Single" Sub-Category of Marital Status.

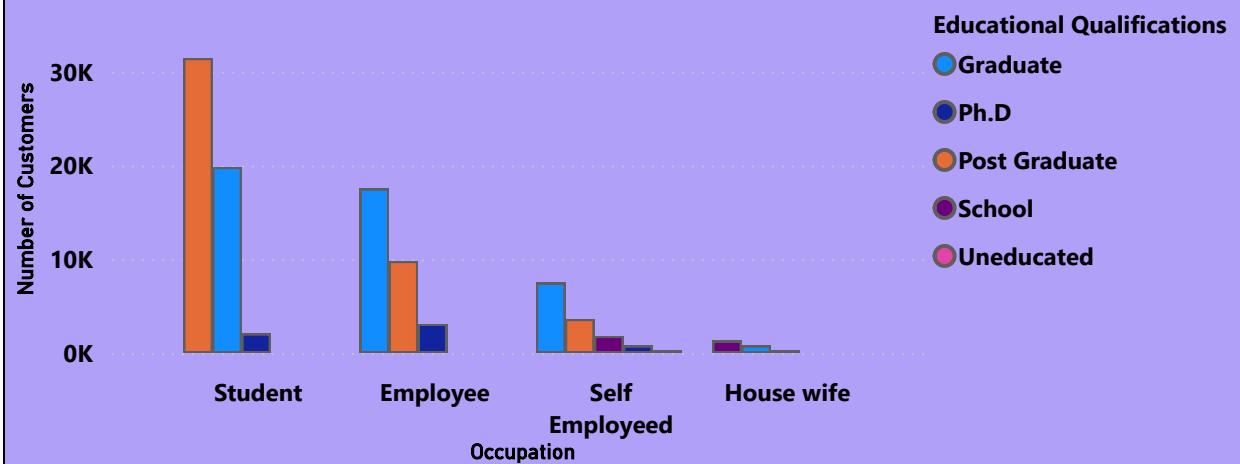
Number of Customers by Occupation and Monthly Income



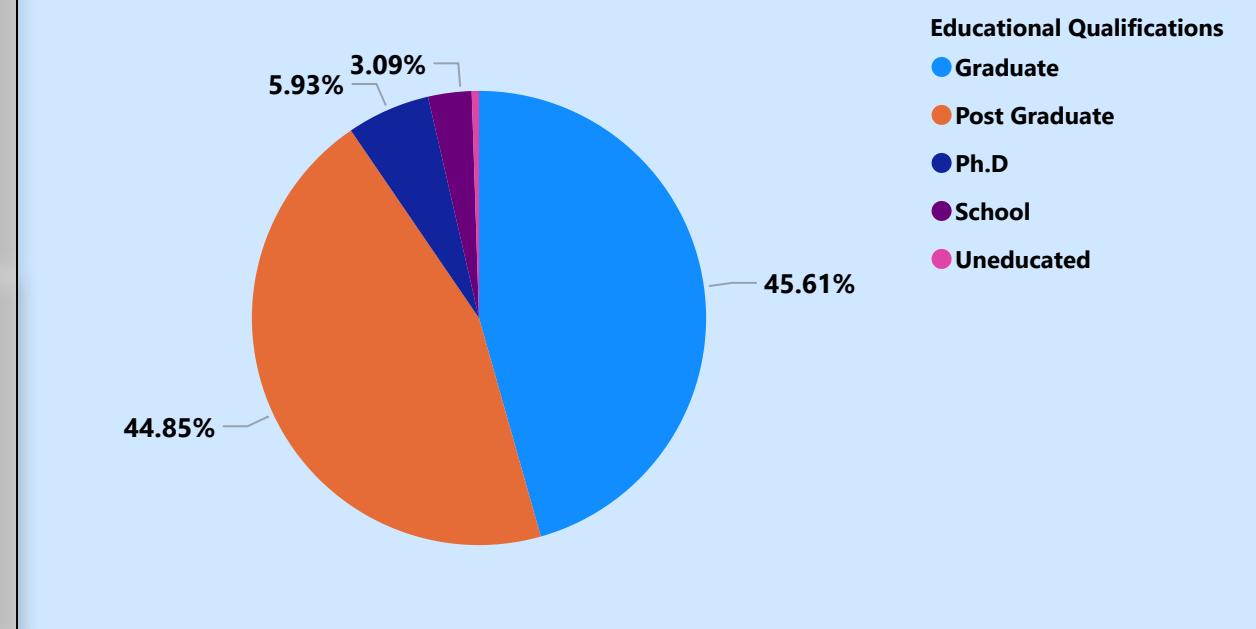
Number of Customers by Educational Qualifications and Monthly Income



Number of Customers by Occupation and Educational Qualifications



Number of Customers by Educational Qualifications

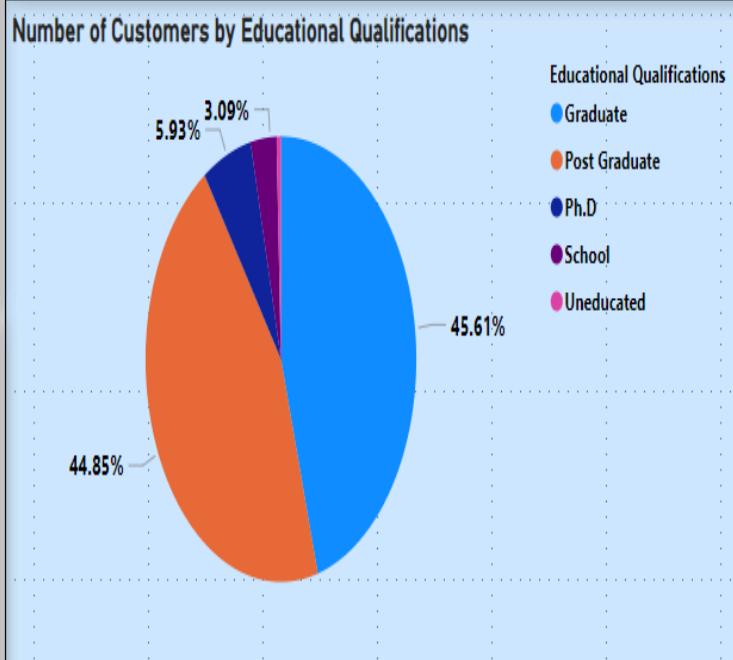
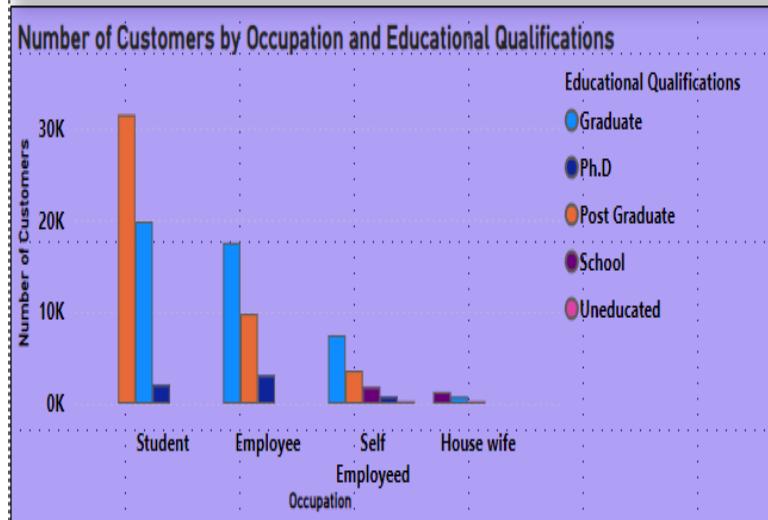
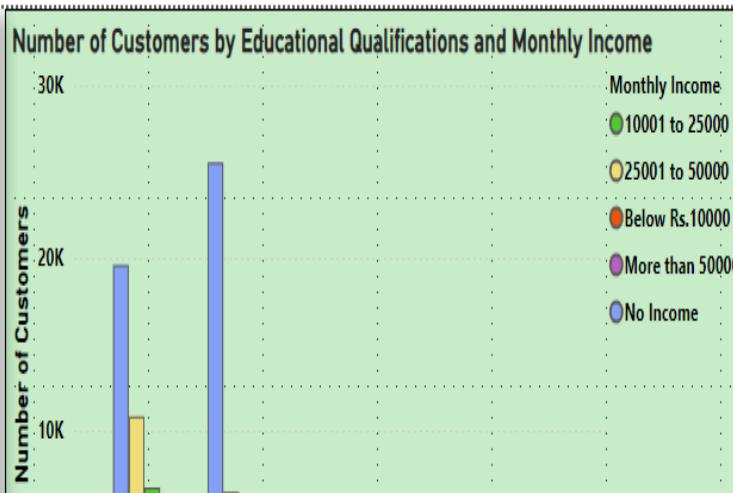
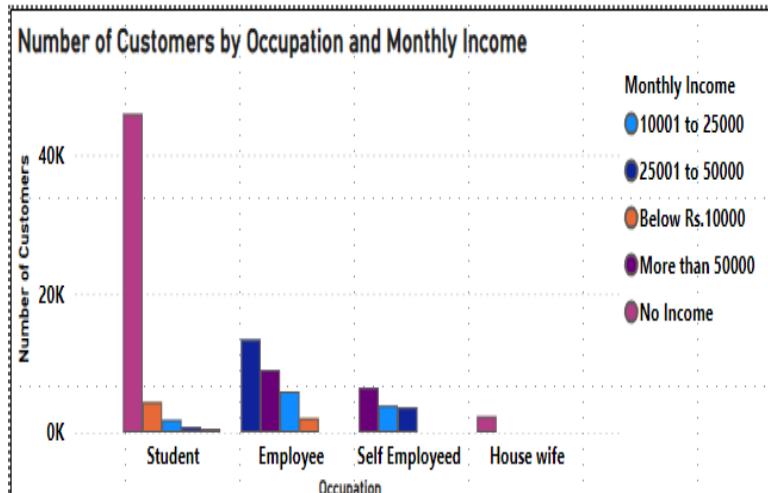


Educational Qualifications

- Graduate
- Ph.D.
- Post Graduate
- School
- Uneducated

Occupation

- Employee
- House wife
- Self Employeed
- Student



Summary:

The Analysis of Customers by Education Level, Occupation and Monthly Income showed:

- The Educational Qualifications distribution is mostly accumulated within "Post Graduate", with a 44.85% and "Graduate", with a 45.61%.
- The Sub-Categories "Graduate" and "Post Graduate" show a strong correlation to the Sub-Category "Student" of the Occupation Category.
- The Sub-Categories "Graduate" and "Post Graduate" also show a strong correlation to the Sub-Category "No Income" of the Monthly Income Category.

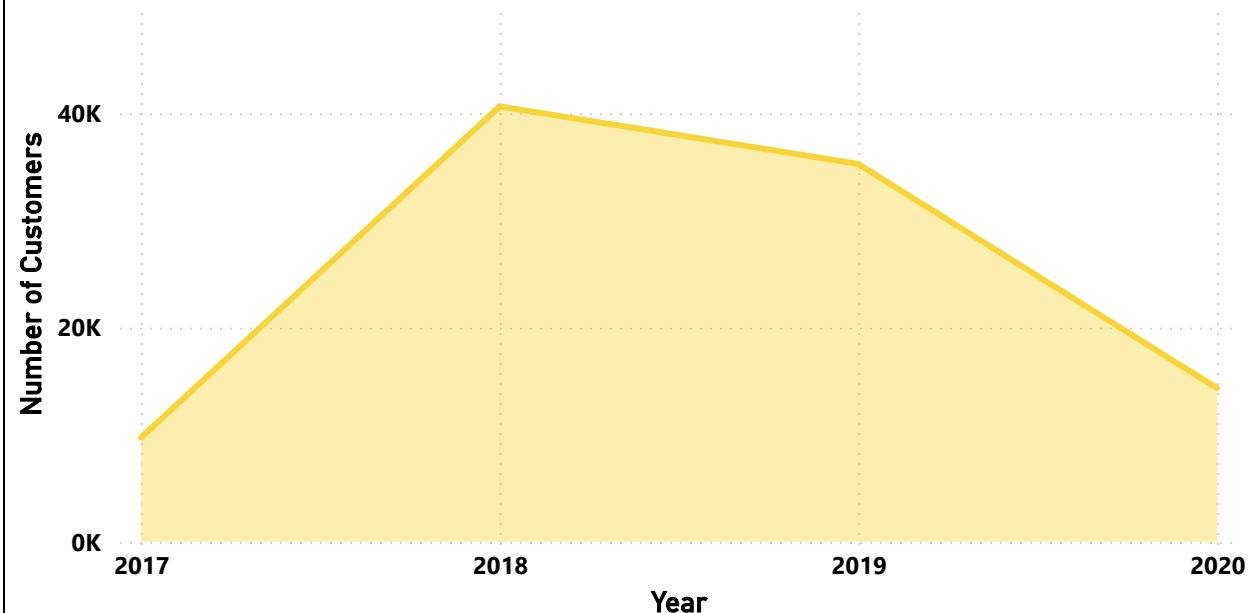
Educational Qualifications

- Graduate
- Ph.D.
- Post Graduate
- School
- Uneducated

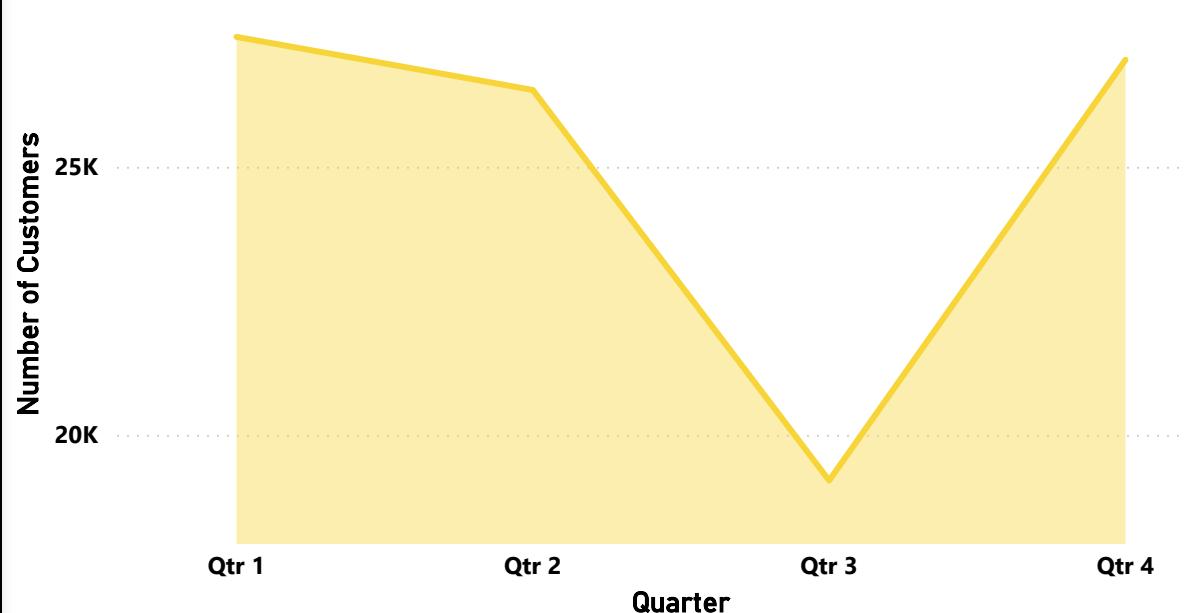
Occupation

- Employee
- House wife
- Self Employed
- Student

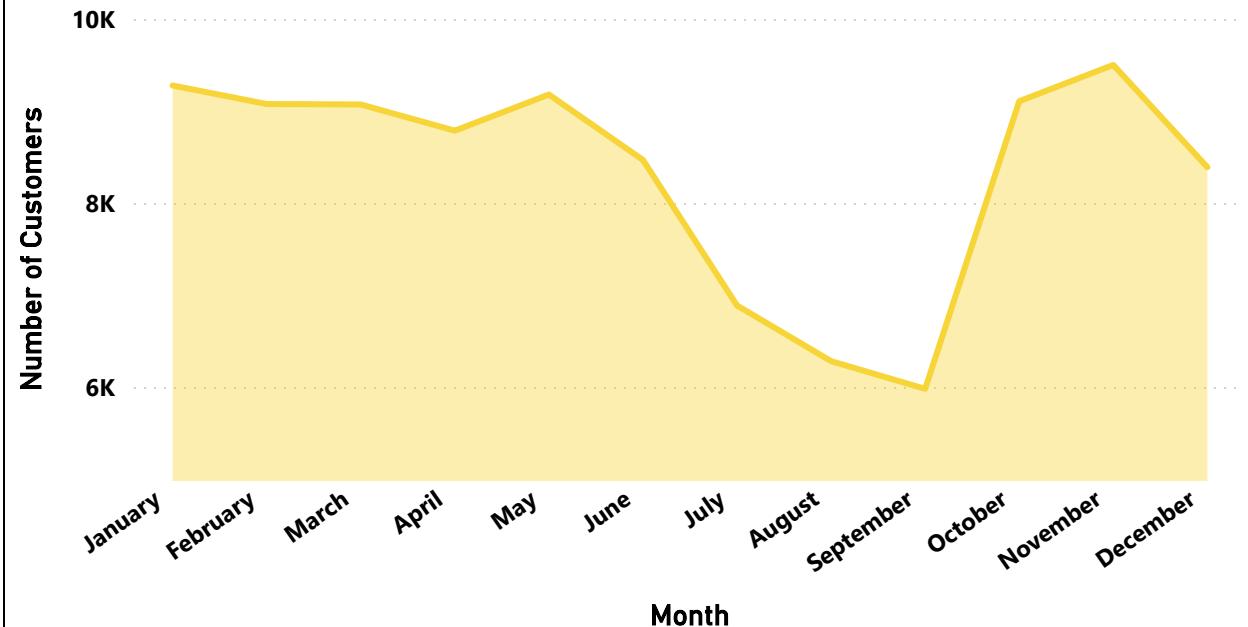
Number of Customers Over Time



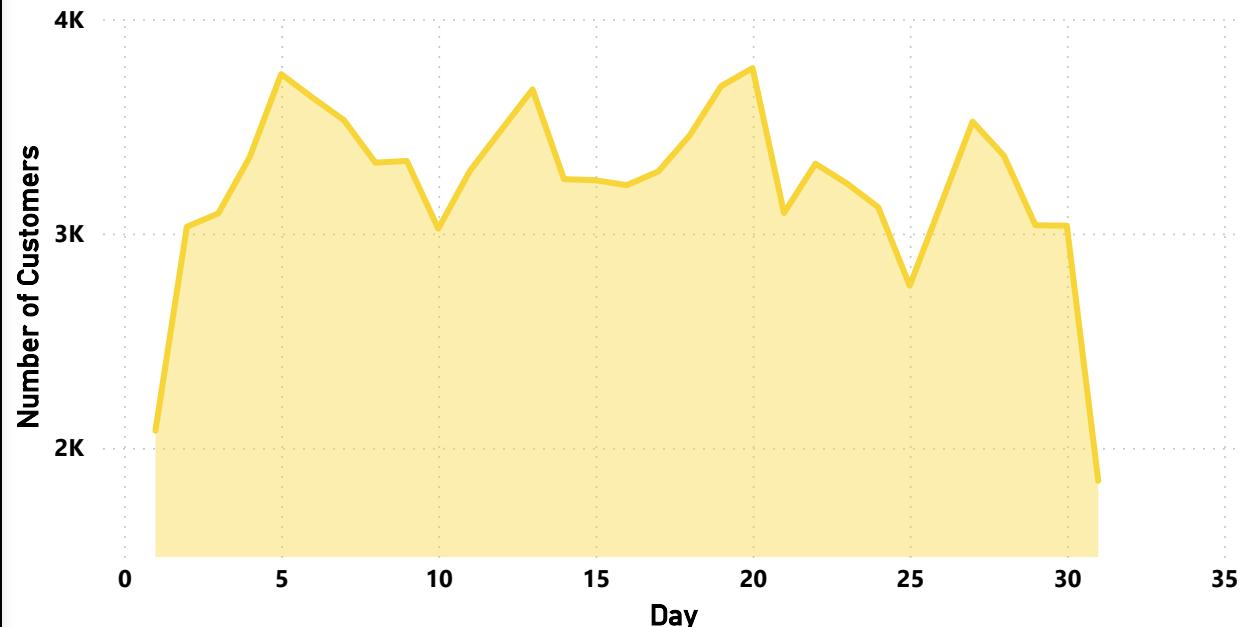
Number of Customers Over Time

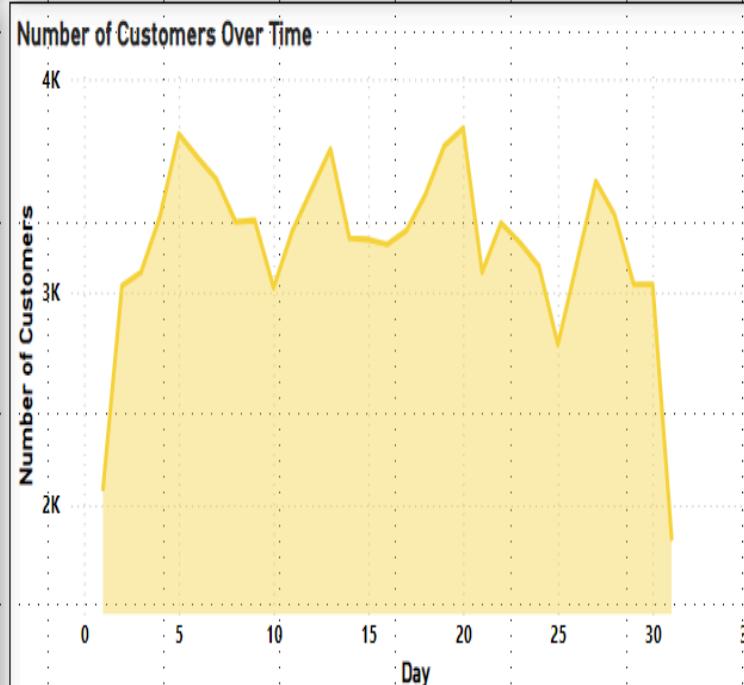
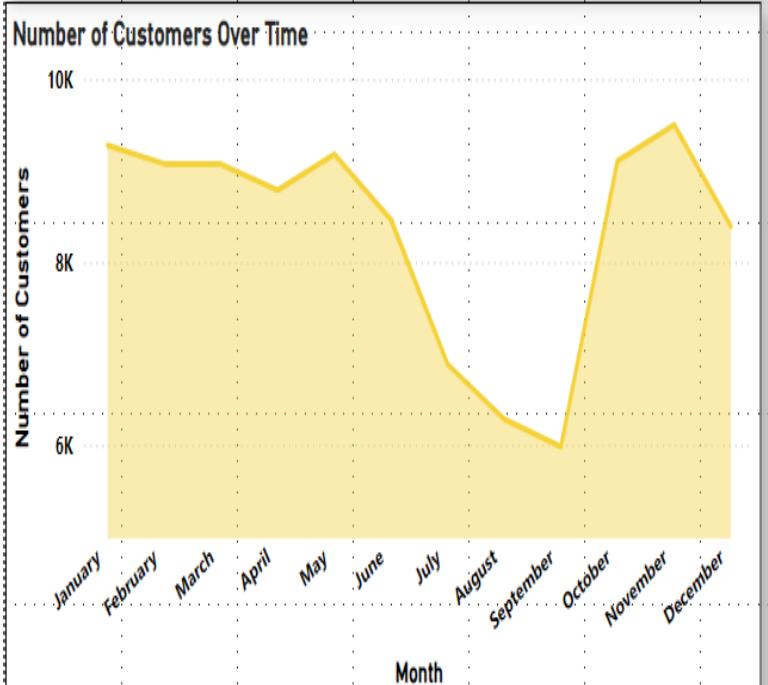
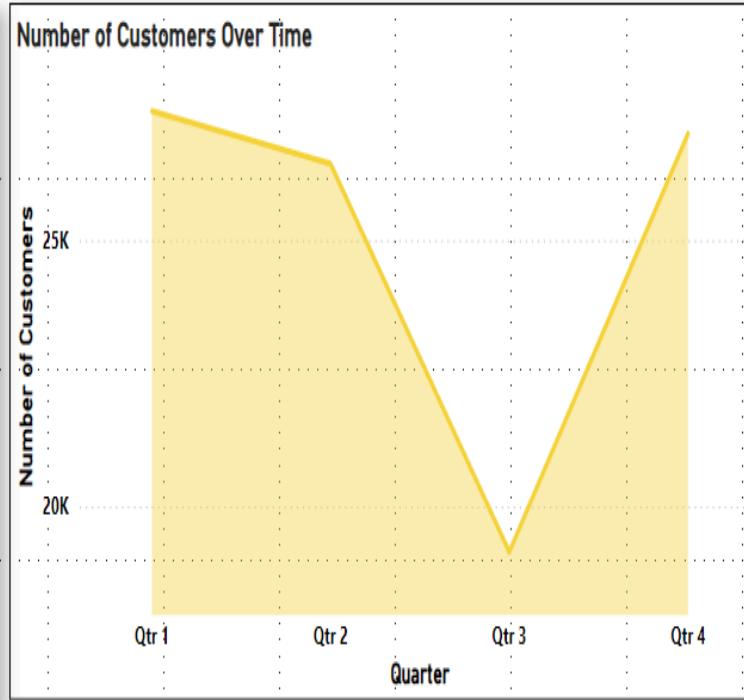
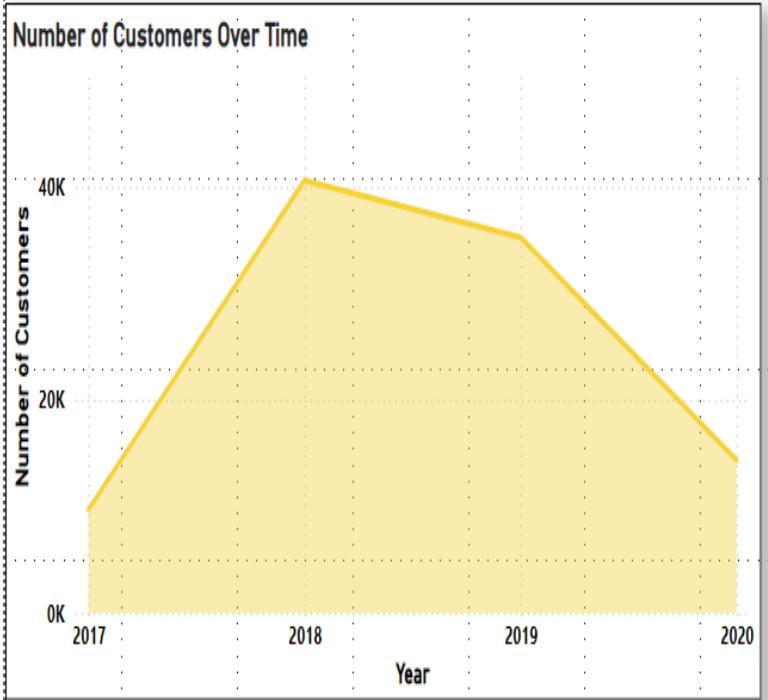


Number of Customers Over Time



Number of Customers Over Time





Summary:

The Analysis of Number of Customers Over Time showed:

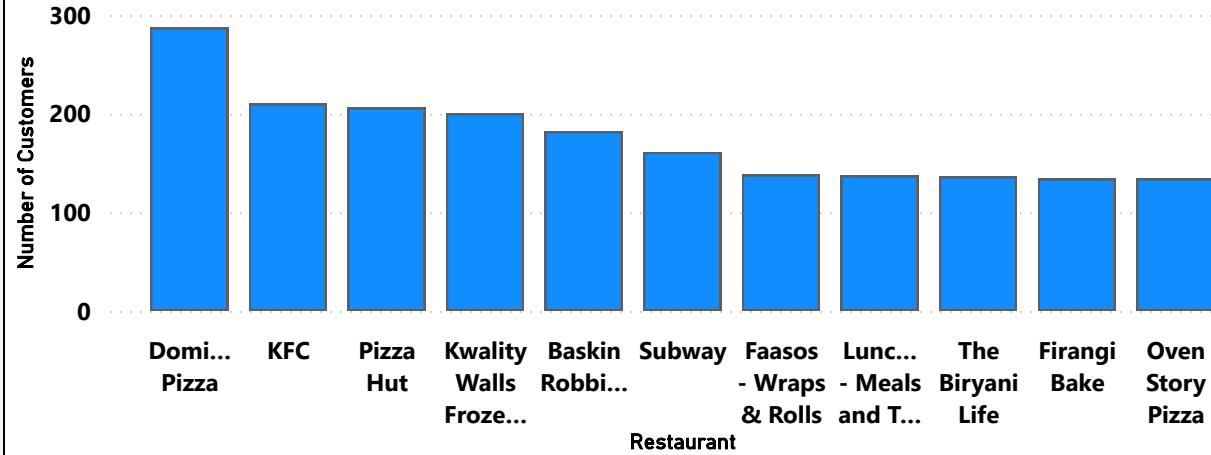
- 2018 is the year where the company reached its peak Number of Customers. Nevertheless, from that point on there is a clear downtrend until the middle of 2020.
- The third quarters are the lowest of the year, but they are followed by an uptick on the fourth that maintains its strength through the first and second quarters.
- The same pattern described above can also be seen in the monthly timeline, where the beginning of the downtrend can be observed in the middle of May and its end at the end of September.
- The last days of the month seem to be ones with the lowest register of Number of Users.

First Order Month	0	1	2	3	4	5	6	7	8	9	10	11	12
October 2017	4202	184	175	192	197	210	211	220	208	205	211	190	215
November 2017	5186	245	262	258	239	254	266	285	262	266	244	261	270
December 2017	4432	214	206	237	200	228	237	252	253	229	225	233	176
January 2018	4509	217	227	227	246	246	245	235	214	212	212	194	212
February 2018	4019	217	210	200	228	208	211	191	199	208	160	212	189
March 2018	3973	205	222	194	206	210	190	190	182	147	176	173	157
April 2018	3676	185	184	193	182	172	202	176	168	194	177	152	162
May 2018	3584	188	186	184	191	201	157	133	170	181	186	171	159
June 2018	3623	188	191	158	190	164	165	168	150	160	157	184	159
July 2018	3338	155	139	176	159	161	159	145	154	158	124	148	149
August 2018	3134	134	154	156	134	160	140	138	133	163	135	164	117
September 2018	2691	136	117	112	122	112	119	123	106	103	141	111	131
October 2018	2673	126	118	119	106	128	120	111	132	139	103	116	126
November 2018	2401	108	92	111	94	97	112	88	102	96	73	99	97
December 2018	2076	106	95	98	90	113	85	107	76	73	82	82	70
January 2019	2072	82	101	92	87	88	95	88	78	91	87	72	76
February 2019	2019	105	80	90	87	93	83	76	84	83	62	83	81
March 2019	1925	86	100	77	96	76	90	77	79	64	73	85	61
April 2019	1803	86	73	111	63	66	70	56	66	80	69	67	57
May 2019	1813	86	97	86	81	74	72	61	74	66	49	48	57
June 2019	1611	70	81	68	77	56	43	62	72	55	52	56	46
July 2019	1671	64	64	57	69	49	64	76	63	52	59	57	
August 2019	1357	53	52	36	40	59	58	41	45	50	37		
September 2019	1329	65	53	37	50	64	41	49	49	29			
October 2019	1269	41	45	46	55	44	59	36	39				
November 2019	1138	36	40	41	31	44	38	20					
December 2019	971	35	31	25	35	37	26						
January 2020	1090	33	43	42	36	39							
February 2020	1101	50	42	53	34								
March 2020	901	45	31	22									
April 2020	923	35	33										
May 2020	831	20											
June 2020	588												

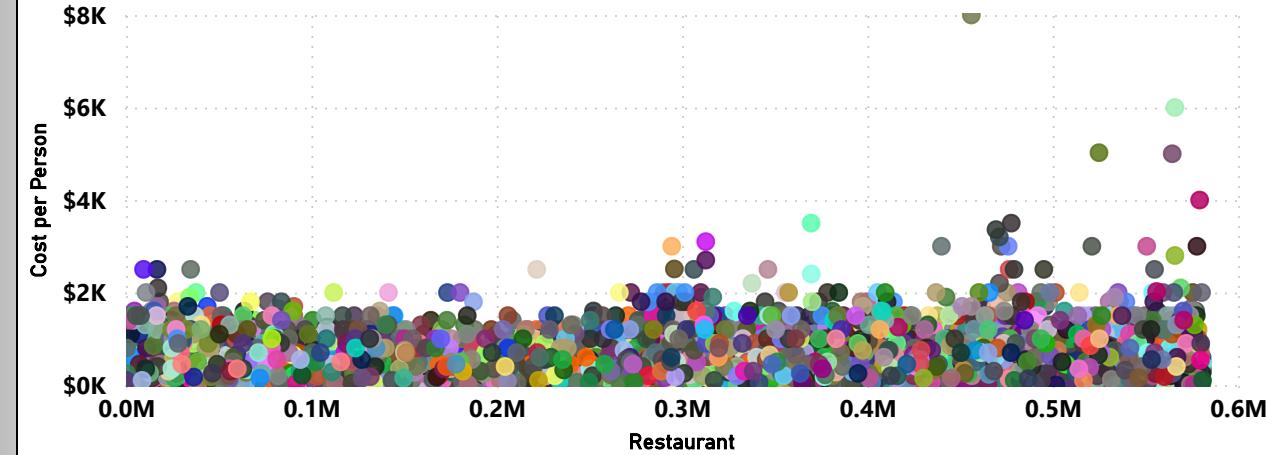
First Order Month	0	1	2	3	4	5	6	7	8	9	10	11	12
October 2017	100%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
November 2017	100%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
December 2017	100%	5%	5%	5%	5%	5%	5%	6%	6%	5%	5%	5%	4%
January 2018	100%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%
February 2018	100%	5%	5%	5%	6%	5%	5%	5%	5%	5%	4%	5%	5%
March 2018	100%	5%	6%	5%	5%	5%	5%	5%	5%	4%	4%	4%	4%
April 2018	100%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	4%	4%
May 2018	100%	5%	5%	5%	5%	6%	4%	4%	5%	5%	5%	5%	4%
June 2018	100%	5%	5%	4%	5%	5%	5%	5%	4%	4%	4%	5%	4%
July 2018	100%	5%	4%	5%	5%	5%	5%	4%	5%	5%	4%	4%	4%
August 2018	100%	4%	5%	5%	4%	5%	4%	4%	4%	4%	4%	5%	4%
September 2018	100%	5%	4%	4%	5%	4%	4%	5%	4%	4%	4%	5%	5%
October 2018	100%	5%	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%	5%
November 2018	100%	4%	4%	5%	4%	4%	5%	4%	4%	4%	3%	4%	4%
December 2018	100%	5%	5%	5%	4%	5%	4%	5%	4%	4%	4%	4%	3%
January 2019	100%	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%	3%	4%
February 2019	100%	5%	4%	4%	4%	5%	4%	4%	4%	4%	3%	4%	4%
March 2019	100%	4%	5%	4%	5%	4%	5%	4%	4%	3%	4%	4%	3%
April 2019	100%	5%	4%	6%	3%	4%	4%	3%	4%	4%	4%	4%	3%
May 2019	100%	5%	5%	5%	4%	4%	4%	3%	4%	4%	3%	3%	3%
June 2019	100%	4%	5%	4%	5%	3%	3%	3%	4%	4%	3%	3%	3%
July 2019	100%	4%	4%	3%	4%	3%	4%	4%	5%	4%	3%	4%	3%
August 2019	100%	4%	4%	3%	3%	4%	4%	3%	3%	4%	3%	3%	3%
September 2019	100%	5%	4%	3%	4%	5%	3%	4%	4%	2%			
October 2019	100%	3%	4%	4%	4%	3%	5%	3%	3%	3%			
November 2019	100%	3%	4%	4%	3%	4%	3%	3%	2%				
December 2019	100%	4%	3%	3%	4%	4%	3%						
January 2020	100%	3%	4%	4%	3%	4%	3%						
February 2020	100%	5%	4%	5%	3%								
March 2020	100%	5%	3%	2%									
April 2020	100%	4%	4%										
May 2020	100%	2%											
June 2020	100%												

Retention Rate is lower than 5% and it clearly decreases over time.

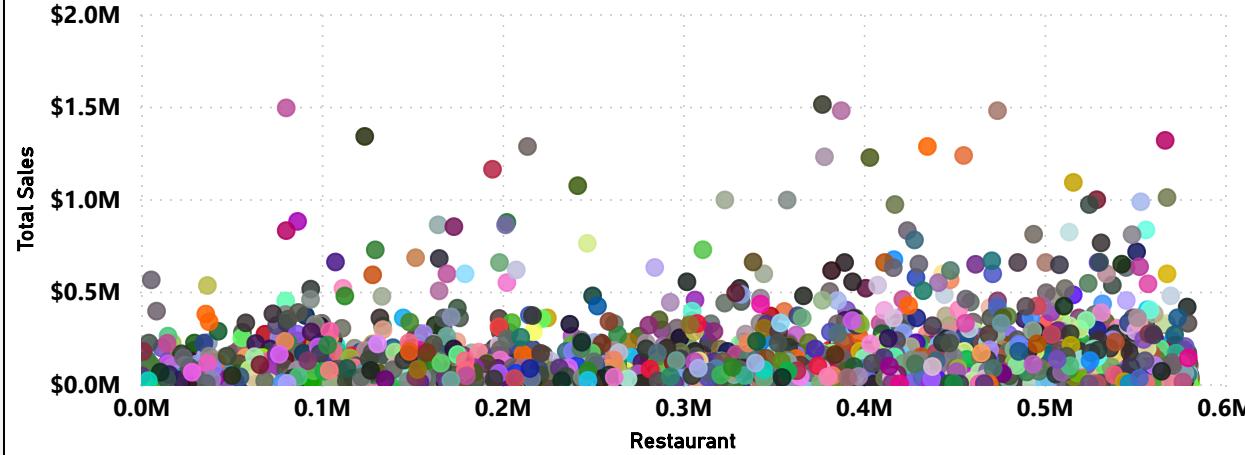
Top 10 Number of Customers by Restaurant



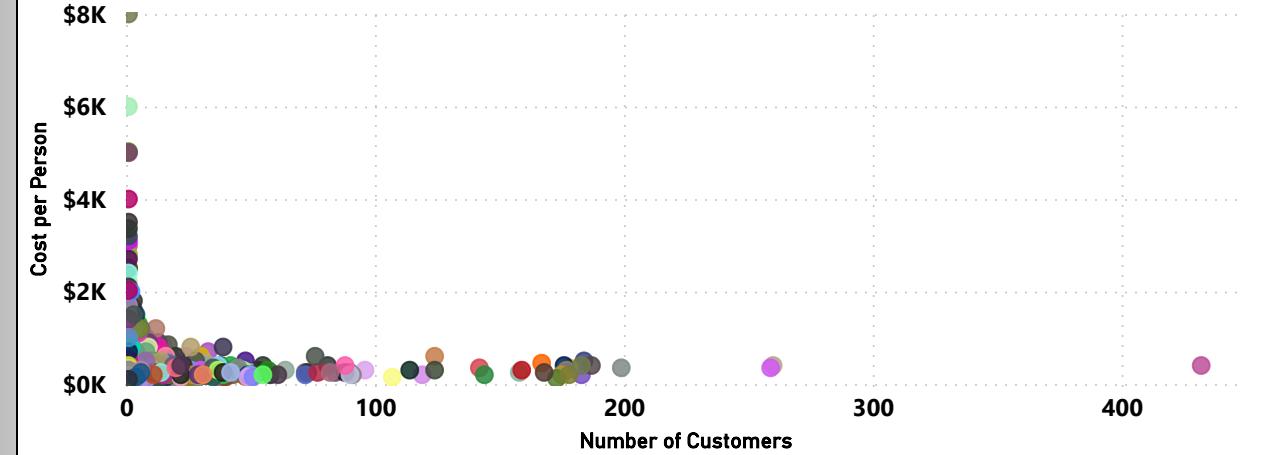
Cost per Person by Restaurant



Total Sales by Restaurant



Number of Customers by Cost per Person and Restaurant



\$287.60

Average Cost per Person

\$250.00

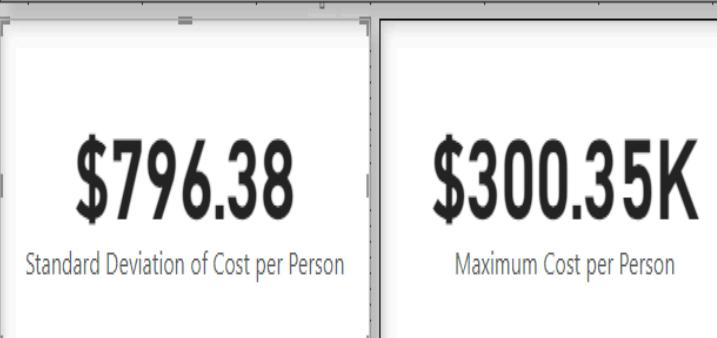
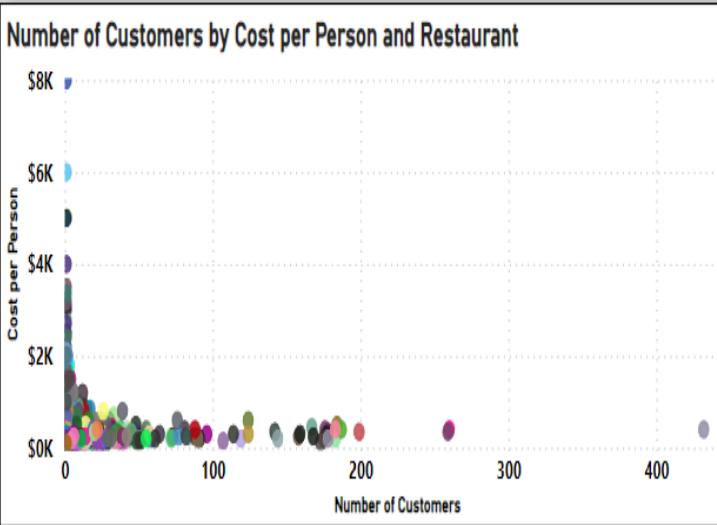
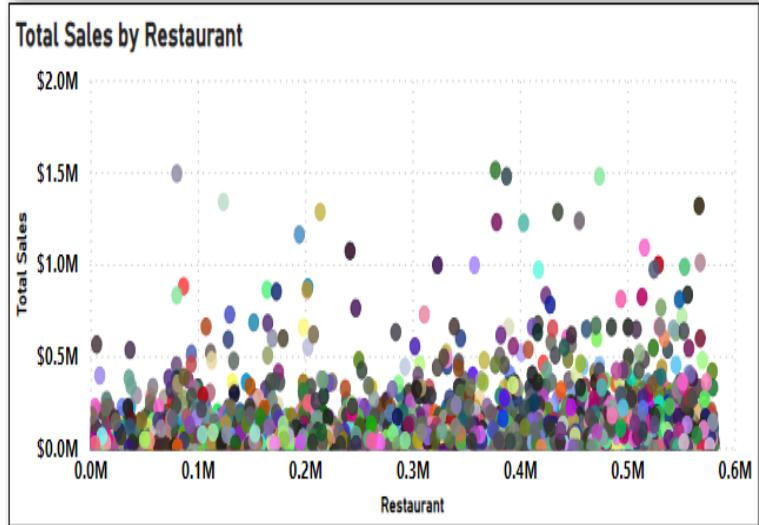
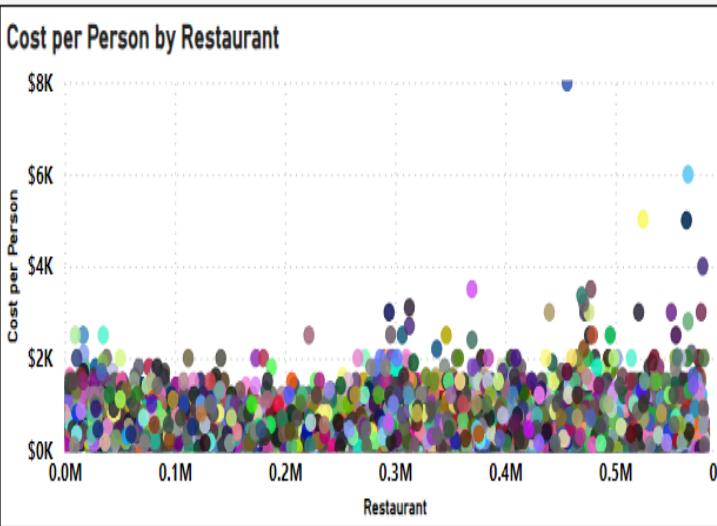
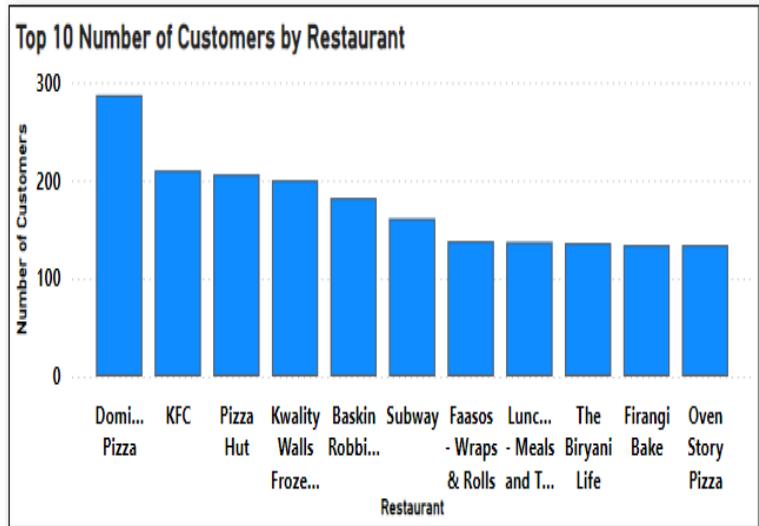
Median Cost per Person

\$796.38

Standard Deviation of Cost per Person

\$300.35K

Maximum Cost per Person



Summary:

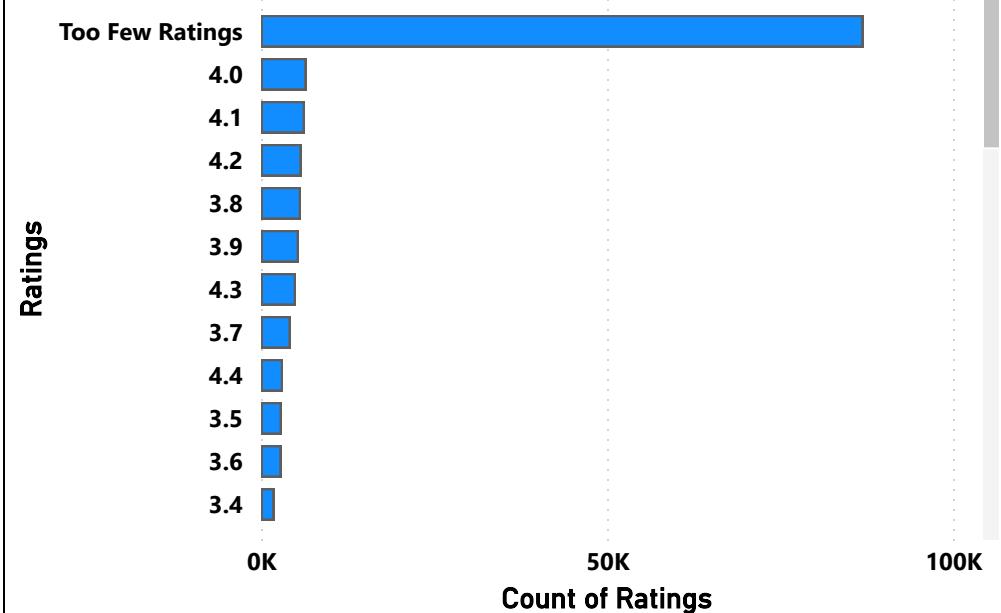
The Analysis of Food/Restaurant Preferences showed:

- The Top 10 Restaurants with the most Number of Customers report sales of over \$900K, which deviate a lot from the average Total Sales of \$6.56K.
- The distribution of Number of Customers is clearly accumulated around the Average Cost per Person.
- The Top 10 Restaurants have an Average Cost per Person that ranges from \$208 and \$411, which places them in the Average Cost per Person spot.
- Customers seem to be more interested in fast food chains such as Domino's Pizza and KFC.

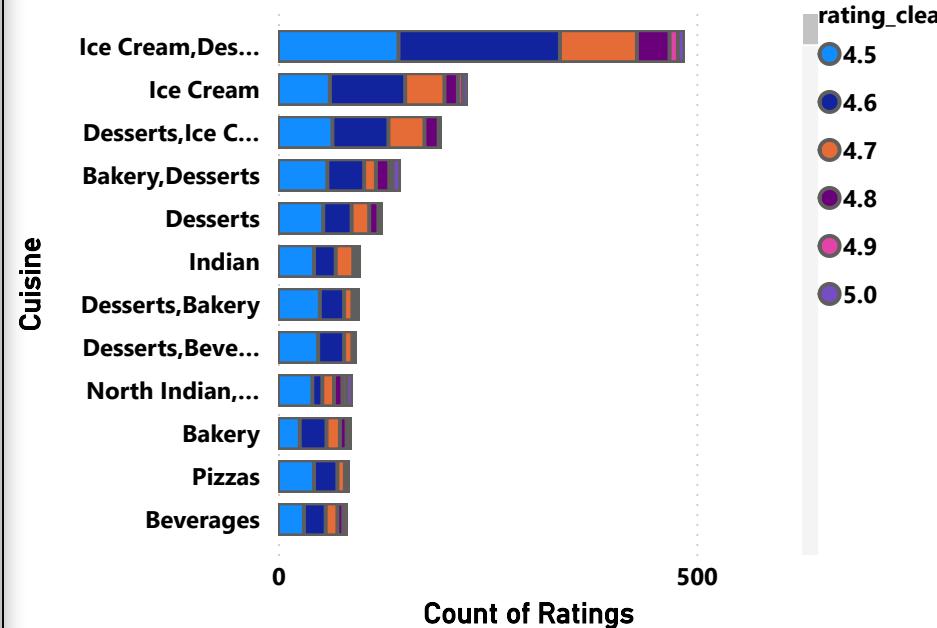
Recommendation:

It is recommended to focus marketing campaigns on restaurants with Total Sales above \$500K and within the Average Cost per Person.

Count of Ratings



Count of Ratings by Cuisine



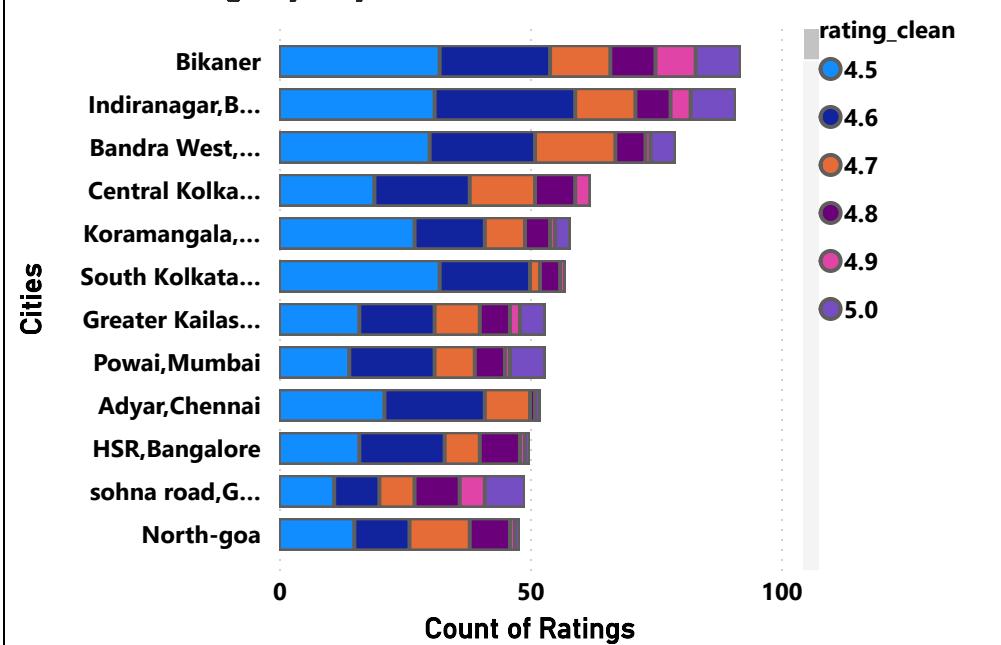
Average Price per Meal



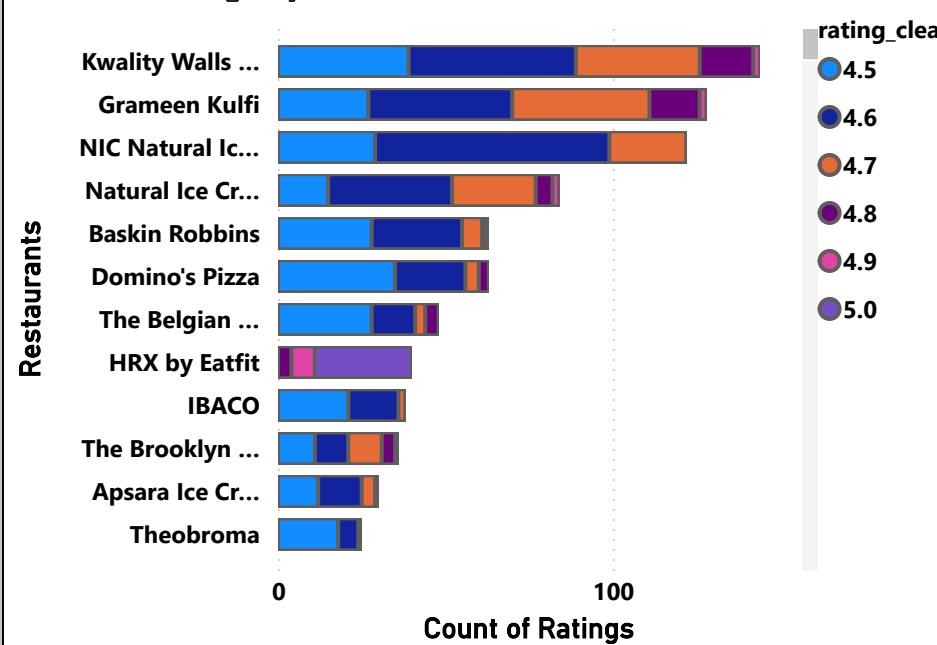
Standard deviation of Price per Meal



Count of Ratings by City

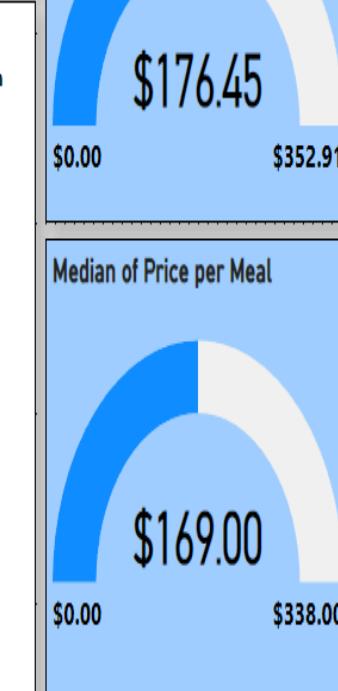
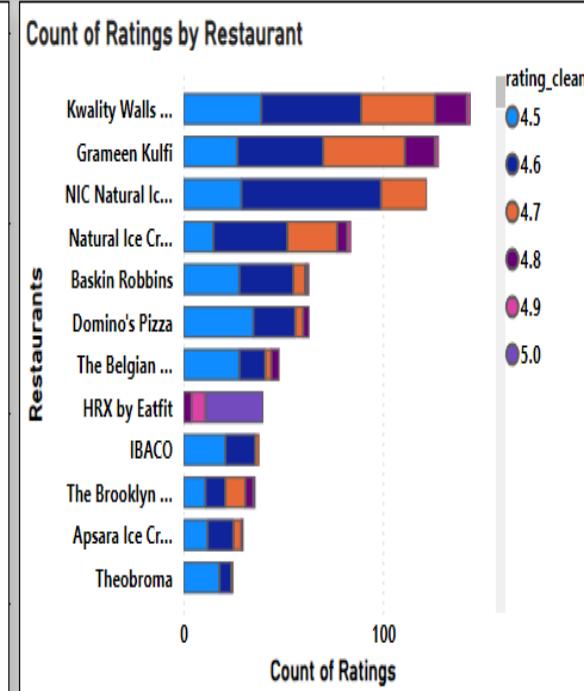
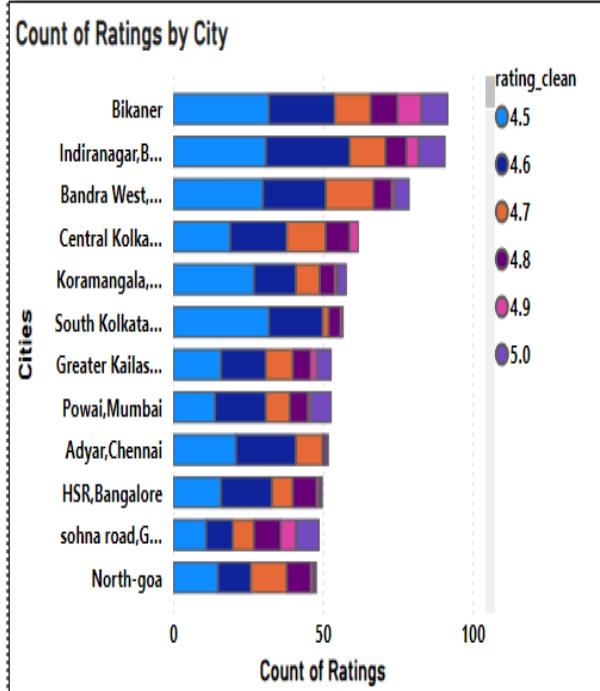
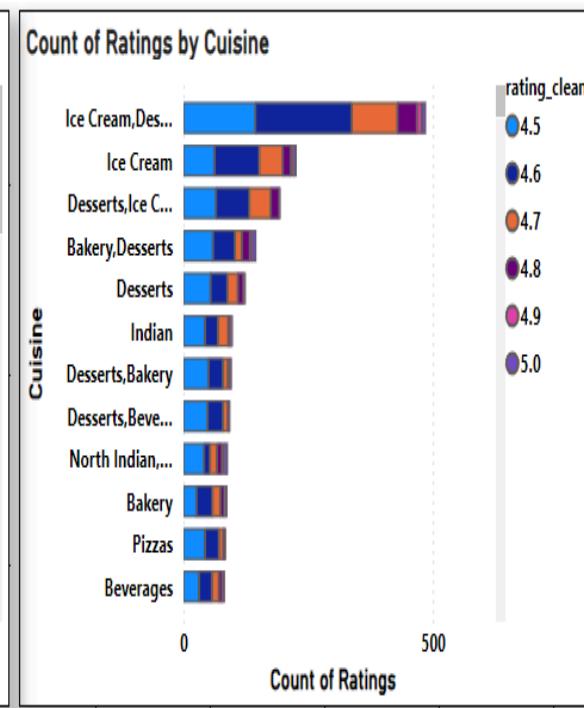
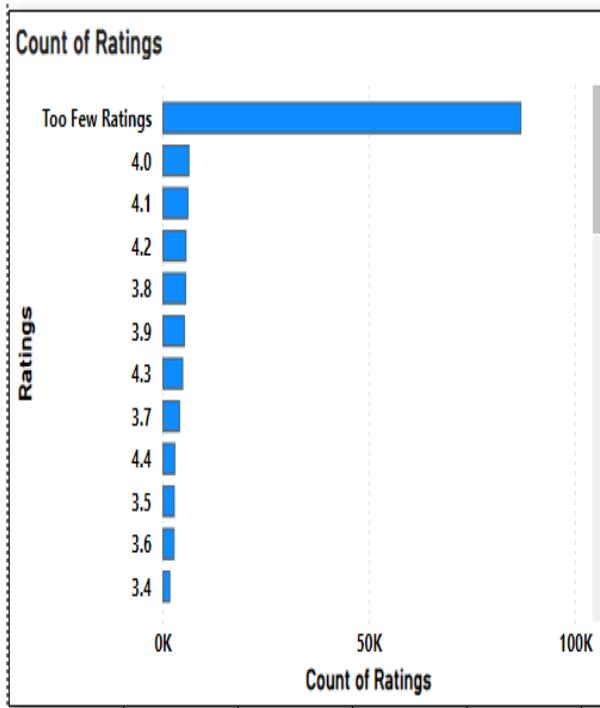


Count of Ratings by Restaurant



Median of Price per Meal





Summary:

The Analysis of Food/Restaurant Preferences showed:

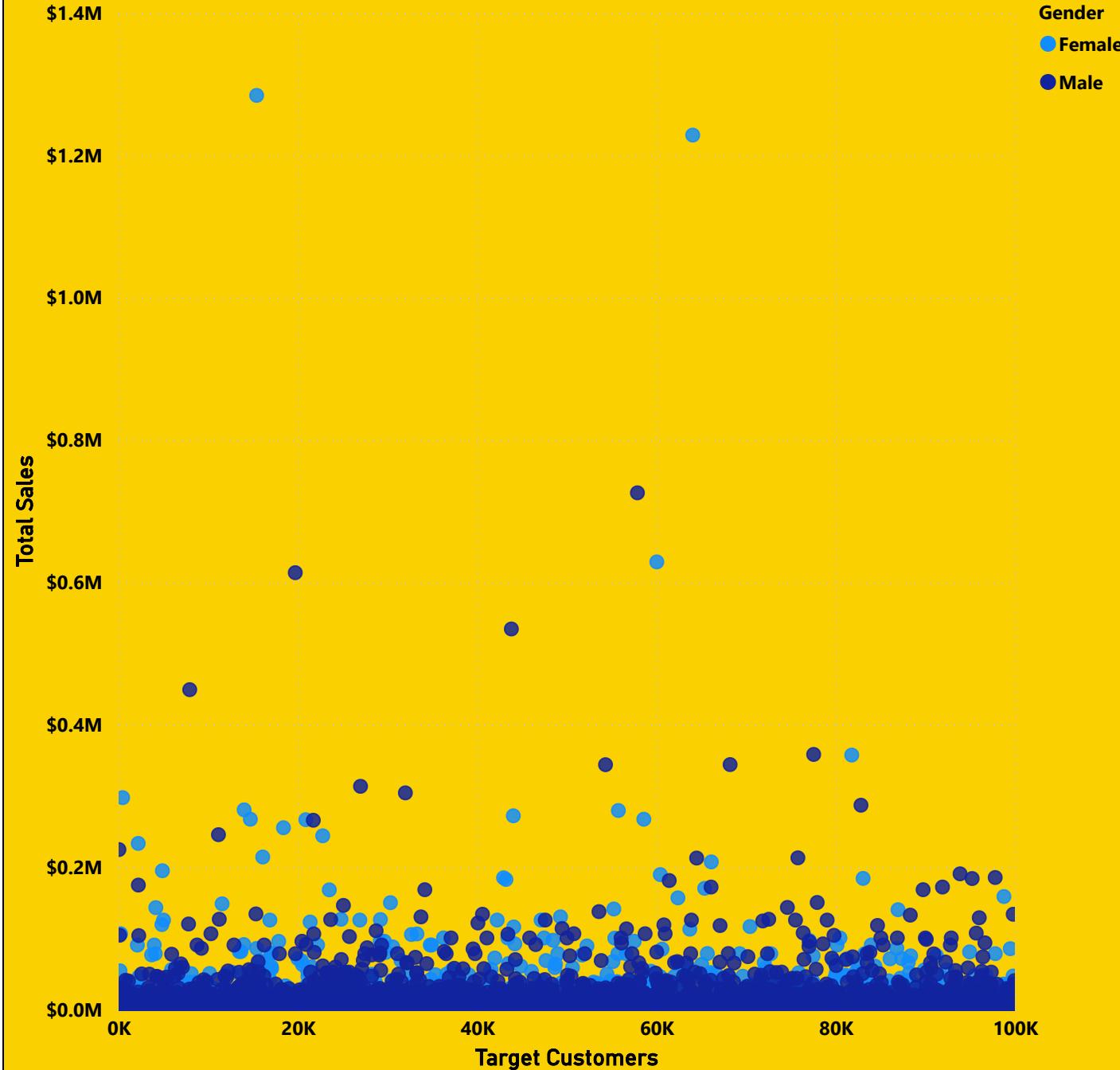
- The Biggest Distribution of Rating values is "Too Few Ratings".
- The Cuisine types with most Rating values over 4.5 are Desserts and Bakeries.
- The Top Cities and Restaurants with most Rating values over 4.5 have under 144 Customer Ratings each.

Recommendation:

It is recommended to focus marketing campaigns on the Top 12 cities with the most Ratings of 4.5 and above (Bikaner, Indiranagar, Bandra West, Central Kolkata, Koramangala, South Kolkata, Greater Kailash, Powai, Adyar, HSR, Sohna Road and North Goa).

Nevertheless, it is also recommended to double up efforts in order to get Customers to Rate their Restaurants and Service in general (e.g.: offering a gift card for answering a survey and/or rating a restaurant and the delivery service), so that more data can be collected for its analysis.

Target Customer Profile



Target Customer Profile:

Based on our analysis and findings, a "Target Customer Profile" was created:

- **Age** = 22 - 25
- **Educational Qualifications** = Graduate/Post Graduate
- **Family Size** = 2 - 3
- **Marital Status** = Single
- **Monthly Income** = No income
- **Occupation** = Student

**Even though "Male" has a bigger Gender distribution than Female, the difference is not a statistically significant factor.*

Recommendation:

In order to Increase Sales and Customer Retention, it is recommended to focus Marketing Campaigns in October, November and December, based on the Target Customer Profile provided above.

The use of discount coupons, price specials or any sort of promotion for students could increase the company's Sales and Customer Retention, as this target comprehends the biggest distribution of customers shown in the data.