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course:- BCA (cyber security)

Sub:- Data-Driven

1

Assignment-1

Task-1:-

● Chosen Scenario:- online Food Delivery Service

To improve business performance, an online food delivery service wants to increase orders, improve customer satisfaction and reduce delivery delays.

Defined KPIs:-

- i) Order completion rate measures the percentage of orders successfully delivered. Shows how efficiently the service is performing.
- ii) Average delivery time tracks the time taken from order placement to delivery. Helps measure speed & efficiency.
- iii) customer satisfaction score (CSAT) based on customer ratings and feedback after delivery. Indicates overall service quality.
- iv) Repeat customer rate percentage of customers who place orders again. Shows brand loyalty & customer retention.

Task-2:-

Step by step Data-Driven-Decision plan:-

1) collect data:-

- Delivery times.
- customer rating & review.
- Number of repeated orders.
- order cancellation reasons.

2) Analyze the data:-

- Identify areas causing slow delivery.
- check customer complaints.
- Find peak ordering hours.
- Compare performance of different delivery zones.

3) Make Data-Backed Decisions:-

- Assign more delivery agents in high demand areas.
- Reduce delivery radius in slow performing areas.
- Improve packaging if customers complain in review.
- Give discounts to increase repeat orders.

4) Justification:-

- Data removes guesswork & helps focus on real problems.
- Improving delays increases satisfaction & reduces cancellation.
- Discounts encourage customers to return.
- Clear insights help optimise resources & costs.

Task-3:-

Here are effective methods:-

- I) Real-time dashboards & tracking use dashboards to continuously track delivery time, CSAT, cancellations and peak hours.
- II) customer feedback loops
 - collect ratings after every order.
 - Ask for short feedback on delivery experience.
 - use complaints to solve repeated problem.
- III) weekly performance reviews
 - compare weekly delivery time trends.
 - check which delivery agents perform well or need support.
 - Track which areas face most delays.
- IV) A/B testing
 - Test different delivery routes.
 - Try new packaging vs old packaging.
 - compare which performs better and adopt the best method.
- V) continuous improvement cycle
 - identify issues → fix → review data → adjust.
 - Repeatedly improve based on updated feedback.

● Executive Summary:-

This report evaluates the performance of an online food delivery service using a data-driven approach. The goal is to enhance delivery efficiency, customer satisfaction & overall business growth. Four key KPIs were selected to measure success:-

- i) Order completion Rate.
- ii) Average Delivery Time.
- iii) customer satisfaction score.
- iv) Repeat customer Rate.

These KPIs provide detailed insights into service quality, customer behaviour, operational effectiveness.

A data-driven decision ^{plan} was created based on delivery data, customer feedback and performance comparisons across different areas. By analysing this information, the business can make informed decisions such as allocating more delivery staff during peak hours, improving packaging quality, reducing delivery radiuses, and offering targeted discounts to encourage repeat customers.

performance will be tracked using real-time dashboards, weekly evaluations, customer feedback loops, and A/B testing methods. These tools ensure continuous improvement in delivery times, customer satisfaction and resource usage.

overall, this approach helps the company improve efficiency, reduce customer complaints and support consistent business growth through evidence-based decision making.