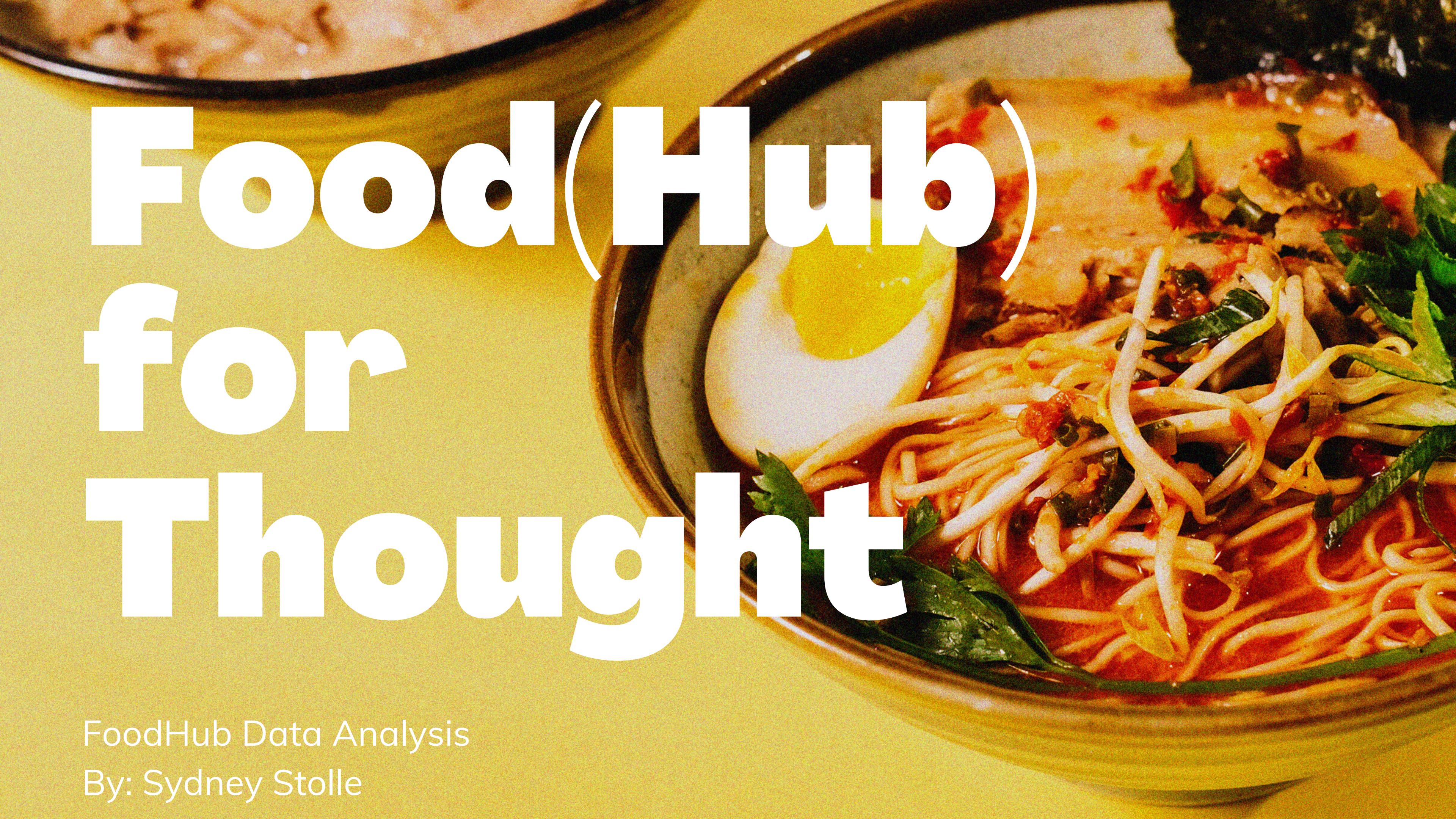


Food(Hub) for thought

FoodHub Data Analysis
By: Sydney Stolle



Business Overview



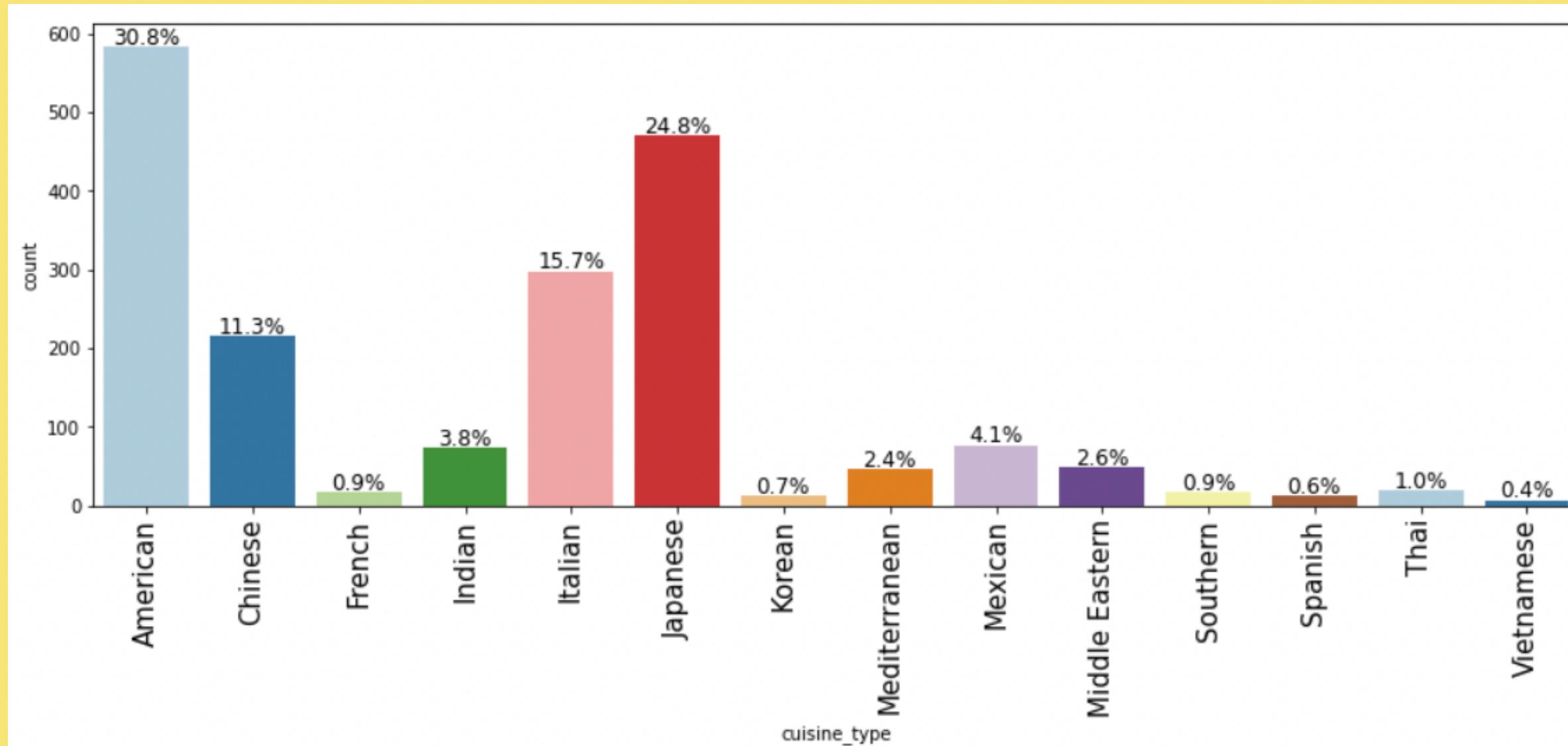
After analyzing the FoodHub dataset, given a beautiful 1898 data entries to play with, the potential of the FoodHub app is evident.

The increasing trend of rating, wide variety of cuisine type, and superb data with no null values make it easy to set this company up for success.

A little analization goes a long way.

For example...

The Cuisine





**Donut stress,
establish a high
quality of
restaurants!**

NEW YORK, NEW YORK: FUTURE AIM

Given the FoodHub dataset, there are many ways to improve the customer experience.

One way is to improve the quality of restaurants provided in the app.

After finding the top 5 cuisine types, American, Japanese, Italian, Chinese, and Mexican, FoodHub can target up and coming restaurants of this type and add them to their app. Keep in mind, the percentage of orders over \$20 is only 29.24%, the maximum is \$34.41, and the top 5 restaurant types' cuisine versus cost boxplots all have very similar IQR.

A collage of various Korean food items and cultural elements. In the top left, a large bowl of yellow ramen with a dark broth sits on a newspaper clipping. To its right is a red cloth with white Korean text. Below the ramen is a white bowl containing a dark, thick substance, possibly kimchi or a side dish. In the bottom left, there's a blue and white patterned bowl filled with brown, glistening beans or seeds. The background is a solid red color.

Timing is
everything
(almost)

LET'S ANALYZE

When looking at the pointplot, there is a definite sweet spot of rating versus delivery time.

With a mean delivery time of 24.16 minutes, 28 minutes of week days and 22 minutes on weekends, the sweet spot is still around 25 minutes.

When there are delivery times that vary from this sweet spot, especially the 10.54% of the time that an order takes greater than 60 minutes, there should be promotions for delivery persons which receive a 5 star rating to start delivering.

In the mean time, there should be further analysis on if the total time is caused by the increase in delivery time or increase in food preparation time.

EXECUTIVE SUMMARY



The focus and future of the company lies in the cooks and drivers hands. All FoodHub has to do is guide them to success through further analysis, policy, and promotions.