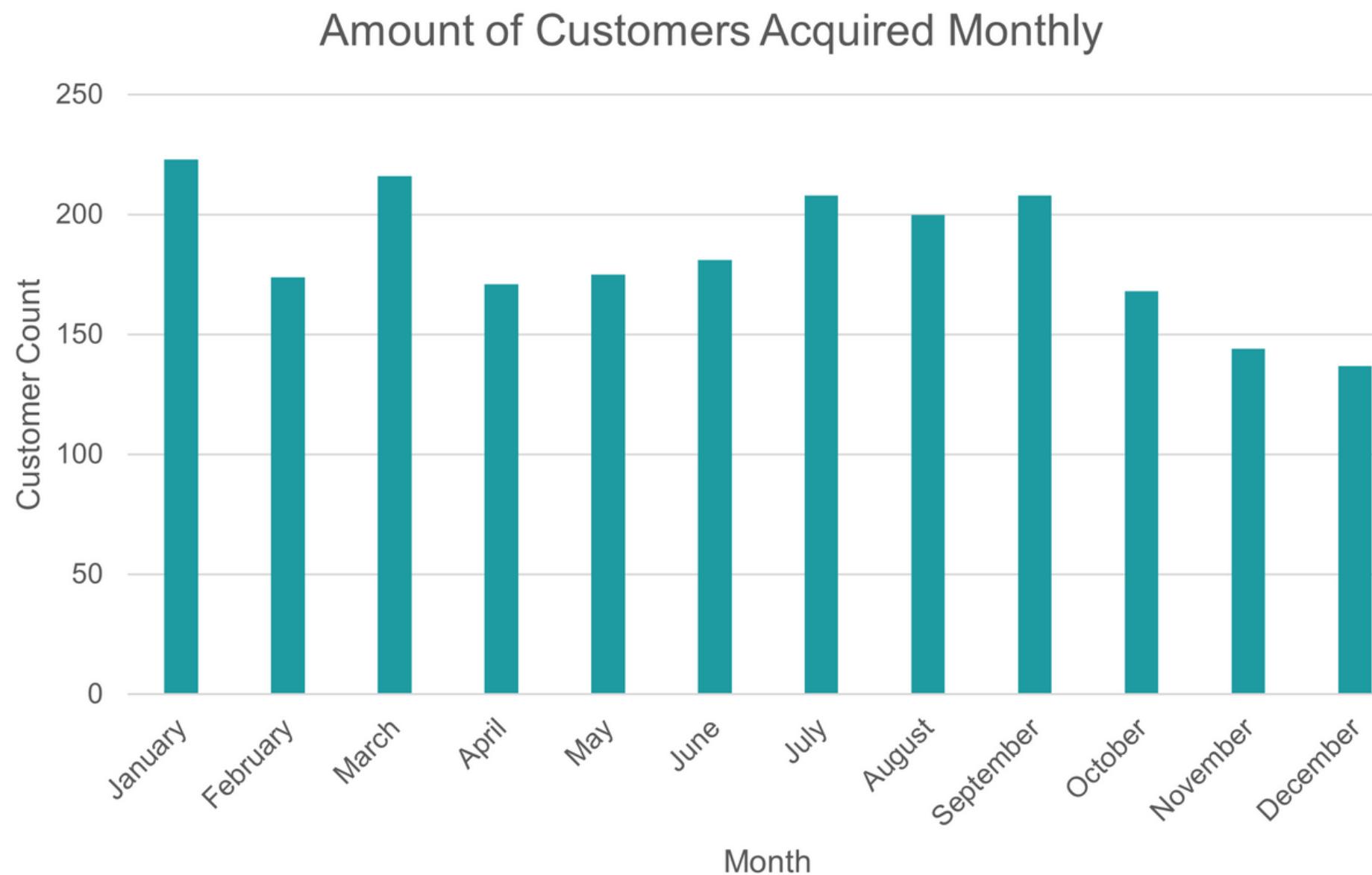


Who are the leading customers behind food delivery service's growth?

ANALYSIS OF iFOOD
DELIVERY SERVICE
USING EXCEL





Background

iFood, a lead food delivery app in Brazil equivalent to the US' Doordash, wants to produce the highest profit for their marketing campaign. To do this, the company created a pilot campaign that involved 2,240 customers. The total cost of the campaign was 6.720 MU and the revenue generated by campaign 6 was 3.674 MU producing an overall profit of -3.046 MU.

The company wants to understand their customer's spending behavior from their latest campaign and apply it to their overall customer base.

READ MORE

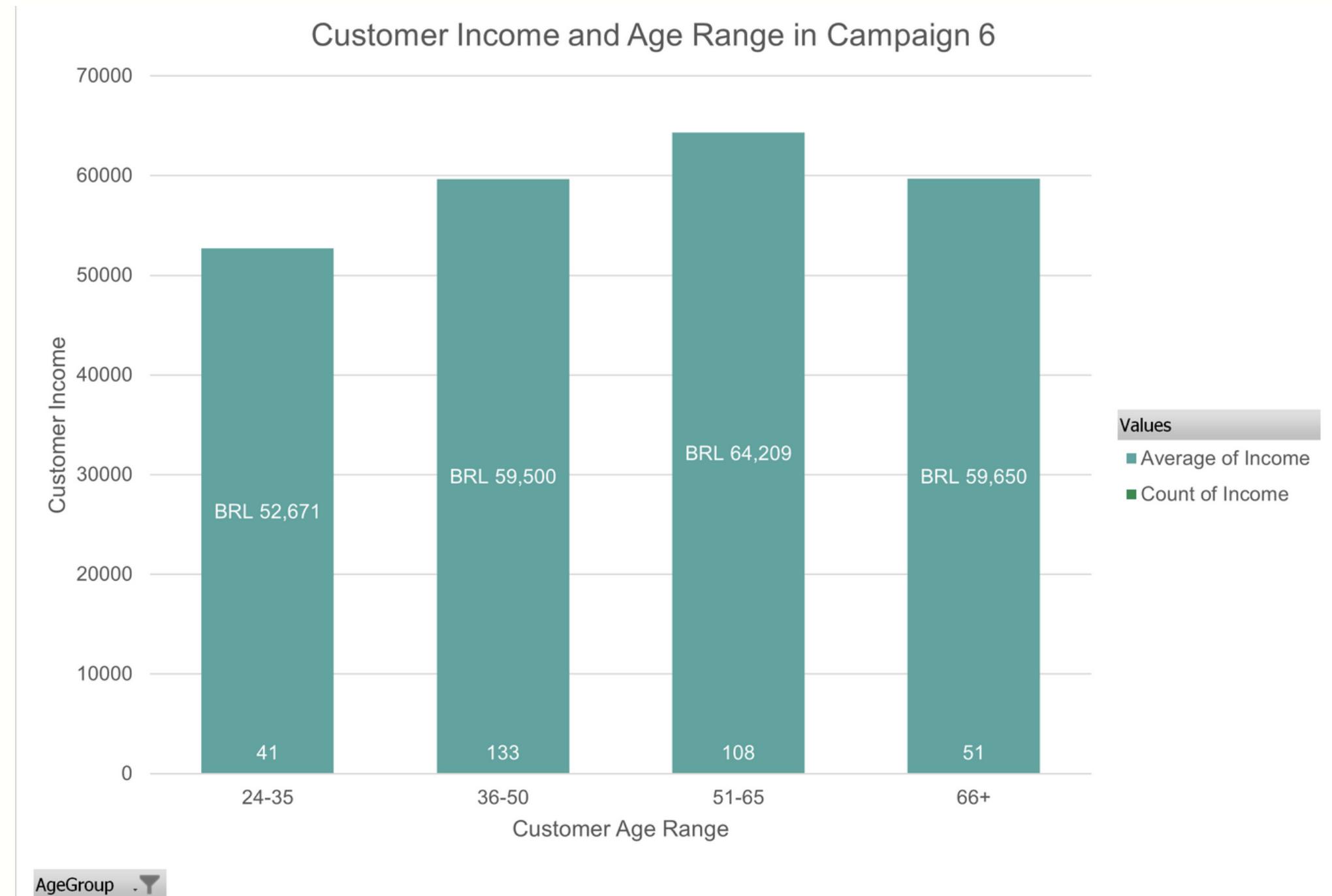
Income vs Total Amount Customer's Spent on Company Products



The Problem

Did iFood's most recent campaign,
Campaign 6, perform better than
their last campaign?

Bottom Line



iFood's campaign 6, earned 5% higher profits than it's previous campaign, campaign 5.

With high income being a strong predictor of how much a customer spent in campaign 6, I would encourage iFood to focus their marketing efforts on customers with an income near or greater than 60k.

Key Insights



- The **average customer spends 563 BRL** on iFood delivery over their lifetime.
- The **longest life customer** was **2858 days, 7.83 years** compared to the **shortest life customer** which was **5.91 years**.
- The **ages that spent the most** with the food delivery service were between the age range of **36 to 50**.
- In their latest marketing campaign, campaign 6, the **top customer** spent **\$2,491** and income was a strong predictor, at **71% variance**, in determining how much a customer would spend.
- Customers who participated in Campaign 6 with no children **spent an average of \$1,266** compared to customers with 2 children who spent an **average of \$210** per order.