



Indian Institute of Technology (IIT), Madras

# Dataverse (The Business Analytics Challenge)

**foodora**

**Presented by- Team ProdCon**

Country	Avg_Restaurants_Per_City	Avg_Rating	Avg_votes
Canada	1.000000	3.575000	103.000000
Australia	1.043478	3.652174	110.065217
Phillipines	2.444444	4.461111	374.101852
Indonesia	5.250000	4.176563	729.796875
South Africa	10.000000	4.333333	412.005808
United States	12.500000	3.878639	328.870770
Turkey	17.000000	4.298929	495.782143
Brazil	20.000000	3.763333	19.616667
New Zealand	20.000000	4.262500	243.025000
Qatar	20.000000	4.060000	163.800000
Singapore	20.000000	3.575000	31.900000
Sri Lanka	20.000000	3.870000	146.450000
UAE	20.000000	4.233333	493.516667
United Kingdom	20.000000	4.087500	205.487500
India	201.209302	3.786841	453.452265

- Foodora is a European leader in online food delivery, founded in 2014 and headquartered in Stockholm, Sweden. As part of the global Delivery Hero ecosystem, Foodora operates across 6 European countries: Sweden, Norway, Finland, Austria, Czech Republic, and Hungary.
- With a presence in over 200+ cities, Foodora partners with approximately 7,000 restaurants and employs over 2,000 people dedicated to delivering exceptional dining experiences. The platform specializes in fast, reliable food delivery with an average delivery time of 30 minutes, offering customers real-time order tracking and transparency throughout the delivery process.

Foodora Eats operates across **15 countries**

★ **Global Average Restaurant Rating ~4.0**

**India emerges as the most supply dense geography**

★ **Average Rating (~3.78) remains below the global benchmark**

🍴 **Global Average number of restaurants per city ~27**

👤 **Global Average Customer Engagement ~287 votes per restaurant**

🍴 **Number Of Restaurants Per City (~201)**

👤 **Strong Customer Engagement (~453 average votes per restaurant)**

**India is a large, highly engaged market with under optimized customer experience making it the highest ROI geography for targeted quality and discovery interventions.**

### New Delhi Is the Epicenter of India's Quality Opportunity

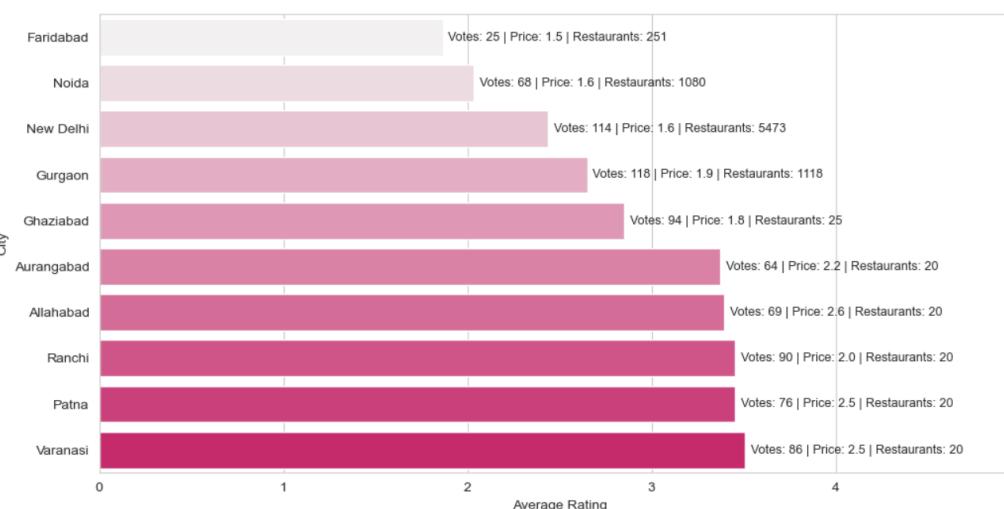
- Scale leader within India:** New Delhi hosts **~5,473 restaurants**, making it the country's largest and most influential city market.
- Mass-market affordability:** A **low average price range (~1.6)** supports broad adoption and frequent usage.
- Severe satisfaction deficit:** **Average ratings are critically low (2.43)**, materially underperforming both national and global benchmarks.
- Engaged but dissatisfied users:** With **~114 average votes**, customer interaction remains meaningful, yet experience quality is poor.

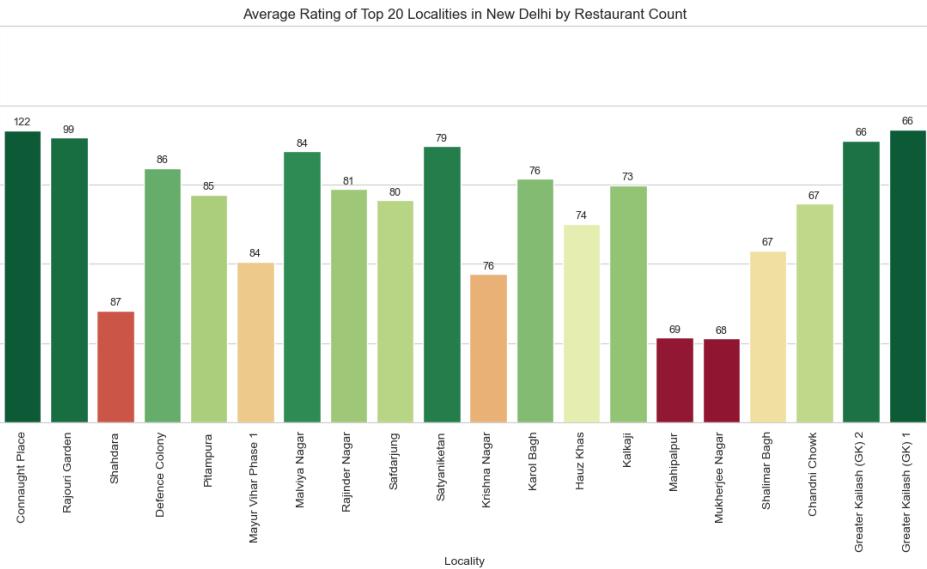
#### Implication:

New Delhi concentrates **India's core structural issue** high supply and engagement coupled with weak customer experience making it the **single highest impact city for targeted quality uplift, curation, and operational interventions**.

**India presents a national scale quality optimization opportunity, and New Delhi is the most leveraged entry point to address it.**

### Top 10 Cities in India with Low Average Rating

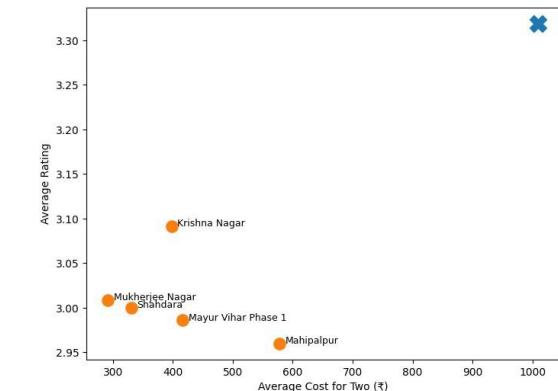




## Locality Level Insight: Quality Gaps in High Supply Areas

**Shahdara, Mayur Vihar Phase 1, Mahipalpur, Krishna Nagar, and Mukherjee Nagar** as high-supply clusters with a significant number of restaurants, yet consistently low average ratings.

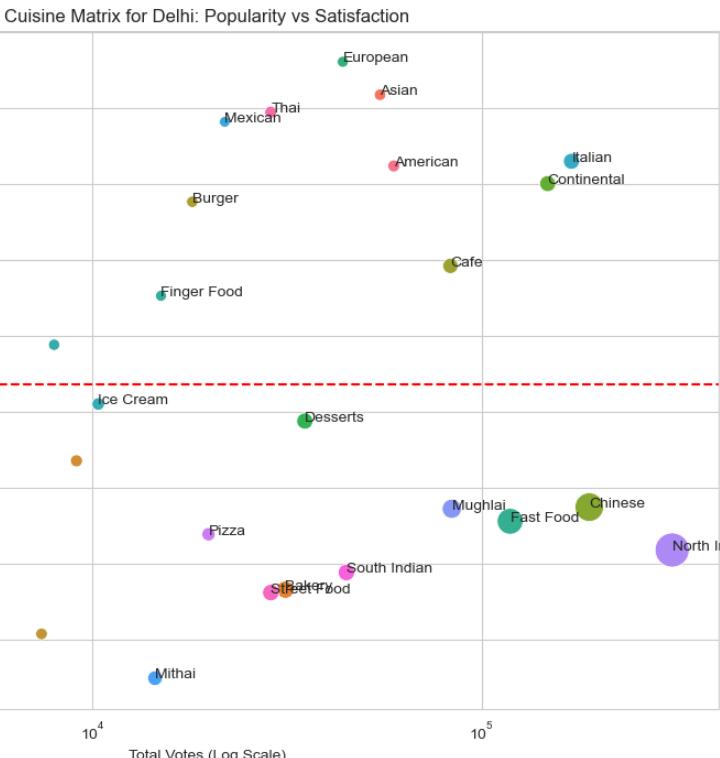
This pattern indicates **localized quality and experience issues**, rather than a lack of demand or accessibility. These localities represent **critical problem zones** where targeted interventions such as quality curation, operational enablement, and restaurant standardization—can drive meaningful improvements in customer satisfaction.



We look for rating > 3.5 but votes below the median

Undiscovered Hotspots (High Quality, Low Visibility):

Locality	Aggregate rating	Votes	Restaurant ID
Chawri Bazar	3.8	1410	12



## High Demand Cuisines in New Delhi Suffer from Systemic Quality Gaps Insight

- North Indian, Chinese, Fast Food, and Mughlai cuisines drive the **highest customer demand** in New Delhi.
- Despite strong engagement, these cuisines consistently record **below average ratings**, indicating a **demand satisfaction mismatch**.

### Problem Diagnosis

- Rapid supply expansion without quality standardization
- Operational strain during peak demand (kitchen & delivery inefficiencies)
- Low entry barriers leading to inconsistent food and service quality
- Popularity biased discovery, amplifying low quality outlets

### Strategic Implications

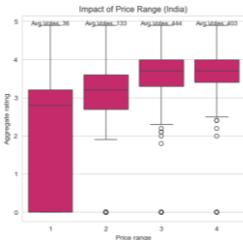
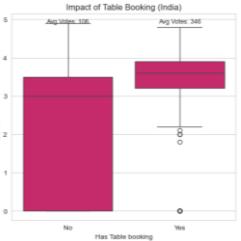
- Sustained low satisfaction in core cuisines risks **user trust erosion** and **repeat usage decline**
- However, the concentration of demand makes this a **high leverage improvement opportunity**

### Recommended Actions

- Introduce cuisine specific quality benchmarks before boosting visibility
- Enable operational support for high volume outlets (delivery radius, peak throttling)
- Rebalance discovery rankings to weight quality alongside demand
- Promote best in category and hidden gem outlets within popular cuisines
- Pilot quality uplift programs in New Delhi before national rollout

Fixing quality at scale in New Delhi's most popular cuisines can unlock disproportionate gains in customer satisfaction without reducing demand.

# Country Wide Operational Impact Analysis (India)



### Online Delivery's Impact on Performance

**HIGHER CUSTOMER ENGAGEMENT (VOTES)**

- Restaurants offering online delivery consistently attract more customer interaction.
- Significant increase in vote volume compared to non-delivery establishments.

**BETTER AVERAGE RATINGS**

- Delivery availability correlates with superior overall ratings.
- Higher satisfaction levels among delivery customers boost restaurant scores.

**KEY DRIVER: VISIBILITY & CUSTOMER SATISFACTION**

- Delivery availability is a fundamental catalyst for national visibility.
- Enhanced accessibility leads to greater overall customer satisfaction.

### Table Booking's Influence on Popularity

**STRONGER POPULARITY**

- Restaurants enabling bookings consistently attract more customer users.
- Increased visibility and engagement through compared platform establishers.

**HIGHER RATINGS**

- Improved customer experience leads with superior overall ratings.
- Perceived reliability boosts average among delivery satisfaction boost restaurant scores.

**TRUST & CONVENIENCE SIGNAL**

- Delivery availability acts a fundamental catalyst for national visibility.
- Enhances user confidence and greater positively influences restaurant choice.

### Price Range & Restaurant Performance

**LOWEST PRICE SEGMENT**

- Lowest price segment.
- Reflects potential quality & experience trade-offs.
- Limited customer engagement.

**MID-RANGE RESTAURANTS**

- Balanced Engagement.
- Preference for VALUE-FOR-MONEY.
- Consistent ratings, balancing cost & experience.

**HIGHER-PRICED RESTAURANTS**

- Greater Customer Engagement.
- Better average ratings.
- Focus on premium quality & exceptional experience.

**OVERALL TREND:** Customer Preference for VALUE-FOR-MONEY Over Absolute Affordability.

# STRATEGIC RECOMMENDATIONS



## 1. ACCELERATE ONLINE DELIVERY ADOPTION

- Incentivize non-delivery restaurants to onboard delivery through reduced commissions or operational support.
- Prioritize delivery-enabled restaurants in discovery and recommendations.



## 2. EXPAND TABLE BOOKING ENABLEMENT

- Promote table booking as a quality and reliability indicator.
- Highlight booking-enabled restaurants with dedicated badges or ranking boosts.



## 3. REPOSITION LOW-PRICE SEGMENTS

- Introduce minimum quality and hygiene benchmarks for low-price restaurants.
- Support quality upgrades through training and best-practice toolkits.



## 4. OPTIMIZE DISCOVERY AROUND VALUE, NOT JUST PRICE

- Shift recommendation logic toward value-for-money rather than lowest price.
- Promote mid-range restaurants that balance affordability with consistent quality.

## Hidden gems

Restaurant Name	City	Locality	Cuisines	Aggregate rating	Votes	Price range
Sheroes Hangout	Agra	Tajganj	Cafe, North Indian, Chinese	4.9	77	1
Cryo Lab	Ahmedabad	Ellis Bridge	Desserts, Ice Cream	4.6	166	2
The Basement Café©	Guwahati	Chandmari	Cafe	4.7	126	2
Aman Chicken	Ludhiana	Shastri Nagar	North Indian, Mughlai	4.6	196	2
Food Scouts	New Delhi	Punjabi Bagh	North Indian, Chinese, Continental	4.6	61	2

## Discovery Gap Analysis

**HIGH-QUALITY, AFFORDABLE RESTAURANTS**

- Exceptionally high customer satisfaction (average rating > 4.5).
- Highly affordable price points.

**LOW VISIBILITY & ENGAGEMENT**

- Low customer visibility & engagement.
- Better average ratings.
- Relatively low vote counts.

**THE OPPORTUNITY: BRIDGE THE DISCOVERY GAP**

- These restaurants are UNDEREXPOSED, not UNDER-FORMING.
- Promote high-quality establishments to improve user experience & support partners.

## Strategic Recommendations: Unlocking Hidden Gems

**1. INTRODUCE A "HIDDEN GEMS" DISCOVERY SECTION**

• Create a dedicated page category highlighting highly rated, affordable restaurants with low visibility.

• Rotate featured restaurants regularly to ensure freshness and relevance.

**2. ALGORITHMIC BOOST FOR HIGH-QUALITY, LOW-VISIBILITY RESTAURANTS**

• Temporarily boost ranking for restaurants meeting quality and affordability thresholds.

• Rotate promotion with performance monitoring to maintain recommendation relevance.

**3. LOCALIZED PROMOTION CAMPAIGNS**

• Highlight hidden gems within city- or locality-specific recommendations.

• Use push notifications or curated lists to drive initial discovery.

**4. QUALITY BADGING AND TRUST SIGNALS**

• Introduce visual badges such as "Highly Rated & Affordable" to improve click-through rates.

• Reinforce trust by explaining why these restaurants are being recommended.

**5. PARTNER ENABLING FOR GROWTH**

• Support promoted restaurants with operational guidance to handle increased demand without quality dilution.

## Final Recommendations for Foodora Eats

**INDIA: PRIMARY PILOT MARKET FOR QUALITY UPLIFT**

**RATIONALE:** THE IDEAL TESTBED

**ACTIONS:** PILOT & REFINE

**WHY: MAXIMIZE ROI**

**FIX THE CORE QUALITY GAP IN HIGH-DEMAND CUISINES (DELHI-LED)**

**THE PROBLEM:** DELHI'S CORE CUISINES

**ACTIONS:** QUALITY & DISCOVERY

**WHY: MAXIMIZE IMPACT**

**3. SHIFT DISCOVERY LOGIC FROM "POPULARITY-FIRST" TO QUALITY-LED**

**THE PROBLEM:** POPULARITY-BIAS

**ACTIONS: QUALITY-LED DISCOVERY**

**WHY: BUILD PLATFORM TRUST**

**ACTIVATE "HIDDEN GEMS" TO UNLOCK UNDERUTILIZED QUALITY SUPPLY**

**RATIONALE: THE UNTAPPED SUPPLY**

**ACTIONS: BOOST & VISUALIZE**

**WHY: UNLOCK MUTUAL VALUE**

**FOCUS CITY-LEVEL EXECUTION ON HIGH-IMPACT PROBLEM ZONES**

**RATIONALE: CONCENTRATED INTERVENTIONS**

**ACTIONS: LOCALIZED INTERVENTIONS**

**WHY: FASTER & MEASURABLE RESULTS**

**SCALE PROVEN OPERATIONAL LEVERS NATIONALLY AND GLOBALLY**

**RATIONALE: INDIA-WIDE INSIGHTS**

**ACTIONS: ACCELERATE & PROMOTE**

**WHY: CONVENIENCE OVER LOW PRICE**

# THANK YOU