



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**

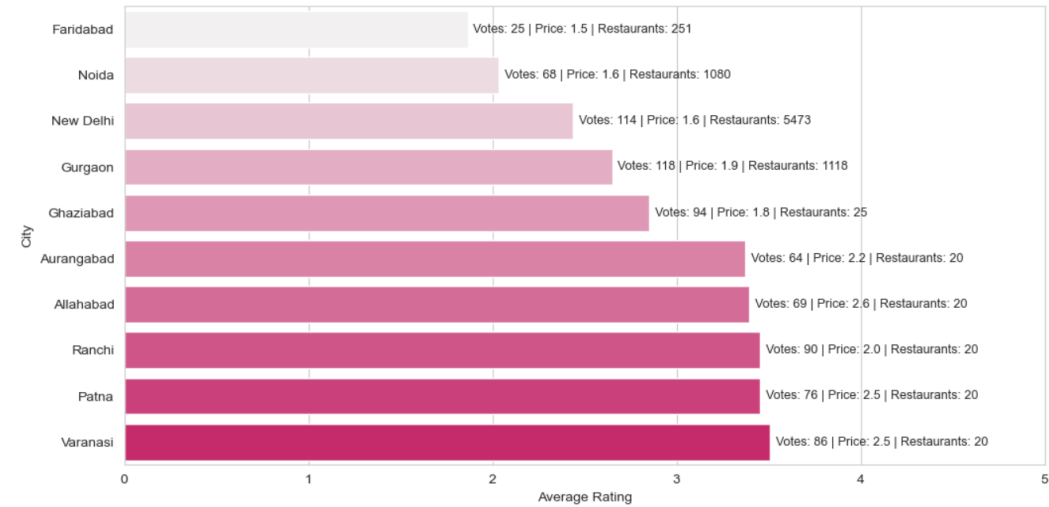
👤 **Global Average Customer Engagement ~287 votes per restaurant**

✂ **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.

Top 10 Cities in India with Low Average Rating

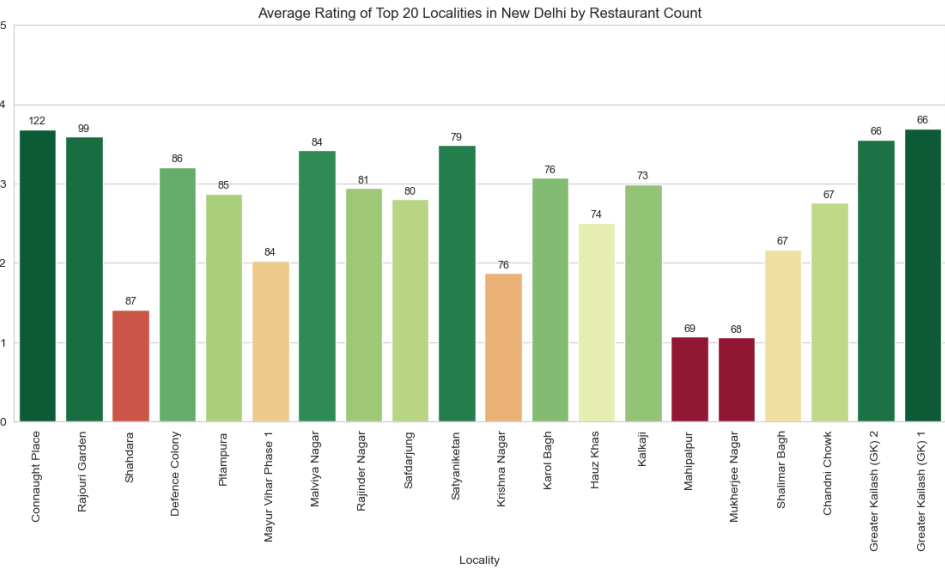


New Delhi Is the Epicenter of India’s Quality Opportunity

- 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**.

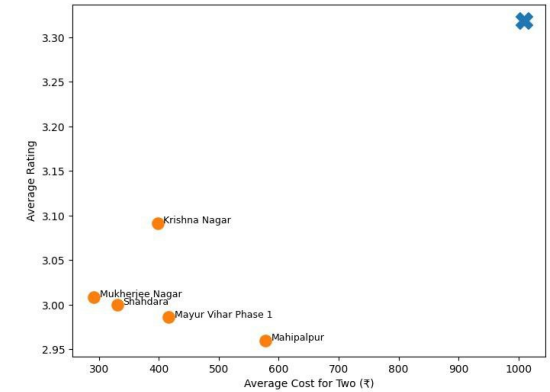
India presents a national scale quality optimization opportunity, and New Delhi is the most leveraged entry point to address it.



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.

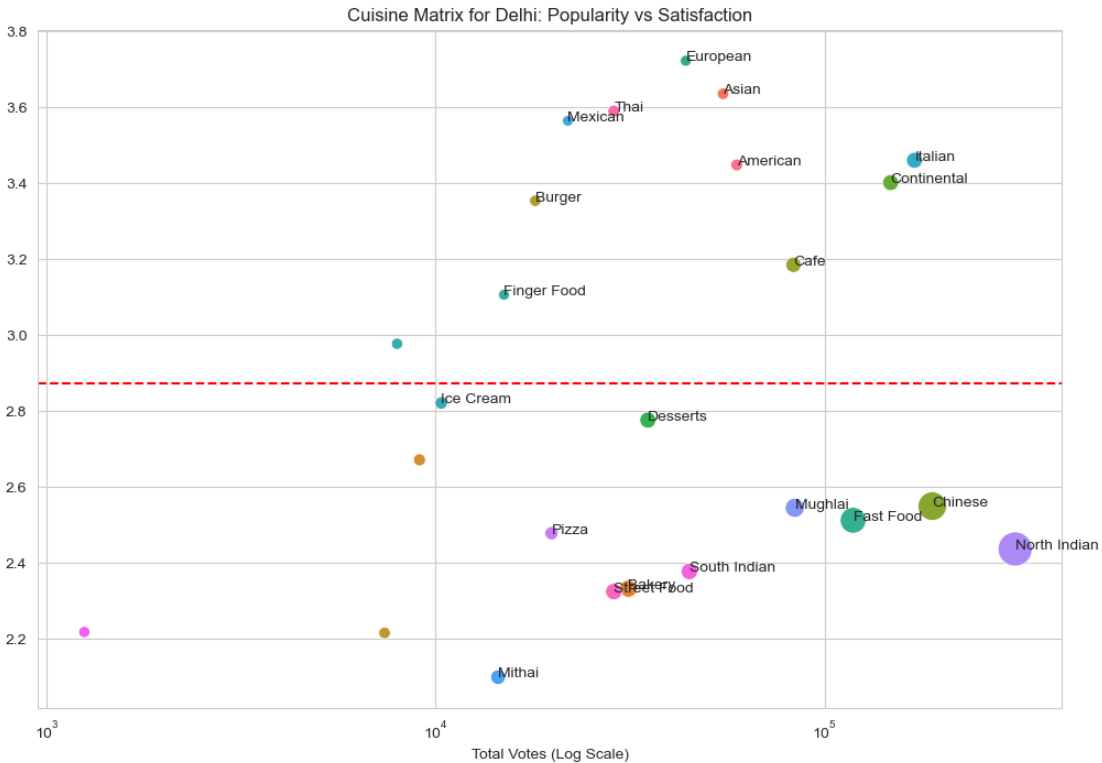
This pattern indicates **localized quality and experience issues**, rather than a lack of demand or accessibility. These localities represent **critical problem zones** where targeted interventions such as quality curation, operational enablement, and restaurant standardization—can drive meaningful improvements 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
26 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

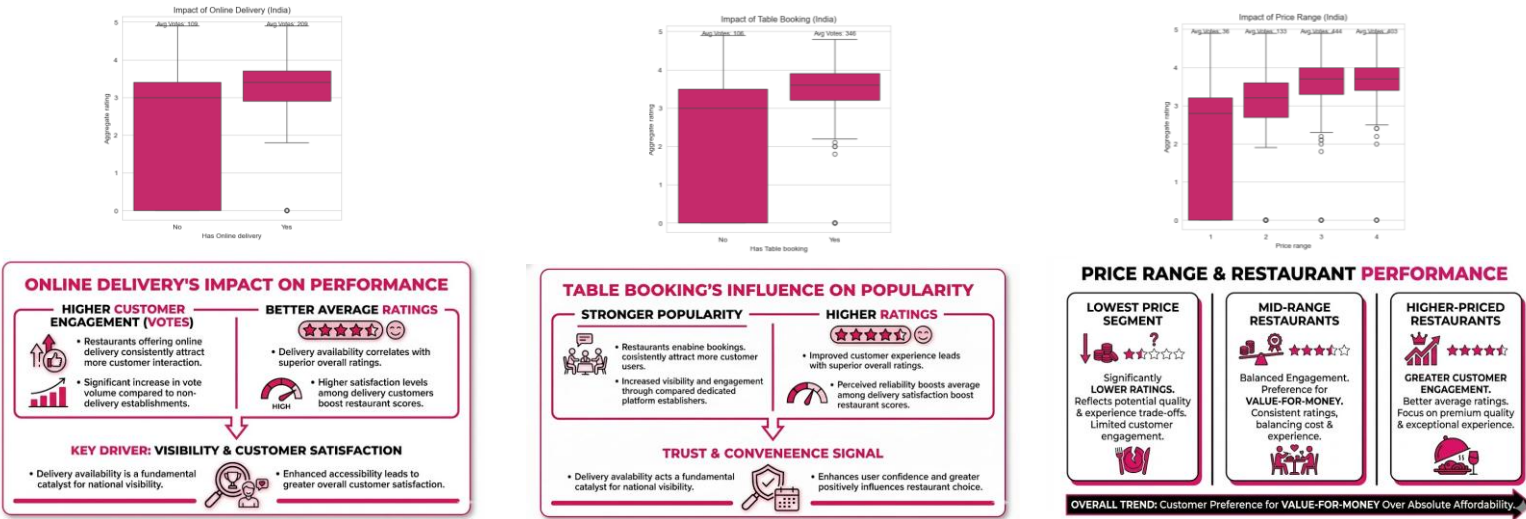
- Sustained low satisfaction in core cuisines risks **user trust erosion** and **repeat usage decline**
- However, the concentration of demand makes this a **high leverage improvement opportunity**

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)



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 Caff©	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 omer experience & support partners.

STRATEGIC RECOMMENDATIONS: UNLOCKING HIDDEN GEMS

1. INTRODUCE A "HIDDEN GEMS" DISCOVERY SECTION

- Create a dedicated in-app category highlighting highly rated, affordable restaurants with low visibility.
- Rotate featured restaurants regularly to ensure fairness and freshness.

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

- Temporarily boost ranking for restaurants meeting quality and affordability thresholds.
- Balance 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 ENABLEMENT 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

- High restaurant density, strong engagement, and diverse demographics for targeted interventions.

ACTIONS: PILOT & REFINE

- Pilot Interventions: Test on quality, discovery, and operational readiness in select cities.
- Track Impact: Monitor engagement, repeat usage, and engagement.
- Refine Playbooks: Refine strategies before global rollout.

WHY: MAXIMIZE ROI

- India offers the highest ROI for experimentation due to scale and diversity of outcomes.

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

THE PROBLEM: DELHI'S CORE CUSINES

- North Indian, Fast Food, Mughlai.
- Current dishes show high demand but low satisfaction, low visibility, driven by scale-borne-outdated quality dilution.

ACTIONS: QUALITY & DISCOVERY

- Introduce cuisine-specific quality standards for premium dishes.
- Surface best: Surface best-in-category outlets (surface best-in-category outlets).
- Provide operational enablements (delivery, hygiene, peak-hour controls).

WHY: MAXIMIZE IMPACT

- Improving quality in core cuisines directly impacts the largest share of user interactions.

SHIFT DISCOVERY LOGIC FROM "POPULARITY-FIRST" TO QUALITY-LED

THE PROBLEM: "POPULARITY-FIRST" BIASED

- Current discovery biases toward volume, ignoring quality and engagement.

ACTIONS: QUALITY-LED DISCOVERY

- Introduce quality-based ranking algorithms that weigh ratings, reviews, and engagement.
- Boost selected early, low-volume, high-quality establishments.

WHY: BUILD PLATFORM TRUST

- Long-term platform trust depends on consistent quality signals.

ACTIVATE "HIDDEN GEMS" TO UNLOCK UNDERUTILIZED QUALITY SUPPLY

RATIONALE: THE UNTAPPED SUPPLY

- Several restaurants show very high ratings (>4.5) and affordable pricing, yet suffer from low visibility.

ACTIONS: BOOST & VISUALIZE

- Quality Light Program: Introduce a "Quality Light" badge for high-quality, low-visibility restaurants.
- Trust Badges: Add trust badges and "Quality First" labels.

WHY: UNLOCK MUTUAL VALUE

- This improves customer value and partner outcomes without increasing supply.

FOCUS CITY-LEVEL EXECUTION ON HIGH-IMPACT PROBLEM ZONES

RATIONALE: CONCENTRATED PROBLEM AREAS

- New Delhi, followed by specific localities, concentrates high supply with low satisfaction.

ACTIONS: LOCALIZED INTERVENTIONS

- Quality Light Programs: Introduce a "Quality Light" badge for high-quality, low-visibility restaurants.
- Enable & Enforce: Strengthen standards, and stricter standards in problem localities.

WHY: FASTER & MEASURABLE RESULTS

- Localized interventions yield faster and more measurable improvements.

SCALE PROVEN OPERATIONAL LEVERS NATIONALLY AND GLOBALLY

RATIONALE: INDIA-WIDE INSIGHTS

- India-wide analysis shows online delivery and table booking strongly correlate with higher engagement and better ratings.

ACTIONS: ACCELERATE & PROMOTE

- Delivery Onboarding: Accelerate onboarding for non-delivery restaurants.
- Promote Table Booking: Promote table booking as a reliability and trust signal.
- Prioritize Value: On-boarding also low price as a discovery driver in low-value-for-money.

WHY: CONVENIENCE OVER LOW PRICE

- Operational convenience is a stronger driver of satisfaction than low pricing alone.

THANK YOU