

Dataverse Round 2 - Case Study Challenge

Foodora Eats: Restaurant Discovery & Customer Experience Analytics

Background

Foodora Eats is a fast-growing restaurant discovery platform operating across multiple countries. Customers use the platform to browse restaurants, view ratings, explore cuisines, and choose between dine-in or online delivery options.

Despite rapid growth, the platform is facing challenges:

- Some cities show high activity but inconsistent restaurant quality
- Certain cuisines attract high customer interest but low satisfaction
- Localities within cities vary widely in performance
- Online delivery adoption and ratings are uneven across markets

You have been given a dataset containing restaurant information such as city, locality, cuisines, rating, votes, price range, booking/delivery availability, and more.

Your task is to analyse this dataset and uncover insights that can help Foodora Eats improve restaurant discovery, customer satisfaction, and platform engagement.

Your Objective

Use the dataset to identify patterns, behaviours, and opportunities within the restaurant ecosystem.

Your analysis should explore factors influencing restaurant visibility, customer satisfaction, and operational performance across cities, cuisines, and localities.


Include **unique insight/s** that you derived independently, something not explicitly asked for but valuable for Foodora Eats.

What You Need to Submit – 3-Slide PPT

It should contain your Data Understanding, Key Insights and Recommendations

Evaluation Criteria

- Strength and originality of insights
- Clarity of visualisation and explanation
- Practicality of recommendations
- Quality of the analysis

Dataset Link -  Dataset