



Increasing Sales

Know your customer to increase revenue

Distribution of customers w.r.t visits

- Highest:
 - 18-30
- Lowest:
 - Above 50

visits

Above 50

2.1%

40 - 50

12.6%

30 - 40

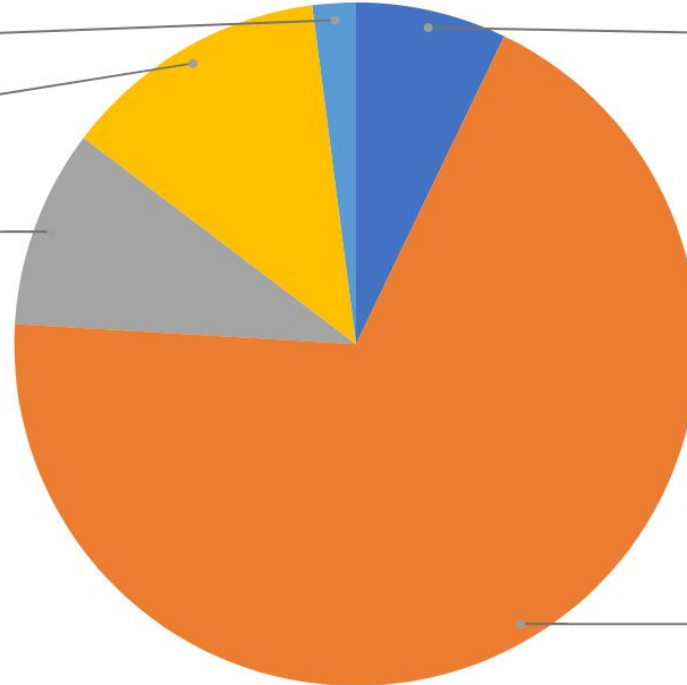
9.4%

Below 18

7.1%

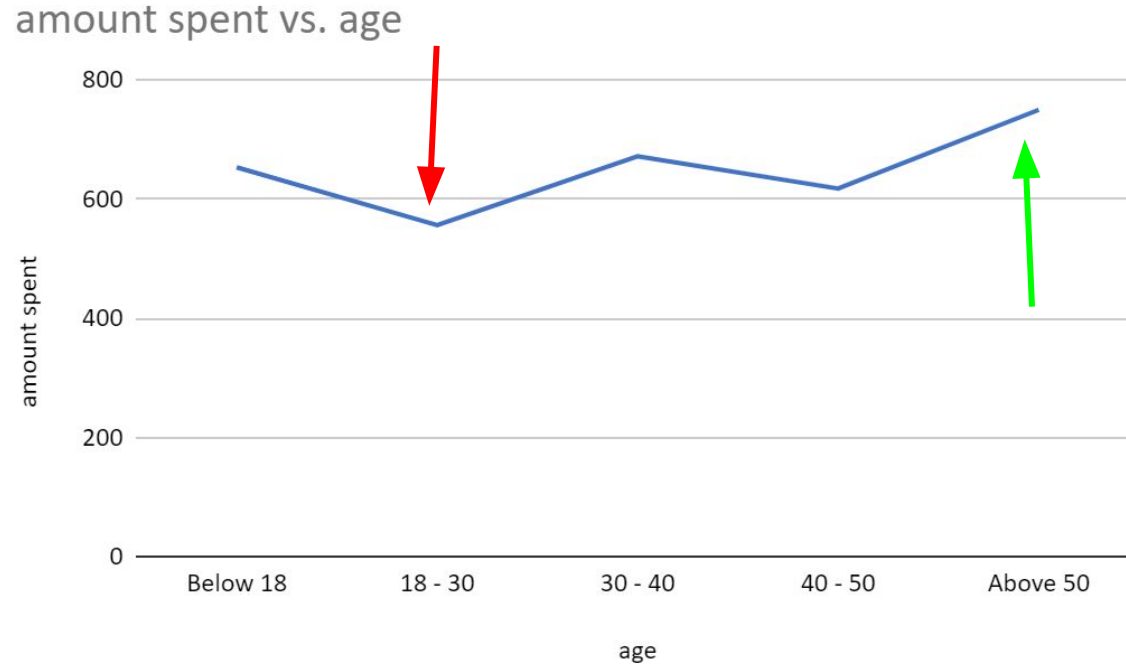
18 - 30

68.8%



Distribution w.r.t Spendings

- Maximum:
 - Above 50
- Minimum:
 - 18-30

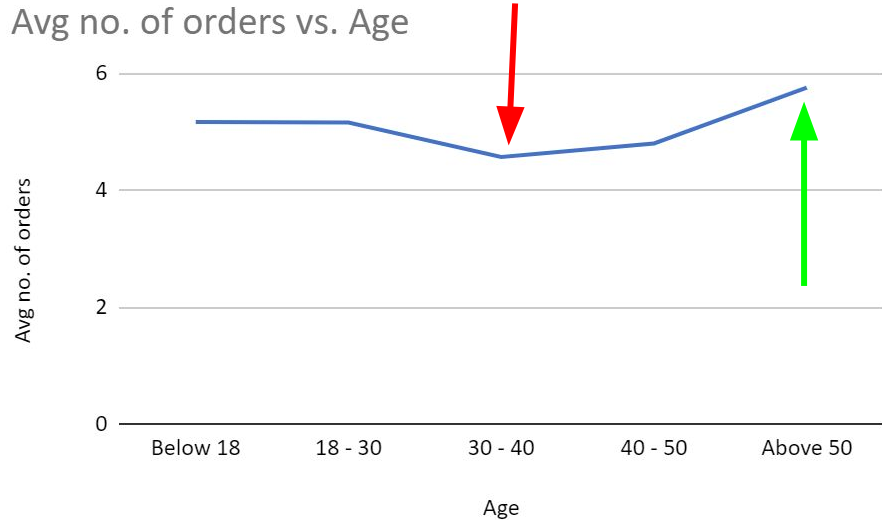


Distribution of No. of orders w.r.t. Age

Bonus Question:

What are the Average number of orders as per Age group?

- Highest:
 - Above 50
- Lowest:
 - 30 - 40



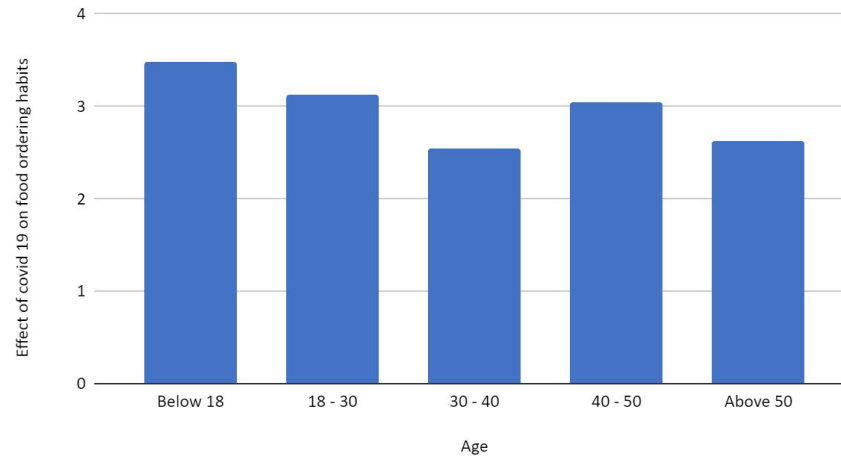
Distribution of Effect of covid 19 on food ordering habits vs. Age

Bonus question:

What is the effect of covid-19 on food ordering habits as per Age group?

- Highest
 - Below 18
- Lowest
 - 30 - 40

Effect of covid 19 on food ordering habits vs. Age



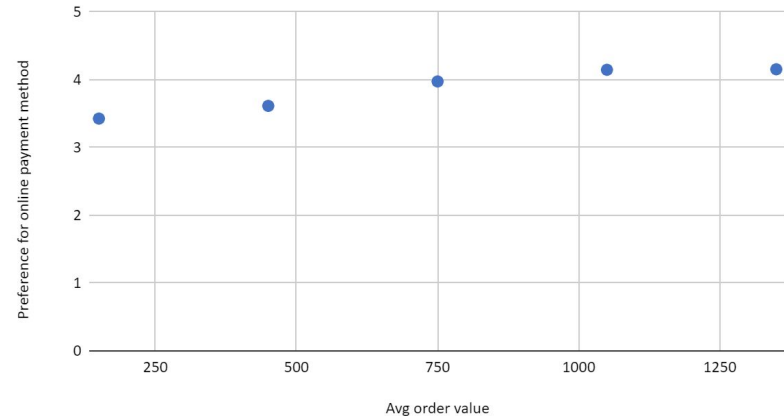
Distribution of preference for online payment method vs Avg. order value

Bonus question:

What is preference for online payment method as per Average order values?

- Highest
 - 1350 Average order value
- Lowest
 - 150 Average order value

Preference for online payment method vs. Avg order value



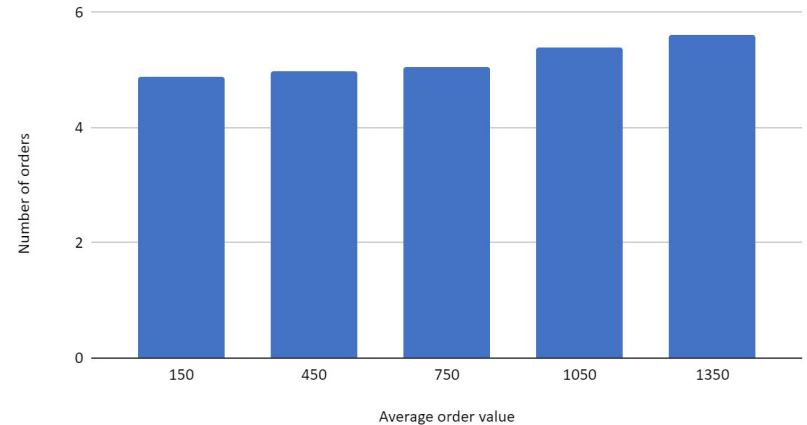
Distribution of Number of orders w.r.t Average order value

Bonus question:

What is the number of orders per Average order value?

- Highest
 - 1350 Average Order value
- Lowest
 - 150 Average Order value :

Number of orders vs. Average order value



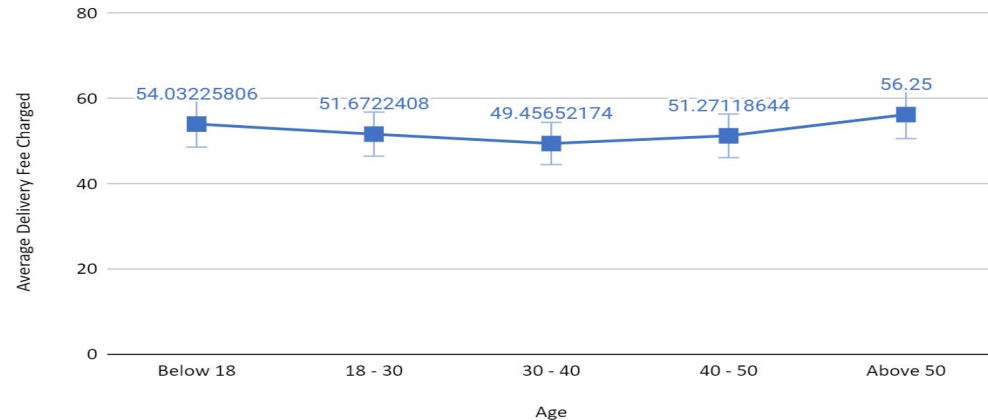
Distribution of Average Delivery Fee Charged vs. Age

Bonus question:

What is the average delivery fee charged as per each age group?

- Highest
 - Above 50
- Lowest
 - 30 - 40

Average Delivery Fee Charged vs. Age



Recommendation

- Between 18-30
 - Visit a lot
 - Spends less
 - Incentivise to spend more
 - Offer discounts like buy 2 get 1 free
- Between 30-40
 - Least effect of covid 19 on food ordering habits
 - Least Average Delivery Fee Charged
 - Makes the least number of orders.
 - Incentivise to make more number of orders.
 - Offer Free Shipping
- Above 50
 - Spends a lot
 - Highest Average Delivery Fee Charged
 - Makes the highest number of orders
 - Visits rarely
 - Incentivise to visit more often
 - Offer time-limited discounts

