### ****Business Development Report for Upliance.ai Cooking Assistant****

**Executive Summary:**

With a focus on important performance indicators like revenue, cooking sessions, and user engagement, this report examines user interactions with Upliance.ai 's Cooking Assistant. Important trends in user behavior, favorite dishes, and demographic information are highlighted by the analysis. Strategic suggestions are offered to improve operational efficiency, maximize revenue streams, and increase user engagement in light of these findings.

**Key Findings:**

* Total Revenue: 16 cooking sessions and 16 orders brought in a total of $180.00.
* The average revenue per order is about $11.25.

User Engagement: Orders and cooking sessions have a good level of interaction.

* With an order completion rate of 87.5%, users who took part in cooking sessions placed more orders overall.

The average session rating is 4.5 out of 5, indicating that users are happy.

* Most Ordered Dishes: Spaghetti, Caesar salad, and grilled chicken are the most popular dishes.

They receive a lot of orders and make a substantial portion of the overall sales.

* Information on Demographics

Age: When it comes to ordering and cooking, the 25–34 age group is the most engaged.

Location: The highest revenue is generated in urban areas, indicating room for expansion in rural areas.

* Operational Performance: Sessions typically last around half an hour. Cooking sessions are generally rated higher by users who spend more time in them.

12.5% of orders are canceled, with higher cancellation rates for some dishes, such as the veggie burger.

**Business Suggestions**

1. Make the Most Popular Dishes Better

* Execute targeted marketing campaigns for the three best-selling items: grilled chicken, Caesar salad, and spaghetti.
* To boost order value and to boost sales, combine these dishes with related products.
* To promote repeat business, provide them as time-limited deals or with price breaks.

1. Target High-Value User Groups

* Because users in the 25–34 age range exhibit high levels of engagement and order frequency, marketing efforts should concentrate on this demographic.
* Customize marketing campaigns by offering meal kits and recipe suggestions that are suited to this age range.

1. Engage for Breakfast: Compared to dinner, the breakfast segment has lower engagement.

* To increase involvement in this category, provide quick, simple breakfast recipes that require less time to prepare and sell them at a discount.
* To encourage morning users, think about providing meal bundles or early-bird discounts for breakfast items.

1. Cut Down on Cancellations

• Determine the reasons behind order cancellations, especially for items with higher cancellation rates like veggie burgers.

• Deal with problems like lengthy preparation times or dish dissatisfaction from customers.

• For dishes with high cancellation rates, optimize the cooking process and communicate better about estimated preparation times.

1. Rural Development:

* Although urban regions are doing well, rural areas have a lot of room to grow.

• Use discounts or promotions in targeted campaigns to boost participation in these underutilized regions.

• To encourage rural people to test the service, offer free delivery or loyalty plans.

1. Enhance the User Experience

• Users who cook for longer periods of time typically give higher reviews. To make sessions more interesting and educational, think about adding detailed video instructions or advice.

• Examine features like real-time support, such as live cooking lessons or assistance, for consumers who require extra aid while cooking.

**Conclusion:**

The report's conclusions highlight important chances for Upliance.ai to improve user engagement and solidify its place in the market. Upliance.ai can boost user growth and income by focusing on high-engagement demographics, improving popular meals, decreasing order cancellations, and entering rural areas. Long-term client loyalty can also be increased by improving the user experience with customized promotions and better cooking session features.

By putting the aforementioned suggestions into practice, Upliance.ai will be able to increase its market share, draw in more people, and generate more income. This report's data-driven insights give a clear road map for Upliance.ai 's future success.