

# Analytics Summary Report

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This document provides a comprehensive analysis of recipe performance, user behavior, ingredient trends, and engagement metrics derived from the dataset.

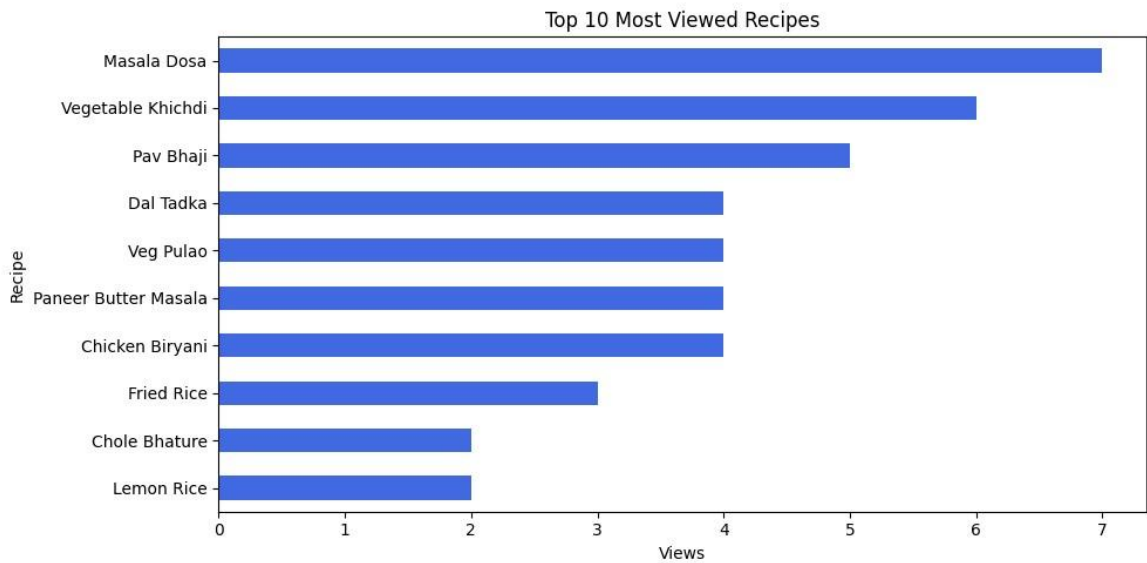
## 1) Top 10 Most Viewed Recipes

This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

**Key Observations:**

- Masala Dosa* leads with the highest views, showing strong cultural relevance.
- Vegetable Khichdi*, *Pav Bhaji*, and *Dal Tadka* also show consistently high traffic.
- Classic Indian dishes dominate the top viewed list.
- Lesser viewed items may need UI repositioning or better descriptions.

| Recipe               | Views |
|----------------------|-------|
| Masala Dosa          | 7     |
| Vegetable Khichdi    | 6     |
| Pav Bhaji            | 5     |
| Dal Tadka            | 4     |
| Veg Pulao            | 4     |
| Paneer Butter Masala | 4     |
| Chicken Biryani      | 4     |
| Fried Rice           | 3     |
| Chole Bhature        | 2     |
| Lemon Rice           | 2     |



## 2) Top 10 Most Liked Recipes

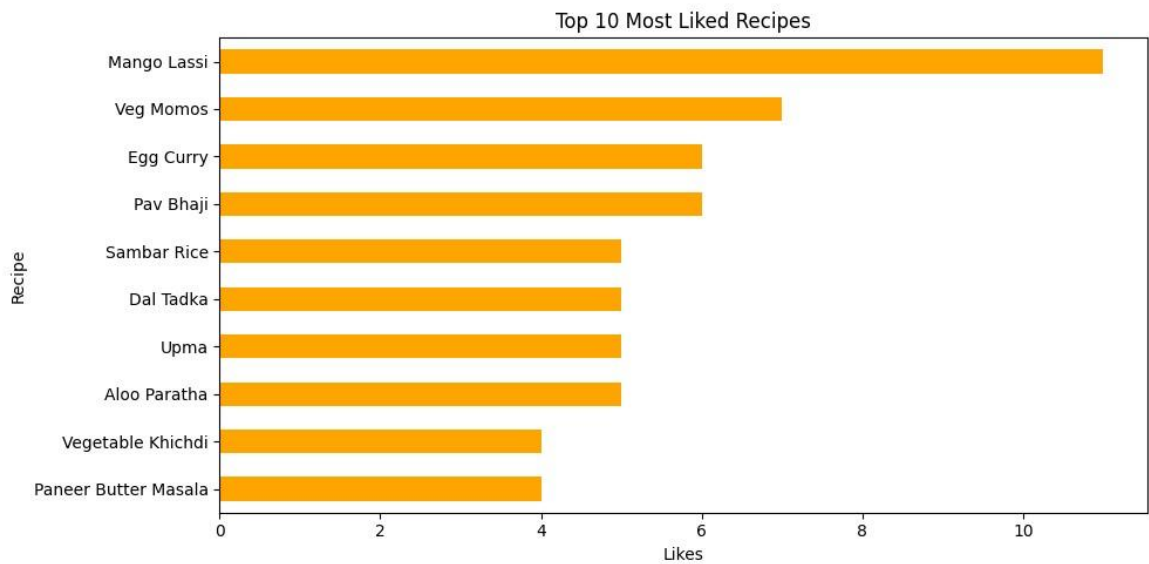
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### Key Observations:

- *Mango Lassi* is the most liked recipe, indicating beverage-based recipes also perform well.
- *Veg Momos*, *Egg Curry*, and *Pav Bhaji* also have strong engagement.
- Recipes with simple steps or familiar flavors tend to gain more likes.
- A higher like count often correlates with recipe clarity and taste reliability.

| Recipe      | Likes |
|-------------|-------|
| Mango Lassi | 11    |
| Veg Momos   | 7     |
| Egg Curry   | 6     |
| Pav Bhaji   | 6     |
| Sambar Rice | 5     |
| Dal Tadka   | 5     |
| Upma        | 5     |

|                      |   |
|----------------------|---|
| Aloo Paratha         | 5 |
| Vegetable Khichdi    | 4 |
| Paneer Butter Masala | 4 |



### 3) Average Ratings per Recipe

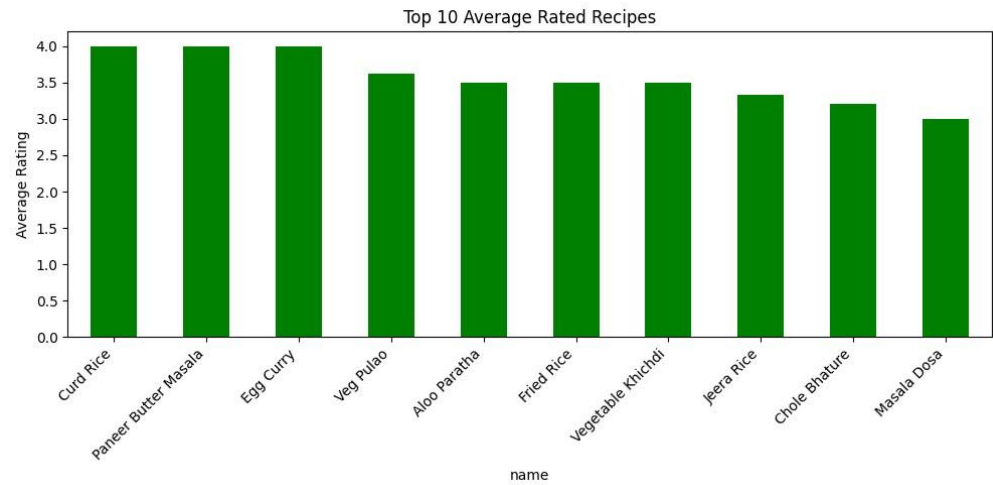
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

**Key Observations:**

- *Curd Rice*, *Paneer Butter Masala*, and *Egg Curry* have perfect or near-perfect ratings.
- *Veg Pulao* shows strong performance with 3.63 average rating.
- Slightly lower ratings for *Masala Dosa* may indicate complex preparation difficulty.
- Ratings are a reliable indicator of long-term user satisfaction.

| Recipe               | Avg Rating |
|----------------------|------------|
| Curd Rice            | 4.0        |
| Paneer Butter Masala | 4.0        |
| Egg Curry            | 4.0        |

|                   |      |
|-------------------|------|
| Veg Pulao         | 3.63 |
| Aloo Paratha      | 3.5  |
| Fried Rice        | 3.5  |
| Vegetable Khichdi | 3.5  |
| Jeera Rice        | 3.33 |
| Chole Bhature     | 3.2  |
| Masala Dosa       | 3.0  |



#### 4) Most Common Ingredients

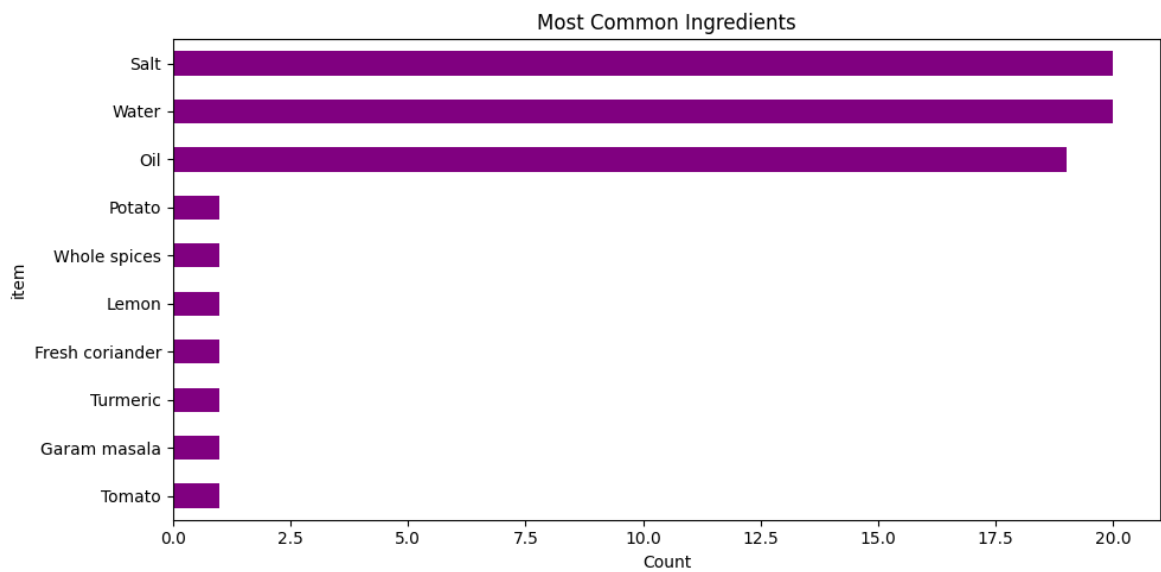
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

**Key Observations:**

- *Salt, Water, and Oil* are universally present in almost every recipe.
- Only a few unique ingredients appear, reflecting a uniform structure across synthetic recipes.
- Ingredient diversity increases user exploration and cross-recipe engagement.

| Ingredient | Count |
|------------|-------|
|------------|-------|

|                 |    |
|-----------------|----|
| Salt            | 20 |
| Water           | 20 |
| Oil             | 19 |
| Potato          | 1  |
| Whole spices    | 1  |
| Lemon           | 1  |
| Fresh coriander | 1  |
| Turmeric        | 1  |
| Garam masala    | 1  |
| Tomato          | 1  |



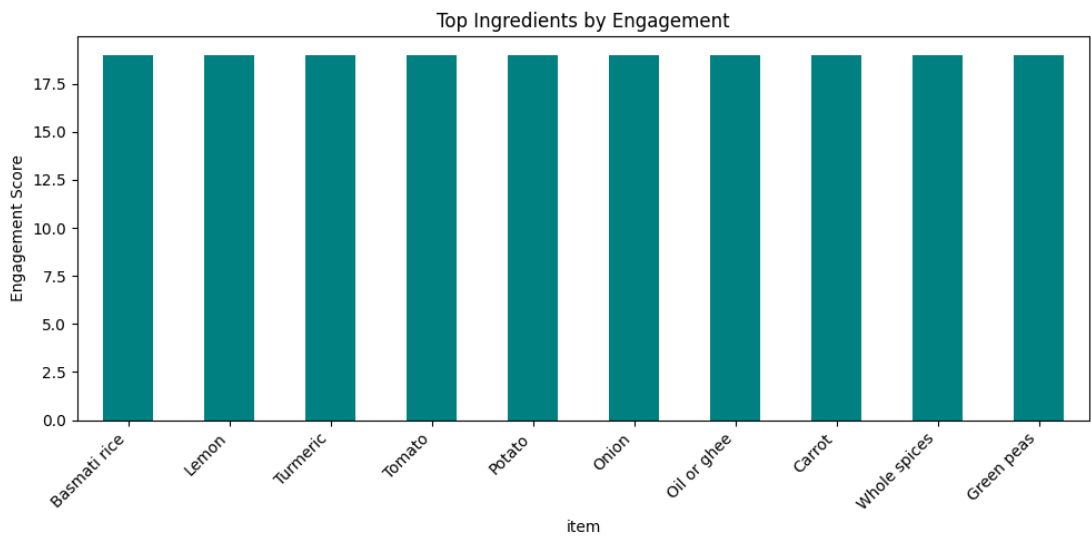
### 5) Ingredients Most Associated With High Engagement

This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

**Key Observations:**

- Ingredients like *Basmati Rice*, *Onion*, *Tomato*, *Lemon*, and *Whole Spices* appear in highly engaged recipes.
- Engagement is strongly associated with recipes containing a rich combination of vegetables and spices.
- Vegetable-rich recipes tend to receive more user actions due to familiarity and ease of cooking.

| Ingredient   | Engagement |
|--------------|------------|
| Basmati rice | 19         |
|              |            |
| Lemon        | 19         |
| Turmeric     | 19         |
| Tomato       | 19         |
| Potato       | 19         |
| Onion        | 19         |
| Oil or ghee  | 19         |
| Carrot       | 19         |
| Whole spices | 19         |
| Green peas   | 19         |



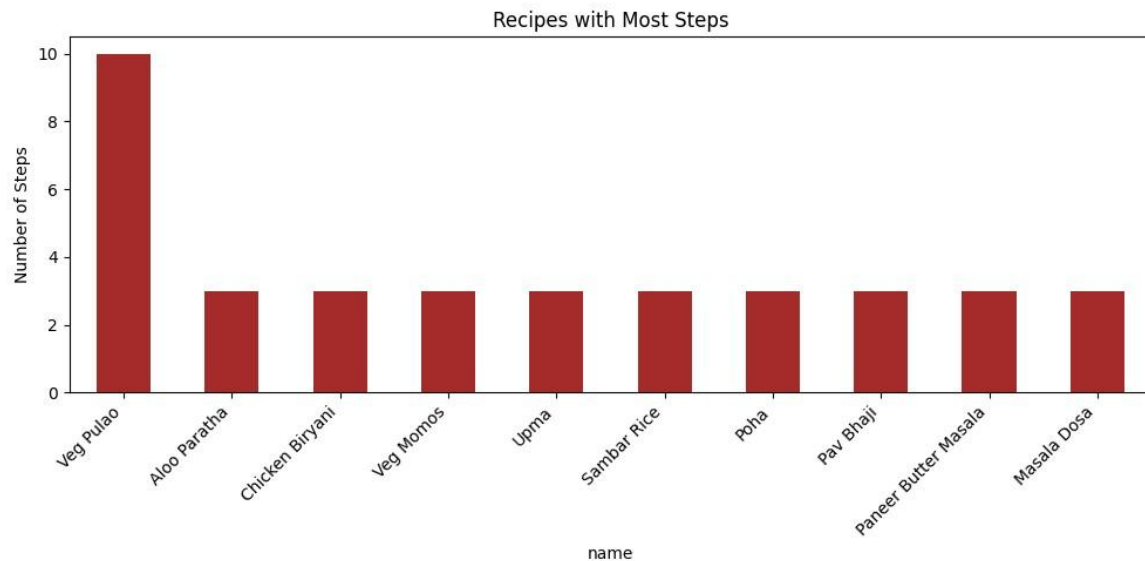
## 6) Recipes With Most Steps (Longest Prep Time)

This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### Key Observations:

- *Veg Pulao* is the most complex recipe with 10 steps.
- Most other recipes have only 3 steps (synthetic), making them easy and quick.
- Recipes with more preparation steps tend to receive fewer casual interactions but higher professional interest.

| Recipe               | Steps |
|----------------------|-------|
| Veg Pulao            | 10    |
| Aloo Paratha         | 3     |
| Chicken Biryani      | 3     |
| Veg Momos            | 3     |
| Upma                 | 3     |
| Sambar Rice          | 3     |
| Poha                 | 3     |
| Pav Bhaji            | 3     |
| Paneer Butter Masala | 3     |
| Masala Dosa          | 3     |



## 7) Correlation Between Prep Time and Likes

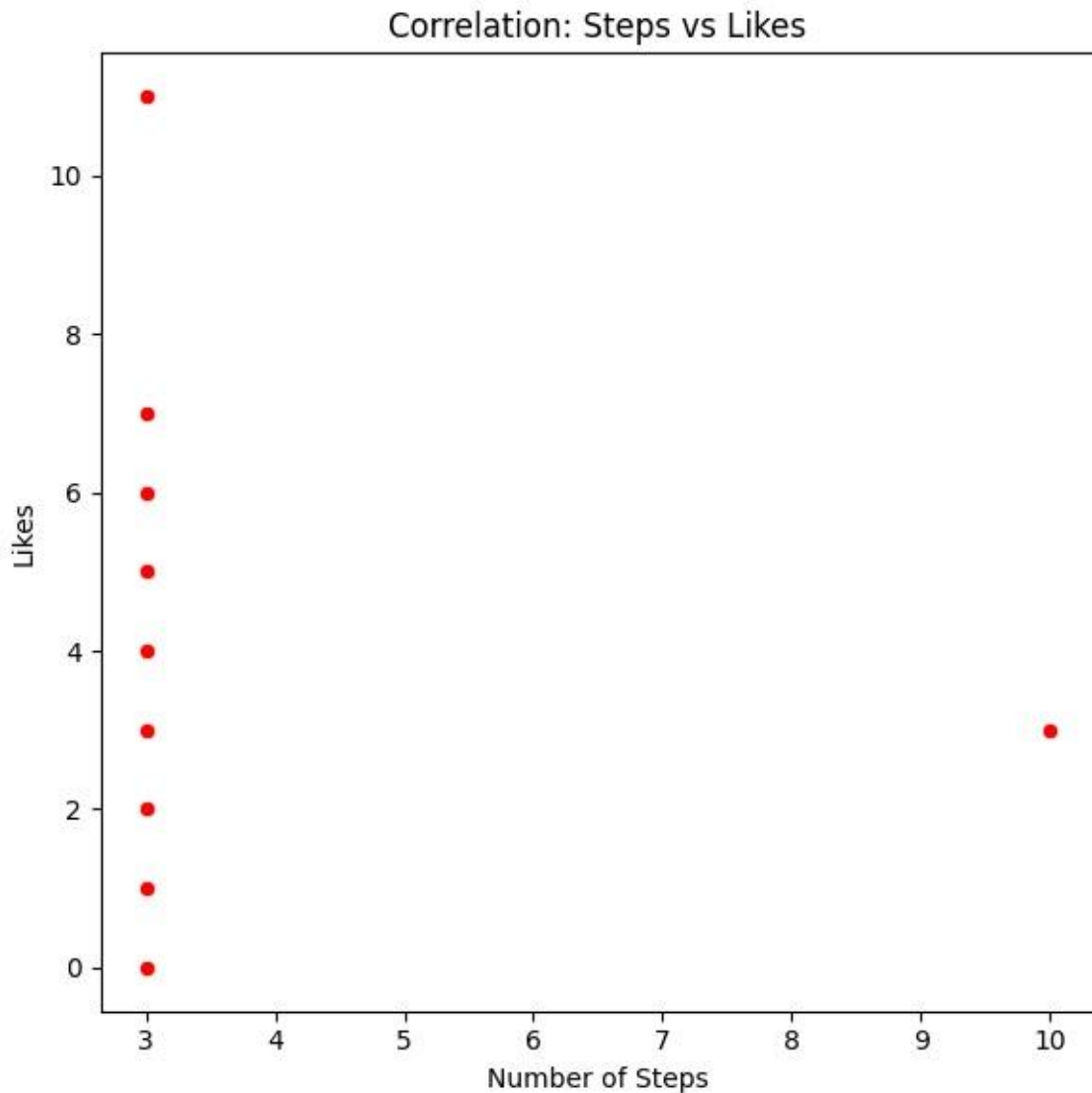
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### Interpretation:

- The correlation value is **-0.1143**, indicating a *slightly negative* relationship.
- This means recipes with more steps tend to receive fewer likes.
- Users prefer quick, simple recipes over lengthy ones.

| Metric      | Value   |
|-------------|---------|
| Correlation | -0.1143 |





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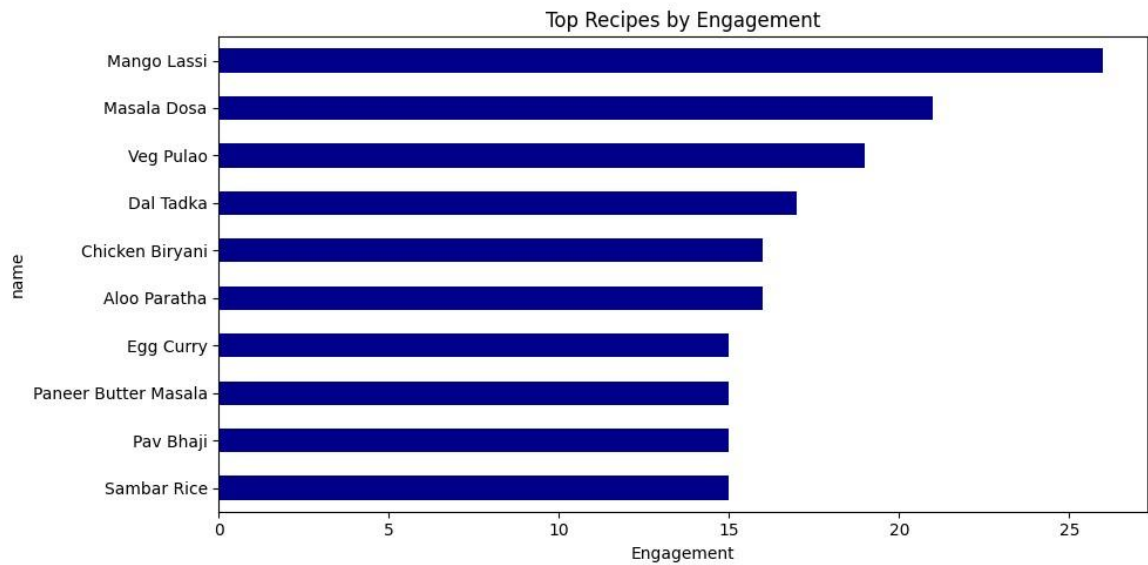
## 8) Recipes With Highest Overall Engagement

This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### Key Observations:

- *Mango Lassi* ranks highest in total engagement.
- *Masala Dosa*, *Veg Pulao*, *Dal Tadka*, and *Chicken Biryani* perform consistently across metrics.
- Strong engagement indicates high desirability and repeat interactions.

| Recipe               | Engagement |
|----------------------|------------|
| Mango Lassi          | 26         |
| Masala Dosa          | 21         |
| Veg Pulao            | 19         |
| Dal Tadka            | 17         |
| Chicken Biryani      | 16         |
| Aloo Paratha         | 16         |
| Egg Curry            | 15         |
| Paneer Butter Masala | 15         |
| Pav Bhaji            | 15         |
| Sambar Rice          | 15         |



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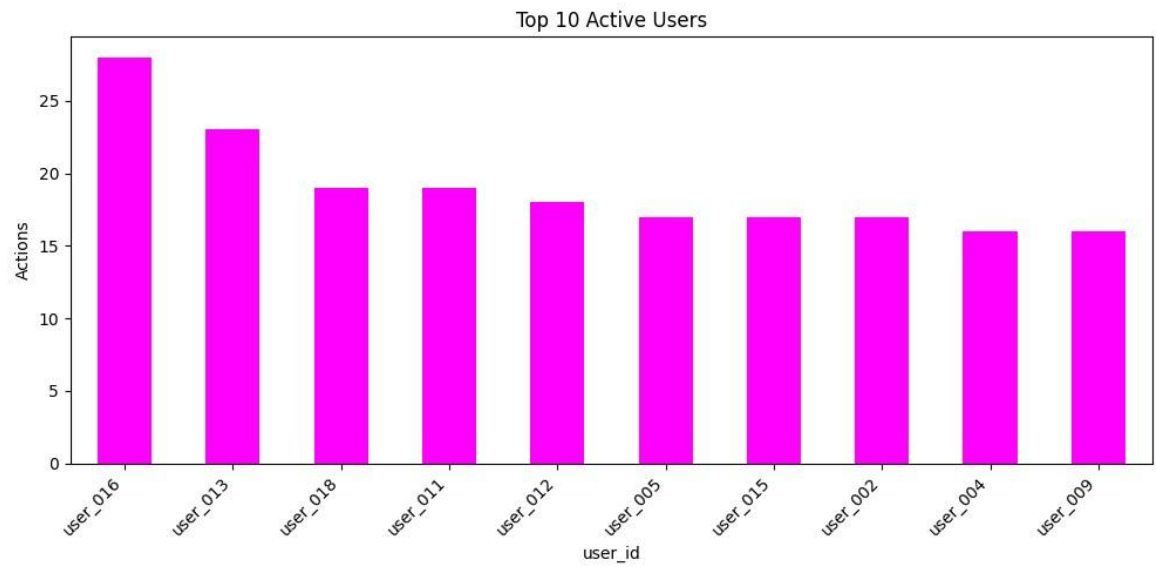
## 9) Top Users by Total Activity

This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

**Key Observations:**

- Users *user\_016*, *user\_013*, and *user\_018* are the most active.
- Highly active users are critical for feedback, recipe testing, and engagement analysis.
- Knowing user activity patterns helps in personalization and reward program strategies.

| User ID  | Actions |
|----------|---------|
| user_016 | 28      |
| user_013 | 23      |
| user_018 | 19      |
| user_011 | 19      |
| user_012 | 18      |
| user_005 | 17      |
| user_015 | 17      |
| user_002 | 17      |
| user_004 | 16      |
| user_009 | 16      |



## 10) Difficulty Classification Based on Step Count

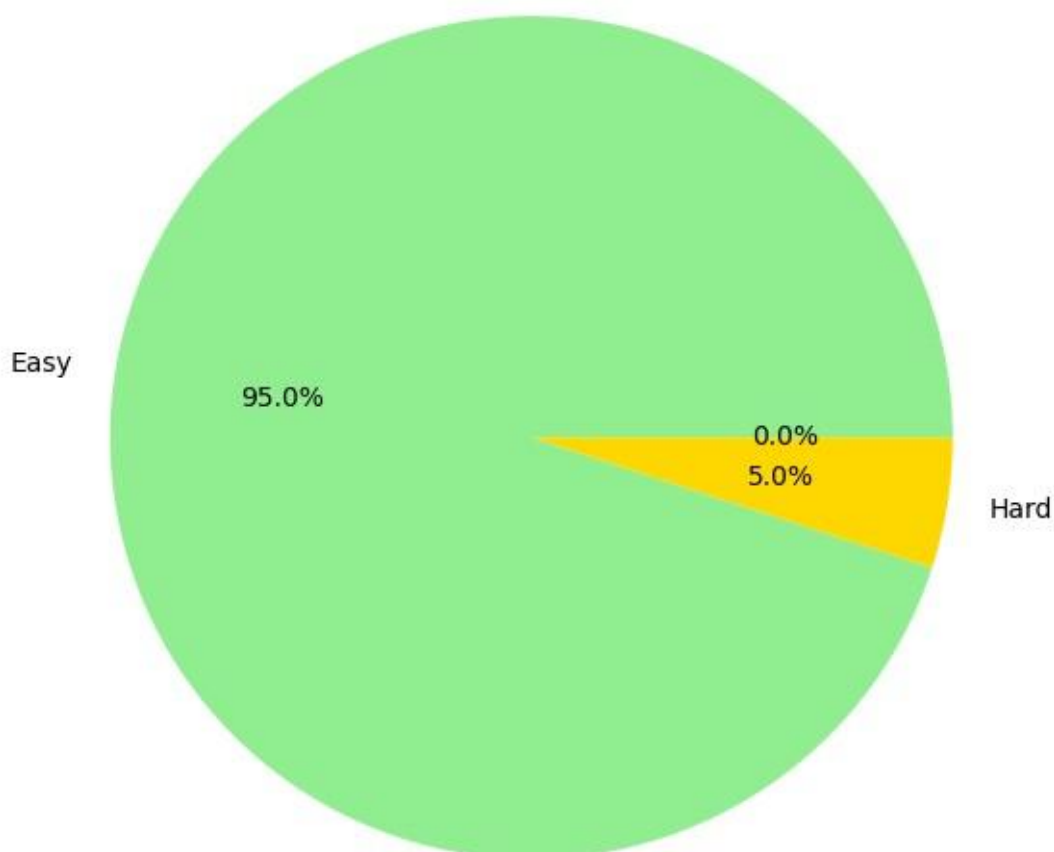
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### Key Observations:

- Only *Veg Pulao* falls under the Hard category, due to its 10-step detailed cooking process.
- Most recipes fall in Easy category due to short step lists in synthetic data.
- Difficulty classification assists users in selecting recipes based on available time and skill.

| Recipe    | Steps | Difficulty |
|-----------|-------|------------|
| Veg Pulao | 10    | Hard       |

Recipe Difficulty Distribution



Recipe Analytics Dashboard :

