

# Analytics Summary Report

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**Project Name – Recepip Analytics Pipeline**

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

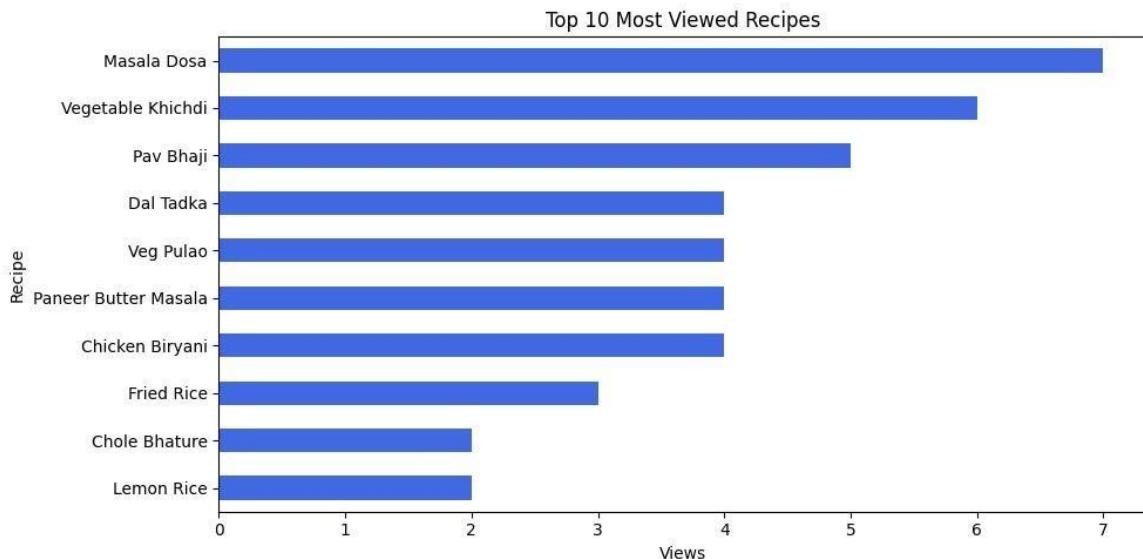
## 1) Top 10 Most Viewed Recipes

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

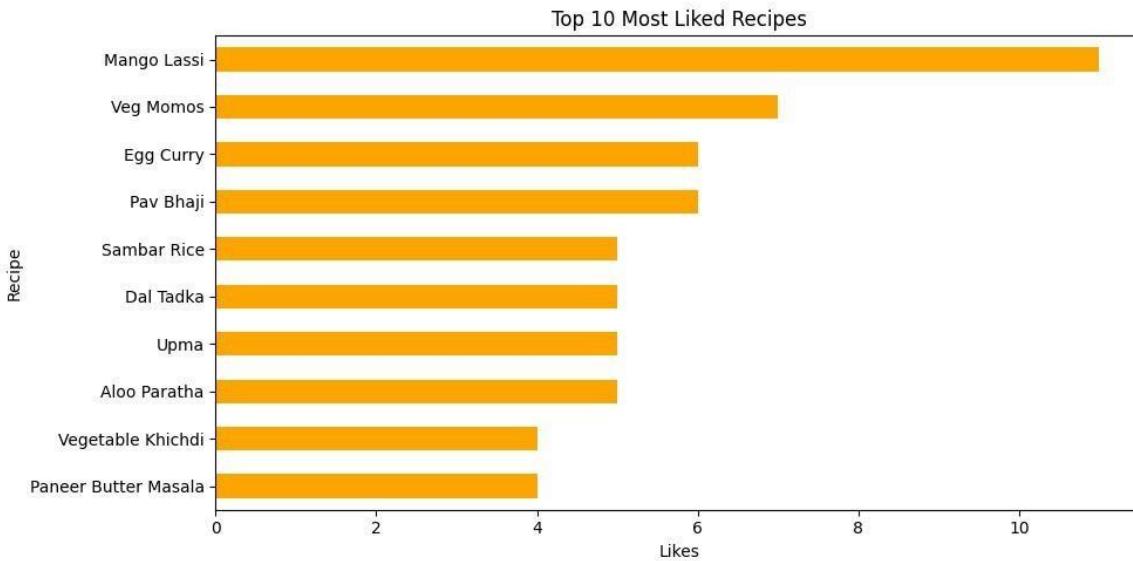
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### 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

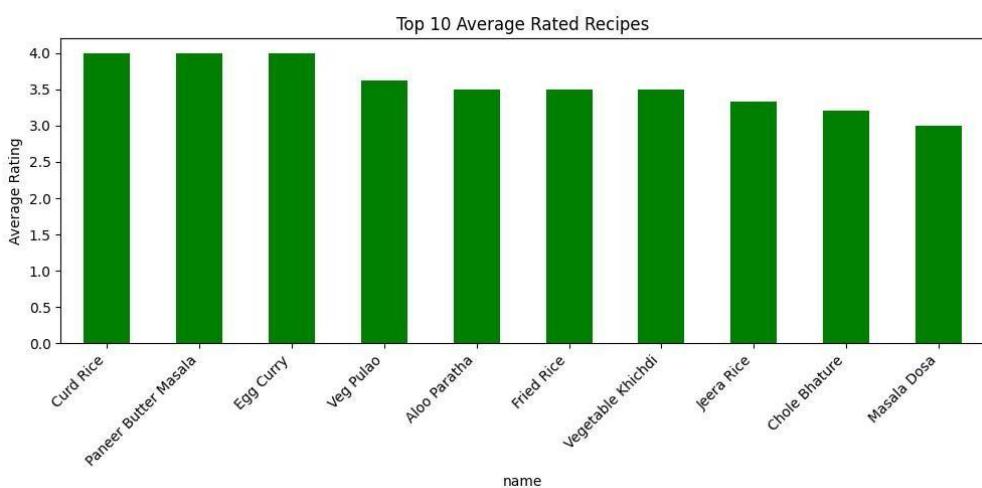
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

#### 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

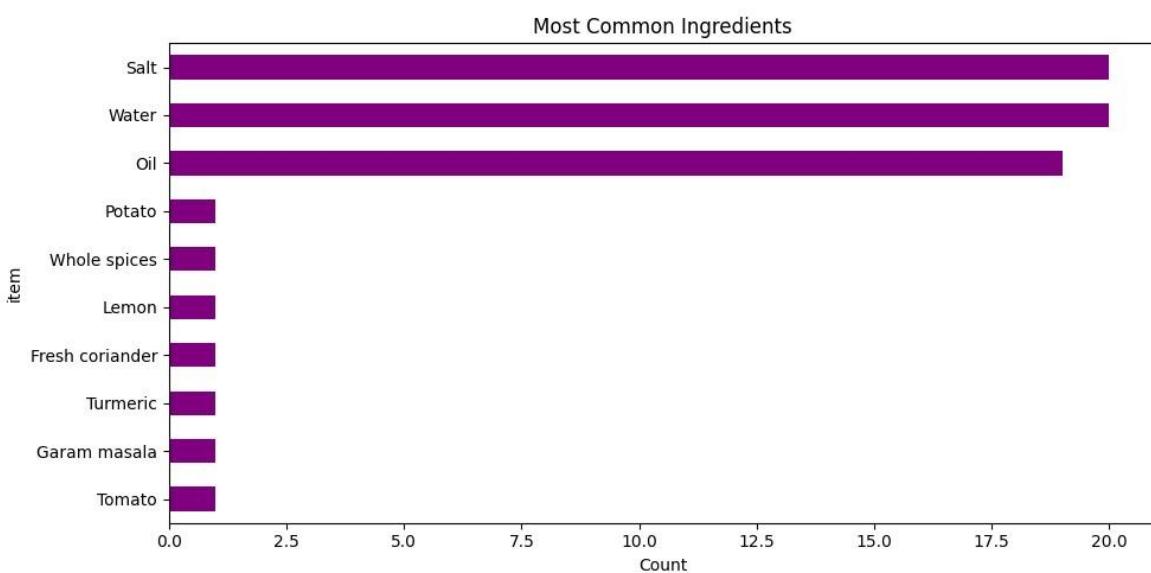
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

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



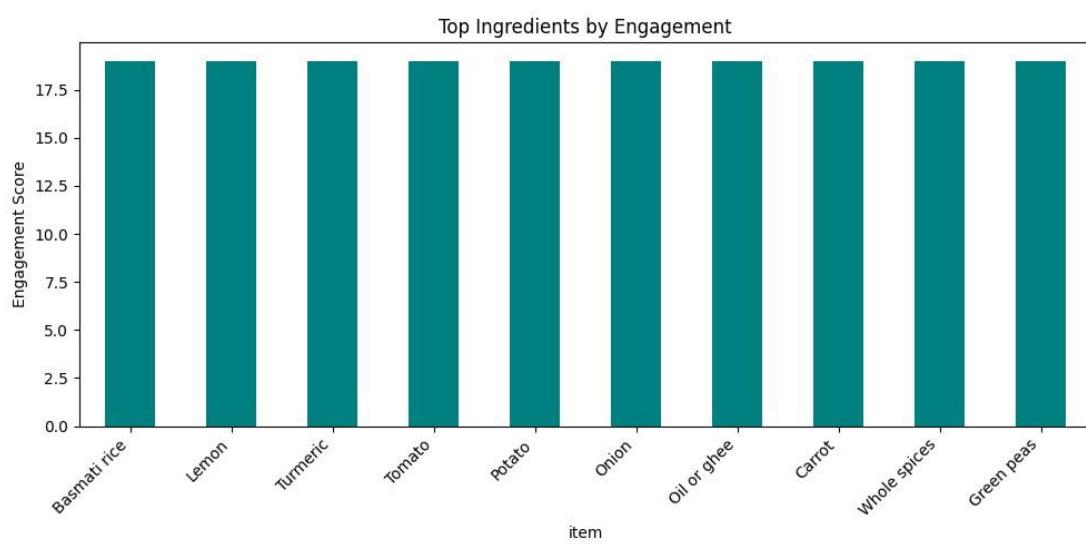
## 5) Ingredients Most Associated With High Engagement

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



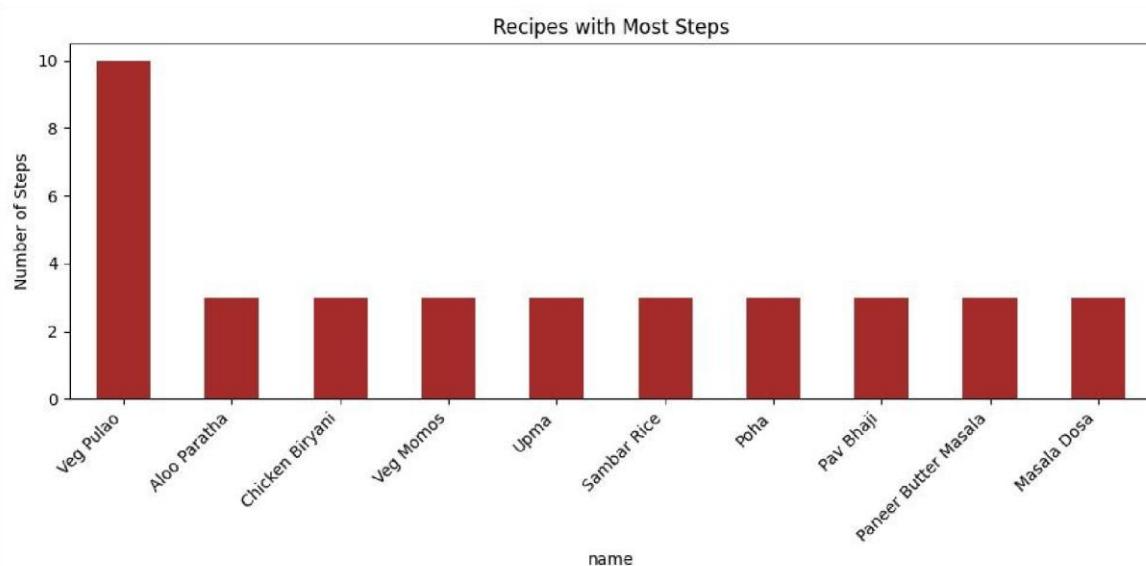
## 6) Recipes With Most Steps (Longest Prep Time)

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



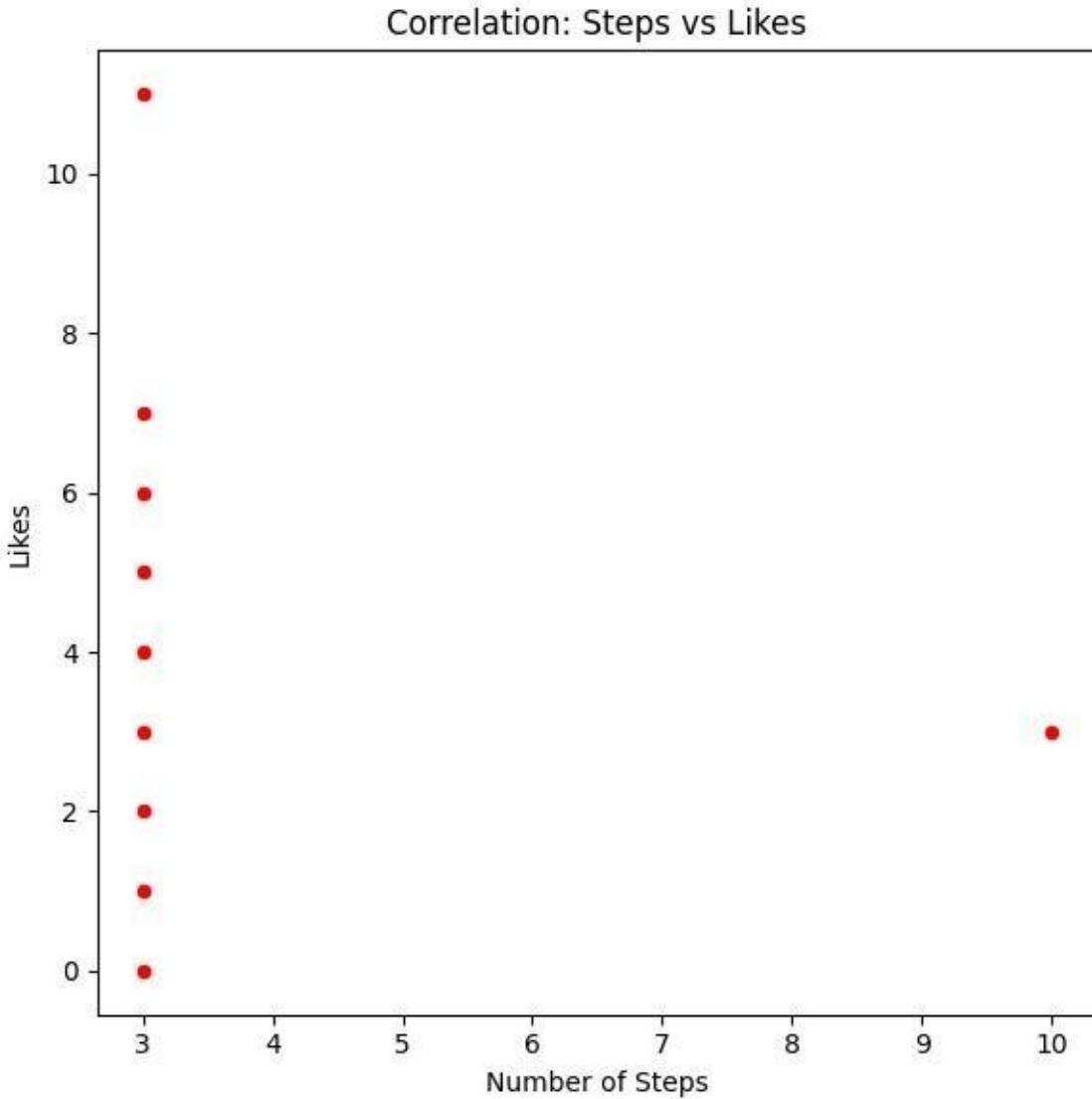
## 7) Correlation Between Prep Time and Likes

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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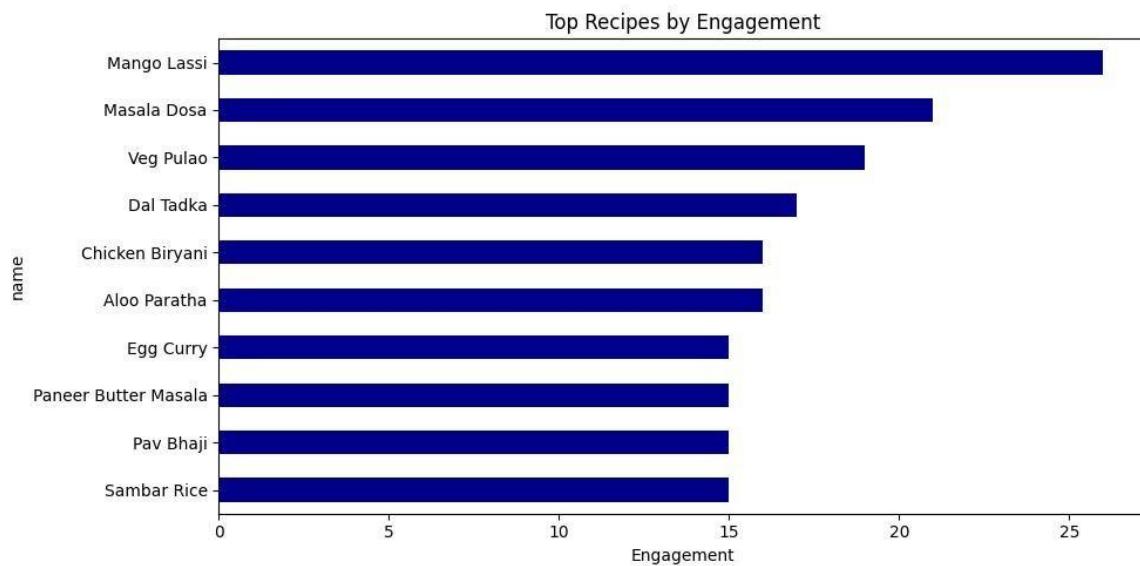
## 8) Recipes With Highest Overall Engagement

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



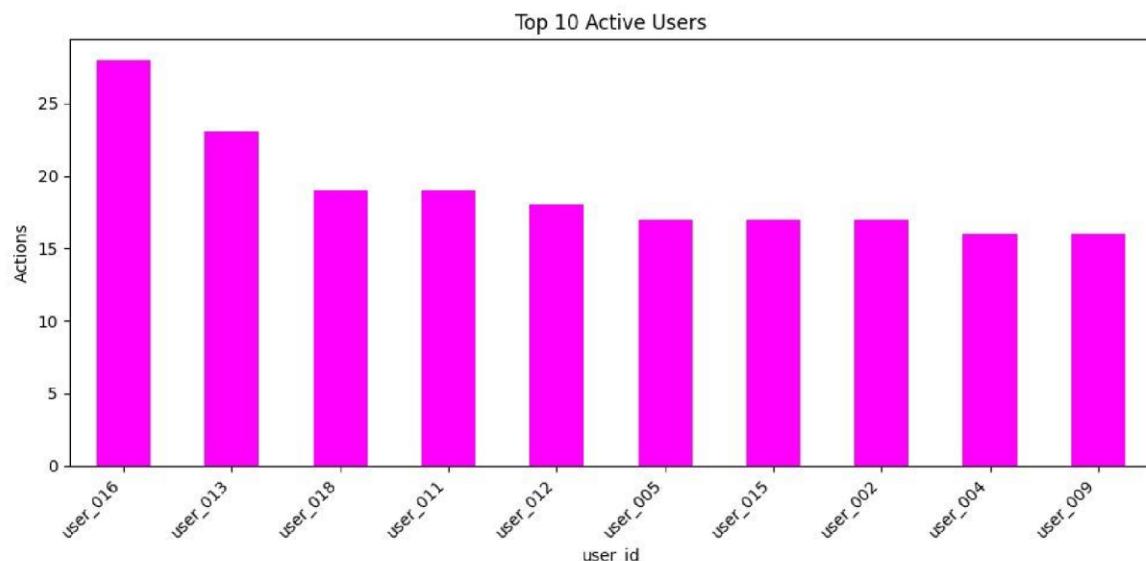
## 9) Top Users by Total Activity

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

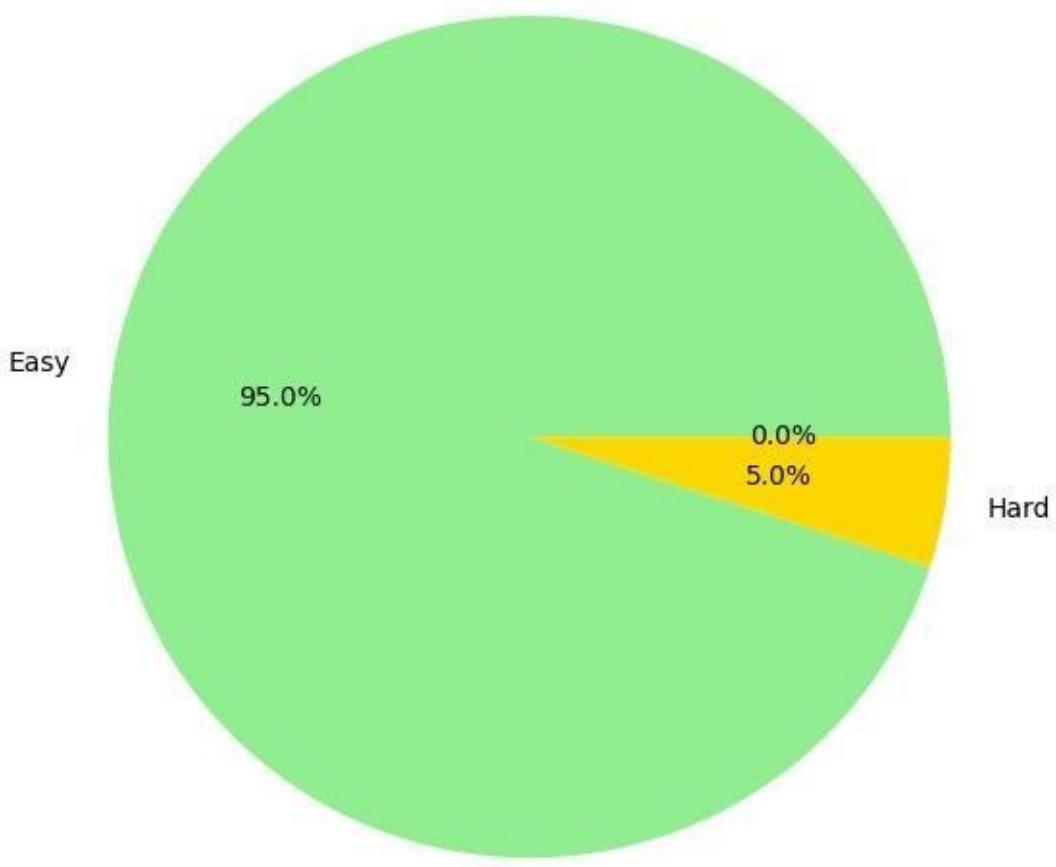
This section provides insights derived from the dataset, showcasing patterns, rankings, and correlations relevant to recipe performance and user interactions.

### **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

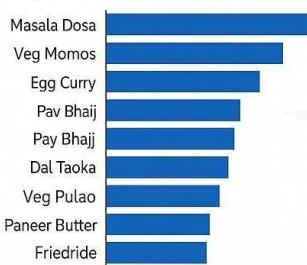
**Recipe Difficulty Distribution**



**Recipe Analytics Dashboard :**

# RECIPE ANALYTICS DASHBOARD

Top 10 Viewed Recipes



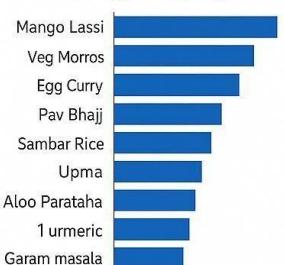
3.6

Average Rating

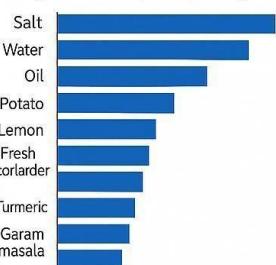


Likes vs Views

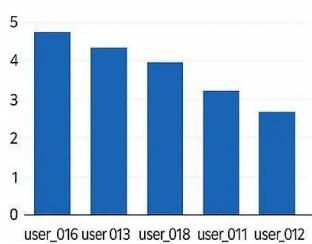
Average Rating



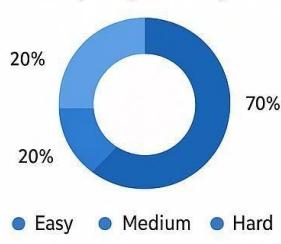
Ingredients by Frequency



Likes vs. Views



Recipes by Difficulty



Recipes by Difficulty and Steps

