



*EXPLORATORY
DATA ANALYSIS
FOR FOODHUB*

A background image showing a business meeting. On the left, a person in a dark suit and white shirt is partially visible. In the center, a woman in a dark blazer is gesturing with her hand near her face. In the foreground, a hand is pointing at a tablet displaying a presentation with charts and text. A white coffee cup is also visible on the table.

AGENDA

- Introduction
- Problem Statement and Solution Approach
- Key Findings and Insights
- Business Recommendations
- Conclusion

INTRODUCTION




Problem Statement

Understanding the core business issue



Solution Approach

Strategic methods to address the problem

A top-down view of a rustic wooden table. On the table are two sesame seed burgers with lettuce, a pile of golden fries, a slice of pizza with toppings, a red chili pepper, a small bowl of ice and a drink, and a glass of beer. A white diagonal line separates the food image from the text on the right.

PROBLEM STATEMENT

- FoodHub, a food aggregator, faces challenges in understanding customer preferences, optimizing delivery logistics, and improving overall service quality to enhance user satisfaction and operational efficiency.

SOLUTION APPROACH

- An Exploratory Data Analysis (EDA) was conducted to delve into the data collected from user interactions, orders, and feedback. The EDA uses various statistical methods and visualizations to uncover patterns in customer behavior, popular cuisines, service ratings, and operational metrics like delivery and preparation times.





BY THE NUMBERS

- 1,898 unique orders
- 1,200 unique customers
- 178 unique restaurants
- 14 unique cuisine types

KEY FINDINGS AND INSIGHTS

Exploratory Data Analysis provided several key findings and insights that will help drive FoodHub's business decisions



A close-up photograph of a chef's hand flipping a metal pan over a gas flame. The pan is filled with food, and a large, vibrant flame is erupting from it. The background is dark and out of focus, showing other kitchen equipment.

FOOD PREPARATION TIME

Objective of Analysis

- Determine minimum, average, and maximum time to prepare food once order is placed

Key Metric

- Food Preparation Time

Key Findings

- Minimum: 20 mins
- Average: 27.37 mins
- Maximum: 35 mins

DELIVERY TIME

Objective of Analysis

- Determine minimum, average, and maximum time to deliver food once it is prepared and ready

Key Metric

- Delivery Time

Key Findings

- Minimum: 15 mins
- Average: 24 mins
- Maximum: 33 mins



A close-up photograph of a person's finger touching a blue touch screen. The screen displays several circular icons, including a red one with a sad face, a yellow one with a neutral face, and a blue one with a happy face. The background is blurred, showing an indoor setting.

ORDER RATINGS

Objective of Analysis

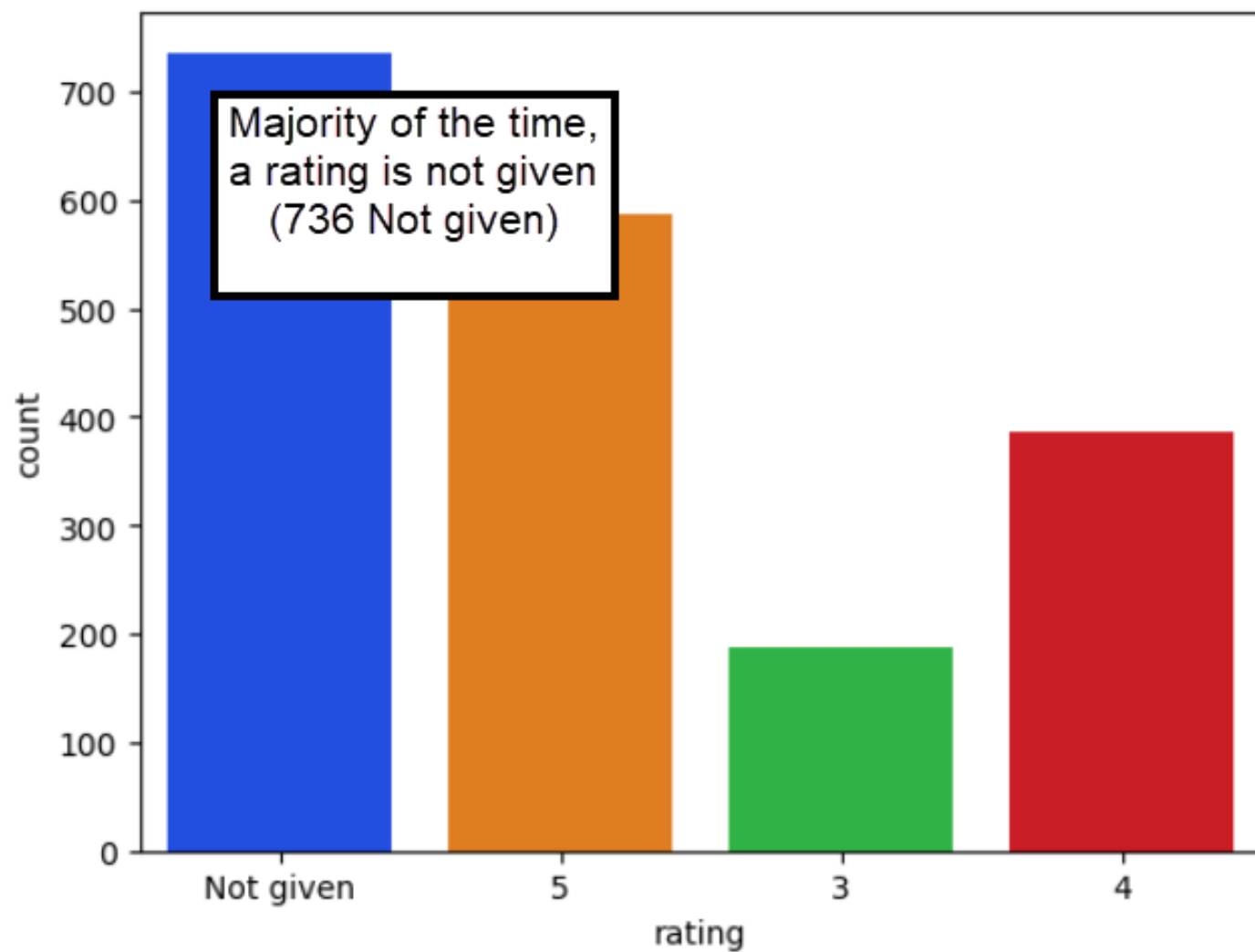
- Determine number of ratings not given

Key Metric

- Rating

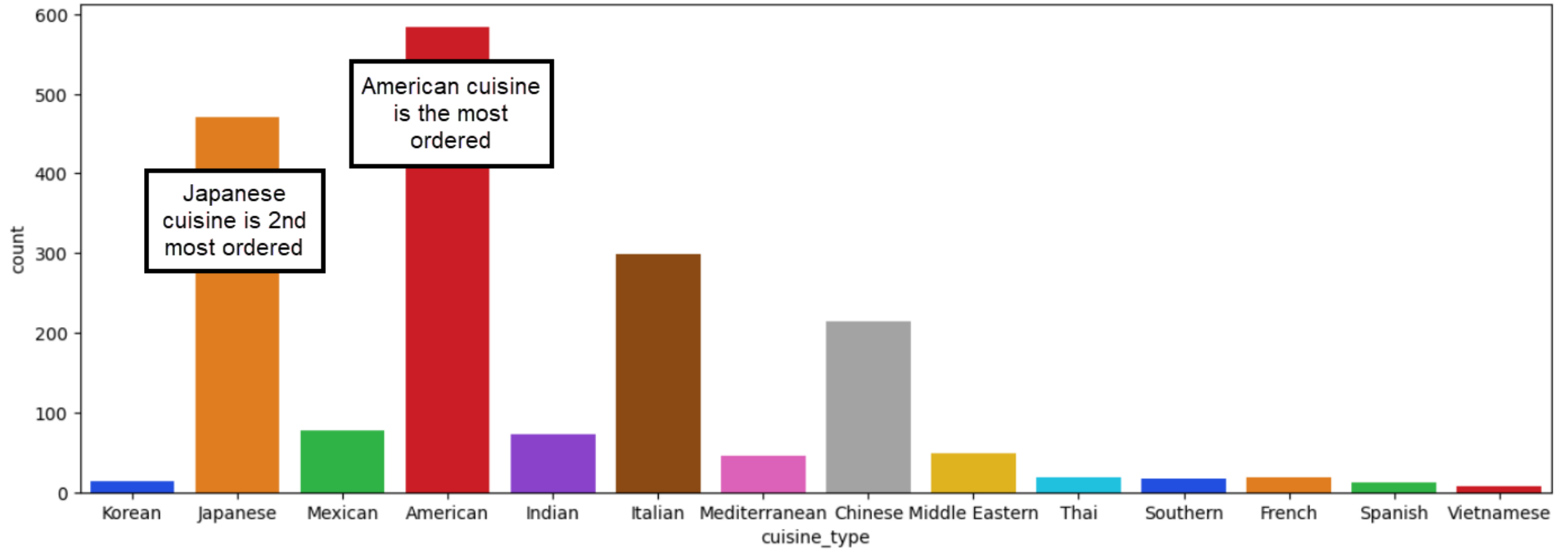
Key Findings

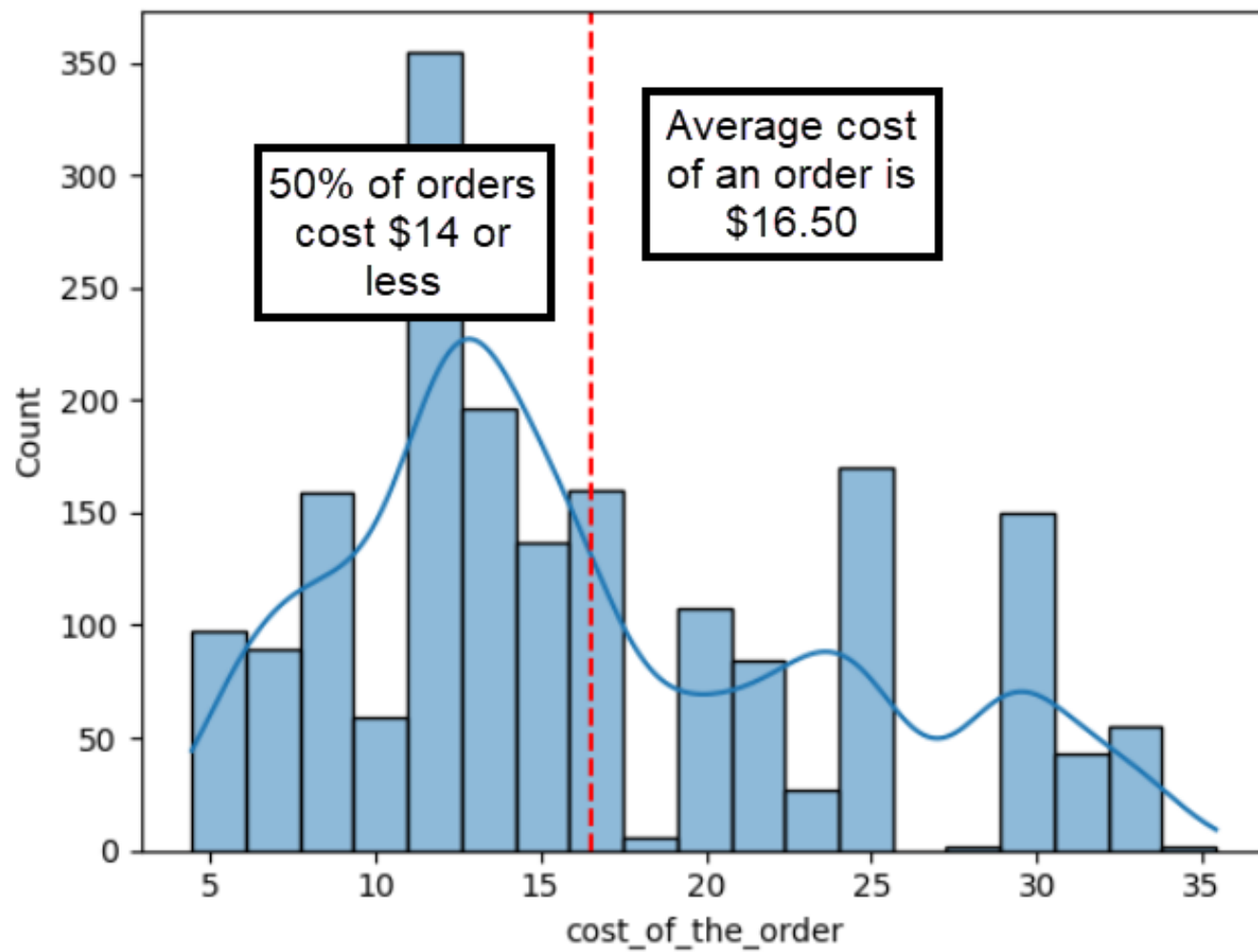
- 736 orders not rated



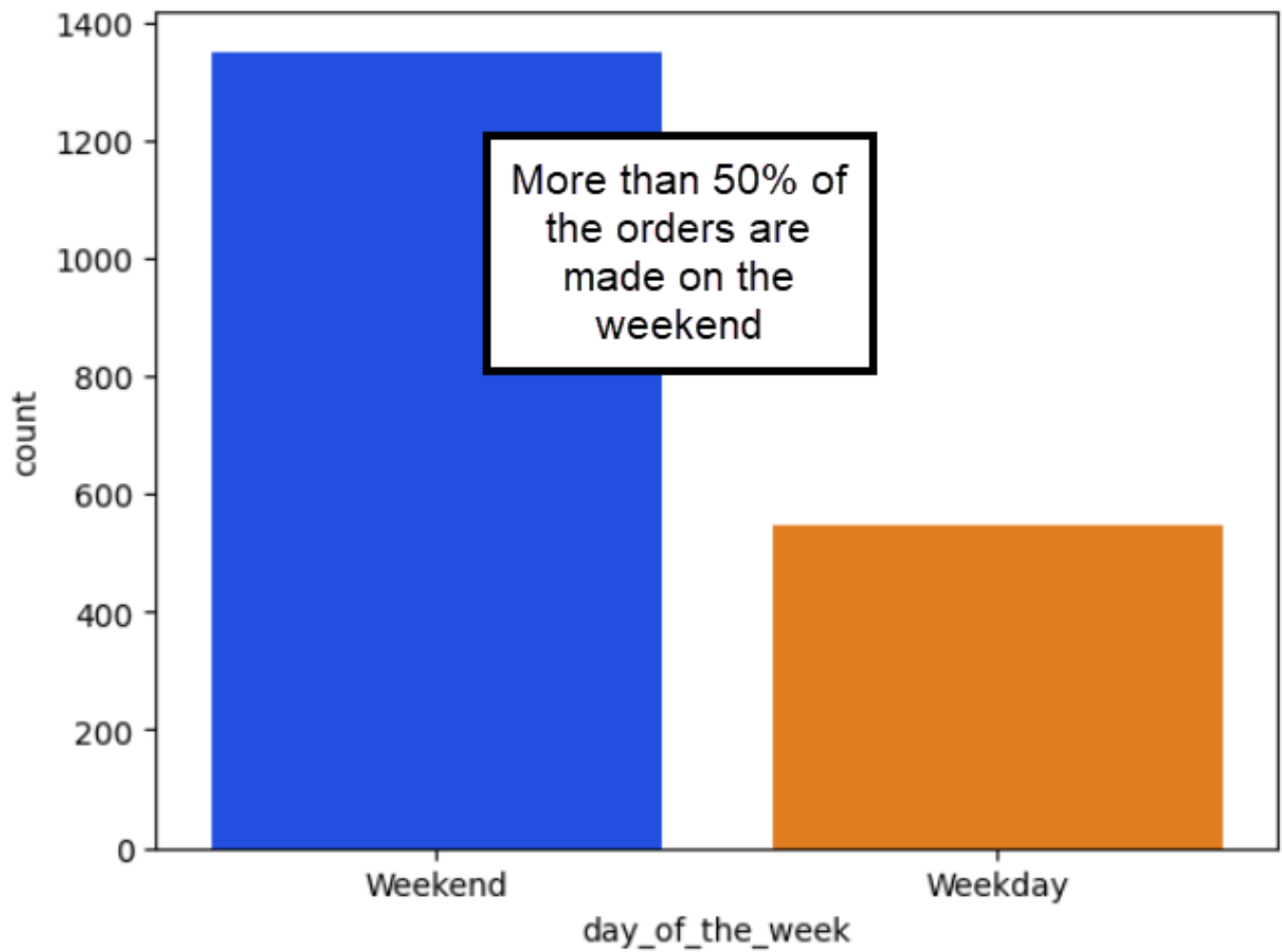
RATINGS

CUISINE TYPES





*COST OF
ORDER*



*TIME OF
WEEK
ORDERS ARE
PLACED*



*AVERAGE TIME TO DELIVER
ORDERS BY DAY OF WEEK*

Average of 28 minutes to
deliver food on weekdays

Average of 22 minutes to
deliver food on the weekends

TOTAL TIME TO DELIVER ORDERS

- Total Delivery Time = Food Preparation Time + Delivery Time
- 10.5% of all orders took more than 60 minutes total time to deliver
- 200 orders in total



A high-angle photograph of a business meeting. Several people are gathered around a table, looking at and pointing to various financial documents. The documents include a 'FINANCIAL' summary with a pie chart showing 28.5% and 17%, a 'SAVINGS GOAL' chart, and a 'SAVINGS CALCULATOR' table. One person is writing in a red notebook. A pair of glasses is on the table. The scene is brightly lit, suggesting a professional office environment.

CONCLUSION AND BUSINESS RECOMMENDATIONS

RECOMMENDATIONS