EXPLORATORY DATA ANALYSIS FOR FOODHUB

AGENDA

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

INTRODUCTION

Problem Statement

Understanding the core business issue

Solution Approach

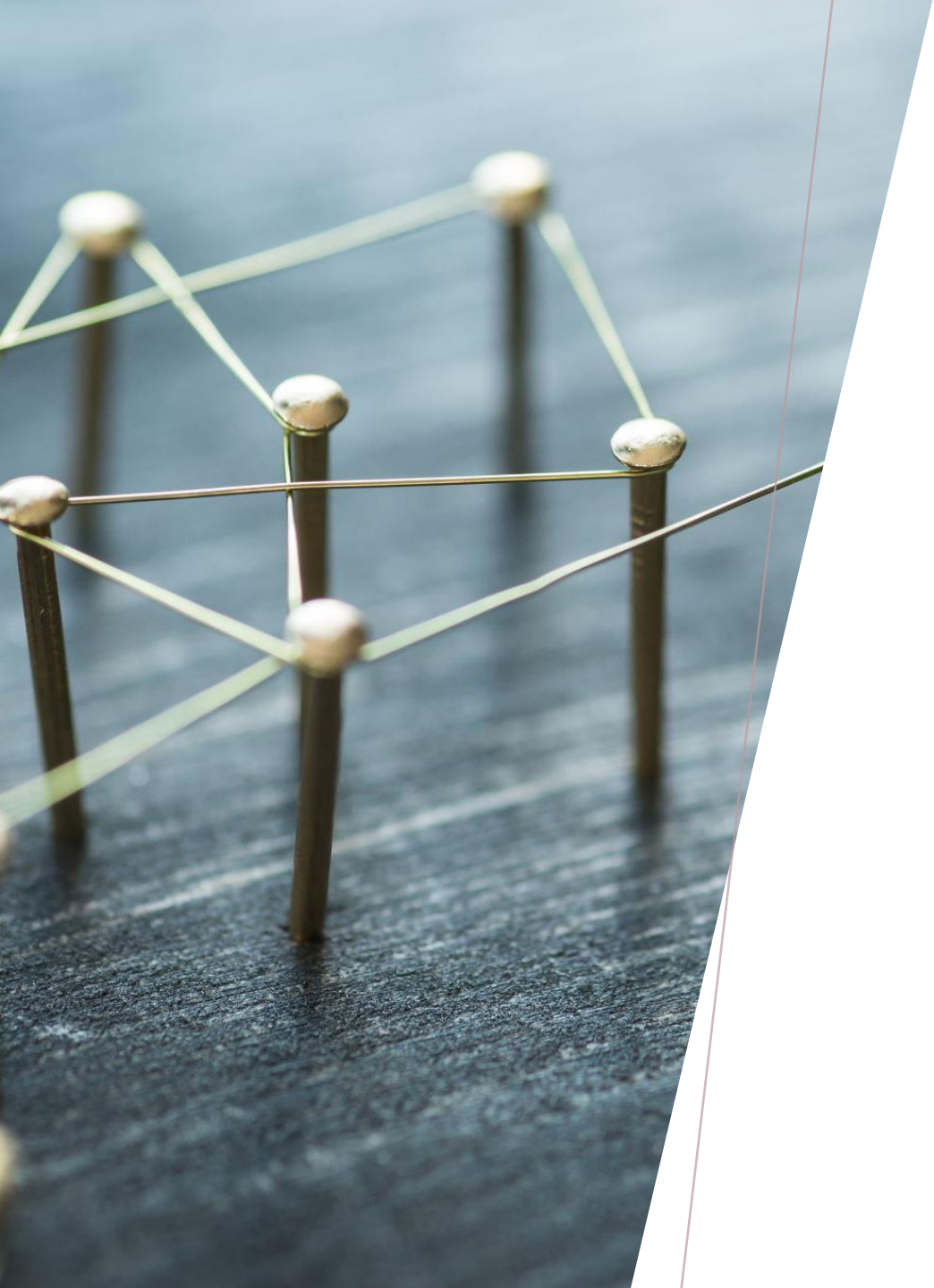
Strategic methods to address the problem

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.

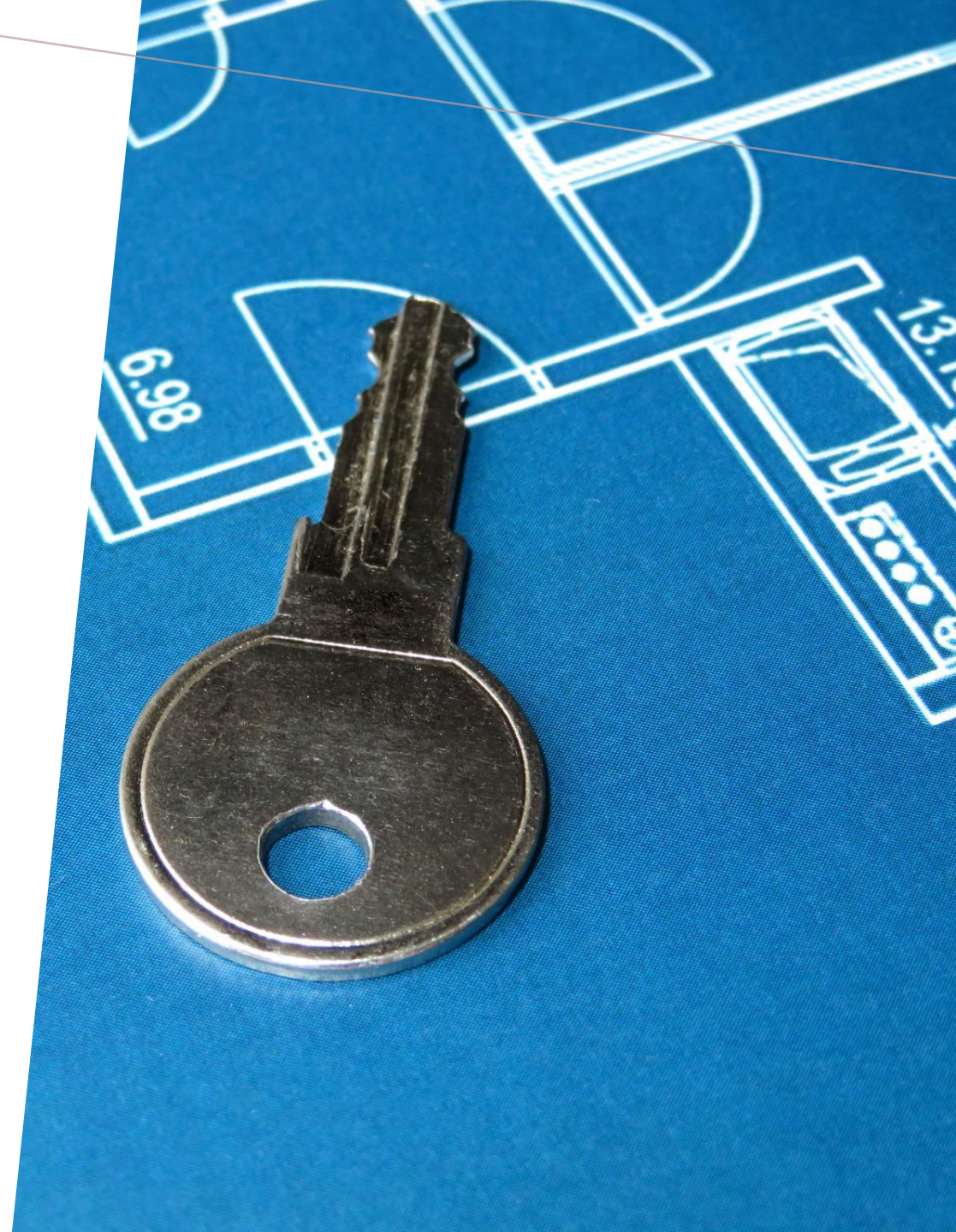


BY THE NUMBERS

- 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



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

ORDER RATINGS

Objective of Analysis

- Determine number of ratings not given

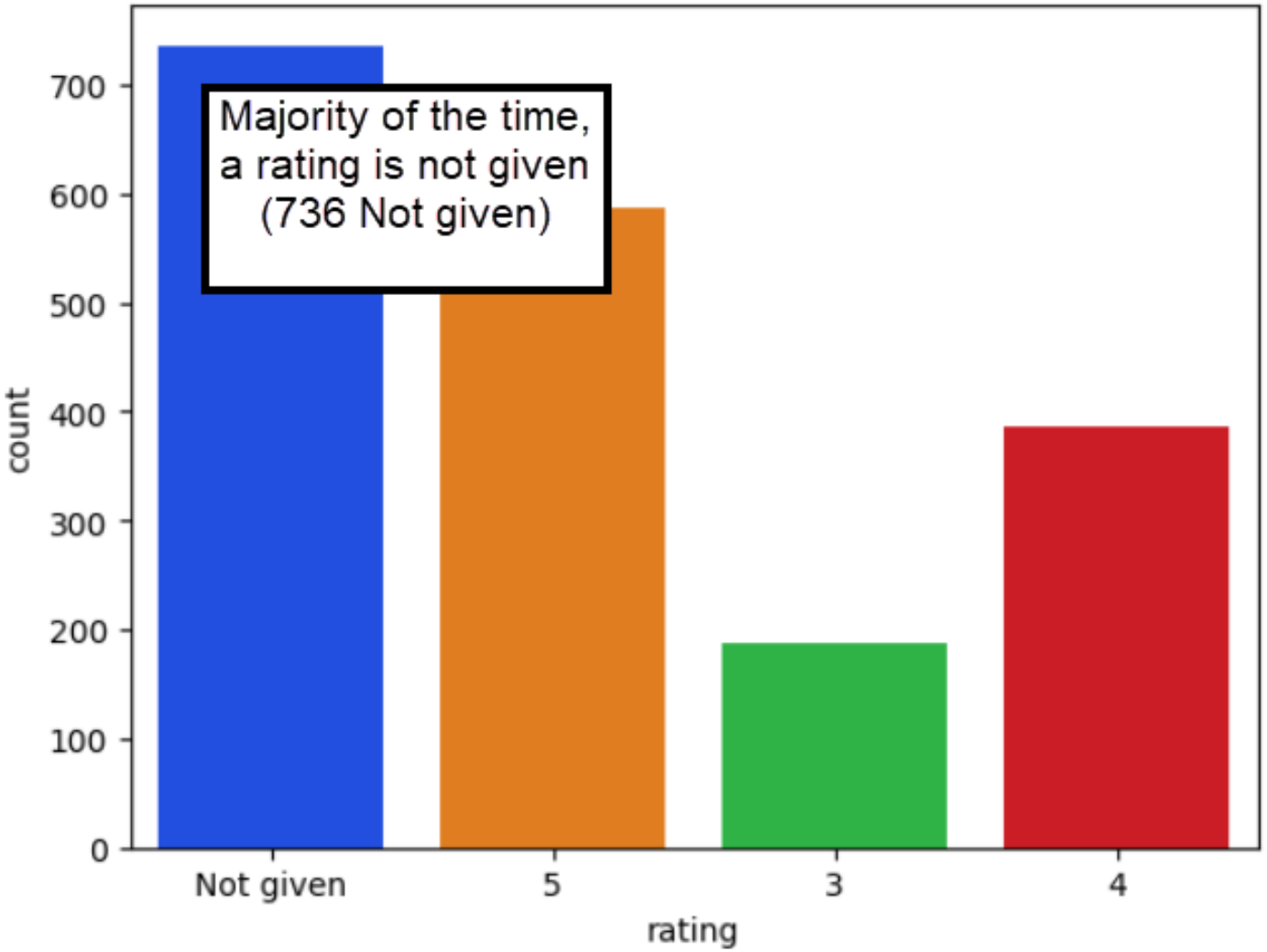
Key Metric

- Rating

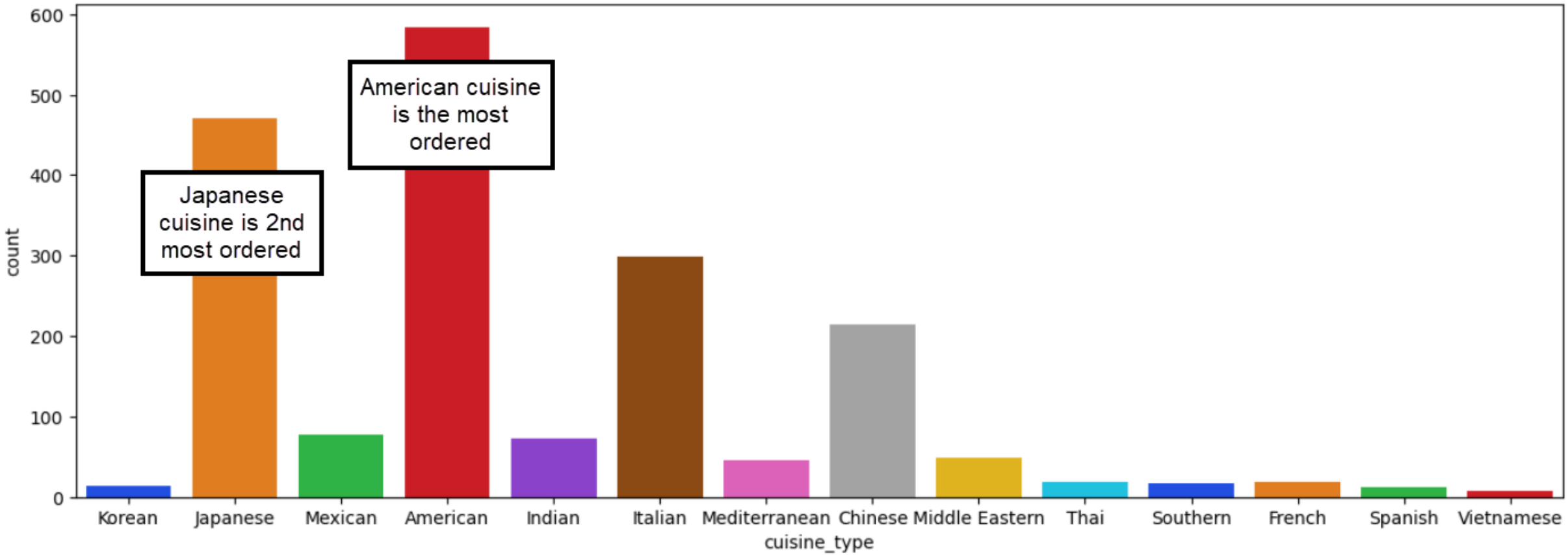
Key Findings

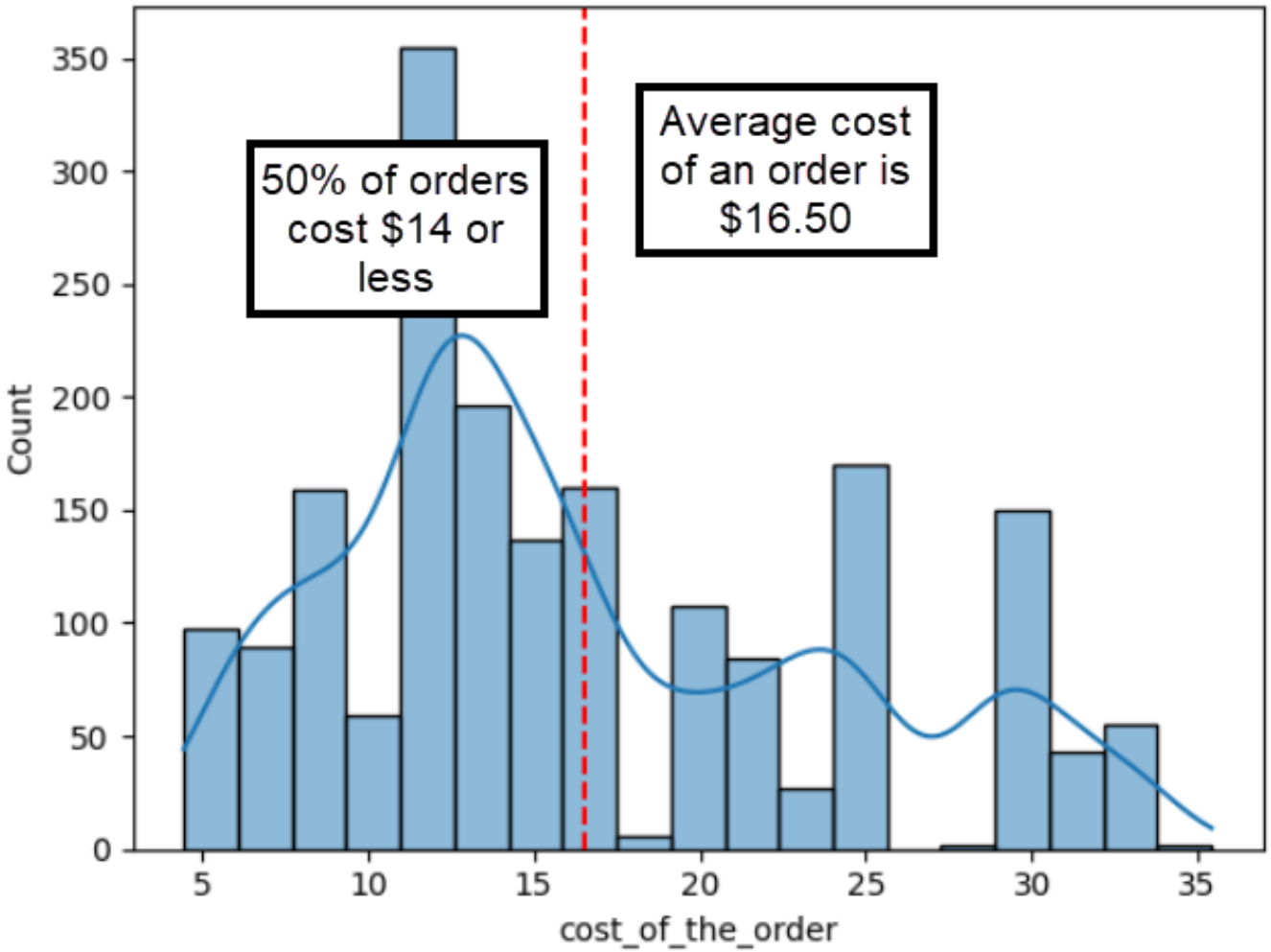
- 736 orders not rated

RATINGS

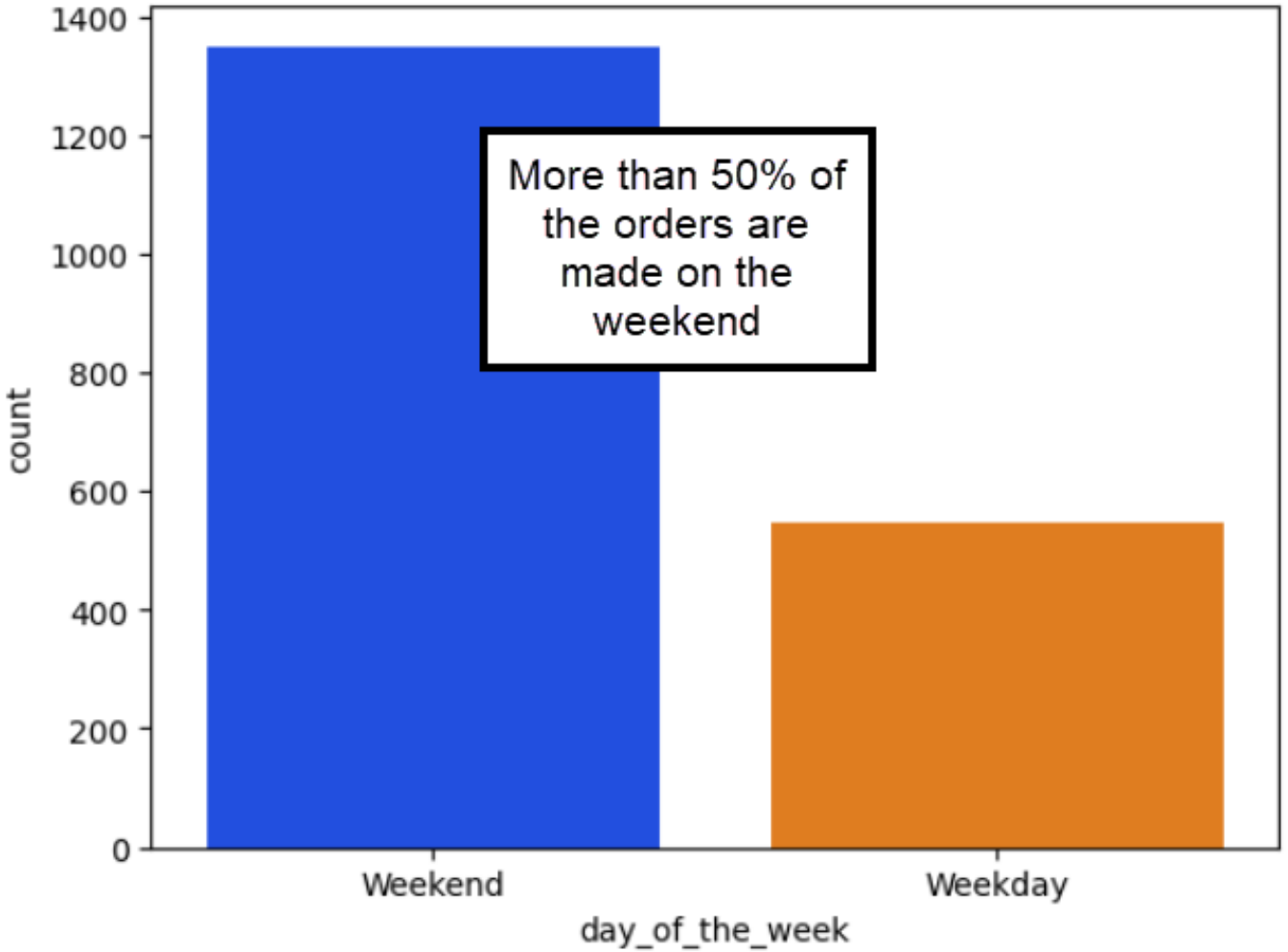

Majority of the time,
a rating is not given
(736 Not given)
700
600
500
400
300
200
100
0
count
Not given
5
3
4
rating

CUISINE TYPES





COST OF ORDER



TIME OF WEEK ORDERS ARE PLACED

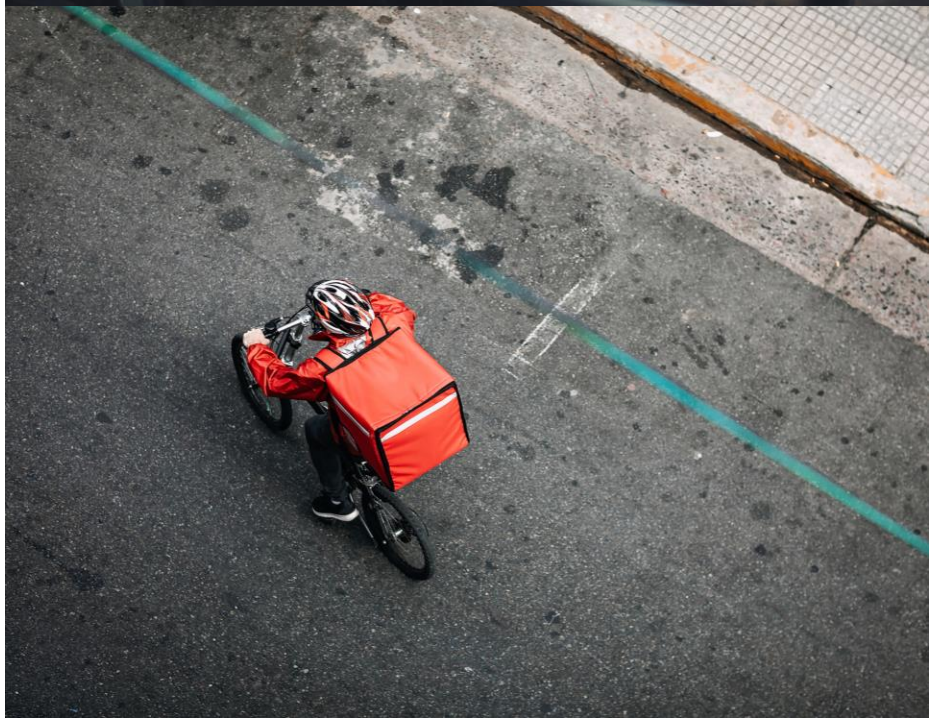
AVERAGE TIME TO DELIVER ORDERS BY DAY OF WEEK

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



CONCLUSION AND BUSINESS RECOMMENDATIONS

RECOMMENDATIONS