

Objective

The main objective of this analysis was to understand the spending habits on food delivery, specifically focusing on two major food categories—**döner** and **pizza**—and evaluating the cost savings potential by cooking equivalent meals at home. This analysis also highlights the expenditure patterns for two restaurants: **Dönerci Ahmet Usta** and **Pizza Bulls**, where a significant portion of spending occurred.

Thanks to this study I realized how much I like döner so, I bought a döner machine for hobby with my family. Now I am making my own döner when I am free and eating a lot more döner than I used to

Also if I had the döner machine earlier I would have bought the döner machine for free

6 months of savings with my döner machine will probably compensate the döner machines price as well.

this is me first time making döner .



this is second time I made döner with my family.



Data Source

- Historical food order data extracted from Yemeksepeti in JSON format.
 - Data is taken from Yemeksepeti via scarping.py file
 - Data includes details such as:
 - **Restaurant Name**
 - **Order Date**
 - **Order Time**
 - **Price Information**
 - **Order Contents**
 - Assumptions for cooking costs were made based on market prices:
 - 1KG of döner costs me around 650TL with all Marination costs
 - 1KG gas and electricity used probably around 100TL
 - 100g döner = 75 TL, 1 pizza = 75 TL.
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Analysis Process

1. Data Cleaning and Preparation

- Extracted relevant columns such as restaurant name, price info, and order contents.
- Converted price information from strings (e.g., "300 TL") to numeric values for calculations.

2. Spending Breakdown

- Calculated the total spending for **Dönerci Ahmet Usta** and **Pizza Buls** based on historical orders.
- Derived the number of servings ordered for each restaurant to estimate equivalent cooking costs at home.

3. Home Cooking Cost Estimation

- Calculated the total cost of cooking equivalent quantities of döner and pizza at home:
 - **Döner:** 300g (one serving) = 225 TL (75 TL per 100g).
 - **Pizza:** 1 pizza = 75 TL.

4. Savings Potential

- Compared the actual restaurant spending to the estimated home cooking costs.
- Highlighted the savings potential for each restaurant.

5. Visualization

- Created bar charts to compare:
 - Restaurant spending vs. home cooking costs.
 - Savings potential for each restaurant.

Key Findings

Spending Comparison

- **Dönerci Ahmet Usta:**
 - Total Spending: 10616.05 TL
 - Equivalent Home Cooking Cost: 3538.68 TL
 - Savings: 7077.33TL

Insights

- Significant savings can be achieved by cooking at home:
 - Approximately **70%** of costs can be saved for döner.
- **Dönerci Ahmet Usta** accounted for the majority of spending, followed closely by **Pizza Buls**.

Visualizations

Chart 1: Restaurant Spending vs. Home Cooking Costs

- A bar chart comparing the total spending at **Dönerci Ahmet Usta** and **Pizza Buls** to the cost of cooking equivalent meals at home.
- Highlights the cost disparity and the potential for savings.

Chart 2: Savings Potential

- A bar chart showing the total savings achievable by cooking meals at home instead of ordering from the two restaurants.
 - Demonstrates the significant financial benefits of home cooking.
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Conclusion

- **Cost Savings Potential:**
 - Cooking meals at home instead of ordering from **Dönerci Ahmet Usta** and **Pizza Buls** can result in substantial savings.
- **Behavioral Insight:**
 - A significant portion of spending is concentrated on two food types—döner and pizza—highlighting an opportunity to optimize spending by exploring home-cooked alternatives.
- **Actionable Recommendations:**
 - Consider cooking döner and pizza at home to save %70 of the total spending.
 - Analyze spending patterns for other restaurants and food categories to identify additional cost-saving opportunities.