Recommendations for Online Food Order Marketing in Bengaluru

Research Focus

The purpose of this research task was to gain insights into how online food order firms in Bengaluru should market their services. Specifically, the research done will show that:
1) Students and should be targeted for food ordering
2) Positive reviews are driven by single students

The research questions were as follows:
1) How does occupation affect feedback?
2) How do income, gender, and marital status affect proportions of reviews for orders?

About the data

Age	Gender	Marital Status	Occupation	Monthly Income	Educational Qualifications	Family size	latitude	longitude	Pin code	Output	Feedback
20	Female	Single	Student	No Income	Post Graduate	4	12.9766	77.5993	560001	Yes	Positive
24	Female	Single	Student	Below Rs.10000	Graduate	3	12.9770	77.5773	560009	Yes	Positive
22	Male	Single	Student	Below Rs.10000	Post Graduate	3	12.9551	77.6593	560017	Yes	Negative
22	Female	Single	Student	No Income	Graduate	6	12.9473	77.5616	560019	Yes	Positive
22	Male	Single	Student	Below Rs.10000	Post Graduate	4	12.9850	77.5533	560010	Yes	Positive

The dataset was extracted from Kaggle, it includes various demographic information as well as if the order had a positive or negative review.

Methods and Tools

Visualization techniques were used to analyze trends in the data. Specifically, plotly express was used in python jupyter notebooks to create bar charts and a geoplot, and tableau was used for creation of a treemap. Various demographic factors were used to primarily track reviews for online food orders. The focus variables were feedback (negative or positive review), monthly income, occupation, marital status, and gender.

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Results

Food orders in Bengaluru
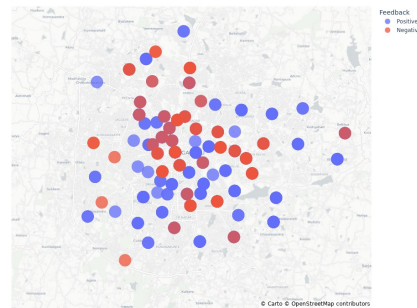
The above geo-plot shows the distribution of orders and the feedback received for them. There doesn't seem to be any significant patterns to order location with respect to feedback.

Counts of orders by Gender and income level

The above bar chart shows that "no income" persons accounted for the most orders. What's notable is that there is a significant increase in proportional orders for males who earn more than 50k INR/month.

% orders by occupation and review
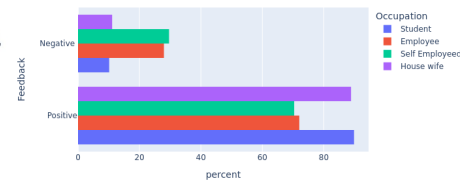
The bar chart above shows that while all occupations mostly leave positive reviews, the most positively reviewing have occupations as students and housewives. The most negative reviewers were employed and self-employed individuals.
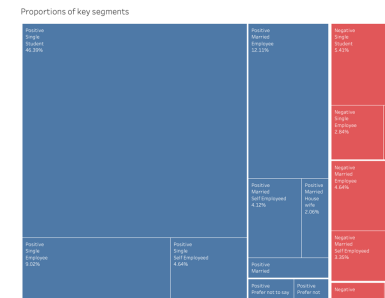
Proportions of key segments

The tree-map above shows that almost 50% of all orders were from single students that left positive reviews. The map also shows the distribution of orders for various other combinations of demographic segments.

Findings

The data shows that students are ordering the most food in Bengaluru and are also the group that gives the most positive feedback, This is supported by figures showing that no-income individuals, i.e. dependents and students are the most prominent group.

Furthermore, this group can be further found to be dominated by single students, who account for nearly half of the total orders in Bengaluru. In addition, it seems that housewives are a highly positive group with respect to reviews. Employed and self-employed individuals seem to be more negative.

Recommendations

Online food delivery companies in Bengaluru should take the following strategic marketing actions to take advantage of the data and insights presented above:
• Targeting students, use of discounts, coupons, academic institution tie-ups to further encourage students to purchase their services
• Targeting housewives and households with high proportions of no-income individuals as these will have relatively more students and housewives.
• Proportionally less marketing should be aimed at employed and self-employed individuals.