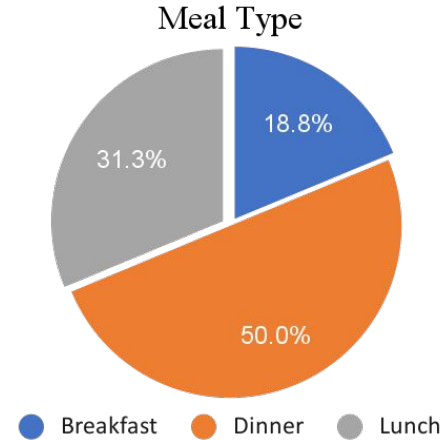


Upliance.AI

An analytics presentation

What our customers like to order..?

Session Ratings on Meal Type



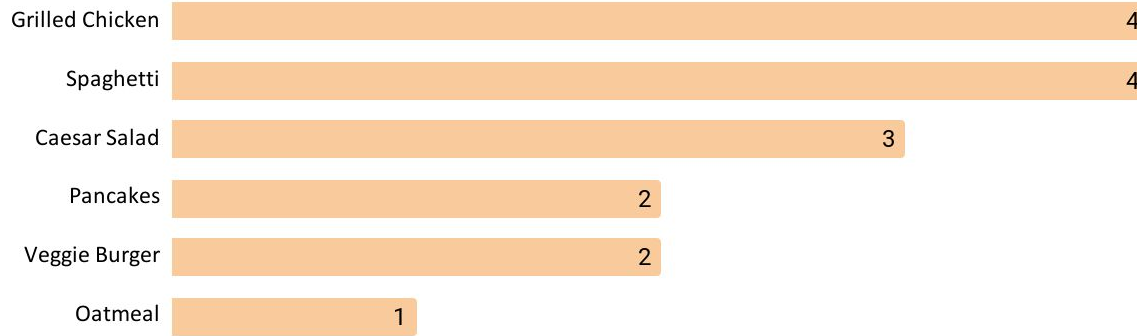
Observations:

- Dinner is the most popular meal, generating the highest revenue (\$106.5) and receiving the best rating (4.7).
- Breakfast is the least popular, with the lowest revenue (\$23.5) and the lowest rating (4.3).
- Lunch performs moderately in both revenue (\$50) and rating (4.36).

Recommendations:

- Introduce more appealing breakfast options to boost sales and improve ratings. Like healthy breakfast option for young customer.
- Maintain the high quality of dinner to sustain its popularity.
- Explore ways to enhance lunch offerings to increase its overall appeal.

What our customer likes to order..?



Observations:

- Grilled Chicken and Spaghetti are the most ordered dishes (4 times each).
- Breakfast items like Oatmeal are rarely ordered (1 time).

Recommendations:

- Promote popular dishes to boost orders.
- Add variety to breakfast to make it more exciting.

What role does age have..?



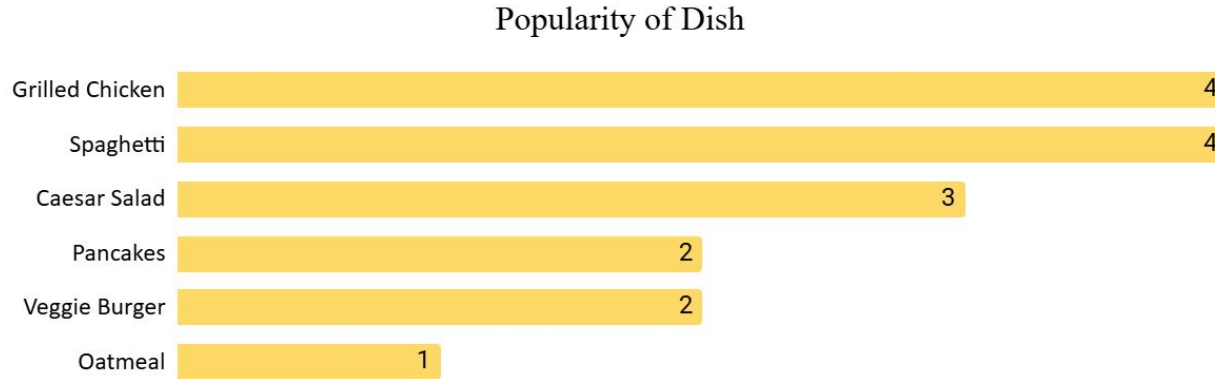
Observations:

- People in their 20s and 30s place the most orders, with those in their 30s spending more money.
- People in their 40s order the least and spend the least.
- Dinner is the most preferred meal across all age groups, while breakfast has the least interest.

Recommendations:

- Offer premium dinner options to appeal to customers in their 30s.
- Introduce special promotions or discounts to attract more customers in their 40s.
- Develop quick and healthy breakfast options to boost interest across all age groups.

Where do we perform well..?



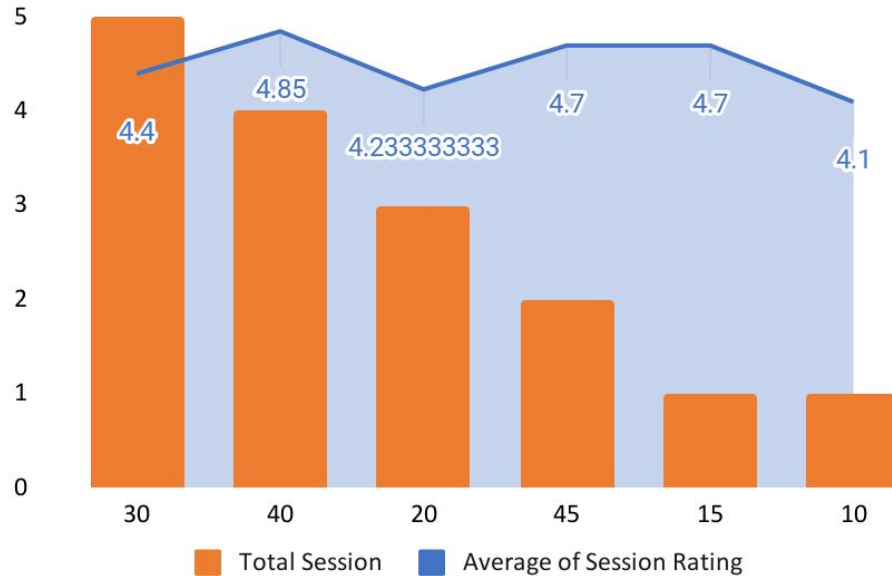
Observations:

- Chicago and New York have the most orders (45 and 36).
- Miami and Austin have the least (5 and 7)

Recommendations:

- Focus on marketing in Chicago and New York.
- Find out why orders are low in Miami and Austin and make changes.

How long do our Customer like to cook..?



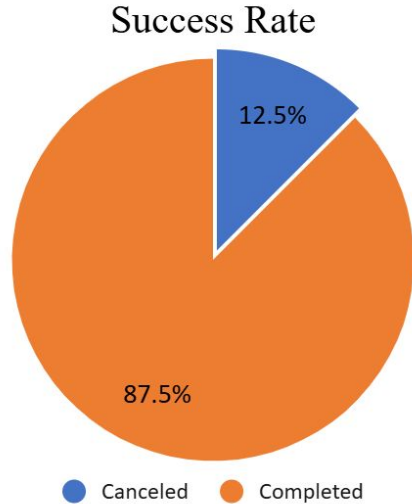
Observations:

- Sessions lasting 40 minutes have the highest ratings (4.85).
- Most sessions are between 30–45 minutes.
- Fast cooking recipes are generally easy and hence customer might not need help.

Recommendations:

- Continue offering 40-minute recipes as they are highly rated.
- Investigate what fast cooking recipes (10–15 minutes) are our customer looking for..

How it's going..?



Observations:

- Most orders (87.5%) are completed, with only 12.5% canceled.

Recommendations:

- Look into reasons for cancellations and fix common issues.

Summary

The product is performing well overall, with dinner being the most popular and highest-rated meal, especially among customers in their 20s and 30s. However, breakfast has low popularity and ratings, presenting an opportunity to improve. Grilled Chicken and Spaghetti are top choices, but less popular dishes like Oatmeal need a refresh or replacement. Most orders are completed successfully, but cities like Miami show lower engagement and require targeted marketing. Lastly, longer session durations correlate with better ratings, suggesting that enhancing the dining experience could boost satisfaction further.

Thank You