

## Food Pandas

### 1. Business Problem

Food Pandas company wanted to understand:

- City-level performance
- Customer engagement and inactivity
- Category profitability
- Revenue trends across restaurants and Cities.

### 2. Objective for This Project

To analyze Foodpandas data across stores, customers, and categories, and generate actionable insights on revenue, customer behaviour. The project demonstrates skills in data cleaning, aggregation, visualization and storytelling using Excel.

To design a complete analytics workflow:

- **Pivot tables** for structured data preparation.
- **Charts** for interactive dashboards (Slicers, KPI cards, charts).
- Deliver business insights on **restaurant performance, customer behaviour on food preferences and cities**.

### 3. Key Analyses Performed:

#### A) Revenue Analysis

- Compared **total orders by Cities** (Multan has the highest but not much difference from Lahore).
- Evaluated **Genderwise revenue trends** using pivot table and pie charts to highlight the revenue contribution is almost the same.
- Assessed **revenue by Age** (Teenagers contribute the Highest average sales).

#### B) Customer Behaviour

- Segmented customers by **rating groups** (from 1 to 5 It concludes that the customer's providing the highest average Sales belong to rating 4 but there is no trend showing a huge difference).
- Analyzed **active vs inactive customers** both have almost the same loyalty points.
- Identified **top 10 customers by spending** (e.g., C2515, C2857).
- Explored **number of orders** (numbers varies from each customer and does not depend on the total purchase done).

#### C) Payments &

- Compared **number of customers per payment method** (Cash: 2039(Highest), Wallet: 1959(Lowest)).

#### D) Delivery Status

- Delivered orders have contributed more than 16 lakhs.
- There are cancelled orders which has reduced the sales by 15 lakhs.

### 4) Insights & Business Impact

- **Citywise Performance:** Multan slightly outperformed Lahore in orders counts.
- **Category Performance:** Subway has outperformed other restaurant.
- **Revenue Drivers:** Italian Dishes have the highest contribution of the total sales.
- **Top Customers:** A small group of high spenders (top 10) accounted for significant revenue share.
- **Age wise Contribution:** Teenagers have the highest sales contributor but there is no significant difference from the other age groups.