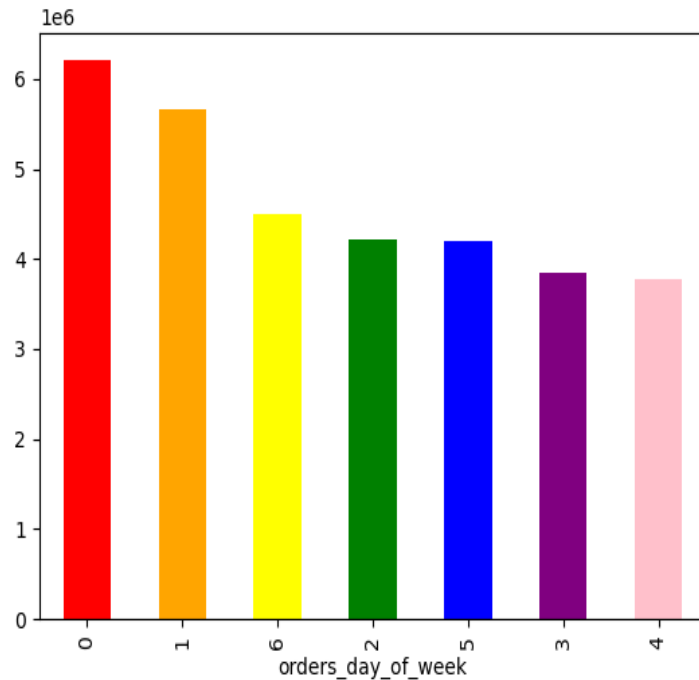
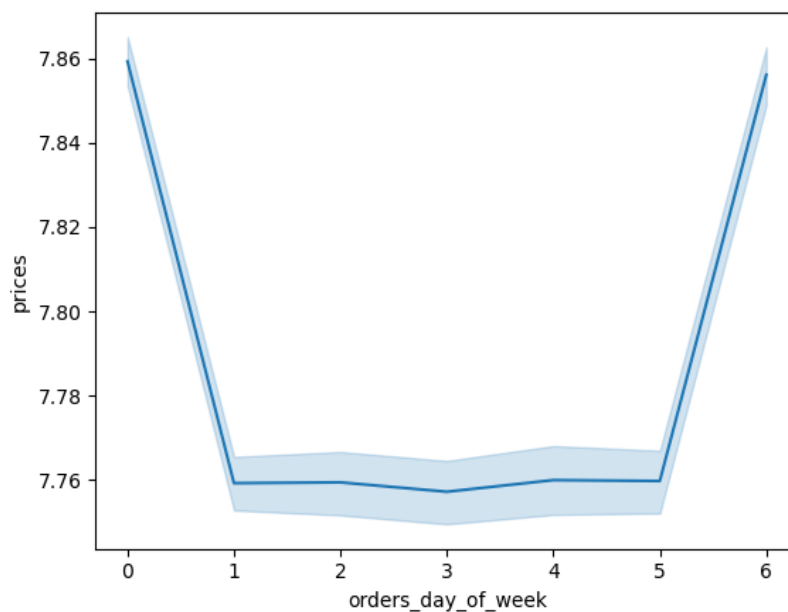


Visualizations



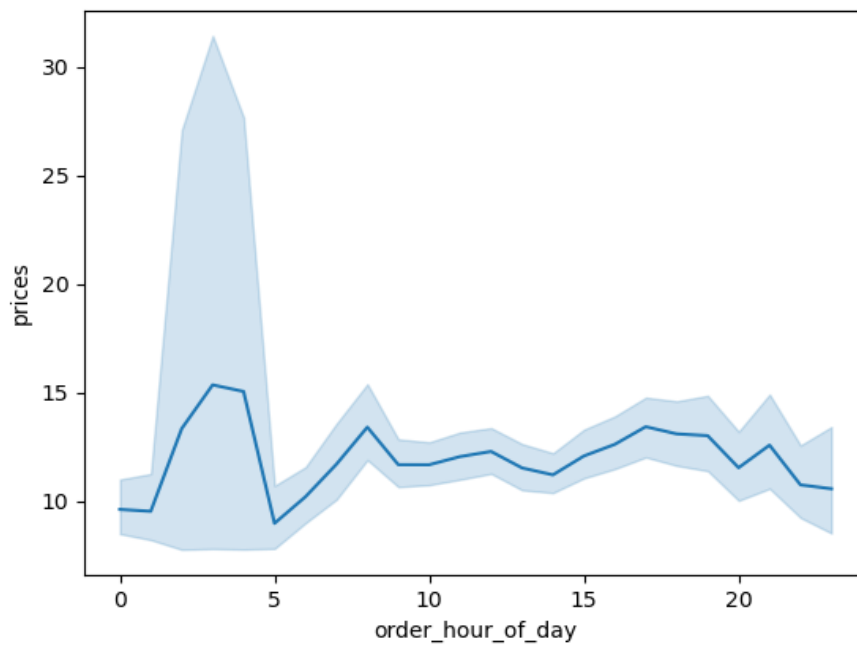
Most orders are placed on Sunday and Monday

Surprisingly, there are not so many orders on Fridays and Saturdays

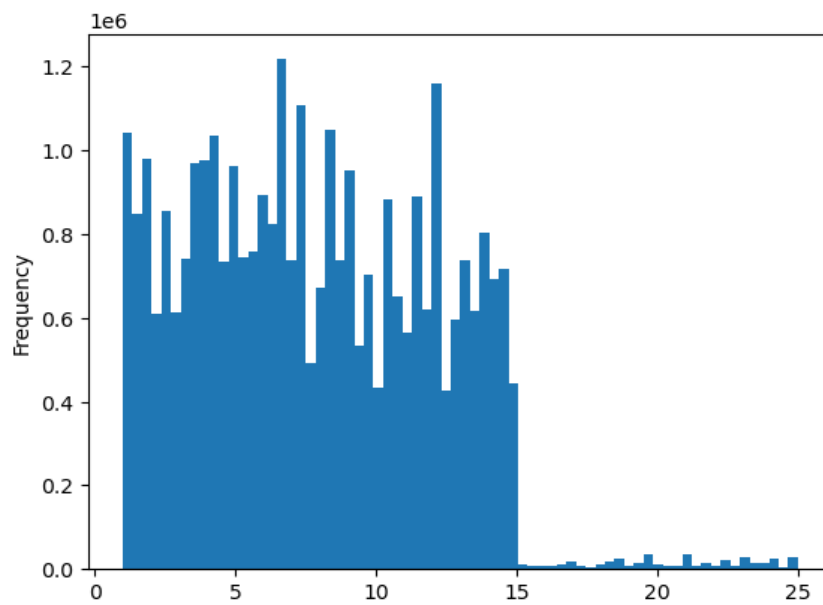


Sunday has the most orders and also highest in product pricing

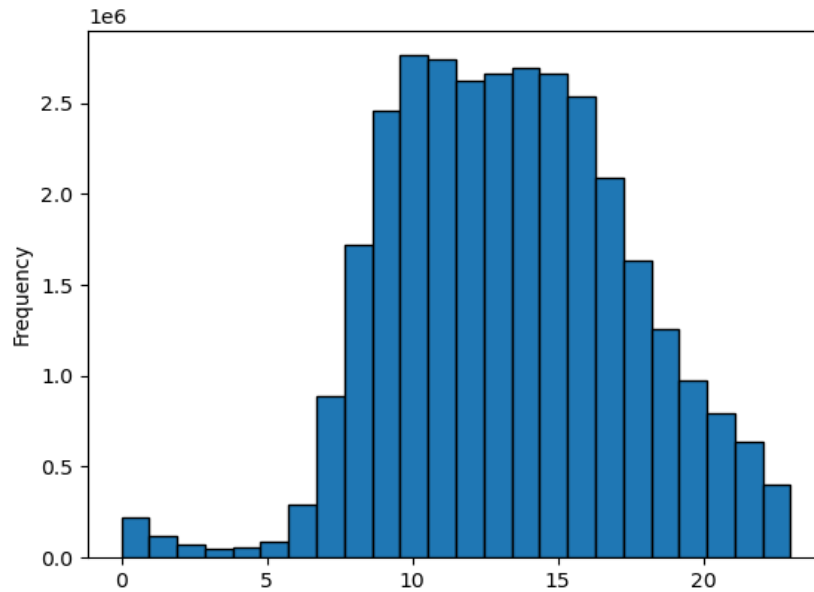
Friday, though not many orders are placed, also in high in product pricing



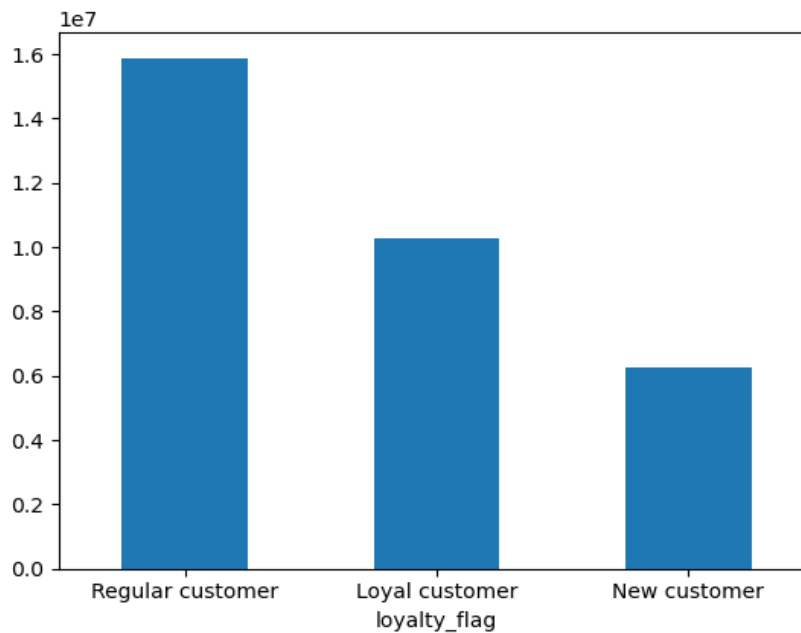
The amount of money spent on products is higher in the last night, 12am - 5am
 The could correlate to last minute/late night snack orders
 Last minute/late night orders could make pricing is less of a concern



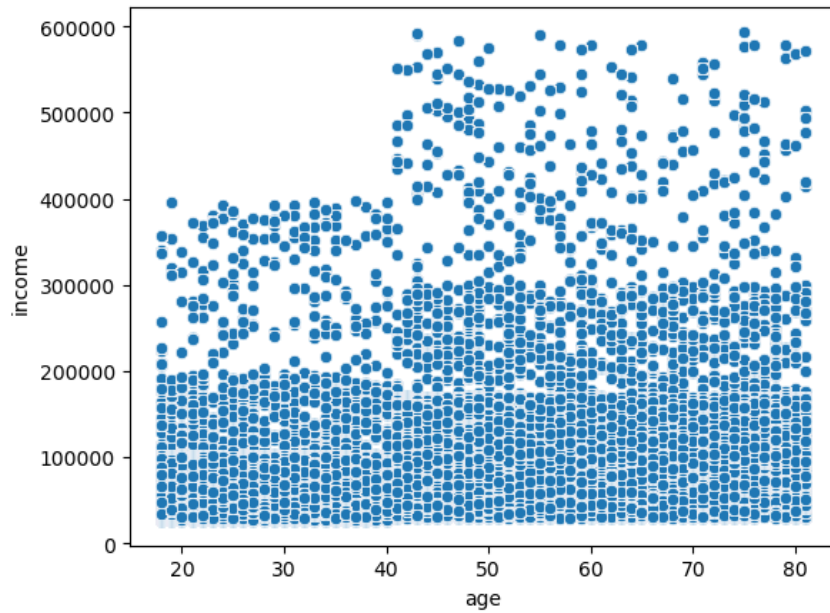
Most products are between 1 and 15 dollars
 A few are higher priced at 15 to 25 dollars



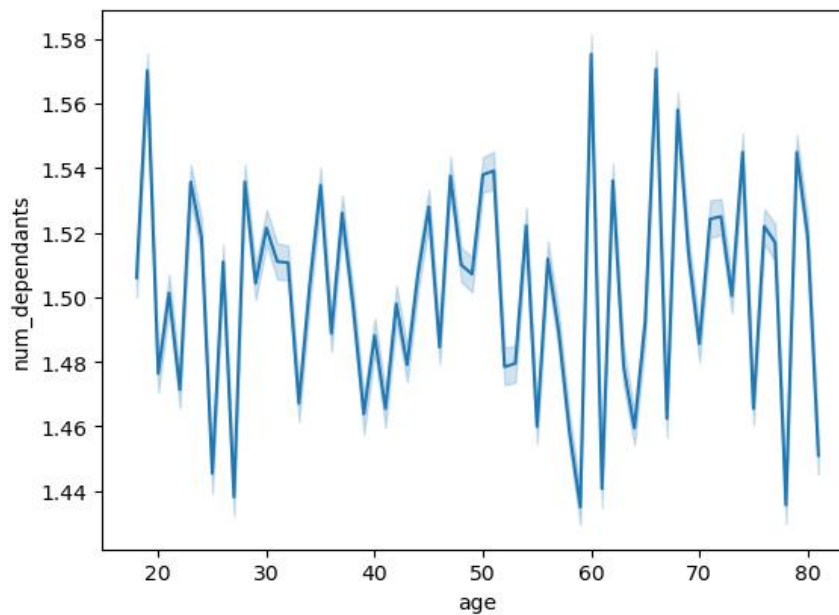
Late night, 12am - 5am orders are likely to be last minute or snack items
Peak hours are early morning to early afternoon.
Perhaps this is for breakfast and/or lunch time orders
Also could correlate to free time to be able to order



There are more regular customers than loyal and new customers.
Marketing towards more casual shoppers like regular
customers may bring in more loyal customers



Income under 200,000 is consistent for all age groups
 Those aged 40 - 80 are more so between 200K to 300K in income
 Ages 18 - 39 don't have an income over 400K
 A smaller population of those 40 to 80 make 400K to 600K



Surprisingly, those under the age of twenty of more dependants than 30-50 year olds
 20-30 year olds have the lowest number of dependants
 Those in their 60s have the most dependants

Title page