**FOOD DELIVERY ANALYSIS INSIGHTS**

\*Calculations can be found in the code notebook.

**What is the minimum, average, and maximum time it takes for food to be prepared once an order is placed?**

|  |  |
| --- | --- |
| Minimum preparation time | 20.0 mins |
| Average preparation time | 27.4 mins |
| Maximum preparation time | 35.0 mins |

**Is this data clean? Why or why not?**

The data looks clean. This is because there are no missing values, no duplicate orders, and no values in columns written in two or more different ways, example, writing Italian cuisine type as both Italian and italian or even ‘iTaliAn’.

**What are the most popular cuisine types? How does their price range and review rating compare to those that don't perform as well? try to find out why they perform better.**

Most popular cuisine types are American, Japanese, Italian and Chinese with orders above 200.

|  |  |  |
| --- | --- | --- |
|  | **Most popular cuisine types** | **Least popular cuisine types** |
| **Mean cost** | $16.33 | $17.29 |
| **Mean preparation time** | 27.48 mins | 26.86 mins |
| **Mean delivery time** | 24.2 mins | 24 mins |
| **Mean rating** | 4.34 | 4.38 |

The most popular cuisine types probably perform better because of their relatively lower cost.

**What percentage of orders are less than $20? less than $30? $40? $50?**

The percentage of orders less than $20 is 70.76%.

The percentage of orders less than $30 is 94.73%.

The percentage of orders less than $40 is 100%.

The percentage of orders less than $50 is 100%.

This means there are no orders greater than $40.

**The company has decided to give 20% discount vouchers to the top 3 most frequent customers. Find the IDs of these customers and the number of orders they placed.**

|  |  |
| --- | --- |
| Customer ID | Total number of orders placed |
| 52832 | 13 |
| 47440 | 10 |
| 83287 | 9 |

**The company wants to provide a promotional offer in the advertisement of the restaurants. The condition to get the offer is that the restaurants must have a rating count of more than 50 and the average rating should be greater than 4. Find the restaurants fulfilling the criteria to get the promotional offer.**

|  |  |  |
| --- | --- | --- |
| Restaurant Name | Rating Count | Average Rating |
| The Meatball Shop | 84 | 4.51 |
| Blue Ribbon Fried Chicken | 64 | 4.33 |
| Shake Shack | 133 | 4.28 |
| Blue Ribbon Sushi | 73 | 4.22 |

**The company charges the restaurant 25% on the orders having cost greater than 20 dollars and 15% on the orders having cost greater than 5 dollars. Find the net revenue generated by the company across all orders.**

The net revenue generated by the company across all orders is $8379.5395.

**The company wants to analyze the total time required to deliver the food. What percentage of orders take more than 60 minutes to get delivered from the time the order is placed? (The food has to be prepared and then delivered.)**

10.5% of orders take more than 60 minutes while 89.5% of orders take at most 60 minutes.

**The company wants to analyze the delivery time of the orders on weekdays and weekends. How does the mean delivery time vary during weekdays and weekends?**

Even though there are more orders on weekends, surprisingly, mean delivery time on weekends (22.47 minutes) is less than the mean delivery time on weekdays (28.34 minutes).

**What are your conclusions from the analysis? What recommendations would you like to share to help improve the business? (You can use cuisine type and feedback ratings to drive your business recommendations).**

From the analysis, customers make more orders from American, Japanese, Italian and Chinese restaurants compared to other cuisine types. Targeting restaurants serving these cuisine types will therefore increase the net revenue of FoodHub. Even though the other cuisine types less ordered like Spanish and Thai received a relatively higher rating, there is not a significant difference in rating between those cuisines and those ordered more by customers. Targeting those restaurants serving American, Japanese, Italian and Chinese cuisine types therefore look like the best option.

It is likely customers make more orders from these restaurants because of their relatively lower cost, as can be seen in the charts.

The same can be said for restaurants operating on weekends too, and not just weekdays, in terms of what kind of restaurants to target, as customers make more purchases on weekends.