

An abstract graphic in the top-left corner consisting of multiple thin, blue, wavy lines that intersect and flow from the left edge towards the center of the slide.

ONLINE FOOD DELIVERY

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INTRODUCTION

Online Food Order Demographics



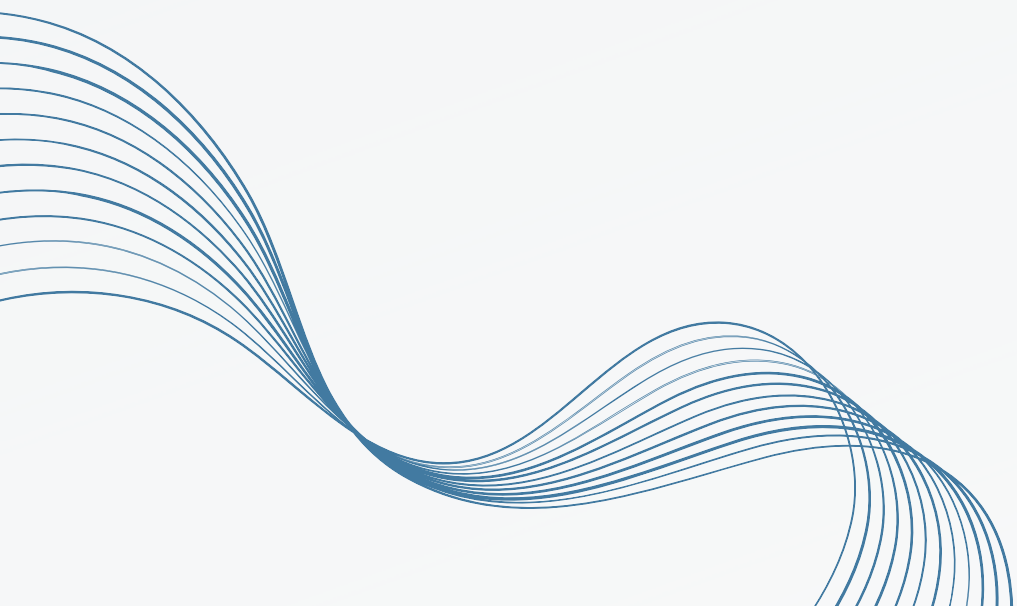
Analyze demographics to determine trends among customers



View order location to find patterns in customer demographics



Inspired by popularity of UberEats and DoorDash



OUR DATASET

12 Columns

8 Columns of Demographic Data:

- Age: numerical age of customer ranging from 12 to 38 years old
- Gender: male or female
- Marital Status: single or married
- Occupation: student, employee, self employed, or house wife
- Monthly Income: broken up into income chunks
- Educational Qualifications: graduate, post graduate, PHD, school, and uneducated
- Family Size: numerical size of family ranging from 1 to 6 people

Latitude & Longitude Data

2 Columns with Order Output:

- Output
- Feedback

RESEARCH QUESTIONS

Question n° 1

Is there a difference in education level based on gender and marital status?

Question n° 2

Does the gender or marital status of individuals relate to their occupation?

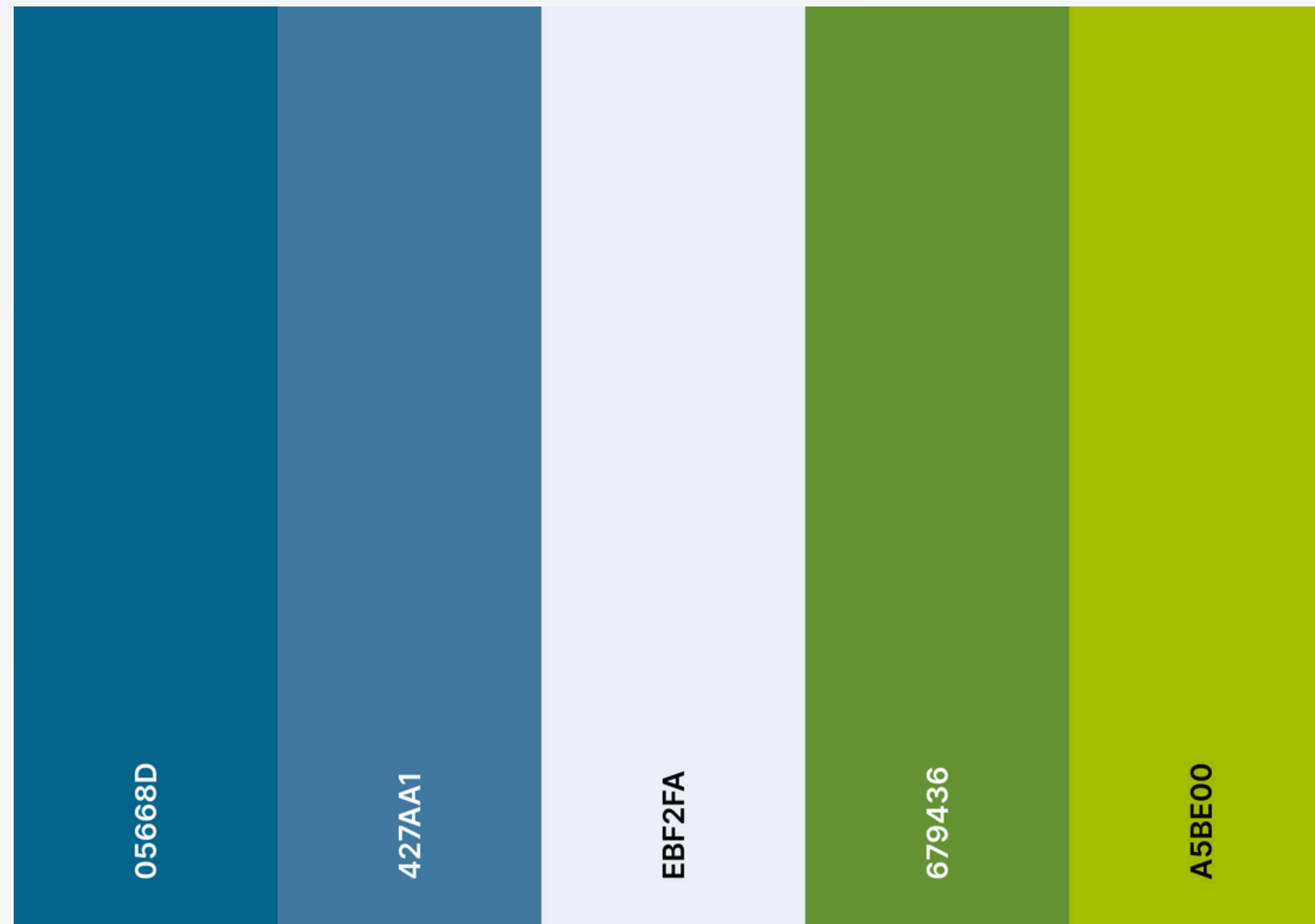
Question n° 3

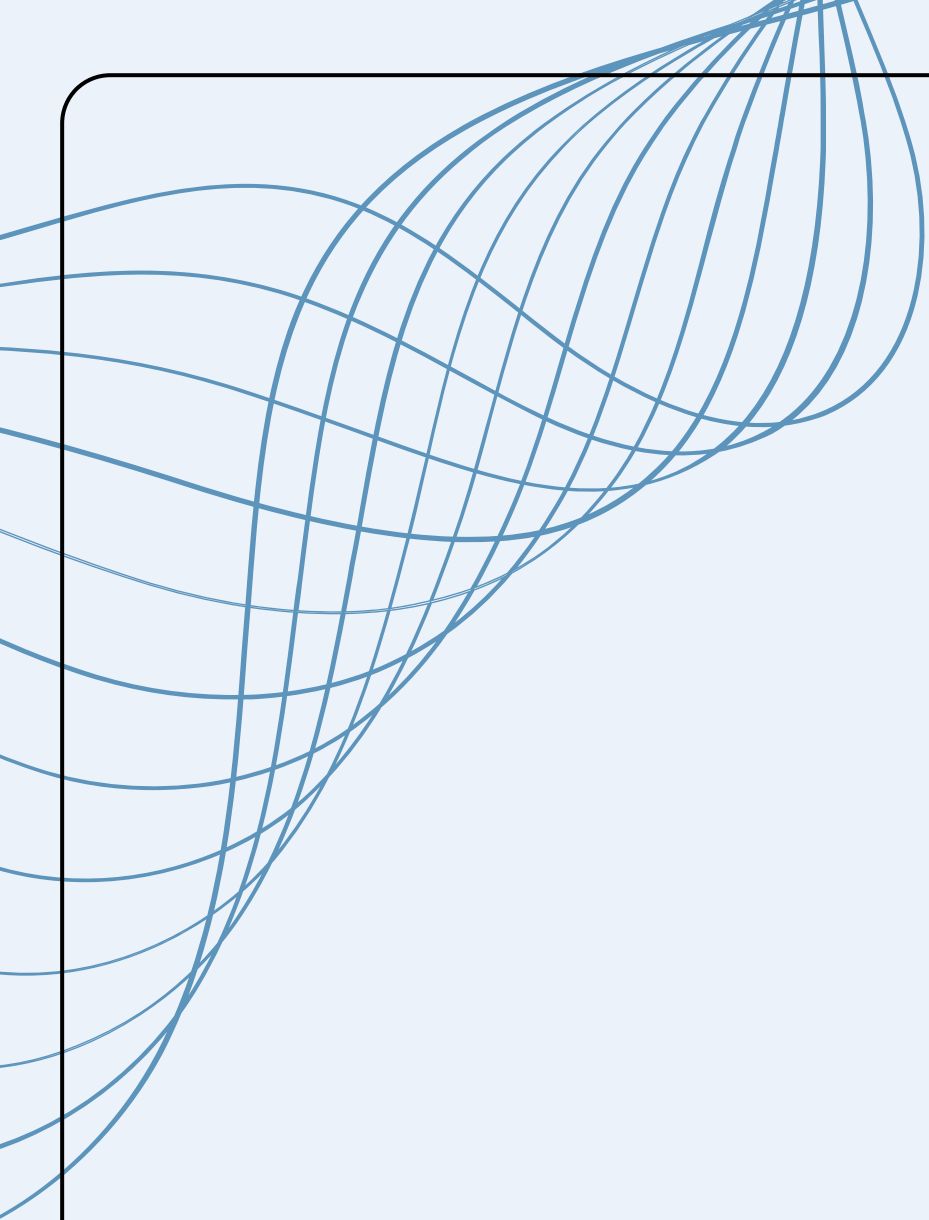
What is the distribution of ages for different genders and marital statuses?

Question n° 4

Does an individual's location and occupation indicate their level of education?

DESIGN





LIVE DEMO

[WEBSITE](#)

CONCLUSIONS

**SINGLE INDIVIDUALS
HAVE A HIGHER
LEVEL OF EDUCATION**

**SINGLE INDIVIDUALS
ARE MORE LIKELY TO
BE STUDENTS AND
ARE LESS LIKELY TO
BE SELF-EMPLOYED**

**THE DISTRIBUTION
OF AGES IS NOT
AFFECTED BY
MARITAL STATUS
OR GENDER**

**THERE IS NO
CONNECTION
BETWEEN
LOCATION AND
EDUCATION LEVEL**

BIAS AND LIMITATIONS



This data is based on a single city in India and is not necessarily indicative of trends in any other market



There is no way of knowing when and how this data was collected, so the veracity is dubious

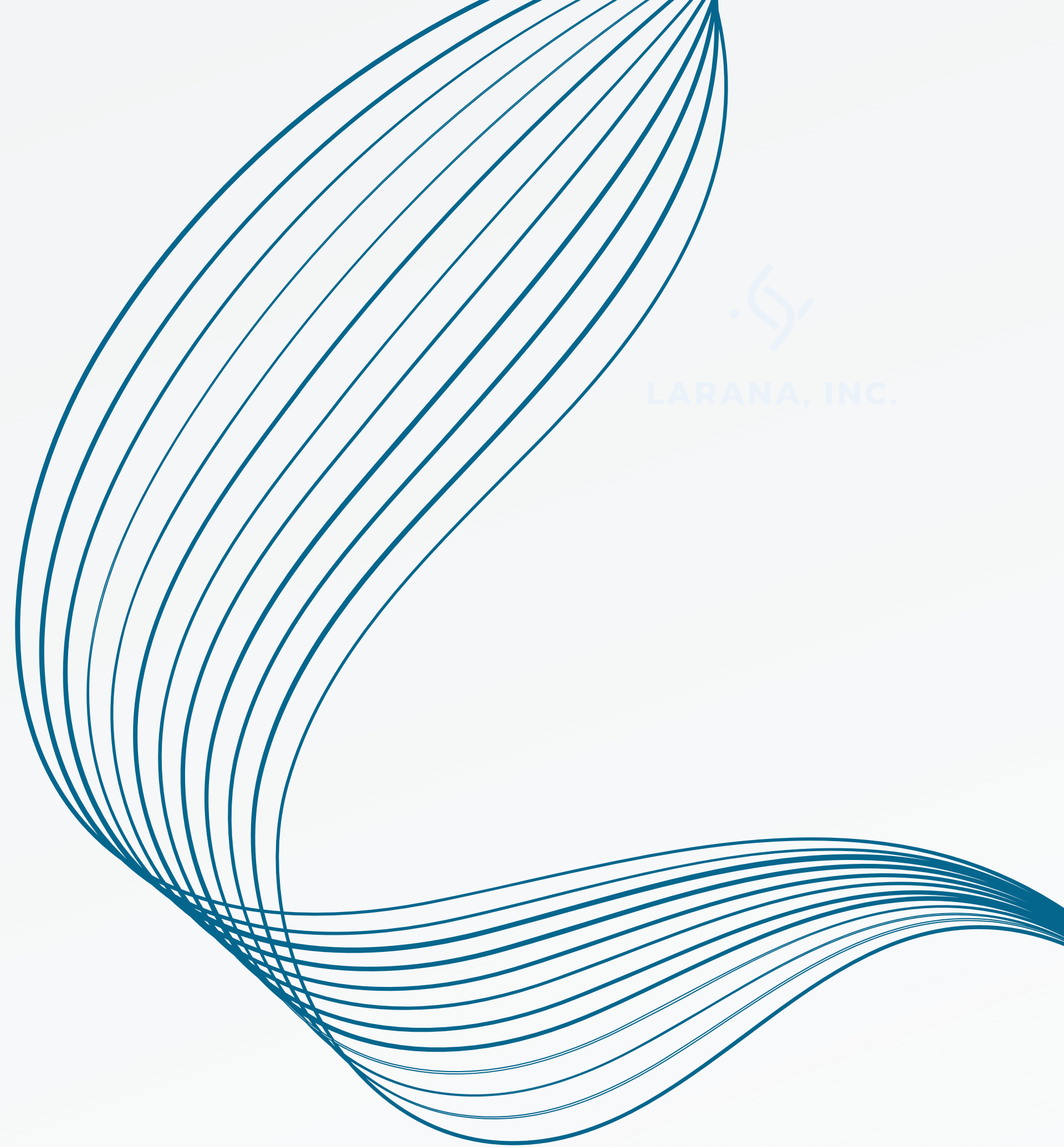


There are a limited number of categories and responses

FUTURE WORK

- Collect data from more markets
- Expand questions and responses
 - Include order totals, repeat orders, and more categories for responses

**THANK'S FOR
WATCHING**



Works Cited

Kaggle Dataset:

[**https://www.kaggle.com/datasets/sudarshan24byte/online-food-dataset**](https://www.kaggle.com/datasets/sudarshan24byte/online-food-dataset)

Colours:

[**https://colors.co/05668d-427aa1-ebf2fa-679436-a5be00**](https://colors.co/05668d-427aa1-ebf2fa-679436-a5be00)

Dataset Inspiration:

[**https://www.kaggle.com/datasets/rajatkumar30/food-delivery-time**](https://www.kaggle.com/datasets/rajatkumar30/food-delivery-time)