

Food Delivery App Dataset

Problem Description

You are working as a consultant and have been approached by the senior product manager for a major **app-based food delivery company** (Zomato, Swiggy, FoodPanda are examples of app-based food delivery companies). The product manager tells you about the major metrics he reviews, week-on-week due to the dynamic nature of these metrics:

1. **Demand:** Number of customers logging in on the menu of any restaurant at any given time
2. **Menu to Cart %:** Out of the customers on the app, for what % of logins did the customer select items from the menu and place them in the cart
3. **Cart to Order %:** The number of orders that were actually placed and paid for, after items were put in the cart
4. **Order Through Rate %:** The main metric which calculates how many users actually ended up placing the order after opening a menu. Its the product of demand, menu to cart and cart to order rates
5. **%age average discount shown:** This indicates how much was the average discount being offered when the order was being placed

Parameter	Description
City	City of operations
Zone	The zone of operations
Meal type	The kind of meal as categorized by the app
Time stamp date	Average value of ride starting time, to be used for all time series analysis
Demand	Number of customers who landed on the menu of a restaurant
Avg Discount offered	The average %age of discount being offered at that time, controlled by the food delivery app. Applicable only on online mode of payment
Avg. delivery time shown	The average time to deliver the order as shown to customer during that time
Avg. delivery charge shown	The average delivery amount shown to the customer while placing the order
Menu to cart %	Out of the customers landed, the %age who placed items in their cart

Cart to order %	Out of the customers that placed items in the cart, the %age who placed the order
Order through rate %	Product of menu to cart and cart to order
Avg. order value	The average value of orders placed
%age COD orders	Out of the orders placed, %age of orders that selected Cash on Delivery as payment option

Based on the given dataset create following charts using tableau.

Q1. Create a bar chart to display city-wise avg Order through rate %?

Q2. Create a pie chart for zone and demand. Filter the data for Pune city and display zone percent of total contribution for demand?

Q3. Create a line chart showing time stamp and discount offered over days.

Q4. Create a scatter plot to display correlation between Order through rate % and cart to order %

Q5. Create a bar showing Meal Type and Menu to cart %

Q6. Display various cities on Geo-map using symbol map and demand across the cities.