

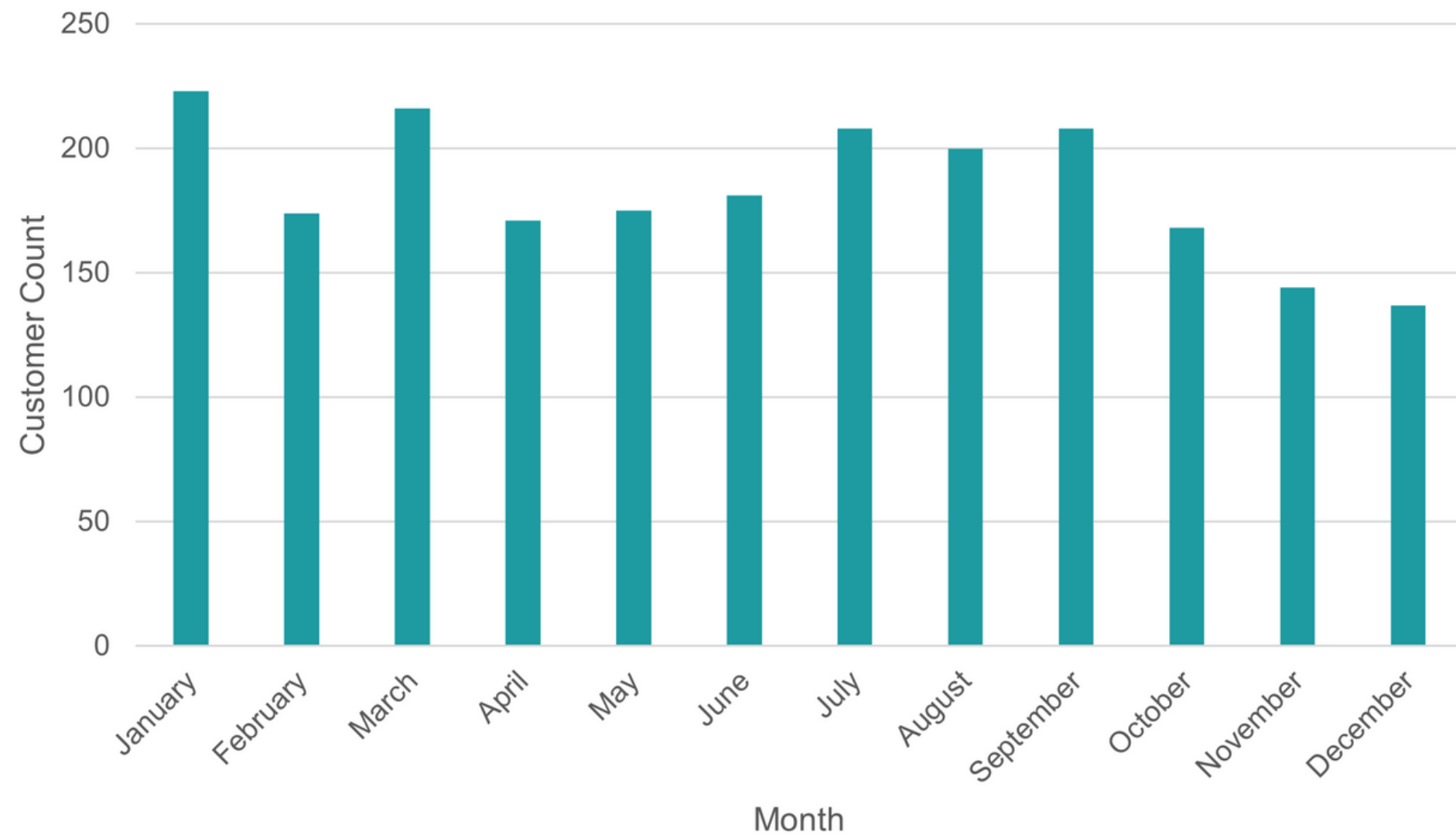
# Who are the leading customers behind food delivery service's growth?

---

ANALYSIS OF iFOOD  
DELIVERY SERVICE  
USING EXCEL



Amount of Customers Acquired Monthly



# Background

iFood, a lead food delivery app in Brazil equivalent to the US' Doordash, wants to produce the highest profit for their marketing campaign. To do this, the company created a pilot campaign that involved 2,240 customers. The total cost of the campaign was 6.720 MU and the revenue generated by campaign 6 was 3.674 MU producing an overall profit of -3.046 MU.

The company wants to understand their customer's spending behavior from their latest campaign and apply it to their overall customer base.

[READ MORE](#)



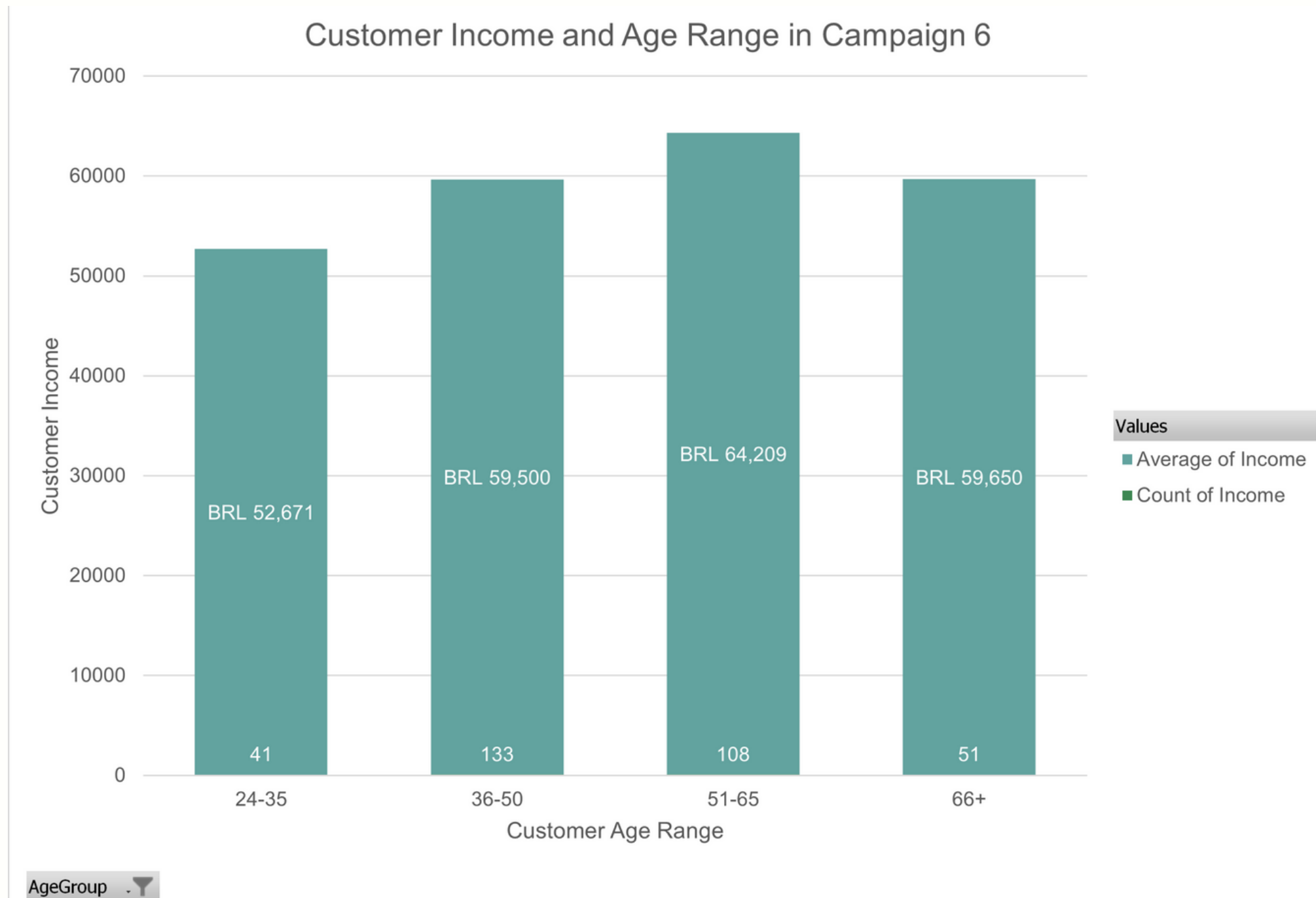
# The Problem

Did iFood's most recent campaign, Campaign 6, perform better than their last campaign?

# Bottom Line

iFood's campaign 6, earned 5% higher profits than it's previous campaign, campaign 5.

With high income being a strong predictor of how much a customer spent in campaign 6, I would encourage iFood to focus their marketing efforts on customers with an income near or greater than 60k.



# Key Insights



- The **average customer spends 563 BRL** on iFood delivery over their lifetime.
- The **longest life customer** was **2858 days, 7.83 years** compared to the **shortest life customer** which was **5.91 years**.
- The **ages that spent the most** with the food delivery service were between the age range of **36 to 50**.
- In their latest marketing campaign, campaign 6, the **top customer** spent **\$2,491** and income was a strong predictor, at **71% variance**, in determining how much a customer would spend.
- Customers who participated in Campaign 6 with no children **spent an average of \$1,266** compared to customers with 2 children who spent an **average of \$210** per order.