



FEEDING LOCAL TASTES:

ALIGNING CUISINE STRATEGY WITH LOCATION

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Does where you live shape what you eat?

- Data Overview
- Urban hubs lean international
- Regional cities prefer local favorites
- Supporting Evidence (Satisfaction & Spend)
- Business Implications



Business Highlights

5000

TOTAL ORDERS PLACED

P1,624,739

TOTAL CUSTOMER SPEND

P404,899

TOTAL PROFIT MARGIN

P324.95

AVERAGE SPEND PER ORDER

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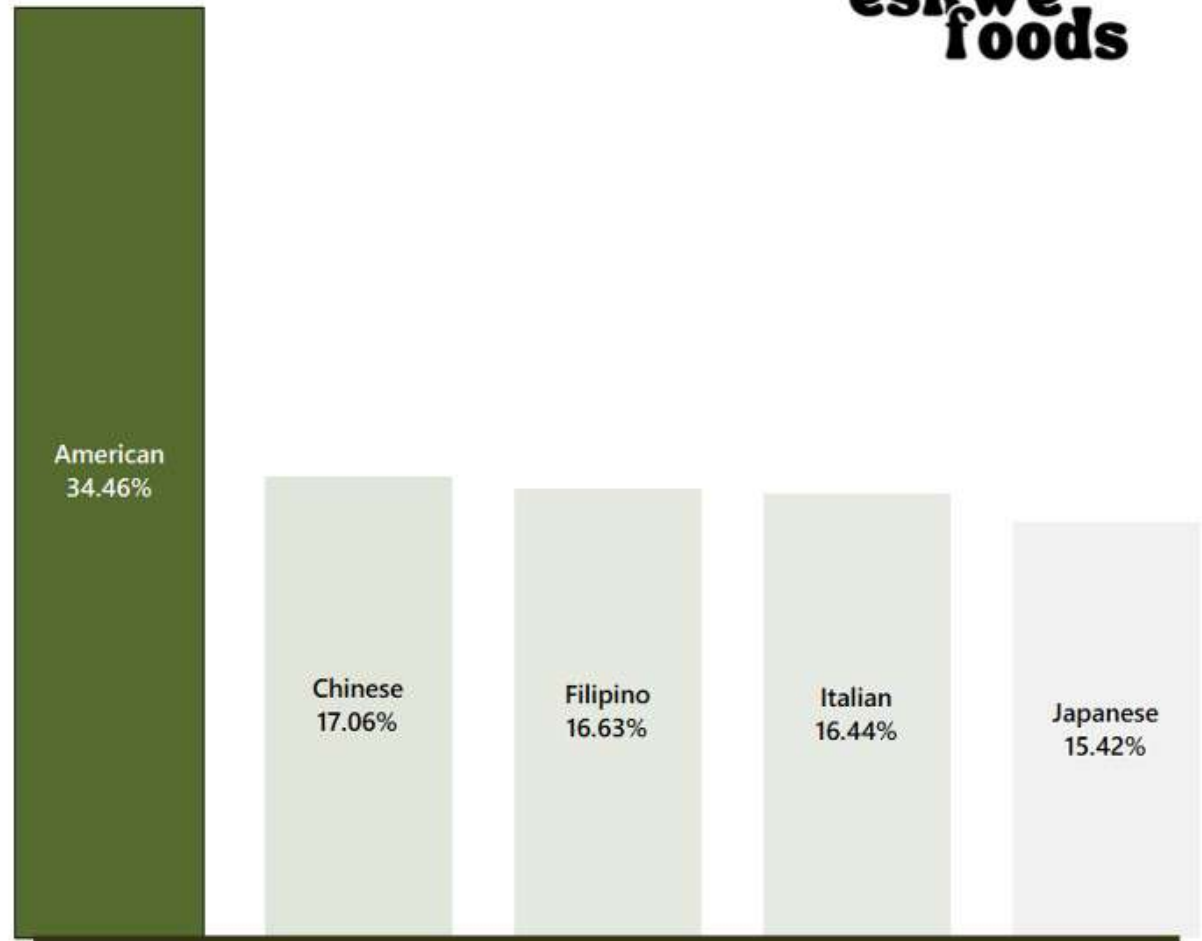
What People Are Eating

American cuisine leads the dining landscape, but other cuisines also hold strong positions.

No single cuisine dominates completely. Customers enjoy a mix.

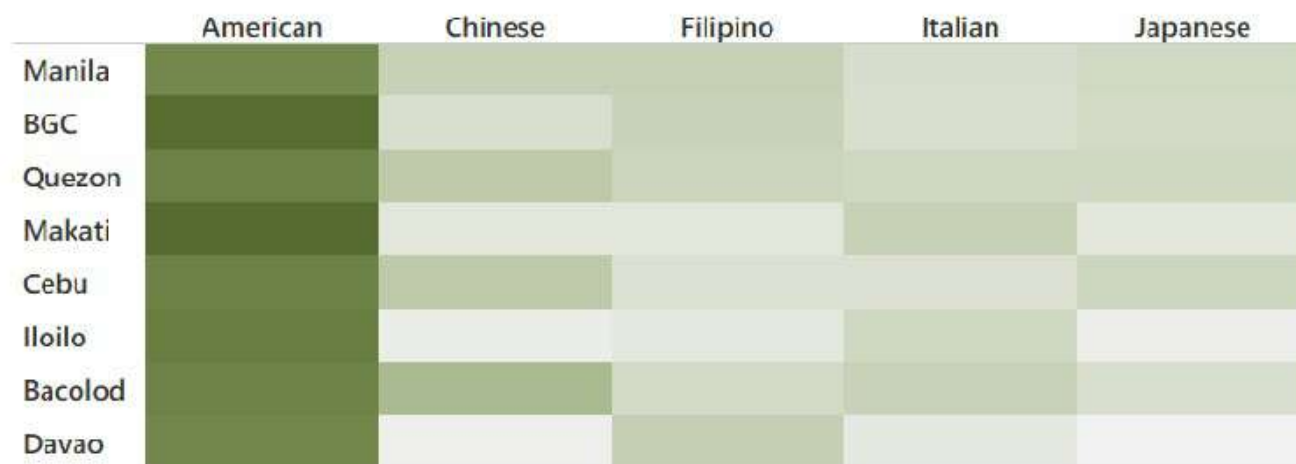


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City Food Choices: International Cuisines Take the Lead



The stacked bar chart and heatmap present cuisine distribution in major NCR hubs such as BGC, Makati, and Quezon City. The visualization suggests a slightly higher proportion of international cuisines in these urban centers. However, a chi-square test ($\chi^2 = 38.02$, $p = 0.098$) indicates that the variation is not statistically significant. This suggests that cuisine distributions in urban hubs are broadly similar to those in other cities, and the perception of stronger international preference is not supported by statistical evidence.

Urban and Regional Cities Show Similar Cuisine Patterns

The map visualization displays cuisine distribution across regional cities compared with NCR hubs. While Filipino cuisine is ordered across both urban and regional locations, it does not appear disproportionately higher in provincial cities.

A proportion test ($z = -0.55$, $p = 0.58$) confirms that there is no statistically significant difference in the share of Filipino cuisine between urban and regional areas. This indicates that cuisine preferences remain consistent nationwide, with no evidence of stronger local preference outside NCR.

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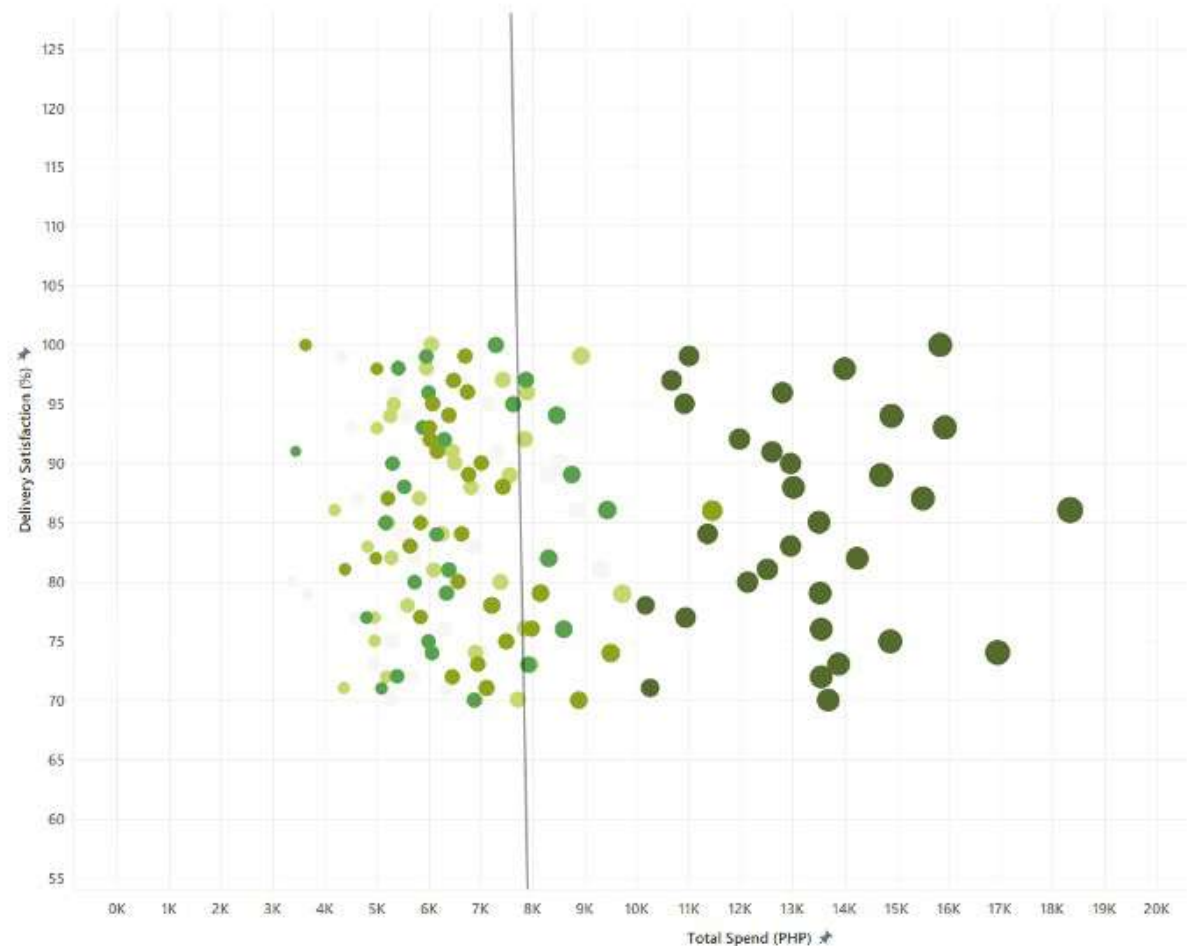




Satisfaction and Spending Remain Consistent Across Cuisines and Locations

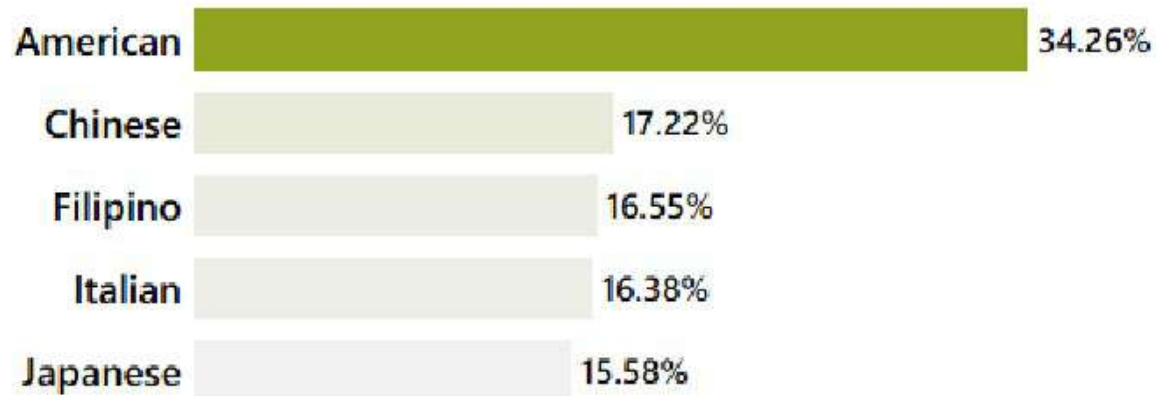
The scatterplot illustrates the relationship between customer spending and satisfaction across cuisines and locations. The visualization shows no discernible pattern, with data points widely dispersed and no upward or downward trend. These findings indicate that neither cuisine type nor location drives meaningful differences in customer satisfaction or expenditure.

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What this means for the Business

(Profit Margin by Cuisine)



Filipino cuisine works as a safe baseline everywhere.

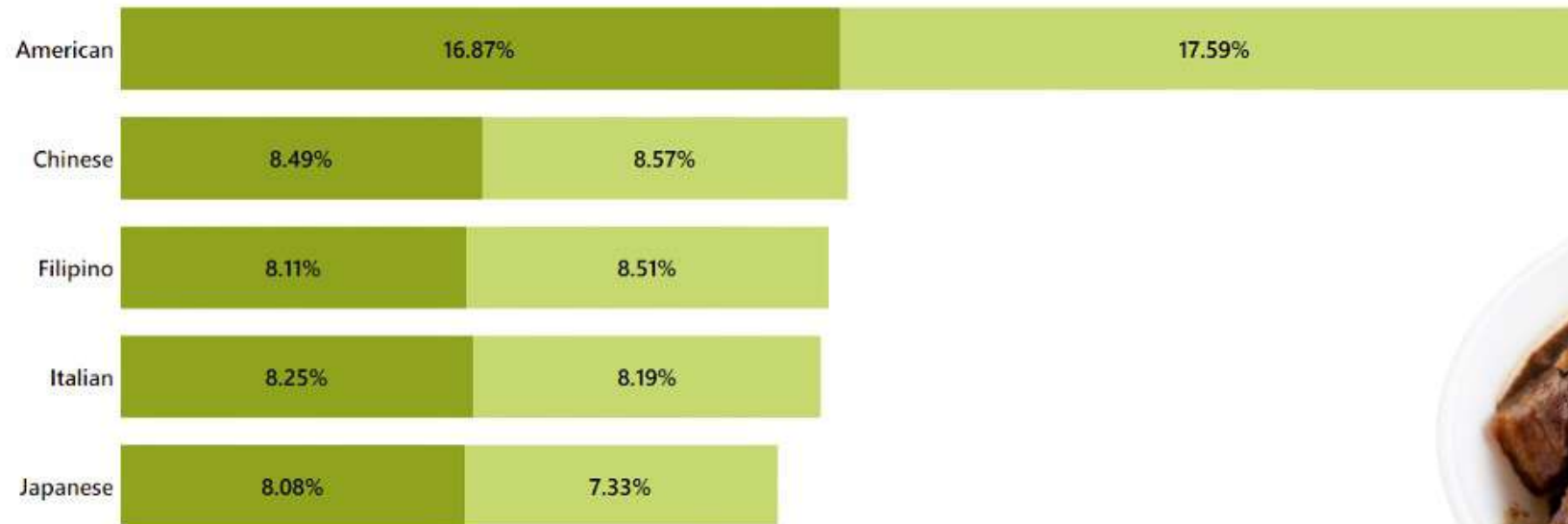
Differences between urban and regional cuisine preferences are directional but not drastic — so no need for fragmented menus.

Since satisfaction doesn't vary by cuisine, operations are the true levers of competitive advantage.

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Loyalty Extends Across Cuisines



The bar chart presents the distribution of repeat orders across major cuisines, with American cuisine showing the highest share but closely followed by Chinese, Filipino, Italian, and Japanese categories. This suggests that repeat purchases are not determined by cuisine preference but are instead influenced by broader factors such as service quality and overall customer experience.





Welcome to EskweFoods Insights!

This dashboard explores how cuisine preferences, location, spending, and loyalty shape dining behavior.

5K

Total Orders Placed

₱300

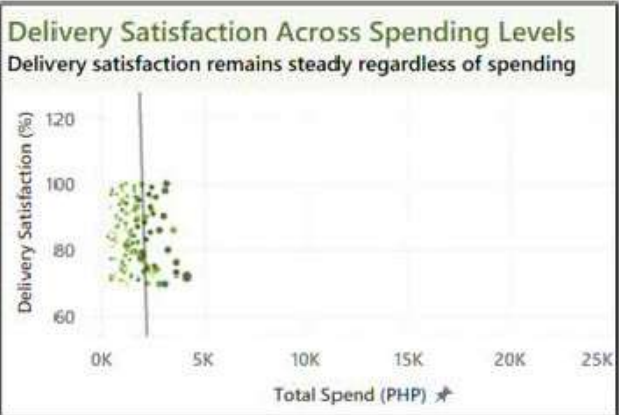
Average Spend per Order (₱)

₱1.6M

Total Customer Spend (₱)

₱405K

Total Profit Margin (₱)



Location

(Multiple values)

Enter search text

☐ (All)

☒ Bacolod

☒ BGC

☐ Cebu

☐ Davao

☐ Iloilo

☐ Makati

☐ Manila

☐ Quezon

Cuisine

(Multiple values)

Profit Margin by Cuisine

American cuisine has the highest profit margin

Cuisine	Profit Margin
American	1200
Chinese	800
Filipino	600
Italian	500
Japanese	400

Repeat Customers by Cuisine

Highest repeat rates seen in American cuisine

Cuisine	Repeat Rate
American	1200
Chinese	800
Filipino	600
Italian	500
Japanese	400

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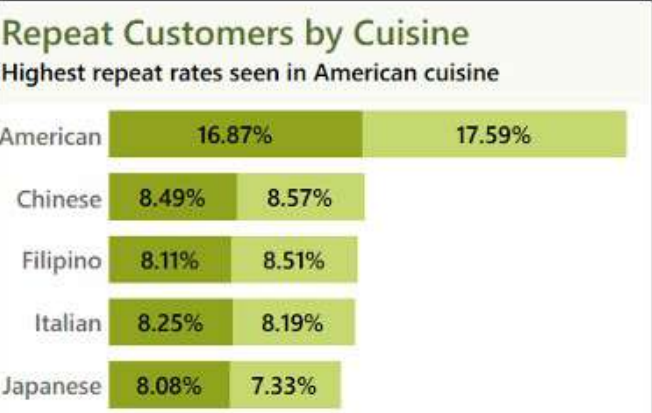
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Location

(All)

Cuisine

(Multiple values)



Recommendations



- *Position Filipino cuisine as the foundation, while collaborating with both local and global food partners.*
- *Focus on enhancing the customer journey through faster delivery, better logistics, and service — beyond just adding new dishes.*
- *Build inclusive loyalty programs that recognize overall dining behavior across all cuisine types.*

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THANK YOU!

2 Fast 2 Curious

Enz, Justine, Marlene, Imhee

