Project Design Phase-I
Literature Survey

Date	09 October 2023
Team ID	NM2023TMID05019
Project Name	Indian Food EDA

Specify the business problem

The business problem for a data analytics project related to "Indian Food EDA" could be to:

Audience Retention: Analyze viewer engagement and retention to identify where the taste of the food is low.

Content Optimization: Determine which types of food is attracted the people.

Monetization Strategy: Optimize revenue generation by analyzing ad performance and exploring potential revenue streams like merchandise or sponsorships.

Audience Demographics: Understand the demographics and geographic locations of the audience to tailor content accordingly.

Competition Analysis: Analyze competing shops to identifystrategies for growth and differentiation.

Predictive Analytics: Use data to predict future people counts and taste performance, helping in content planning.

Adaptation to Trends: Stay up-to-date with food change in taste changes and adapt content strategies accordingly.

Feedback Analysis: Analyze comments and feedback to improve taste and engage with the customers.

Customer Growth Rate: Monitor the growth rate of customers over time and identify factors affecting it.