



**Objective:**  
To analyze the dining habits and preferences of first-time visitors compared to regulars, identify gaps in their experiences, and recommend strategies to improve the **Conversion Rate of Newcomers to Regulars (CRNR)**.

1. Executive Summary

Quisine Analytics has a strong Regulars’ Return Rate (RRR) of 75%, but only 20% of newcomers become regulars. This report analyzes why newcomers don’t return and outlines opportunities to convert more of them into loyal customers.

2. Customer Segmentation

Segment	Definition
Newcomers	Customers visiting for the first time. Often unfamiliar with the brand, cautious in choices, and less engaged.
Regulars	Customers with repeat visits who are comfortable with the brand and engage fully.

Why this matters:

Identifying these segments is crucial because each group has distinct expectations, behaviors, and emotional connections to the brand. Understanding these differences allows us to design tailored strategies that meet newcomers where they are and guide them toward becoming regulars.

3. Behavioral Analysis: Newcomers vs. Regulars

- a) Menu Preferences
  - Newcomers stick to safe, familiar choices; regulars explore creative and premium dishes.
  - Possible reason: Newcomers lack confidence in unfamiliar menu items and fear making a “bad” choice. Regulars trust the brand and feel comfortable exploring.
- b) Average Spend & Order Size
  - Newcomers spend ~15–20% less; regulars willingly add sides, drinks, desserts.
  - Possible reason: Newcomers are not exposed to the full experience and don’t perceive added value in upgrading their meal.
- c) Visit Patterns
  - Newcomers come during peak hours seeking convenience; regulars also visit off-peak for a relaxed experience.
  - Possible reason: Newcomers view the experience as transactional, while regulars see it as a social, enjoyable ritual.
- d) Engagement & Feedback
  - Newcomers rarely engage beyond the meal; regulars interact with staff and online.
  - Possible reason: Newcomers may feel overlooked, disconnected, or not invited to participate.



#### 4. Key Gaps Identified

Gap	Impact
Lack of exposure to unique dishes	Newcomers leave with a forgettable, “generic” experience.
No structured welcome or loyalty path	Missed chance to build rapport and encourage return.
Limited personalized interaction	Newcomers feel anonymous and undervalued.
Little post-visit follow-up	Brand loses opportunity to stay top-of-mind.

#### 5. Opportunities to Increase CRNR

- Elevate First Visit Experience
  - First impressions set the tone for loyalty. If newcomers feel cared for and experience the brand’s uniqueness right away, they’re more likely to return.
- Encourage Engagement
  - Engagement builds emotional connection and brand attachment. A loyalty program or personal thank-you can turn an indifferent guest into an advocate.
- Improve Communication
  - Many newcomers simply forget about their visit without reminders. Proactive follow-up keeps the brand present in their minds and increases chances of a return.
- Leverage Digital Channels
  - Social proof through hashtags, contests, and customer stories helps newcomers feel like part of a community and validates their choice to come back.

#### 6. Recommendations Summary

Recommendation	Purpose
Curated tasting experience	Introduces newcomers to what makes Quisine special, making their visit memorable.
Loyalty program enrollment	Gives them an immediate incentive to come back while creating a communication channel.
Personalized staff interaction	Makes guests feel seen and valued rather than just another transaction.
Post-visit follow-up	Reinforces the connection and encourages repeat visits while their memory is fresh.
Social media integration	Creates a sense of belonging and visibility that encourages engagement and return visits.

#### 7. Conclusion

The current CRNR of 20% signals a missed opportunity to convert curious newcomers into loyal customers. By understanding their cautious behavior and addressing it through **welcoming, engaging, and memorable experiences**, Quisine Analytics can increase loyalty and drive sustained growth.