Quisine Analytics
Lunchtime Profitability and Digital Engagement Report

Objective:
To analyze the recent decline in lunchtime sales and digital engagement, understand the underlying causes, and recommend data-informed strategies for improvement.

Profitability Analysis:
Over the past several weeks, Quisine Analytics has experienced a noticeable decline in lunchtime performance. The average spend per customer has decreased from $47 to approximately $41.36, representing a 12% drop. Similarly, the Lunchtime Sales Velocity—measured by meals sold per hour—has fallen from 22 to 15 meals, marking a significant slowdown in midday service.

Things that Might Be Contributing:
- **Menu fatigue:** Customers may be growing tired of the current options.
- **Increased price sensitivity:** Economic factors may be causing customers to spend less.
- **Competitive offerings:** Other restaurants may be offering better lunchtime deals or faster service.
- **Perceived value:** Customers may feel the price no longer matches the experience or variety.

These trends suggest that the existing lunch strategy may no longer be aligning with customer expectations.

Digital Engagement Analysis:

Our review of digital metrics reveals a parallel decline in online activity related to lunch offerings.
- Lunchtime social media check-ins have decreased by 12%
- Hashtag mentions around the midday menu are down by 7%

These declines are concerning, as social media serves as both a reflection of customer satisfaction and a powerful marketing channel. Reduced engagement likely means that fewer customers are excited to share their experience or recommend the brand to others.

This highlights an opportunity to reinvigorate the online presence, making lunch not only satisfying but also shareable.

Performance Indicators Summary:

Metric	Current Value	Interpretation
Culinary Trend Index	0.6 (out of 1)	Indicates slow adaptation to evolving food trends
Sales Velocity	15 meals/hr	A noticeable drop in lunchtime transaction volume
Avg. Spend per Customer	~$41.36	Reflects declining purchase value or fewer add-ons

These indicators reinforce the need to refresh both menu content and customer engagement strategies.

Key Insights:

- Sales are slowing, and customers are spending less during lunch.
- Digital visibility is fading, indicating that current offerings may lack excitement or relevance.
- Market responsiveness is low, suggesting that Quisine is not keeping pace with shifting customer preferences.

Together, these trends paint a picture of a lunch offering that may no longer be competitive or compelling in the eyes of today's customer.

Strategic Recommendations:

To address these concerns, we propose the following:

1. Revitalize the lunch menu with innovative, trend-aware, and customizable options.
2. Enhance perceived value through well-priced bundles or seasonal promotions.
3. Reignite digital engagement by launching visually compelling campaigns, influencer collaborations, and user-generated content drives.
4. Incorporate real-time feedback and social listening tools to ensure menu and messaging stay aligned with customer sentiment.