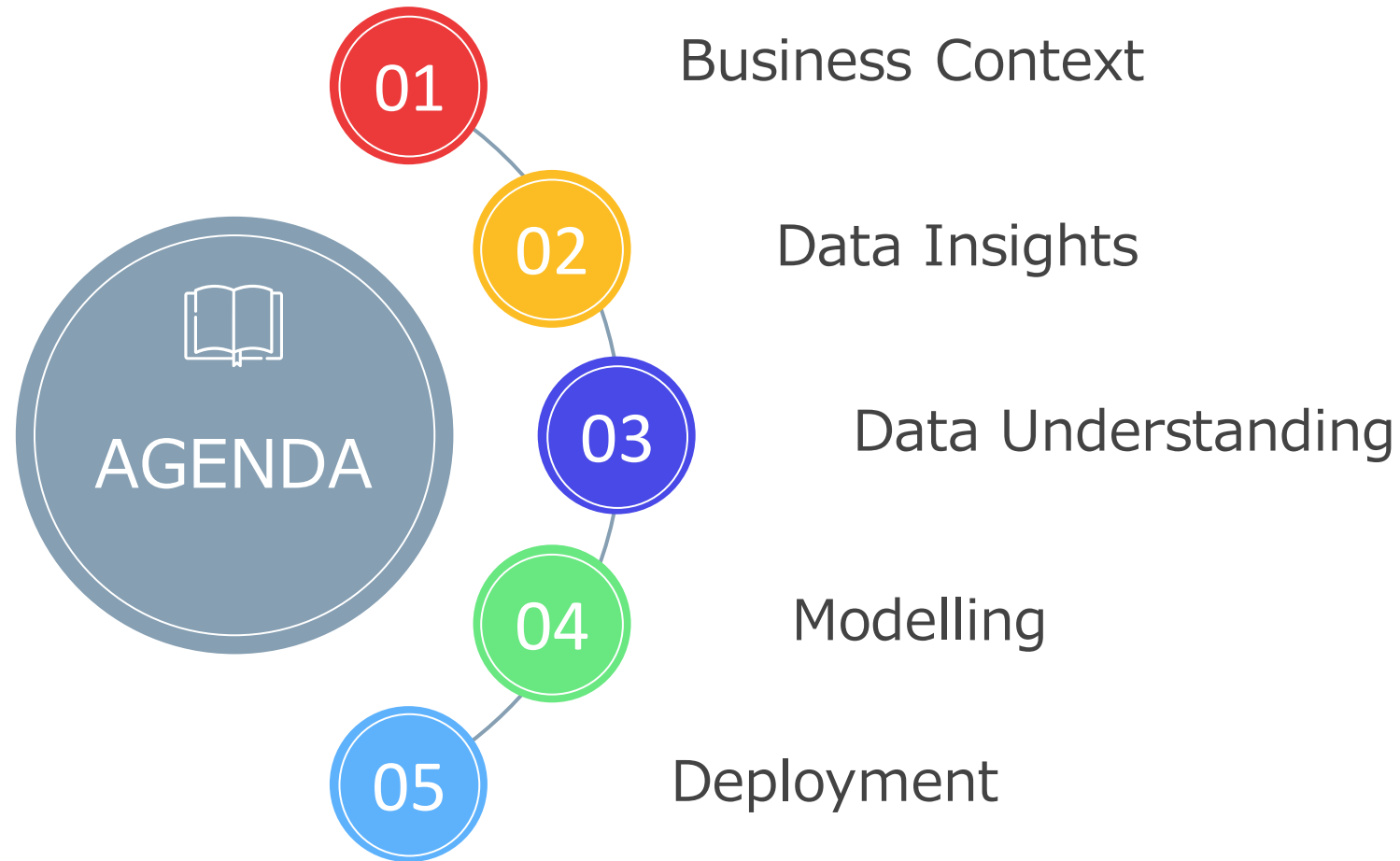


Cyprus – Asian food by C



OPTIMA DATA CONSULTING

Market Basket Analysis – Asian Food by C



BUSINESS CONTEXT

Business Situation

- C's Asian food in Cyprus has been facing challenges due the increase of the competitiveness in the restaurant business.

Business Goals

- Explore patterns and preferences based on customer behavior.
- Apply Market Basket Analysis.

Business Delivery

- Create a set of menus, introduction of new products, promotions and discounts.

DATA INSIGHTS



These are the most
popular items
bought by the
customers per
Product Family.

Rice Sizzling
Meat Drinks
Dessert
Starters

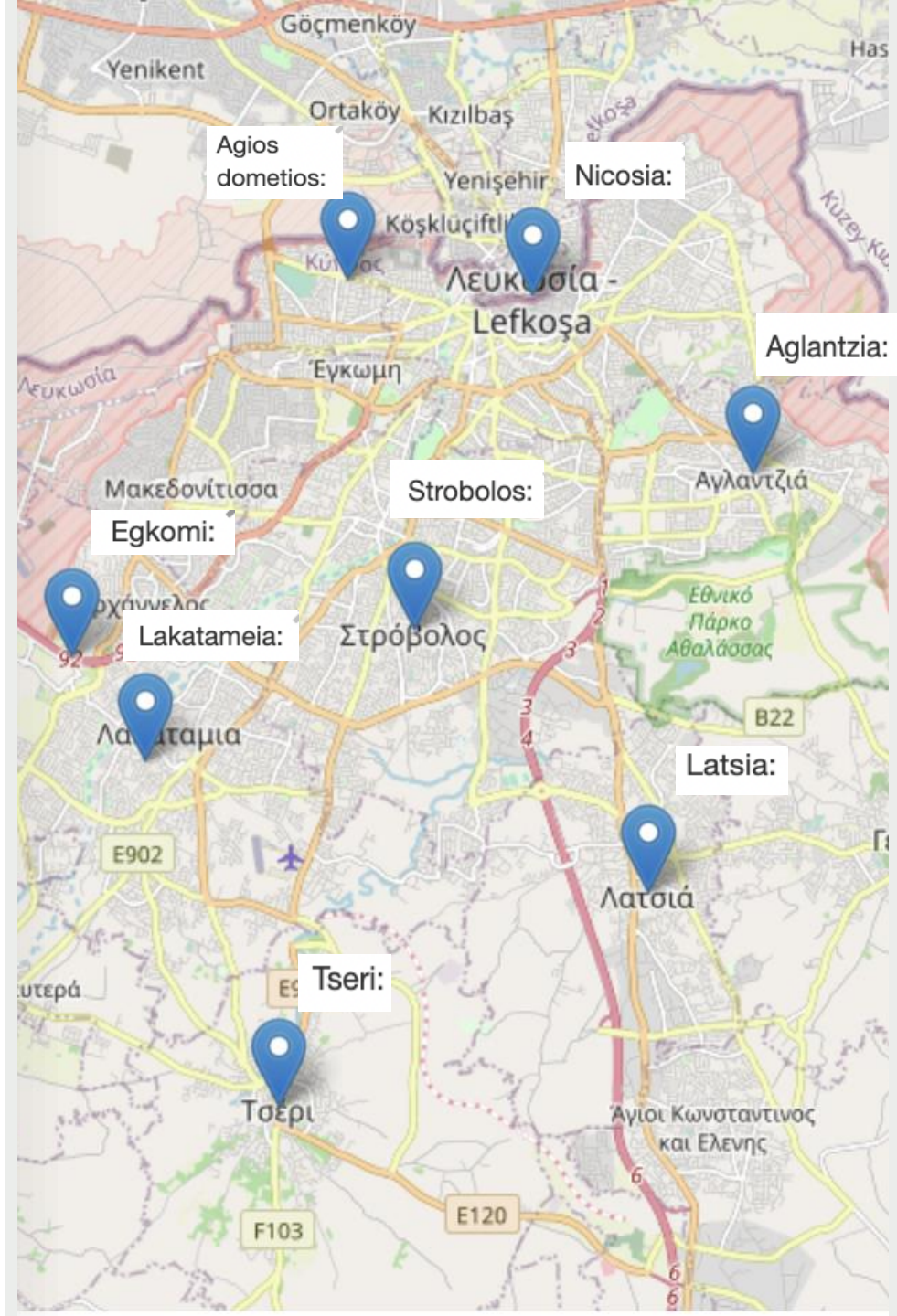
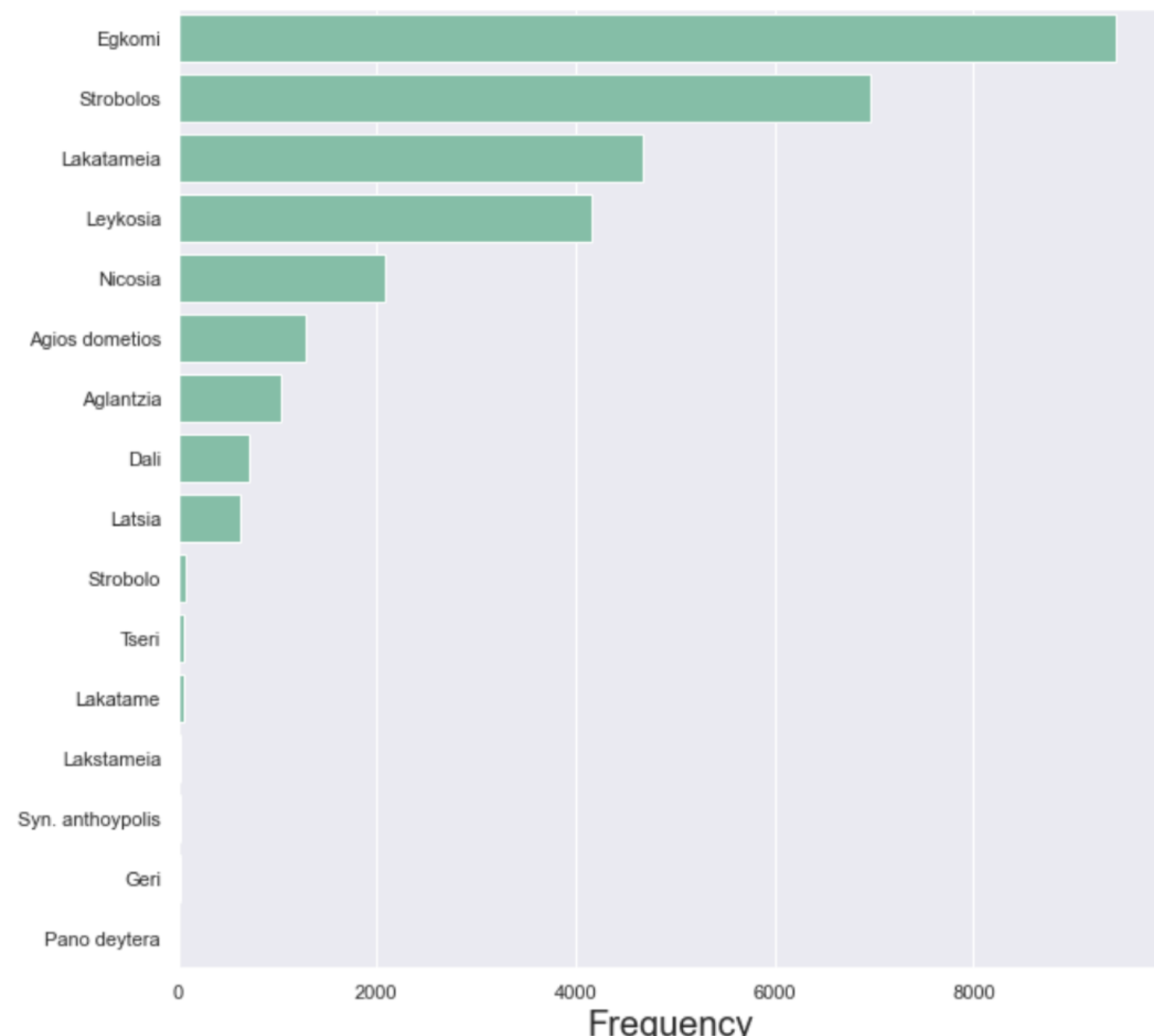
Beef
banana sour
duck
Lemon
chicken
Tofu
Egg
Sweet
Spring
Coke
roll
fried

THESE ARE THE
MOST POPULAR ITEMS
BOUGHT BY THE
CUSTOMERS PER PRODU
CT DESIGNATION.

FREQUENCY OF CITIES IN THE TRANSACTIONS

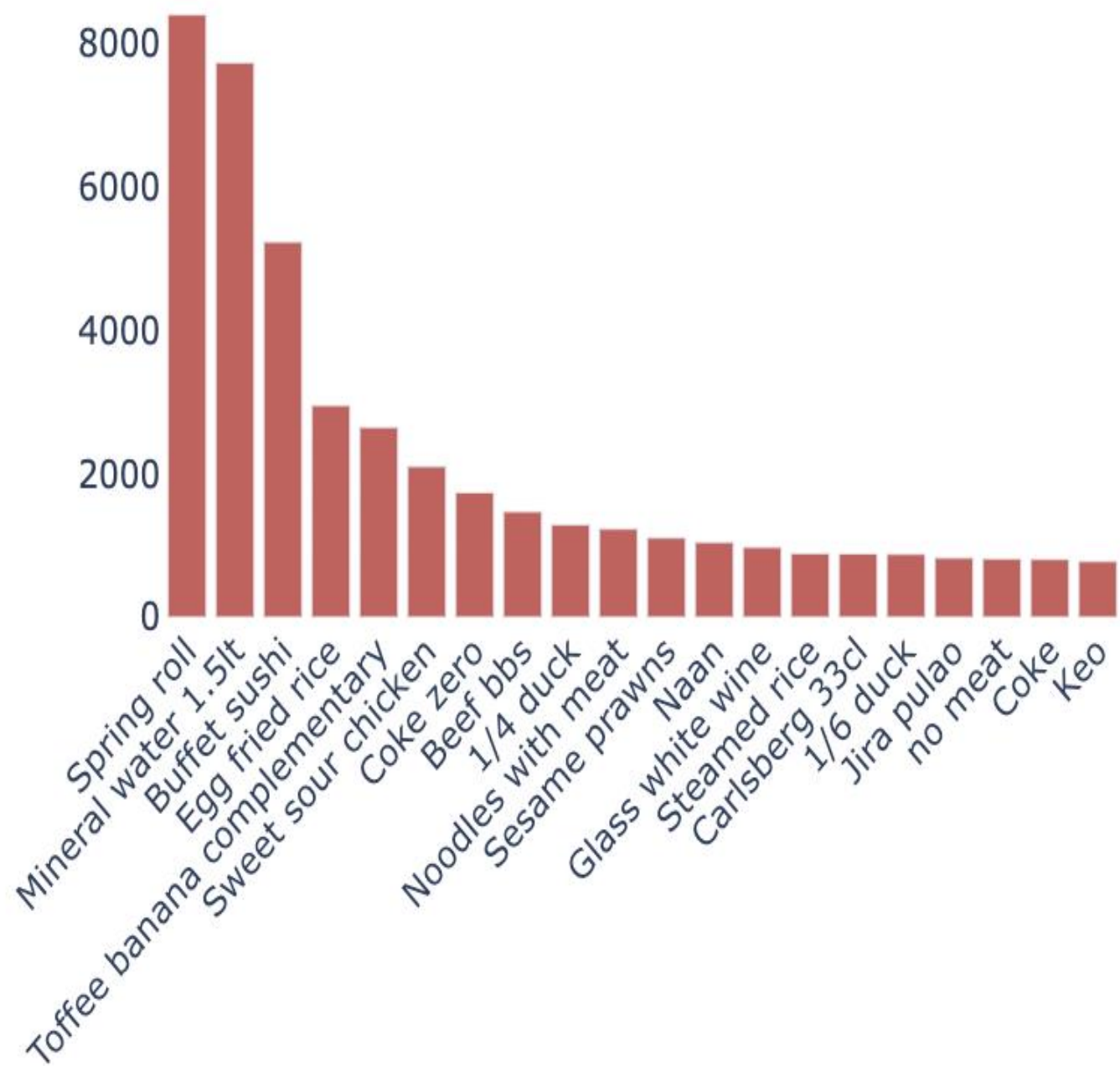


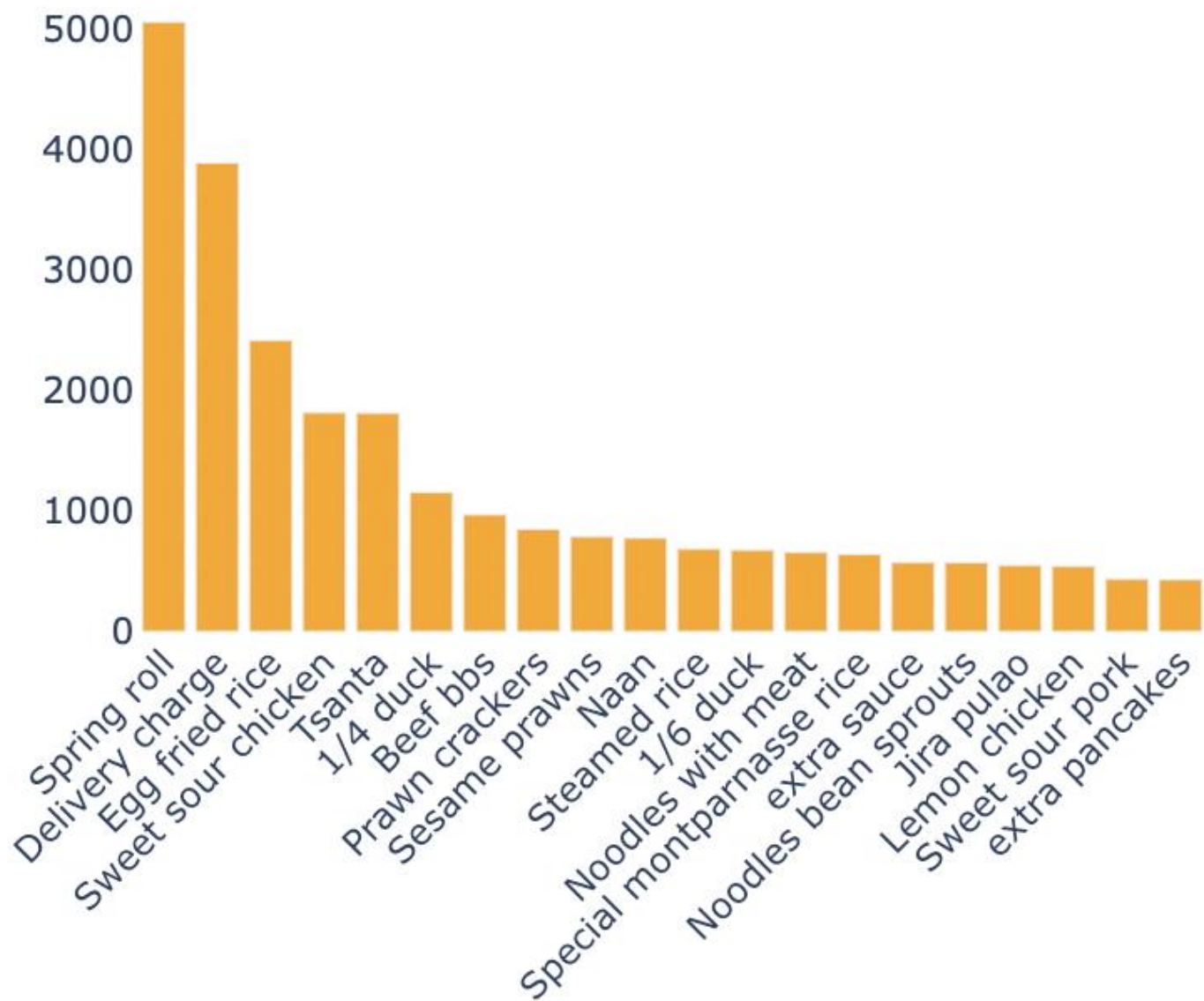
City



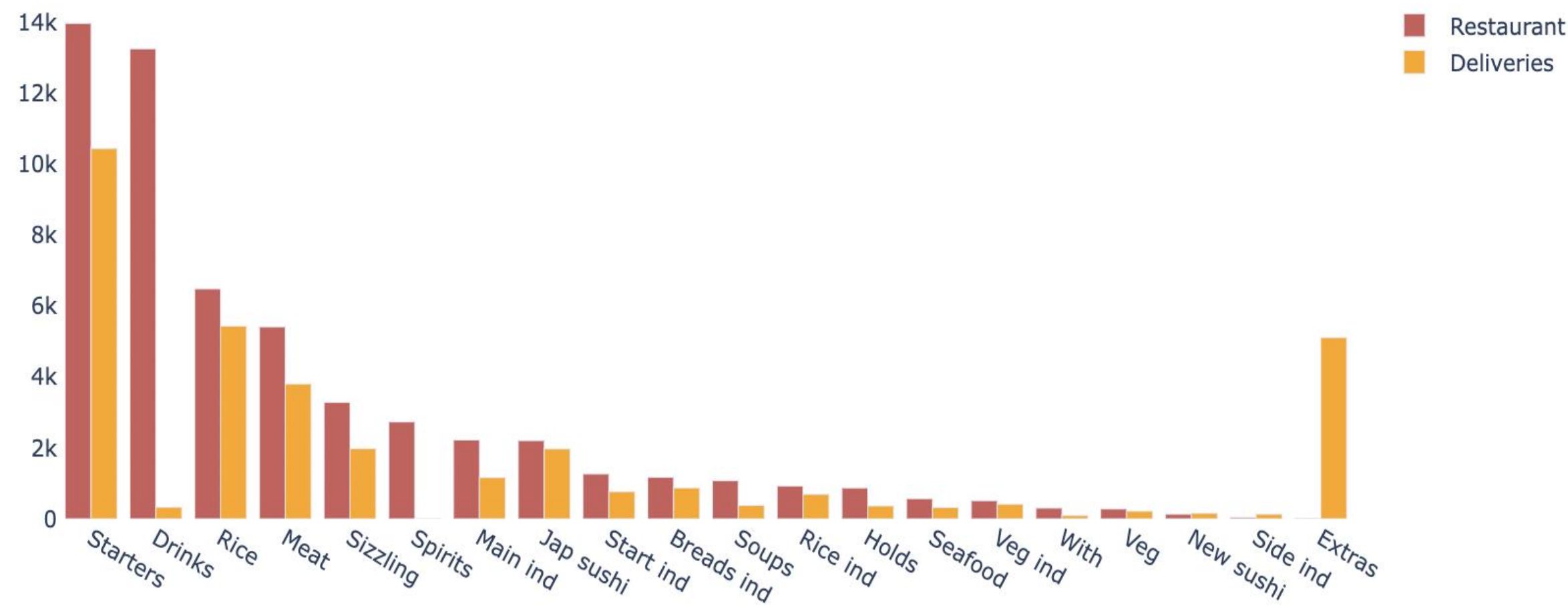


DELIVERY X
RESTAURANT





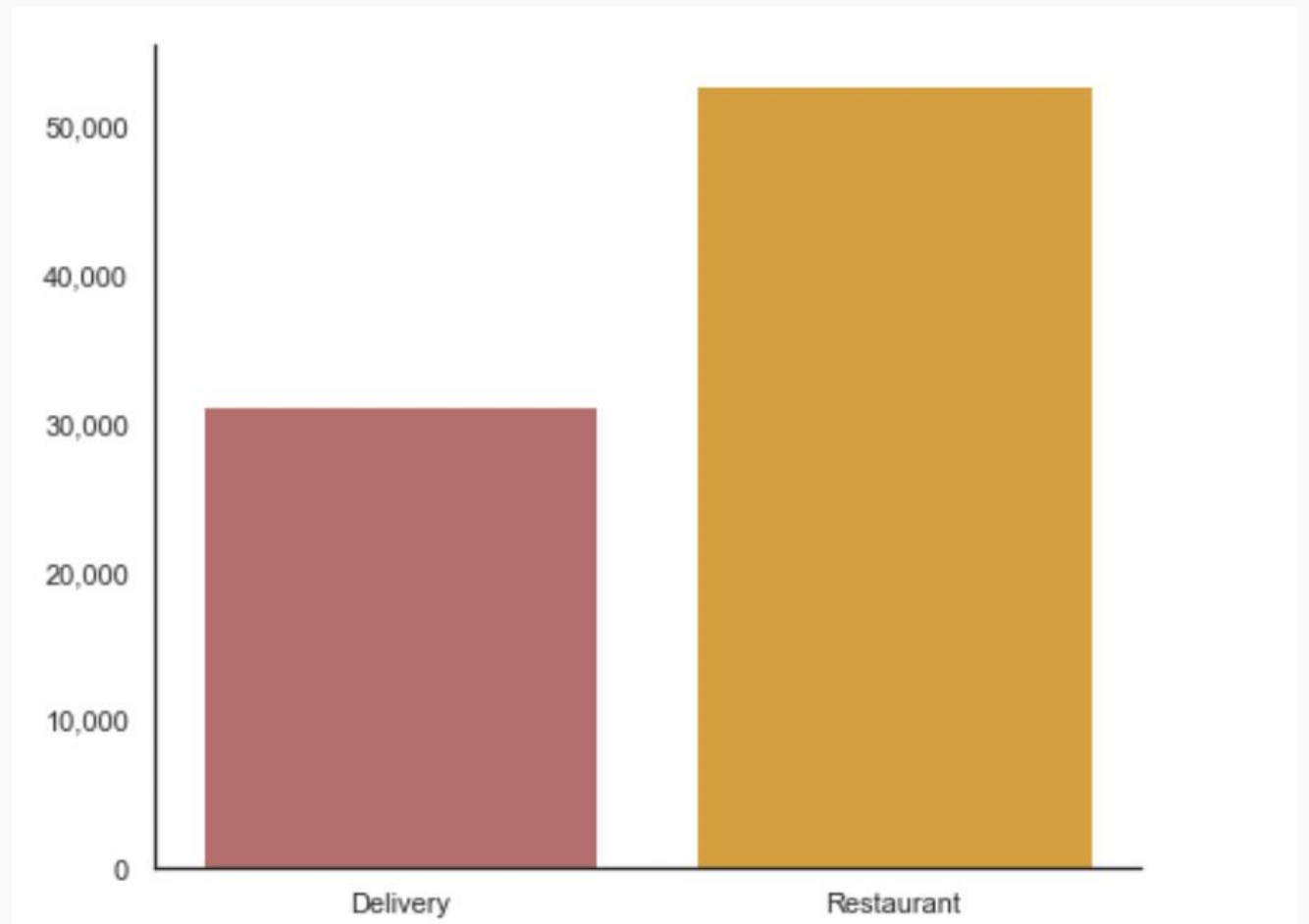
Bestselling products group by families (In Absolute Values)



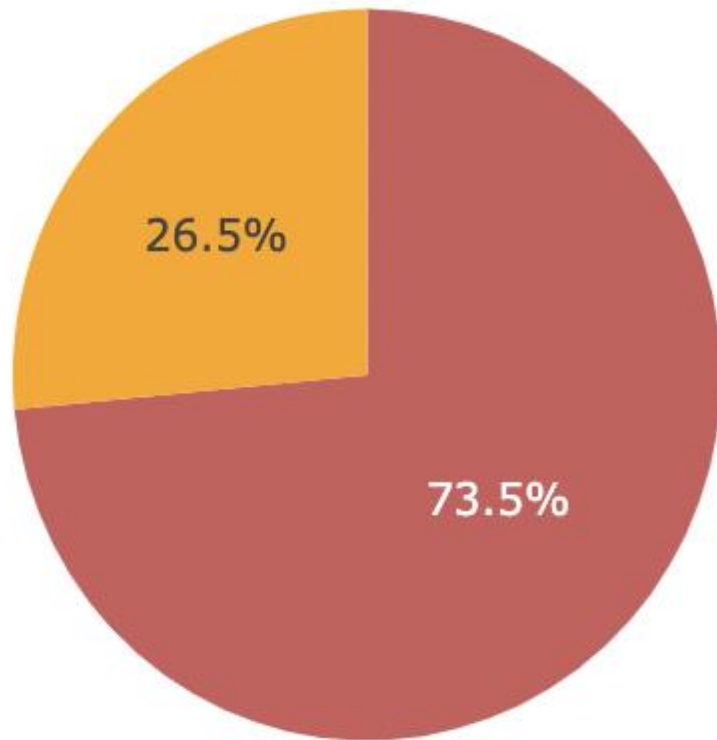
DO MORE ORDERS
CORRESPOND TO MORE
REVENUE?



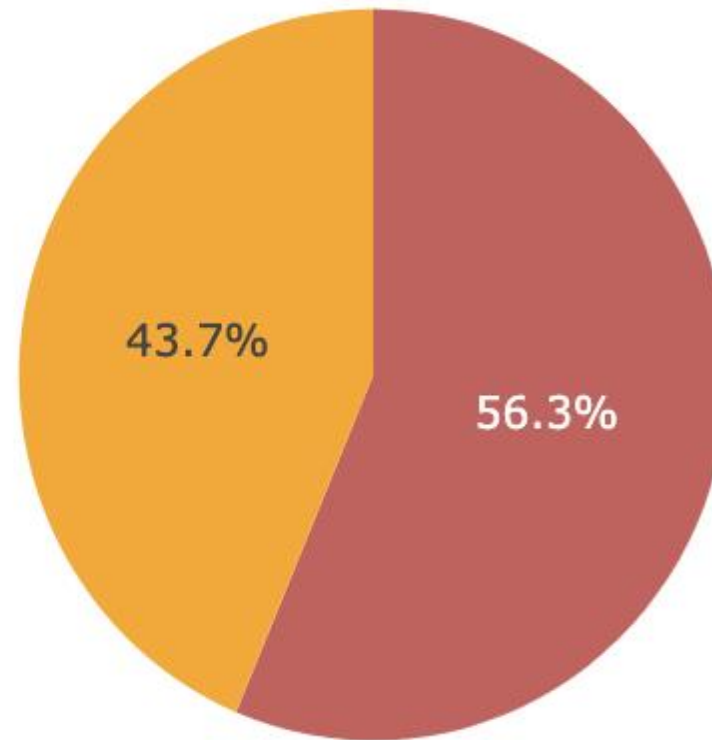
FREQUENCY OF DELIVERY



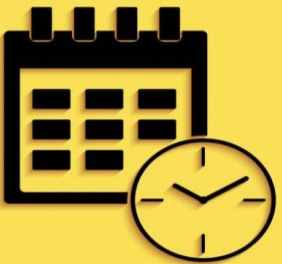
Revenue

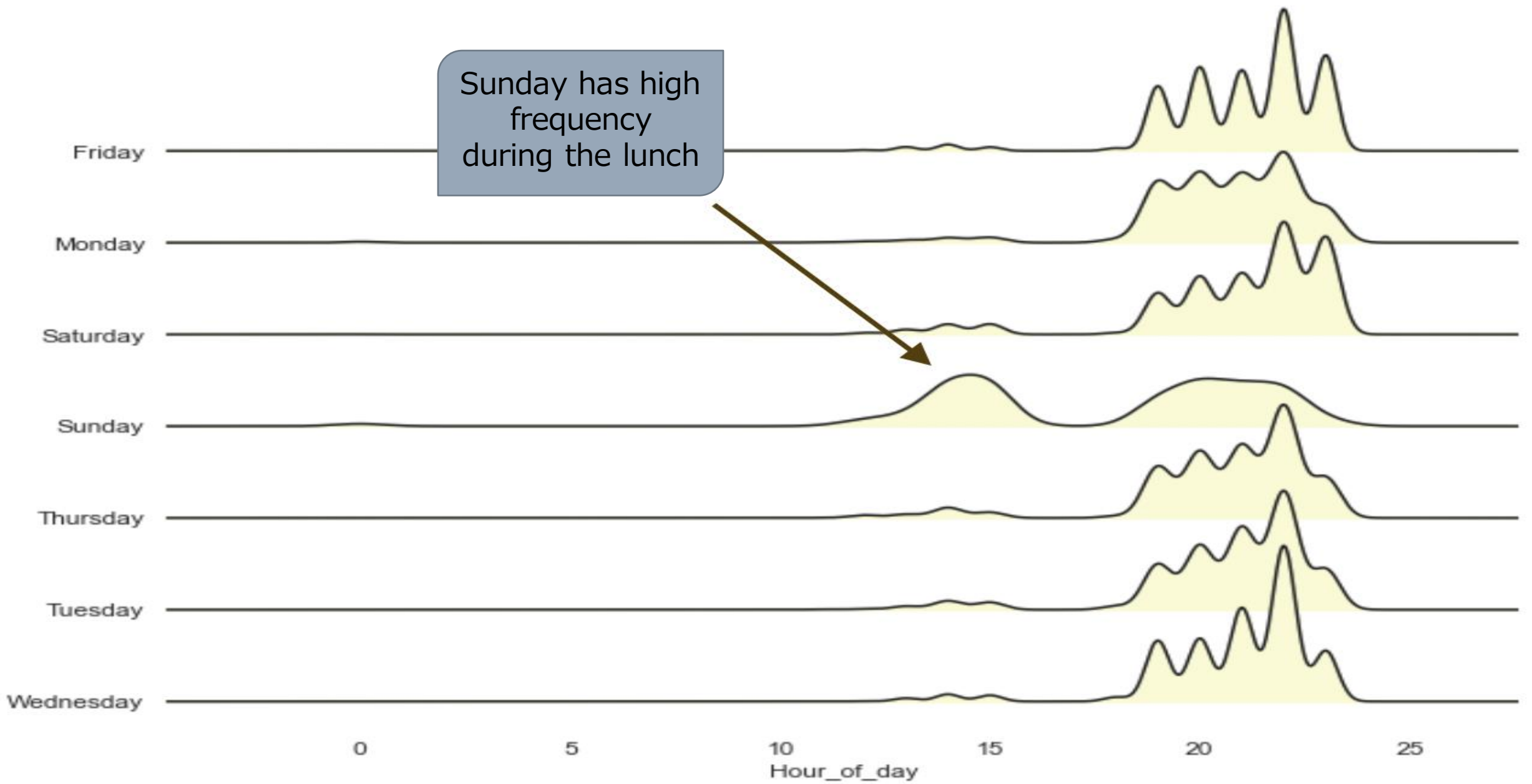


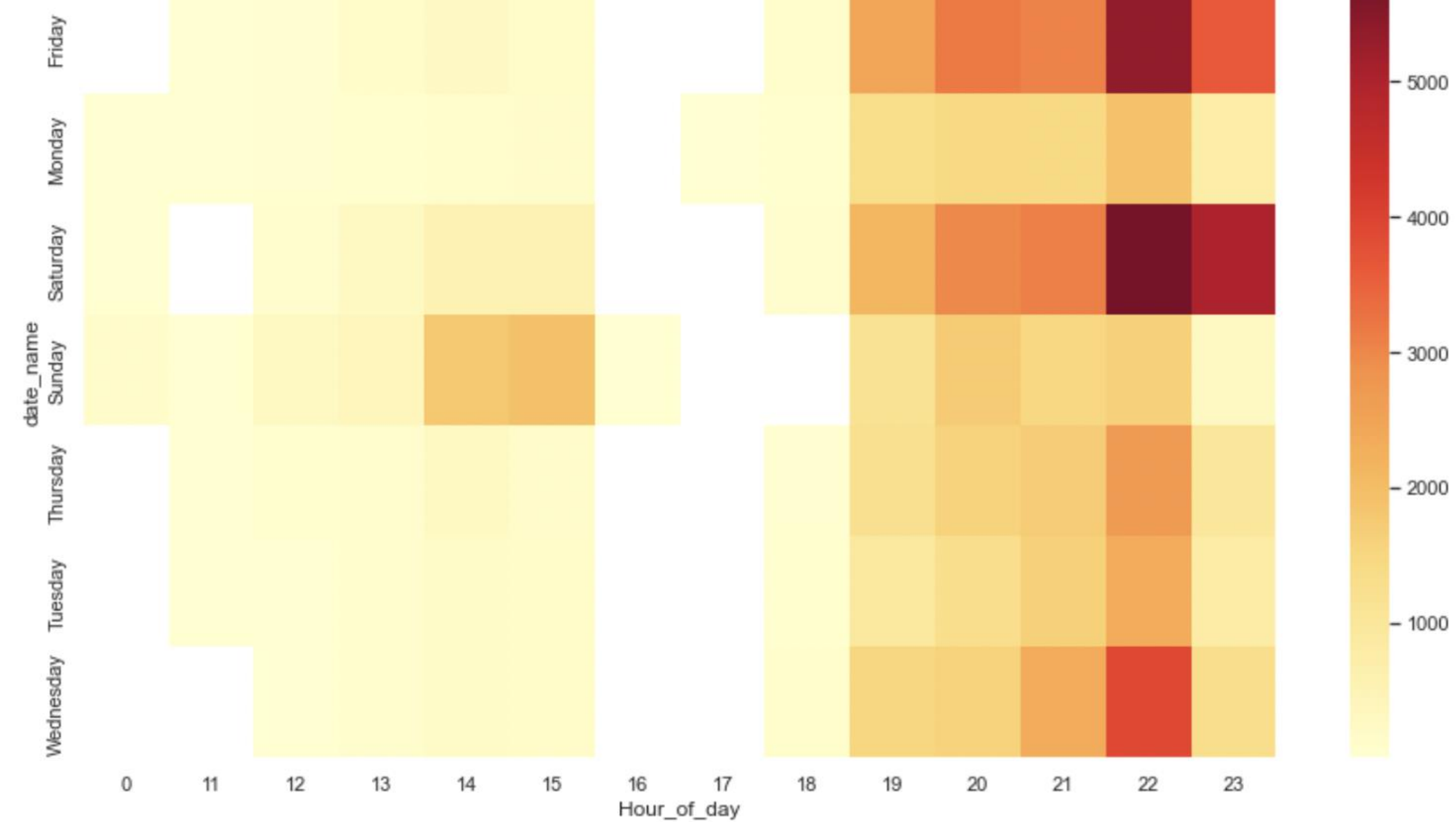
Number of orders



HOW IS THE DISTRIBUTION OF
CLIENTS BY DAY OF THE WEEK
AND TIME?





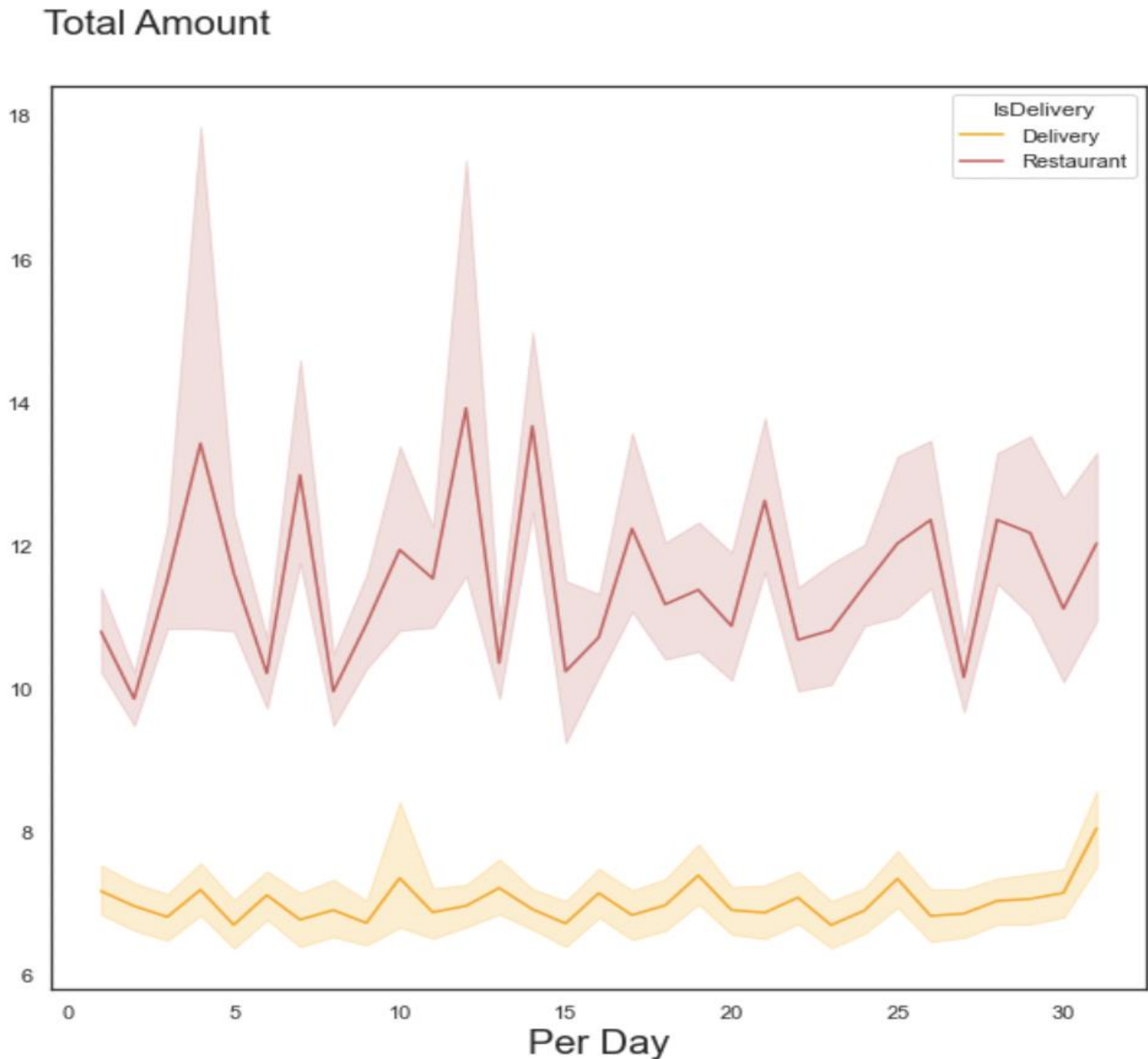


ANALYZING THE TOTAL SALES AMOUNT



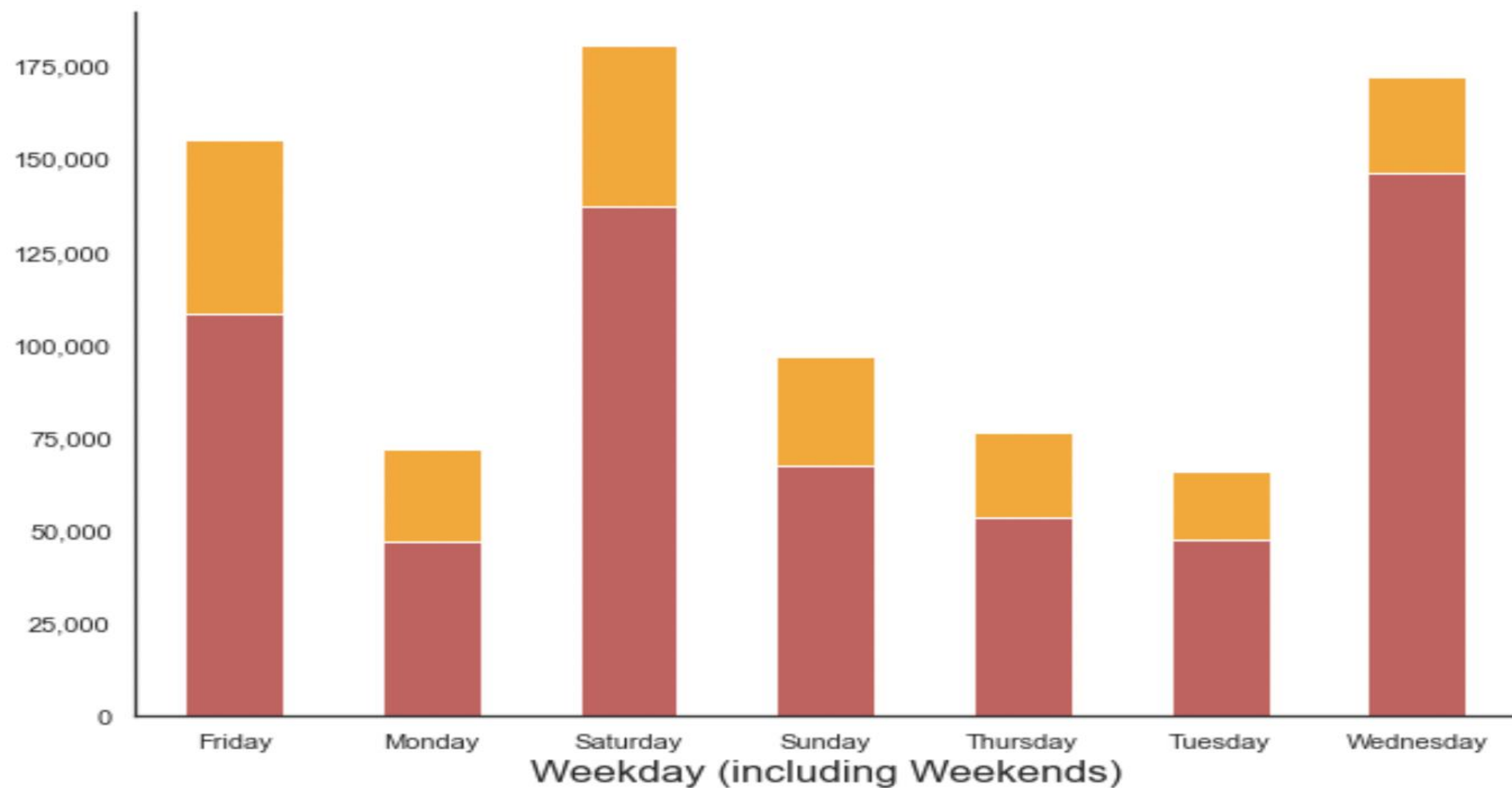
Delivery is almost constant throughout the month.

In the restaurant, the 10th and 15th are the days with the highest total amount.

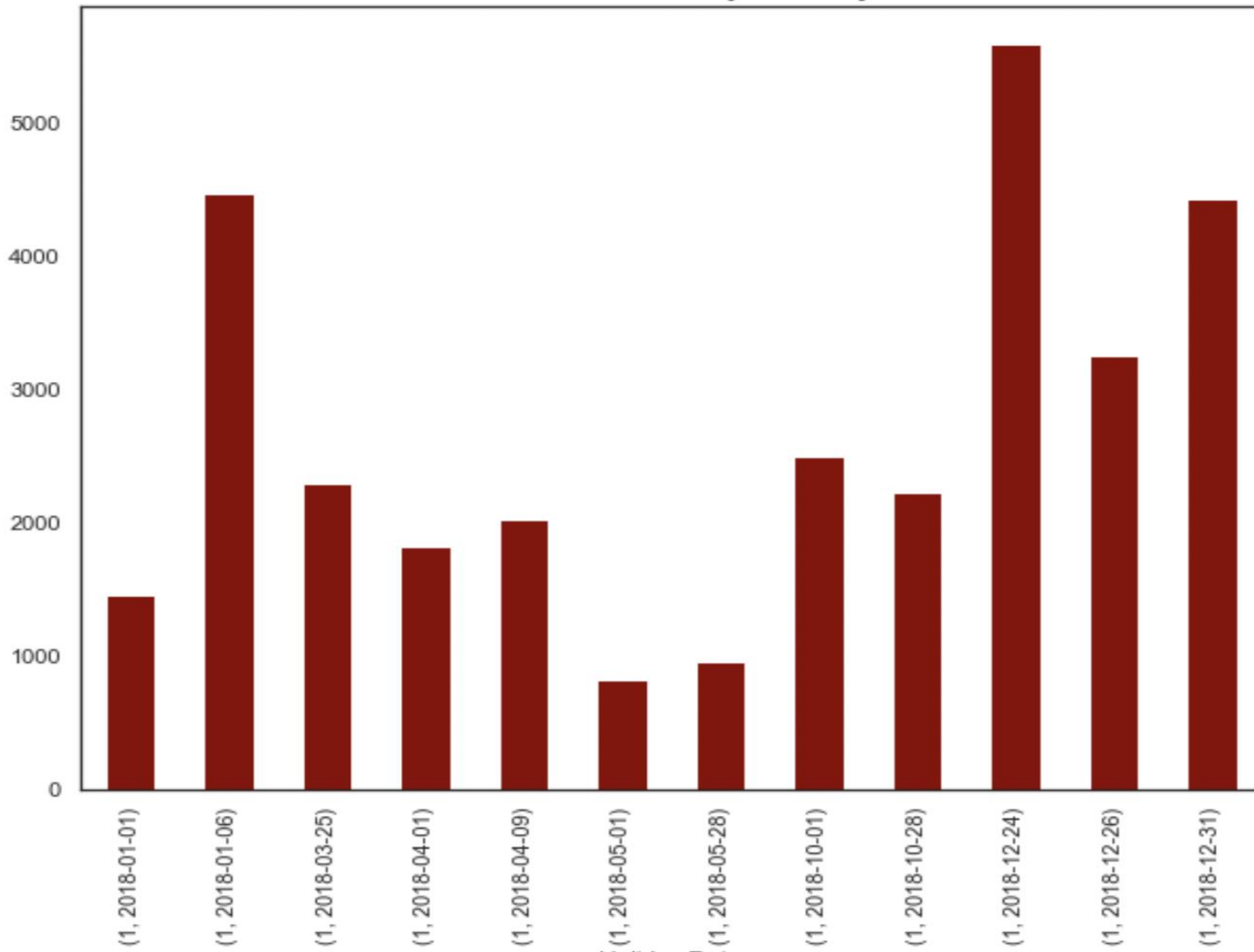


Restaurant (Dinne-Inn) Delivery

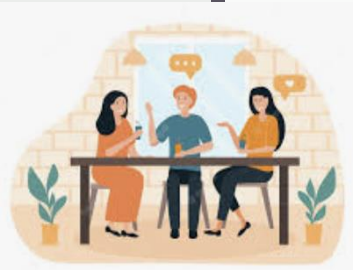
Total Sales Amount



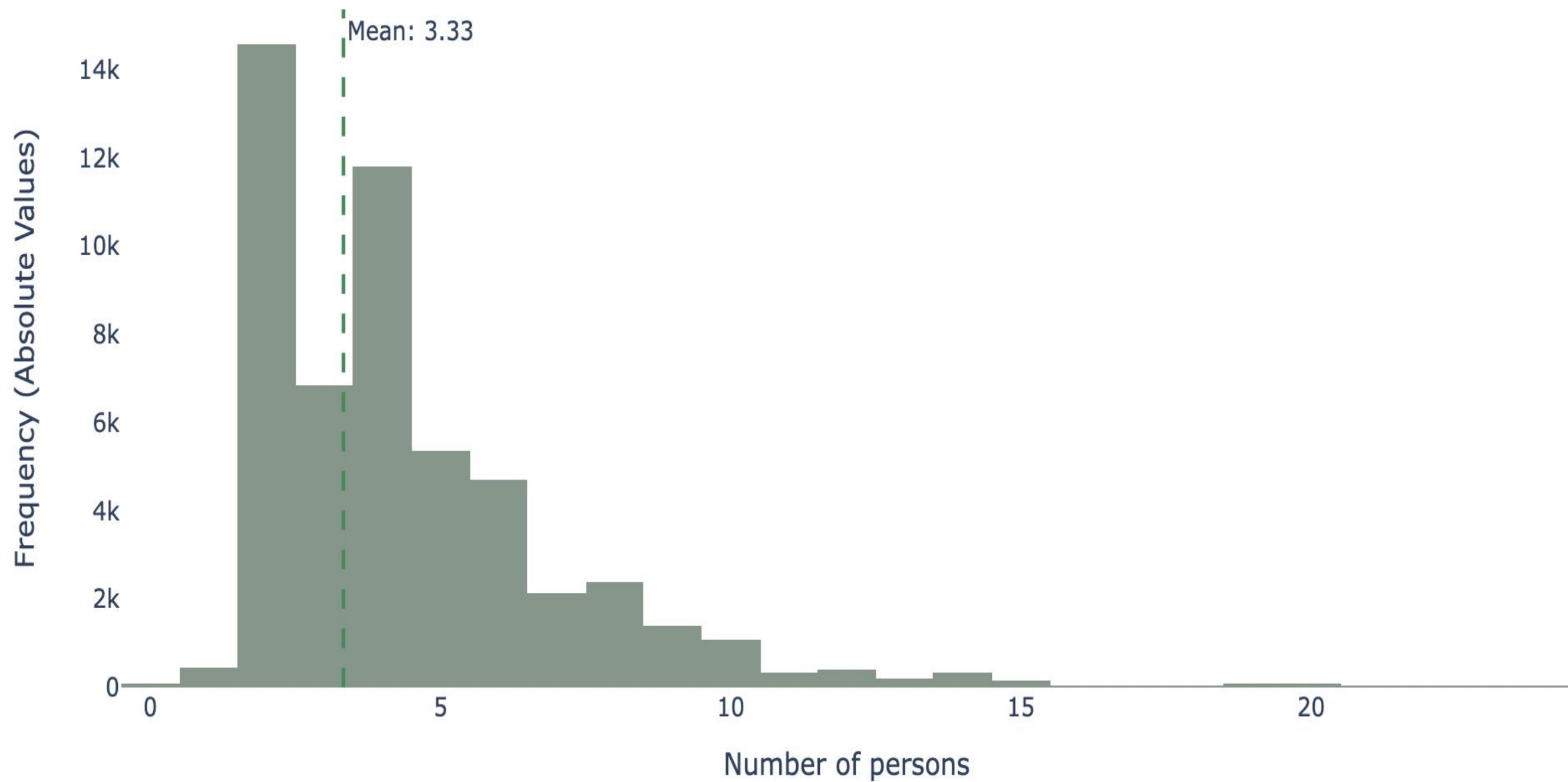
Total Revenue by Holiday



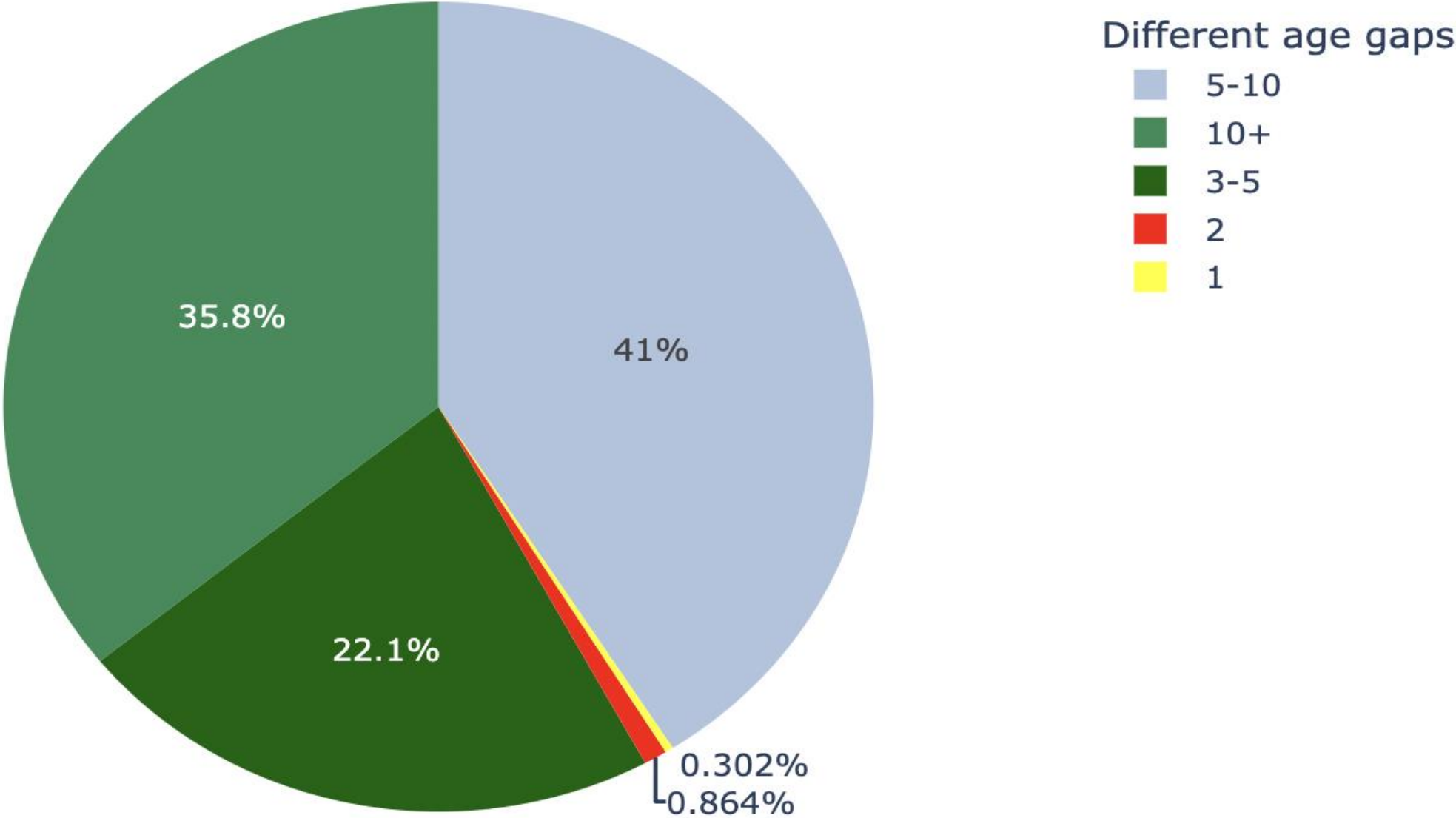
UNDERSTANDING CUSTOMER BEHAVIOUR



Number of customers per meal



Distribution of the number of visits per client



MODELLING



BREAKING DOWN OUR DATASET

Dine-in Segment

- Higher bigger revenue per meal

Delivery Segment

- Represents a higher proportion of revenue on Fridays and Saturdays

**Drawing
interesting
conclusions!**



M E N U 1

Spring Roll



Egg Fried Rice

Mineral Water
1.5lt



Common conclusion for Dine-inn and Delivery

- **Create a New Menu 1**
- **Creation of new product:** Noodles without meat

Dine-inn



Sweet Sour
Chicken



Egg Fried
Rice

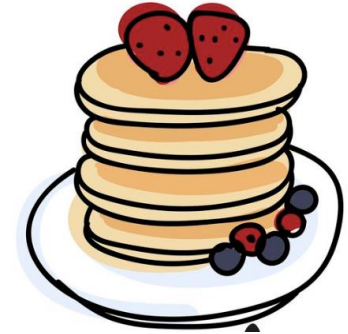
Mineral
Water
1.5lt



2

M E N U

Deliveries



RECOMMENDATIONS

SATURDAY LUNCH CAMPAIGN

"If you order on
Saturday Lunch,
we offer you a
discount on next
dinner visit"

BEST HOLIDAYS PROMOTION

Christmas Eve
New Year's Eve
Epiphany

- More business hours
- Focus on high quality products
- Partnerships nearby restaurant

WORST HOLIDAYS PROMOTION

Labor Day/May Day
Orthodox Pentecost
Monday

Attract costumers

DEPLOYMENT

Short-Term

- Application of promotions and discounts;
- A quarterly report to the main decision-makers as marketing and financial areas.

Medium-Term

- Final recommendation system.

Long-Term

- Annually modeling review.

Final recommendation system



A consultation system for employees and management



There are two types of recommendations:
Dine-inns and Deliveries

Recommendation Dine-inn

Based on:

- Number of persons
- Ordered Items
- *“Three customers order Spring Roll, what are the main suggestions under the model?”*

antecedents ⇄ consequents ⇄


Spring roll → 1/6 duck

Recommendation Delivery

Based on:

- Customer City
- Ordered Items

➤ *“A costumer that orders 'Spring roll' in 'Egkomi',
what are the main suggestions under the model?”*

antecedents ⚡	consequents ⚡
Spring roll	Chicken cashew nuts
Spring roll	 extra sauce

CONCLUSION

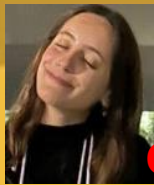
- **Market Basket Analysis** is used to optimize operations and drive profitable improvements for the business.
- Understanding **customer behavior** is pivotal to developing more effective marketing strategies.
- Resulting in more successful promotions and ultimately increased revenue

THANK YOU !

Consultants:



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Carolina Bezerra



João Pólvora



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Ana Carolina Ottaviani