

Business Recommendations

1. Optimize Dinner Offerings:

- Promote Grilled Chicken and Spaghetti during dinner hours.
- Introduce similar dishes to diversify dinner options.

2. Targeted Marketing by Age Group:

- Focus on Dinner for the 20-30 age group.
- Promote Pancakes for the 40+ age group.
- Emphasize Caesar Salad for Lunch in the 30-40 age group.

3. Expand Operations in High-Order Locations:

- Increase marketing in Chicago, Los Angeles, and New York.
- Address barriers to growth in Austin, Boston, and Miami.

4. Leverage Session Insights:

- Offer discounts for longer session durations to boost spending.
- Highlight top-rated dishes during peak times.

5. Boost Breakfast and Lunch Sales:

- Introduce combo deals or loyalty programs for Breakfast.
- Promote Caesar Salad and Veggie Burger for Lunch.

6. Capitalize on Ratings-Spending Correlation:

- Encourage reviews with rewards for high ratings.
- Monitor session ratings to enhance customer satisfaction.