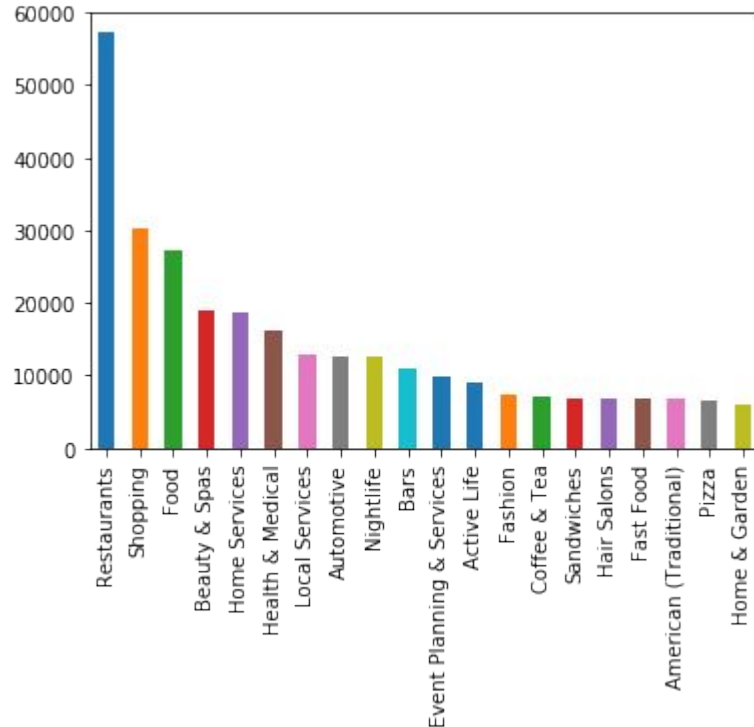# MARKETING FOCUS

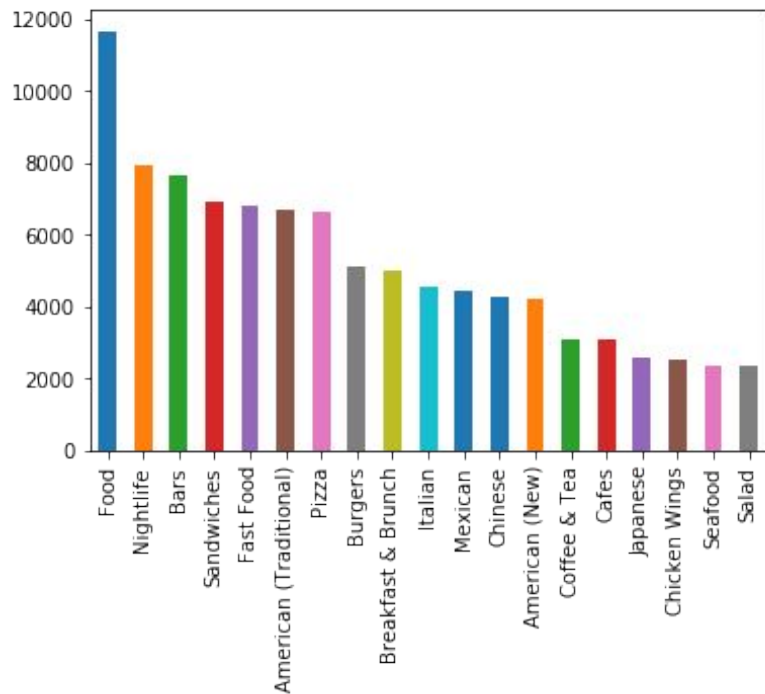## CUSTOMER REVIEW RESEARCH FINDINGS

CATEGORY RECOMMENDATION

Restaurants is the top most categories in counts and clearly dominates the market.

Good news! for us as we want to build clientele in this category.

TOP CATEGORIES IN RESTAURANTS

With almost 7000 and 5000 counts respectively, 'Pizza' and 'Italian' categories feature among the top.

We recommend to focus in 'Pizza' and 'Italian' categories.

Favourable as our domain expertise is in the above mentioned categories.

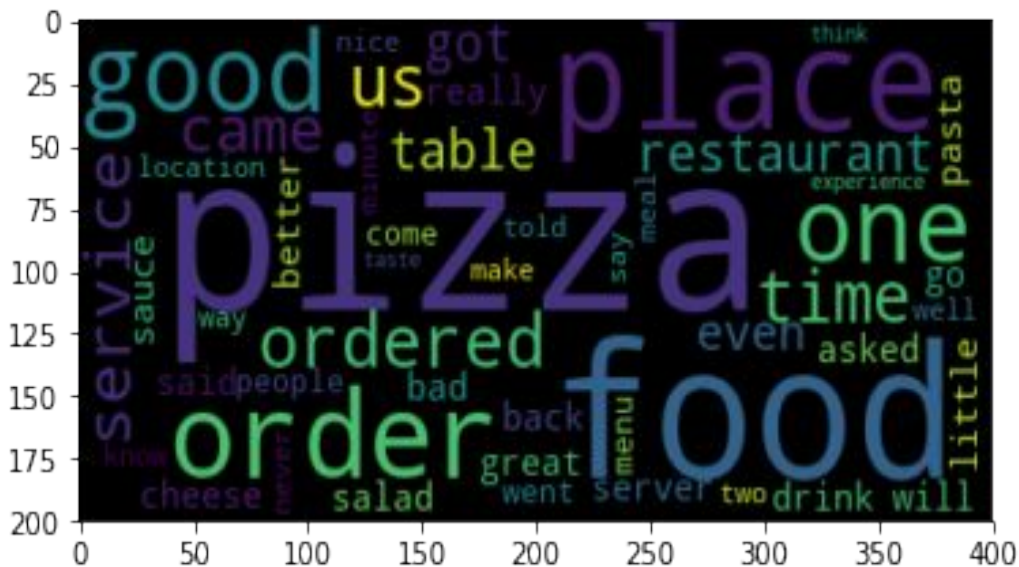# Suggested 'Good words'
('5' RATING in 40% OF REVIEWS)

SO YOU HAVE MORE HAPPY CUSTOMERS

HOW CUSTOMERS FELT:	WHAT CUSTOMERS LOOKED FOR
'Great'	'Service'
'Amazing'	'Time'
'Delicious'	'Always'
'Love'	'Ordered'
'Best'	'One'

A look at the 'bad words'

('1', '2' and '3' RATING in REVIEWS)

HOW CUSTOMERS FELT:

'Little'

'Good'

WHAT CUSTOMERS LOOKED FOR

'Table'

'Time'

'Ordered'

'One'

'Service'

'Us'

SUMMARY OF FINDINGS:
Our marketing efforts should be focussed in the 'pizza' and 'Italian' segment as our domain is strong in these segments.

In 40% of reviews, customers have given a 5 rating in these categories.

The distinction between a 5 rating and the lowest ratings was 'how customers felt'. Our advertisements should be able to communicate best experiences.

Good word suggestions- 'Great', 'Amazing', 'Delicious', 'Love', 'Best', 'Service' 'Time', 'Always', 'Ordered', 'One'

Thanks!