**Findings, Conclusions, and Recommendations Report**

**Findings**

***Customer Demographics***

1. Gender Distribution:
   * Male customers constitute 57.22% of the total customer base.
   * Female customers constitute 42.78% of the total customer base,
2. Age Distribution:
   * The largest age group is 24-26 years, with 35,310 customers.
   * The 22-23 years age group follows with 33,437 customers.
   * Other significant age groups include 27-29 years (12,880 customers), 30-33 years (8,764 customers), and 18-20 years (3,609 customers).
3. Marital Status:
   * A majority of the customers are single, accounting for 69.08% of the total.
   * Married customers represent 27.83%.
   * A small segment (3.09%) prefers not to disclose their marital status.
4. Income and Occupation:
   * Students without income form the largest group, with 45,882 customers.
   * Employees earning between Rs.25,001 to Rs.50,000 are 13, 397 in number.
   * Employees earning More than Rs.50,000 are 9,019.
   * Employees with incomes between Rs.10,001 to Rs.25,000 total 5,930.
   * Students with income below Rs. 10,000 number 4,380.

***Customer Preferences***

1. Preferred Restaurants:
   * Domino’s Pizza is the most preferred with 442 customers.
   * Pizza Hut follows as the second most preferred restaurant with 322 customers.
   * KFC is the third most preferred restaurant, having 309 customers.
2. Preferred Cuisines:
   * The most popular cuisine combinations are North Indian and Chinese (16.03%), followed by Indian (15.88%).
   * Chinese cuisine alone is preferred by 12.52 of customers, while North Indian alone is chosen by 11.83%.
   * Other popular choices include Indian and Chinese (10.85%), South Indian (8.19%), and Bakery items (7.77%).

***Revenue Contribution by Customer Segments***

* + Gender: Male customers likely contribute more to overall revenue due to their higher representation.
  + Age Group: The 24-26 age group, being the largest segment, contributes significantly to the overall revenue. The 22-23 age group also plays a crucial role.
  + Marital Status: Single customers, who form the majority, are key contributors to revenue.
  + Income and Occupation: Students, although forming the largest customer group, may contribute less in monetary terms compared to employed individuals with higher incomes. High-income employees are critical for revenue generation.
  + Preferred Cuisine and Restaurant: Preferences for North Indian, Chinese, and popular fast-food chains like Domino’s, Pizza Hut, and KFC indicate areas where revenue is concentrated.

**Conclusions**

* Demographic Dominance: Young adults (22-26 years) and single individuals dominate the customer base, highlighting a significant focus on this demographic.
* Income influence: While students form the largest group, employed individuals with higher incomes are crucial for revenue, suggesting the need to cater specifically to these groups.
* Cuisine and Brand Loyalty: There is a strong preference for specific cuisines and well-known fast-food brands, which should be leveraged for targeted marketing and promotions.
* The Retention Rate has decreased significantly over the years from 45.92% in 2018 to 19.02% in 2020. This trend indicates that a smaller proportion of customers are returning to make repeat purchases each year.

**Recommendations**

1. Targeted Marketing:
   * Focus marketing efforts on the 22-26 age group and single customers, as they form the largest segments.
   * Develop campaigns that appeal to both male and female customers, given the significant representation of both genders.
2. Income-base Strategies:
   * Create special promotion and loyalty programs for students to increase their spending.
   * Offer premium services and exclusive deals for high-income earners to enhance their contribution to revenue.
3. Culinary Preferences:
   * Expand offerings and promotions around popular cuisines like North Indian, Chinese, and Bakery items.
   * Collaborate with and promote well-liked brands like Domino’s, Pizza Hut, and KFC to drive sales.
4. Retention Rate:

**Re-engagement strategies:**

* + Develop targeted re-engagement strategies for customers who have not made repeat purchases. This could include personalized marketing campaigns, special offers, or reminders about new products and services.

**Competitive analysis**

* Analyze competitors’ retention strategies to identify best practices and potential areas for improvement. Understanding what competitors are doing well can provide insight into effective retention tactics.