Problem: *A man wants to open a Wada Pav Shop near Shivaji Nagar in Pune. He has got a location where there are other 4 more Wada pav shops. He is not able to understand what will be the strategy to take over his clients.*

A. What will be the price of each Wada Pav?
➤ Wada Pav price will be Nominal or based upon the Category you want.
➤ But It should be starting from 50 rupee.

B. How will he differentiate from the other competitors?
➤ He should offer **Home delivery service for Customers under the 10KM radius or near.**
➤ Providing **Special arrangements for the family Dining-In, Birthday Parties arrangements**.
➤ Providing the **security surveillance facility or Free Parking Facility.**

C. How will you bring insights when he has no data of his shop?
➤ First, he **should run a survey page by posting over the social sites and by contacting that particular area's community members.**
➤ A thorough research about the area like – what is the **living life style in that region's people are they working professional or Businessmen,**
➤ What is their **Working or Duty going and Returning Time.**
➤ What is **Population of that area.**
➤ What **they like to eat most.**

D. Why will be the Customer comes to your shop? (What will be the positioning)
➤ He should offer **special discount** to the customers those are having **order value above the Normal order value.**
➤ He should Give special deals like **buy one get one free or Combo offers.**
➤ He should offer **Free Wi-Fi service** to the people dining-in, that will also attract good number of customers.
➤ He should by **introducing people new Categories** or like version of Vada Paw. For example – **Mix veg Vada paw, Masala Vada Paw, Paneer Vada Paw,**
➤ Giving **Special Birthday Discount** on the order Value.

E. What Machine Learning Models you will used to take to solve this Problem Statement? Whether Data Science is really required or not?
➤ He should **create an Algorithm** to detect the customers who are **constantly visiting** the shop or **keep buying** from the shop's website.
➤ Also, he should keep a record of the customers who are ordering food between the range of 500 to 1000 or above. And **send them a Text message** that has mentioned – **"You got Special 50% discount on your next order"** or If **"Order Today."**