

INTRODUCTION

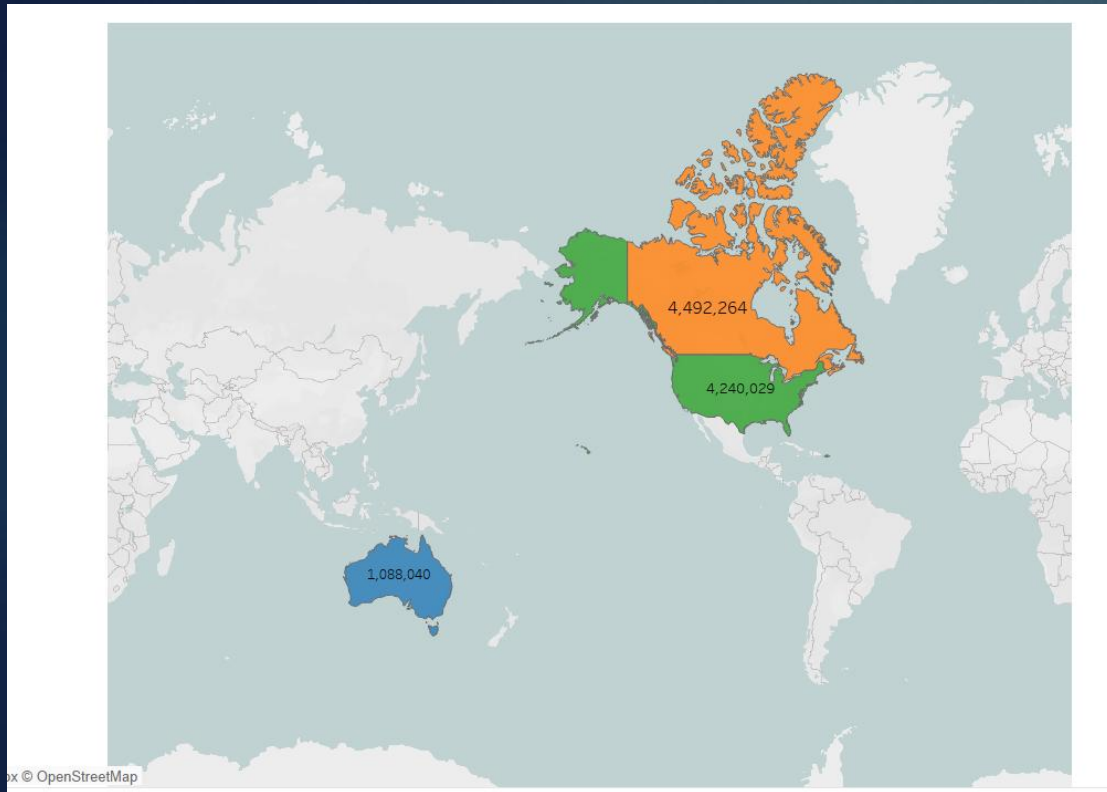
- ▶ In the competitive restaurant industry, understanding customer preferences, sales trends, and profitability drivers is essential for success.
- ▶ The analysis covers:
 - Customer satisfaction through average ratings.
 - Spending patterns and budget preferences.
 - The impact of delivery options on sales and profit.
 - Popular cuisine types among customers.
 - Profitability across different price categories.
 - Sales performance across various locations.



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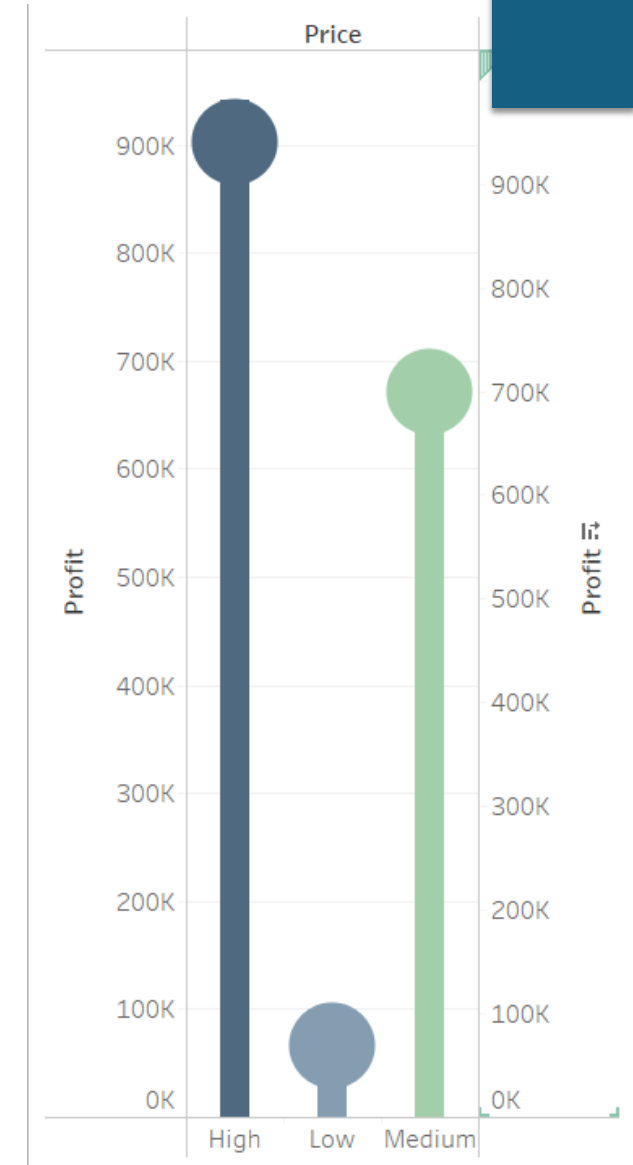
Sales Performance by Location

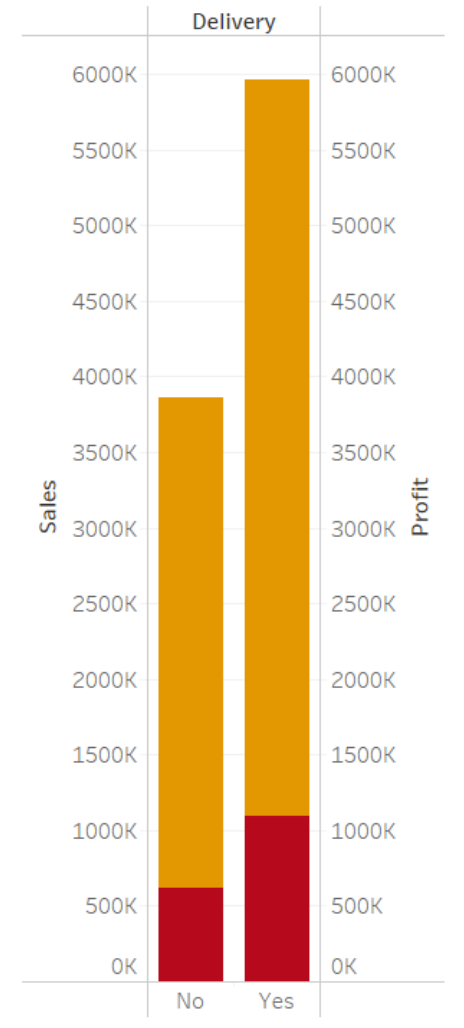


- **Top-performing regions:** Canada and the United States are the most successful in terms of sales performance. Focus should remain on these regions to further optimize and expand offerings.
- **Growth potential:** Australia shows opportunities for improvement. Strategies like marketing campaigns, partnerships, or localized offerings could help boost sales

Profitability by Price Range

- ▶ **High-Price Category** appears most successful in terms of profit. This suggests:
 - Customers are not overly price-sensitive when it comes to dining.
 - Higher pricing likely correlates with premium food or ambiance that attracts a specific customer segment.





Delivery Impact on sales and profit

Adding delivery has likely brought in additional sales beyond in-house dining, boosting overall revenue. Customers who prioritize convenience or prefer eating at home now have access to our food.

Consumer Preference By Budget

▶ Budget-Conscious

- ▶ This segment prioritizes value for money, seeking affordable yet satisfying meals.

▶ Moderate Spenders

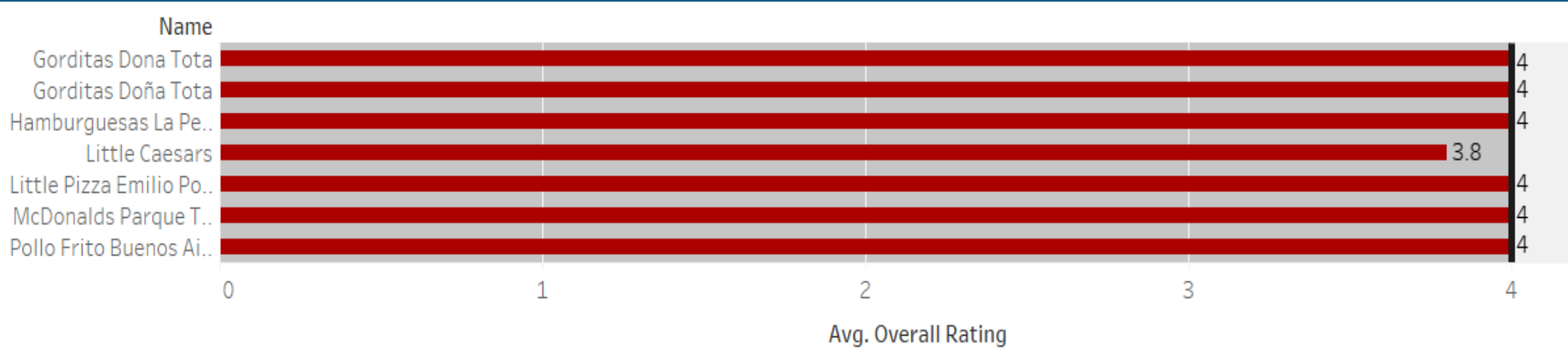
- ▶ This group is willing to pay a premium for quality ingredients and enjoyable dining experiences.

▶ High-End Consumers

- ▶ This segment seeks exclusive experiences and are willing to pay for premium service and culinary artistry.

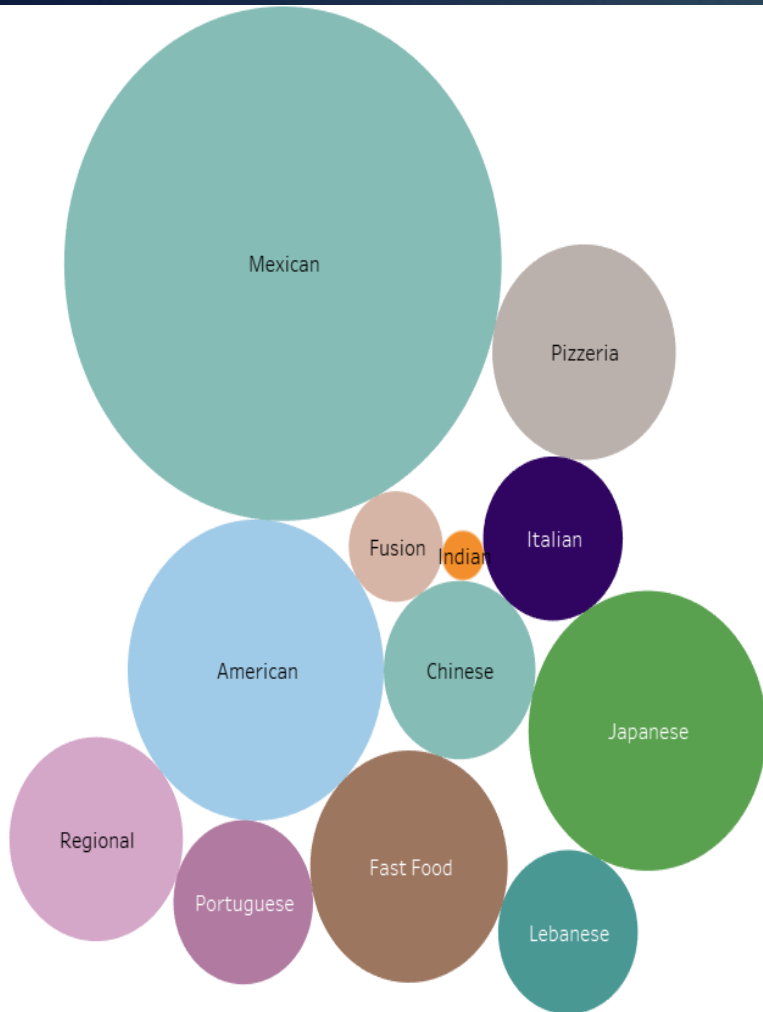


Average Overall Ratings



A rating of **4.0** signifies a solid and commendable performance. This shows that the majority of your customers are satisfied with our offerings.

Most Preferred Cuisine Type



We can effectively differentiate the relative sizes of cuisines like Mexican and American, clearly showing their dominance compared to others like Indian or Fusion.

Summary

Top Locations: Canada and the US lead in sales, while Australia shows growth potential with localized strategies.

Profitability: High-price categories are the most profitable, attracting premium customers.

Delivery Impact: Delivery boosts revenue by catering to convenience-focused customers.

Customer Spending: Segments include budget-conscious, moderate spenders, and high-end consumers.

Customer Ratings: Average rating of **4.0** indicates strong customer satisfaction.

Cuisine Preferences: Mexican and American cuisines are the most popular.

