# DESIGNING A MARKETING CAMPAIGN FOR A RESTAURANT CHAIN USING EXPLORATORY DATA

**ANALYSIS** 

## **AGENDA**

Introduction

Data Preprocessing

Exploratory Data Analysis (EDA)

Market Gap Analysis

Marketing Campaign Proposal

Findings and Insights

Conclusion



#### · OBJECTIVE:

USE DATA INSIGHTS TO BOOST MARKETING AND BUSINESS GROWTH FOR THE RESTAURANT CHAIN.

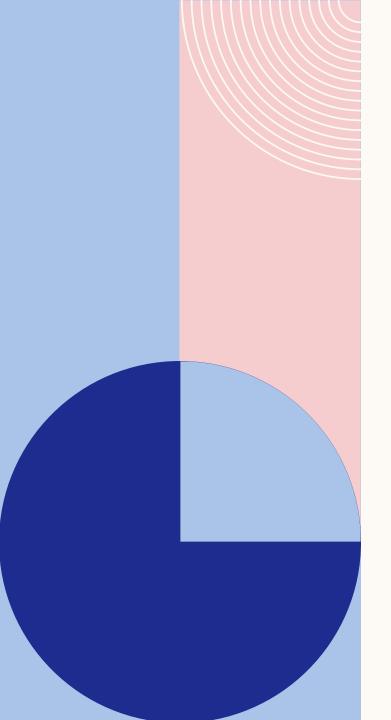
ANALYZES DATA AND PLANS STRATEGIES TO HELP THE RESTAURANT CHAIN IMPROVE ITS MARKETING.

## DATA PROCESSING

- Data Cleaning: Removed duplicates, handled missing values, and standardized formats.
- Feature Engineering: Created new features from existing data (e.g., delivery and takeaway services combined, standardized timings).
- Categorical Encoding: Applied one-hot encoding to categorical variables like 'cuisines' and 'establishment'.
- Data Aggregation: Summarized key metrics like ratings and votes analysis.

### **EXPLORATORY DATA ANALYSIS**

- Descriptive Statistics: Central tendency, dispersion, and distribution shape.
- Distribution Analysis: Insights into ratings, price ranges, and popular cuisines.
- **Correlation Analysis:** Relationships between variables like ratings, price, and popularity.
- Regional Analysis: Comparing restaurant trends and customer preferences across different regions.
- Customer Preference Analysis: Analyzing popular cuisines and their regional variations.
- Competitive Analysis: Identifying major competitors and their strengths and weaknesses.

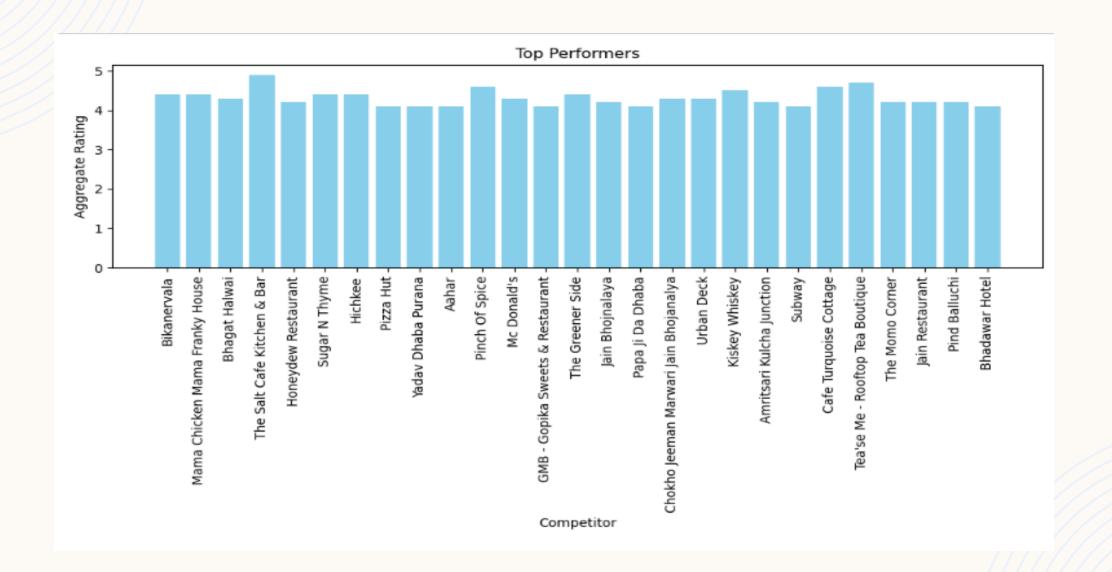


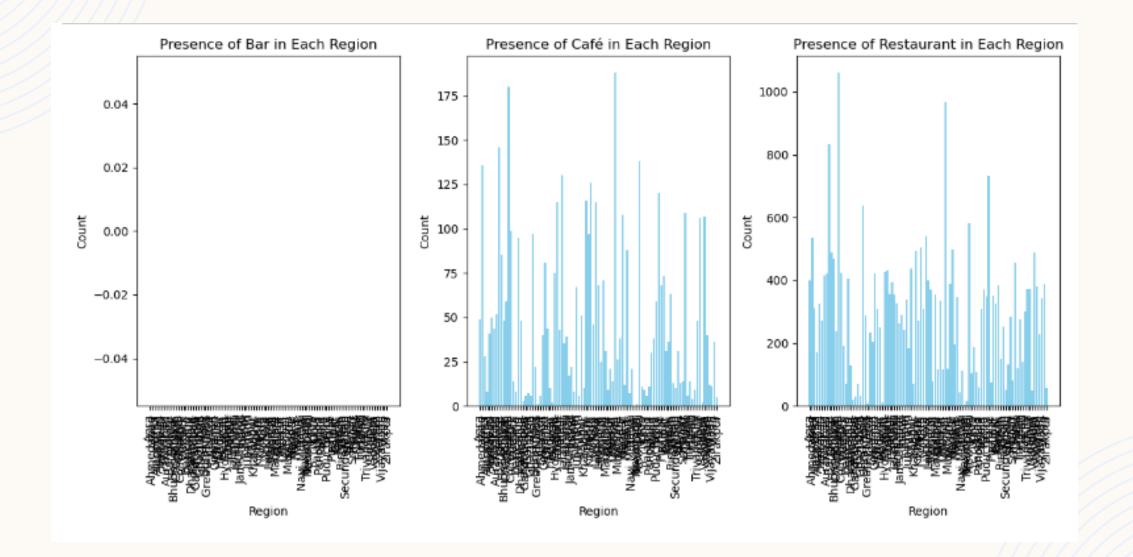
## **MARKETING GAP ANALYSIS**

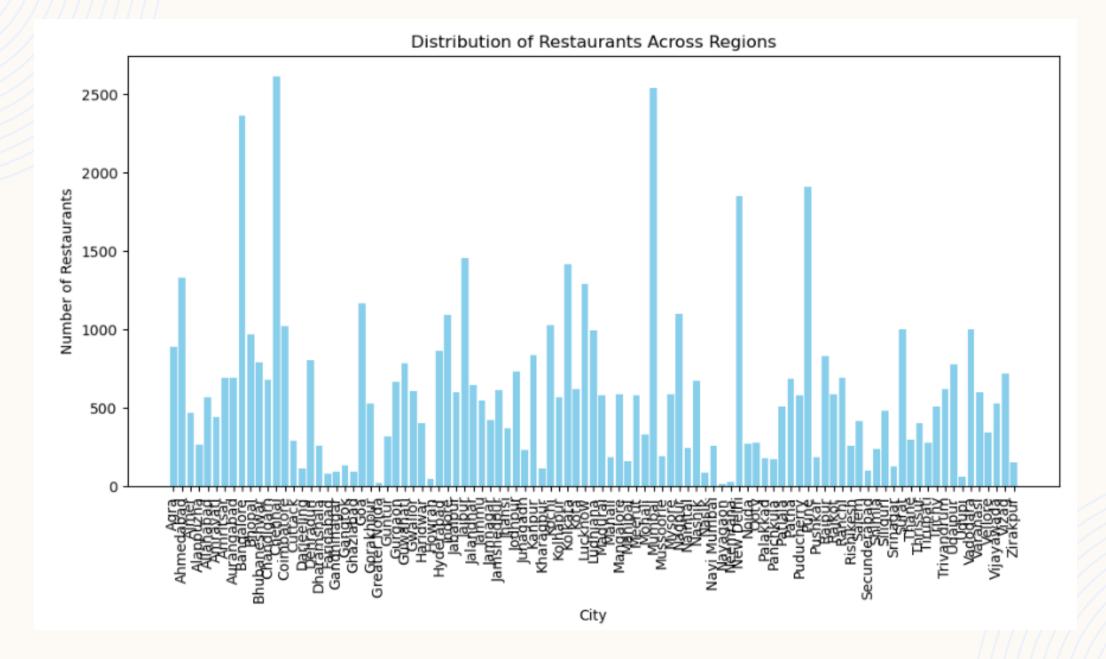
Objective: Identify opportunities for market expansion and areas for improvement.

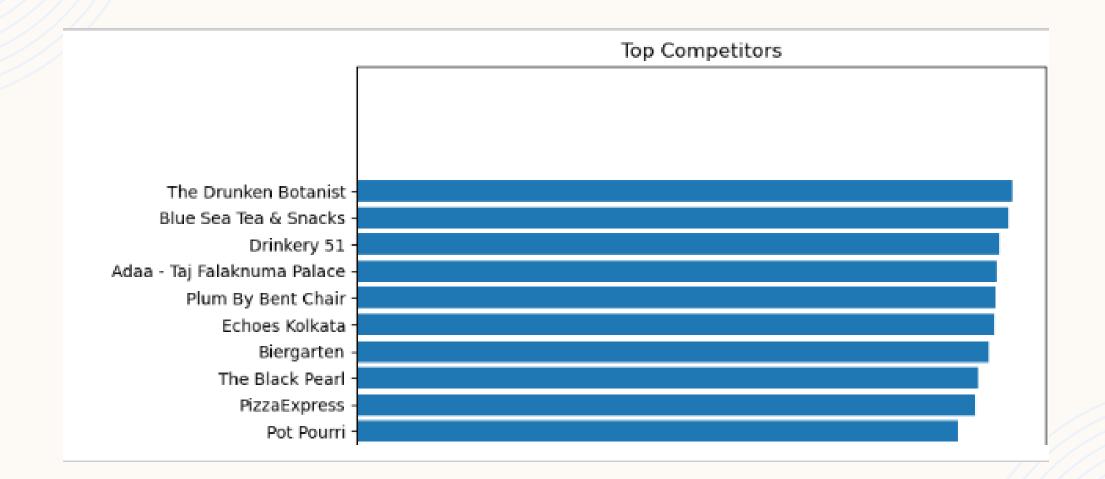
- Underrepresented Cuisines
- Price Range Gaps
  - Establishment Types
- Visual Insights

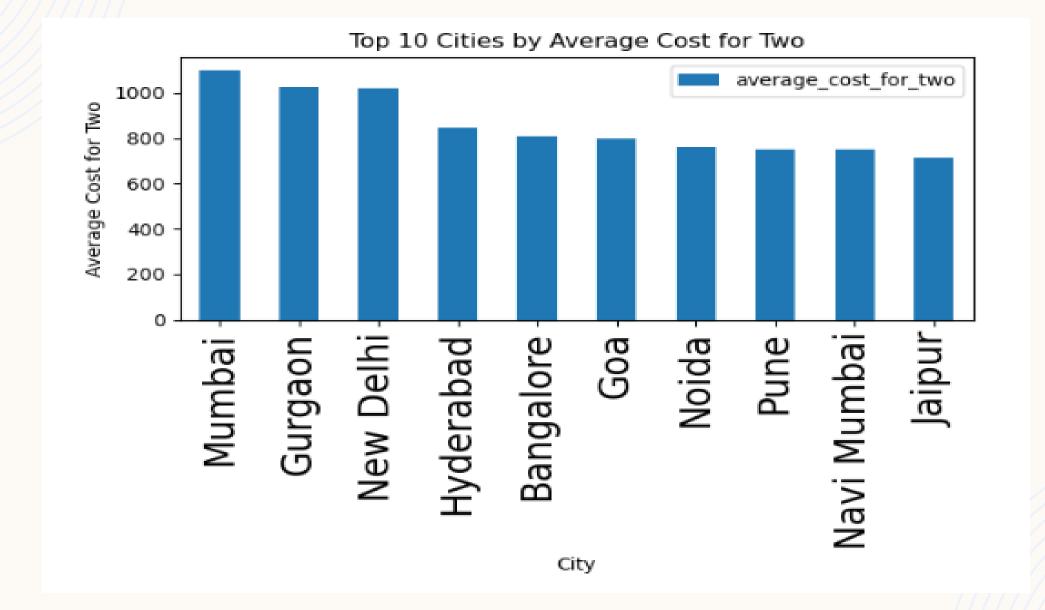
## **VISUAL INSIGHTS**











#### **MARKETING CAMPAIGN PROPOSAL**

#### Targeting Different Regions:

- **Strategy:** Customize marketing campaigns to address the unique characteristics and preferences of each region.
- Example: Promote underrepresented cuisines in regions where they are lacking, emphasizing novelty and exclusivity.

#### Focus on Specific Customer Segments:

- **Strategy**: Use customer data to segment the market and tailor marketing efforts.
- **Example**: Target young professionals with trendy, quick-service dining options, and families with affordable, family-friendly restaurants.

#### **MARKETING CAMPAIGN PROPOSAL**

#### **Differentiation from Competitors:**

- **Strategy:** Highlight unique selling points that set the restaurant chain apart from competitors.
- **Example:** Emphasize high aggregate ratings and positive reviews, unique menu offerings, and exceptional service.

#### **Promotional Tactics:**

- **Discounts:** Offer time-limited discounts on popular menu items to attract new customers and encourage repeat visits.
- Loyalty Programs: Implement a rewards program to incentivize repeat customers with points, discounts, or exclusive offers.
- **Special Events:** Host events such as themed nights, cooking classes, or community gatherings to create buzz and engage with the local community.

## STRATEGIC RECOMMENDATIONS

- 1. Targeted Marketing: Customize campaigns to address regional preferences and highlight unique selling points.
- 2. Customer Engagement: Implement loyalty programs and special events to enhance customer retention.
- 3. Competitive Positioning: Leverage strengths like high ratings and unique menu items to differentiate from competitors.

## **FUTURE STEPS**

- Continuous Monitoring: Regularly update the analysis with new data to keep track of changing trends and customer preferences.
- Expand Offerings: Introduce new cuisines and service options based on identified market gaps.
- **Measure Impact:** Track the effectiveness of marketing campaigns through customer feedback and sales data.

## **FINAL TIPS & TAKEAWAYS**

#### Understand Your Customers:

- Tailor offerings to meet regional preferences and popular cuisines.
- Enhance customer engagement through loyalty programs and personalized promotions.

#### • Capitalize on Market Gaps:

- Identify underrepresented cuisines and regions with limited dining options.
- Introduce new menu items and services to fill these gaps.

#### Focus on Competitor Strengths.

- Analyze top competitors to understand their strengths and weaknesses.
- Use this insight to differentiate your offerings and highlight unique selling points.

#### • Invest in Customer Experience:

- Ensure excellent service and quality to maintain high ratings and positive customer feedback.
- Regularly gather and act on customer feedback to improve offerings.

## THANK YOU

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