**TGI Fridays Marketing analysis**

* TGI Fridays is an American restaurant chain focusing on casual dining.
* Proposed a methodology to increase revenue by 13%
* Segmented the price sensitive/insensitive groups of customers using elasticity modeling and segmentation. Find a common change in price for all segments that maximizes the increase in revenue.
* Performed Market Basket analysis to bundle products that go well together to increase profits.
* Analyzed the data to find out what marcom and discount actions would to an increase in profit margins and loyalty base for TGIF.
* Finally, calculated the increase in revenue after applying the above techniques that amounted to 13 percent.
* Received the best project remark and was appreciated throughout.