** Business Recommendations**

**Task 14 - Provide actionable business recommendations based on the analysis.**

Based on the analysis of correlations between **Price**, **Average ratings**, and **Delivery time**, we can recommend these actions to the business to become more sustainable in the field using

1. **Optimize Price**

* As you can see a positive correlation between price and ratings, restaurants should offer discounts and coupons to find the spot that balances cost and customer satisfaction.

1. **Enhance Customer Ratings**

* Since there is a link between high ratings and slightly shorter delivery times, ensure that food quality and packaging are on higher level to reduce the risk of damage or spoilage during delivery. This can help in improving customer ratings.

1. **Customer Feedback**:

* Implement feedback tracker to gather customer reviews and ratings. By using this we can identify areas of improvement and act on them promptly.
* Need to address negative feedback quickly to turn around customer satisfaction.

1. **Reduce Delivery Times**

* Explore ways to streamline the delivery process, such as optimizing delivery routes or increasing delivery staff during peak hours.

1. **Data-Driven Decision Making**

* Keep monitoring these key metrics regularly to identify trends and changes in customer behavior. Use the insights to adjust strategies proactively.

1. **Competitive Benchmarking**

* Regularly compare your restaurant’s performance with that of competitors on the Swiggy platform. By tracking this we can identify the areas of improvements and act on it to gain customer’s loyalty.

By implementing these recommendations, restaurants can leverage data-driven insights to enhance customer satisfaction, optimize operations, and improve overall business performance on the Swiggy platform.