

Designing a Marketing Campaign for a Restaurant Chain Using Exploratory Data Analysis

Objective:

To utilize exploratory data analysis (EDA) skills to understand customer preferences, dining trends, and competitive landscape in various regions of India, and to design an effective marketing campaign for a restaurant chain.

Dataset:

"zomato_restaurants_in_India.csv"

Tasks:

Data Cleaning and Preparation:

- Identify and handle missing values.
- Detect and correct any inconsistencies in the dataset (e.g., data types, mislabeled categories).
- Feature engineering (if necessary), like extracting useful information from existing data.

Exploratory Data Analysis:

- Descriptive Statistics: Summarize the central tendency, dispersion, and shape of the dataset's distribution.
- Distribution Analysis: Analyze the distribution of key variables (e.g., ratings, price range, cuisines).
- Correlation Analysis: Examine the relationships between different variables.

Regional Analysis:

- Compare the restaurant trends and customer preferences across different cities or regions in India.
- Identify unique characteristics of the dining scene in each region.

Customer Preference Analysis:

- Analyze the types of cuisines that are popular in different regions.
- Examine the relationship between restaurant ratings, price range, and popularity.

Competitive Analysis:

- Identify major competitors in each region based on cuisine, pricing, and ratings.
- Analyze the strengths and weaknesses of these competitors.

Market Gap Analysis:

- Identify any gaps in the market that the restaurant chain can capitalize on (e.g., underrepresented cuisines, price ranges).

Designing the Marketing Campaign:

- Based on the insights from the above analyses, design a marketing campaign.
- Propose strategies for targeting different regions, focusing on specific customer segments, and differentiating from competitors.
- Suggest promotional tactics, like discounts, loyalty programs, or special events.

Presentation of Findings:

- Prepare a report or presentation summarizing the key findings and the proposed marketing campaign.
- Use visualizations to effectively communicate insights.

Deliverables:

A detailed report including all the analyses, findings, and marketing campaign proposal..

Supporting visualizations and graphs.