**Segment 1 – REDEEMERS**

(With low net sales, low disntinct, high days between txns, high disc redemptions, value meal choices - these are budget oriented folks that are looking to redeem their coupons in the less busy, and therefore less expensive, hours of the day)

* Preferred time: breakfast, lunch
* Location: Bar
* Prefer Food Cat: fd\_cat\_burg, brunch, sides, soupsalad, steak, combo and drink. Low interest in appetizers.
* Discount claimed for beverage through other channels. High value for disc\_beverage and disc\_other\_chan, disc\_chan\_gps, disc\_chan\_local, disc\_type\_comp and disc\_type\_dolfood. Disc\_ribs, disc\_ticket
* Low value for disc\_other, disc\_type\_bogo and disc\_type\_other
* Lowest number of distinct items ordered. And number of total items
* Lowest total net sales
* More number of days between transactions. Lowest number of guests in last 12 months.

**Segment 2 - PARTYGOERS**

(With late nite timing, no kids and no health conscious soup salad choices – these appear to be kidults/young adults looking to fill their tummies before going onward to another drinks party or on their return from a drinks party)

* Highest number of emails sent
* Time: Late nite. Do not prefer lunch time.
* High disc\_app, disc\_dessert, disc\_other, disc\_type\_free, disc\_type\_other, disc\_chan\_value
* Low disc\_food, disc\_type\_dolfood, disc\_type\_pctfood, disc\_chan\_advo, empl, local, other
* Prefer food cat: Appetizers, brunch, buffe, burger, combo, fd\_cat\_h\_ent, other, sides
* Do not prefer drinks, soupsalad and food cat for kids.

**Segment 3 (EMPLOYEES/CORPORATE PEOPLE) – PATRONIZERS**

(With high net amt per items, high total distinct items, high value meal choices and high frequency – these are the restaurants patrons)

* High email open and click rate. High email forward rate
* Location: Bar and Take out. Do not prefer Rest
* Time: Breakfast and late nite. Do not prefer dinner time.
* Low discount on appetizers and disc\_ribs, disc\_ticket, disc\_chan\_gmms, gps, disc\_pct\_tot, disc\_pct\_trans.
* Prefer disc for beverage, desserts and sandwich.
* High for disc\_type\_bogo, disc\_type\_comp and disc\_chan\_empl, value
* High value for total distinct items and items\_tot.
* Highest net\_amt\_p\_item.
* High value for checks\_tot, net\_sales\_p\_check, net\_sales\_tot
* Prefer food cat: alcohol, appetizers, steak, desserts and fd\_cat,\_kids.
* Do not prefer beverages and burger, entrees and other category.
* Visit frequently. Lowest number of days\_between\_transaction, tenure day.
* Lowest mean age.

**Segment 4 (KIDS & FAMILY) – WEEKENDERS**

(Couples/Singles with kids taking kids on days out, typically weekends. High net items to cater to the likings of each kid yet low new sales suggest a budget oriented parent maximizing coupon redemption )

* Lowest number of emails send.
* Highest email open and click rate. High email forward rate.
* Location Preference: Rest, Take out and rm serv. Do not prefer bars.
* Time: Lunch and Dinner Do not prefer late nite.
* Low value for disc\_dessert, disc\_sandwich, disc\_type\_free
* High value for disc\_food, disc\_other, disc\_ticket, disc\_type\_dolfood, disc\_type\_other, disc\_type\_pctfood, disc\_chan\_advo, disc\_chan\_empl, disc\_chan\_gmms, gps, local, other, disc\_pct\_tot, disc\_pct\_trans
* Highest value for total distinct items and items\_tot, checks\_tot, net\_sales\_tot
* Lowest value for net\_amt\_p\_item, net\_sales\_p\_check
* Prefer food cat: buffe, drink, kids, l\_ent, other, soupsal,
* Do not prefer alcohol, desserts, h\_ent
* Highest value for tenure day and mean age and number of guests in last 12 months.

**Segment 5 – THRILLSEEKERS**

(These folks are out for cheap thrills. Not particularly loyal but ready to experiment and pay good money for it)

* High number of emails send.
* Lowest email open, click and forward rate.
* Location: Rest. Do not prefer Take out.
* Time: Dinner. Do not prefer breakfast.
* High: disc\_app, disc\_food, disc\_ribs, disc\_sandwich, disc\_type\_bogo, disc\_type\_free, disc\_type\_pctfood, disc\_chan\_advo, gmms, disc\_pct\_trans.
* Low: disc\_beverage
* High net\_amt\_p\_item and net\_sales\_p\_check
* Prefer Food cat: Alcohol, beverages, desserts, h\_ent. Do not like sides and brunch.
* High number of days between transactions and guests last 12 months.

**In Segment 1 the elasticity is -0.78 which is less than 1. Hence it is inelastic. Therefore raising price ( or lowering the discounts) would increase total revenue for this segment.**