# Final Recommendations

## Menu Strategy

- Asian cuisine: Most popular → continue featuring as flagship category.
- Italian cuisine: High-priced + strong demand → upsell premium items (wine pairings, chef specials).
- American & Mexican: Mid-range demand → boost with combo deals or targeted promotions.
- Drinks & Desserts: Low share → bundle with meals to increase average ticket size.

## Customer Behavior

- Lunch (12–2) & Dinner (6–8) are peaks → optimize staffing & prep, introduce happy-hour
- 10 thru 12 during the week are slower → Introduce day-specific promotions like early bird specials.
- Orders declined after January → investigate seasonality vs churn, use loyalty rewards.

## Operational Insights

- Align marketing spend with high-performing categories (Asian & Italian).
- Use promotions to rebalance weaker categories and off-peak days.
- Track repeat vs new customers → gauge sustainability of demand.

✨ Overall: Menu pricing aligns with demand, but growth depends on leveraging popular categories, lifting underperformers, and stabilizing demand after the January peak.