

RIGHT CHOICES FOR MENU OF INDIAN RESTURANT IN US

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PROBLEM STATEMENT

Indian communities are widespread across US in all the regions and usually stay in close vicinity of each other. Indians have very uniquely diverse requirements for eating out.

Considering the Unique food habits and demographic differences of Indian Communities, resulting in the diverse eating habits, it is very important to understand and choose the eating out food options





DISCUSSION GOALS

1

- Why it is complex to define the menu items for an Indian Restaurant in US?

2

- Factors we should keep in mind for a successful restaurant business.

3

- Assuming a demographic blend, what should be our right blend of out menu items.

COMPLEXITY



- 85 Desert
- 129 Main Course
- 39 Snacks



Taste Diversity

- 133 Spicy
- 88 Sweet
- 29 Neutral



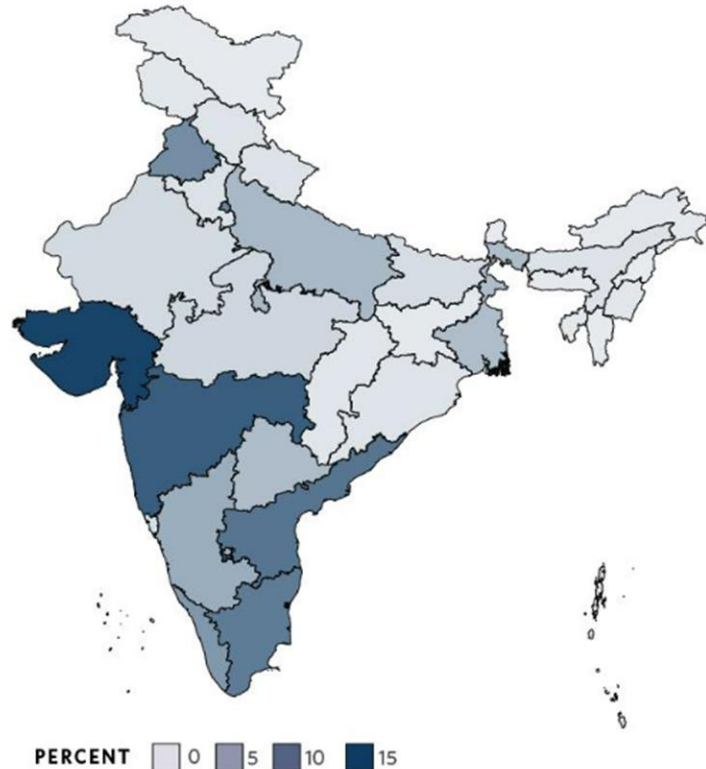
Region
Diversity

- 30 States
- 5 Regions



DEMOGRAPHIC DETAILS

Which of these states in India would you call your home state(s)?



N = 918 U.S. adult residents

NOTE: Percentage indicates the proportion of respondents listing a given state as their home state. Sample excludes respondents who do not report a home state.

SOURCE: 2020 Indian American Attitudes Survey.

DEMOGRAPHIC DISTRIBUTION OF NON RESIDENT INDIANS

REGIONAL DEMOGRAPHIC DIVIDEND

- We will consider regional demographic dividend as people cross state within a region have mixed food preferences.
- Most demographic dividend is for the West and South region
- We will consider following demographic dividend factors
 - WEST – $1.5 \times \text{SUM}(\text{State Dishes})$
 - SOUTH – $1.25 \times \text{SUM}(\text{State Dishes})$
 - NORTH – $1.1 \times \text{SUM}(\text{State Dishes})$
 - REST – $1.0 \times \text{SUM}(\text{State Dishes})$

A map of India and its neighboring countries, color-coded by region. The regions are numbered 1 through 36. The colors are: Red (North), Yellow (West), Blue (Central), Orange (East), Green (South), and Teal (Northeast). Neighboring countries labeled include Afghanistan, Pakistan, China, Nepal, Bhutan, Bangladesh, Myanmar, Laos, Thailand, and Sri Lanka.

Every region has 2 or 3 states dominant with the popular dishes

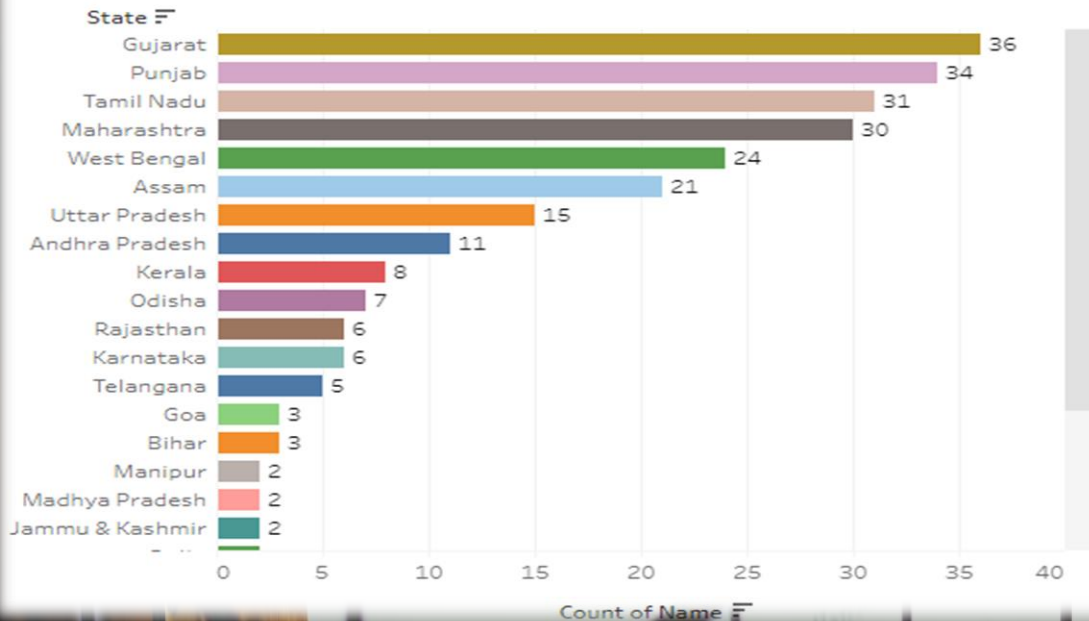
State wise distribution of origin of food



State



State wise distribution of origin of food



State



STATE WISE DISTRIBUTION OF FOOD

STATE WISE INFLUENCE

Following are the states with highest influence on preferred cuisine out of 30 states

1. Gujarat
2. Punjab
3. Tamil Nadu
4. Maharashtra
5. West Bengal
6. Assam
7. Uttar Pradesh
8. Andhra Pradesh

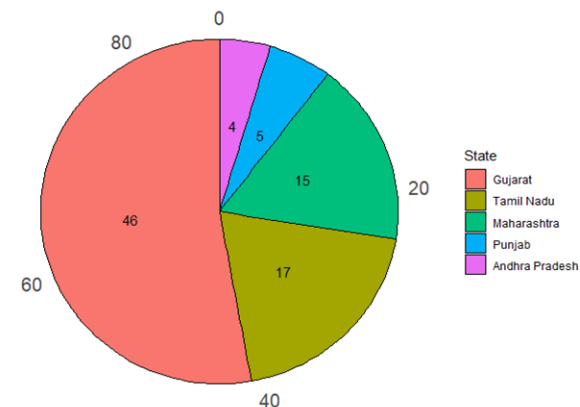
STATE-WISE 3 COURSE MEAL CHOICE DISTRIBUTION

NOTE: DEMOGRAPHIC DIVIDEND
APPLIED

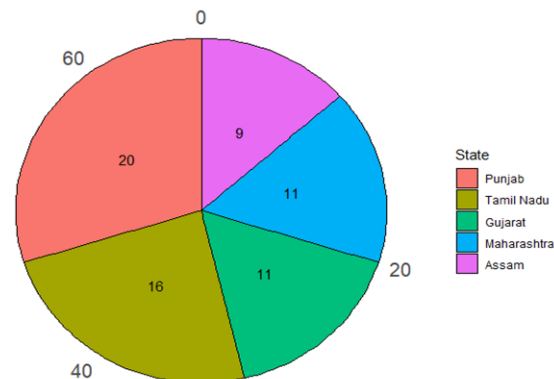
SNACK / STARTER

- Top 5 contribute to 87% of total
- Gujarat contributes to 46% of total

Top 5 states with Snack / Starter choices
(along with Demographic Dividend)



Top 5 states with Main Course choices
(along with Demographic Dividend)



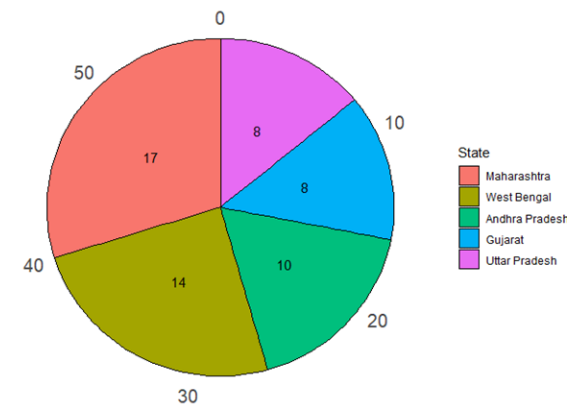
MAIN COURSE

- Top 5 contribute to 67% of total
- Punjab contributes to 20% of total
- Punjab, Tamil Nadu, Gujarat and Maharashtra are significant contributors

DESSERT

- Top 5 contribute to 67%
- Punjab contributes to 20% of total
- Pun

Top 5 states with Dessert choices
(along with Demographic Dividend)



OPERATIONAL OPTIMIZATION

Snack



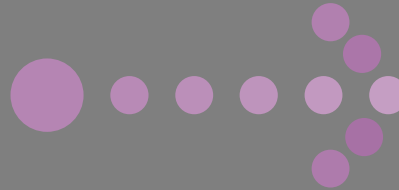
Main Course



Dessert



Cooking
Time

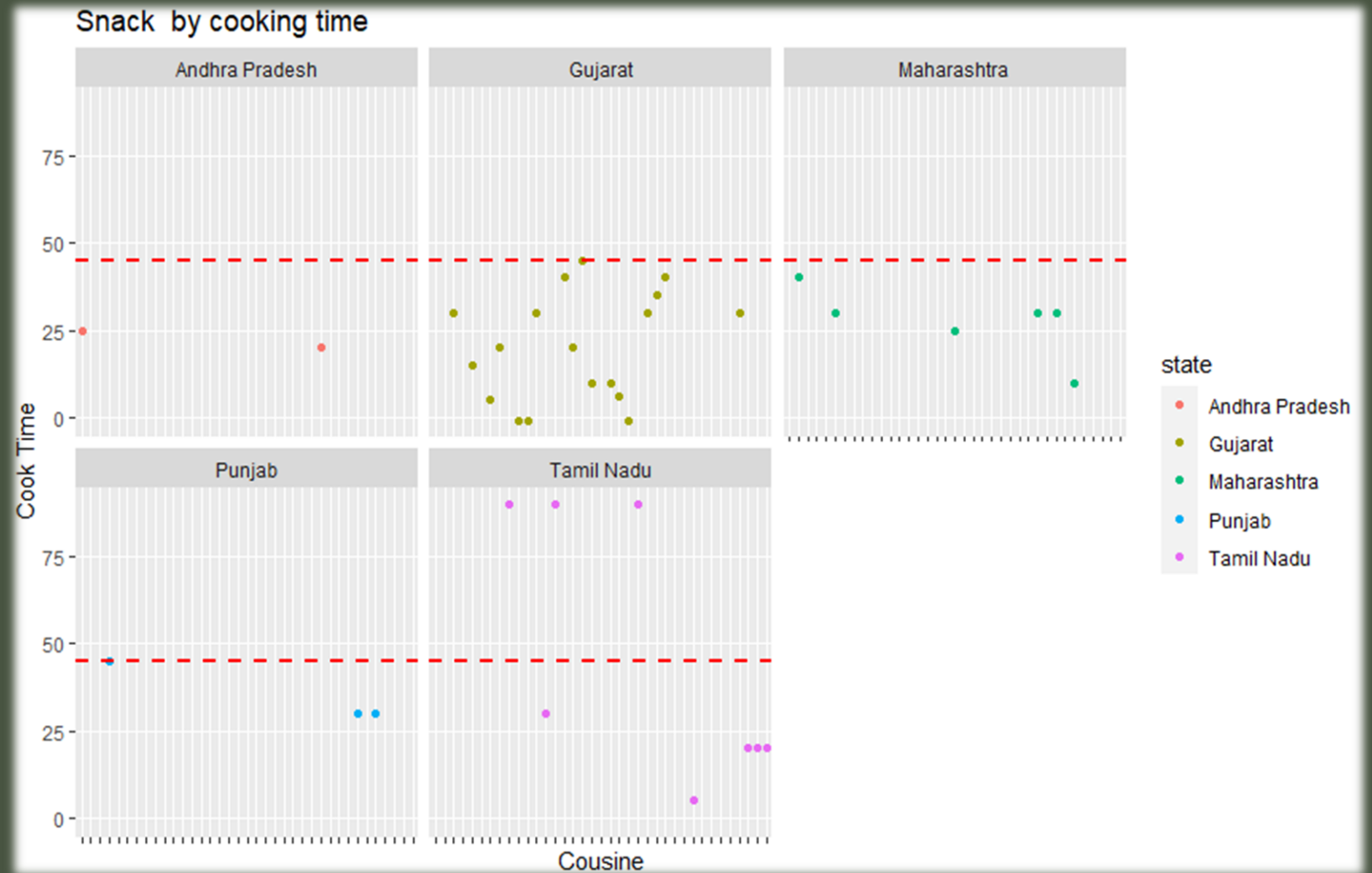


For a good customer experience, it is very important to reduce wait times.

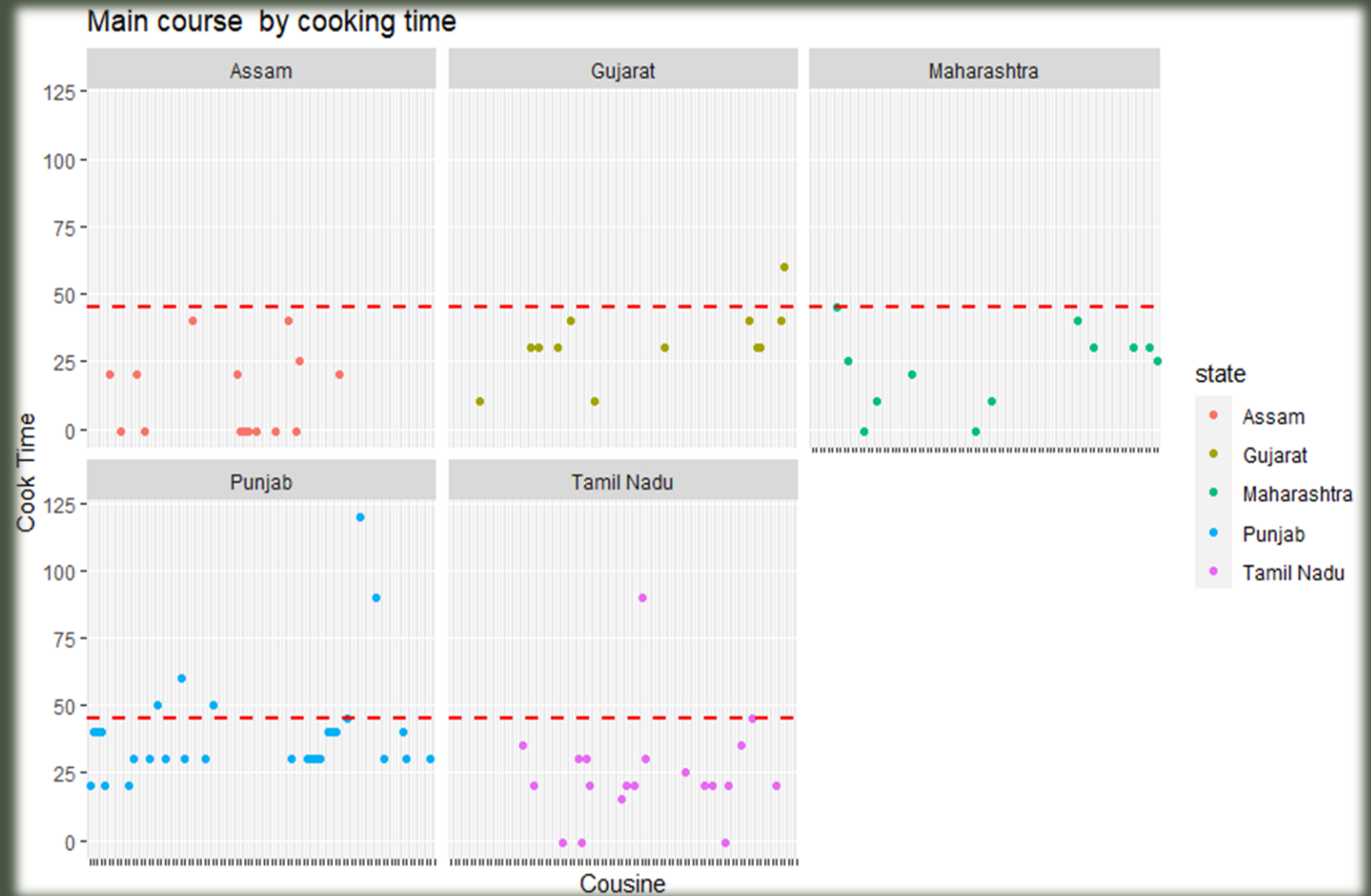
Hence, we need to filter the choices for each course meal against the cooking time to reduce the Food Order to Table time.

We will consider 45 min of cooking time as optimal

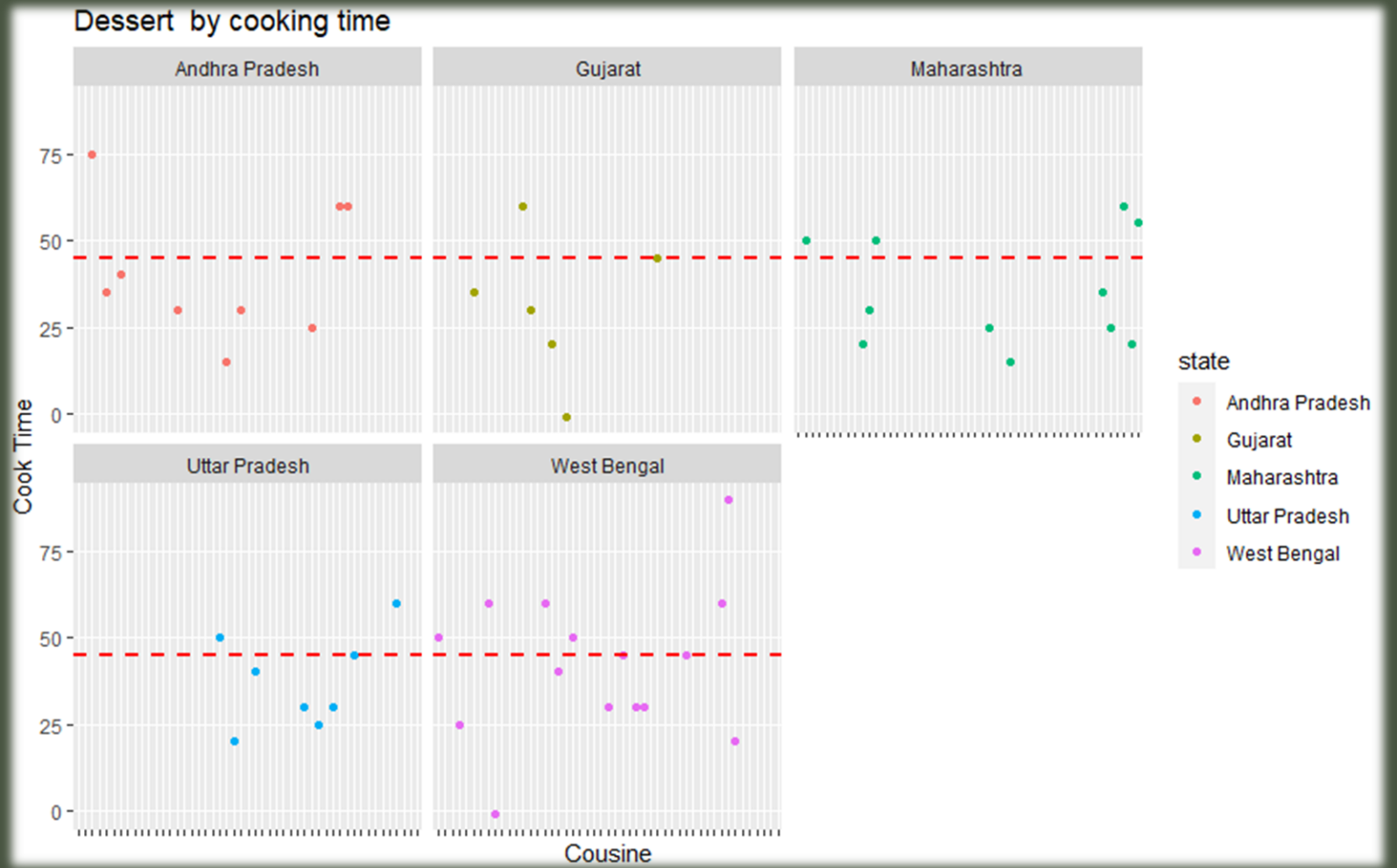
OPERATIONAL OPTIMIZATION - SNACKS



OPERATIONAL OPTIMIZATION - MAIN COURSE



OPERATIONAL OPTIMIZATION - DESSERT



SUMMARY

SNACK

https://github.com/abhisarswami/USIndianMenuAnalytics/blob/main/FinalMenuOptions/final_snack.csv

MAIN COURSE

https://github.com/abhisarswami/USIndianMenuAnalytics/blob/main/FinalMenuOptions/final_main.csv

DESSERT

https://github.com/abhisarswami/USIndianMenuAnalytics/blob/main/FinalMenuOptions/final_dessert.csv



THANK YOU

Abhisar Swami