

## Objective:

We have to help out a small restaurant (Goli) owner, Mr. Goli, by enabling the owner with strategies by analysing the data. The type of insights Mr. Goli is looking out for lies in the following bucket

1. Market Competitive Price - Mr. Goli wants his pricing to be competitive to the market **(20 points)**
2. How to increase the revenue? What strategies to apply? **(15 points)**
3. What are the dishes to promote and why? **(10 points)**
4. What are the dishes to remove and why? **(10 points)**
5. Is there a scope on bundling dishes into a combo? What are those combos and what will be the price of them? **(15 points)**
6. Customer Segments **(25 points)**
  - a. By what they order
  - b. By how much they spend
2. What are the most loved dishes in the market **(5 points)**

Extra points for finding something fishy or that is out of place in the data.

## Background:

Mr. Goli is the owner of a small restaurant named after him, Goli. He is a new age guy who understands the power of data but does not know how to analyse it to the fullest extent. What he knows best is how to run the operations of the kitchen, provide exquisite service and ask the right questions.

He needs your help in answering the questions listed in the Objective section with the data collected.

Remember - He is a very curious guy. Just proving the solutions without explaining the methodology will not work. Try to put all the details on the thought process behind the solutioning for him to accept your answer.

## Data:

Mr. Goli has collected 3 sets of data

1. Market Pricing - This dataset has information on the pricing of dishes of Goli and its competition. It also includes which dishes are being loved by the customers at a particular restaurant
2. Customer Bill Detail - This dataset has the information of the order details of Goli
3. Customer Order Item Details - This dataset contains aggregated information on what was ordered by the customer of Goli.

The headers in the datasets are self-explanatory.

**Important Note** - If you find anything amiss in the problem statement, our suggestion would be to take some assumption, document it, and move forward with the solutioning.

If you have questions related to the assignment deliverables, please drop an email to [surendra.pasumarthi@innovaccer.com](mailto:surendra.pasumarthi@innovaccer.com) we will try to reach you back ASAP.