Cuisine

Conclusion: The cuisine and rating chart analysis reveals that Salad dishes from North Indian cuisine consistently generate higher average sales than other cuisines. This trend suggests a strong customer preference for healthier options with familiar regional flavors.

Recommendations for Zomato: Boosting Sales of Underperforming Cuisines

1. Integrate Popular Elements from Top-Performing Dishes

- Introduce healthier or salad-based versions of other cuisines, inspired by Mediterranean or South Indian dishes.

- Infuse popular North Indian flavors or spices into low-performing dishes to broaden their appeal.

2. Use Promotions and Bundling to Increase Trial

- Create combo meals or discounts that pair lesser-known dishes with bestsellers like North Indian salads.

- Launch limited-time offers to drive customer interest in trying new cuisines.
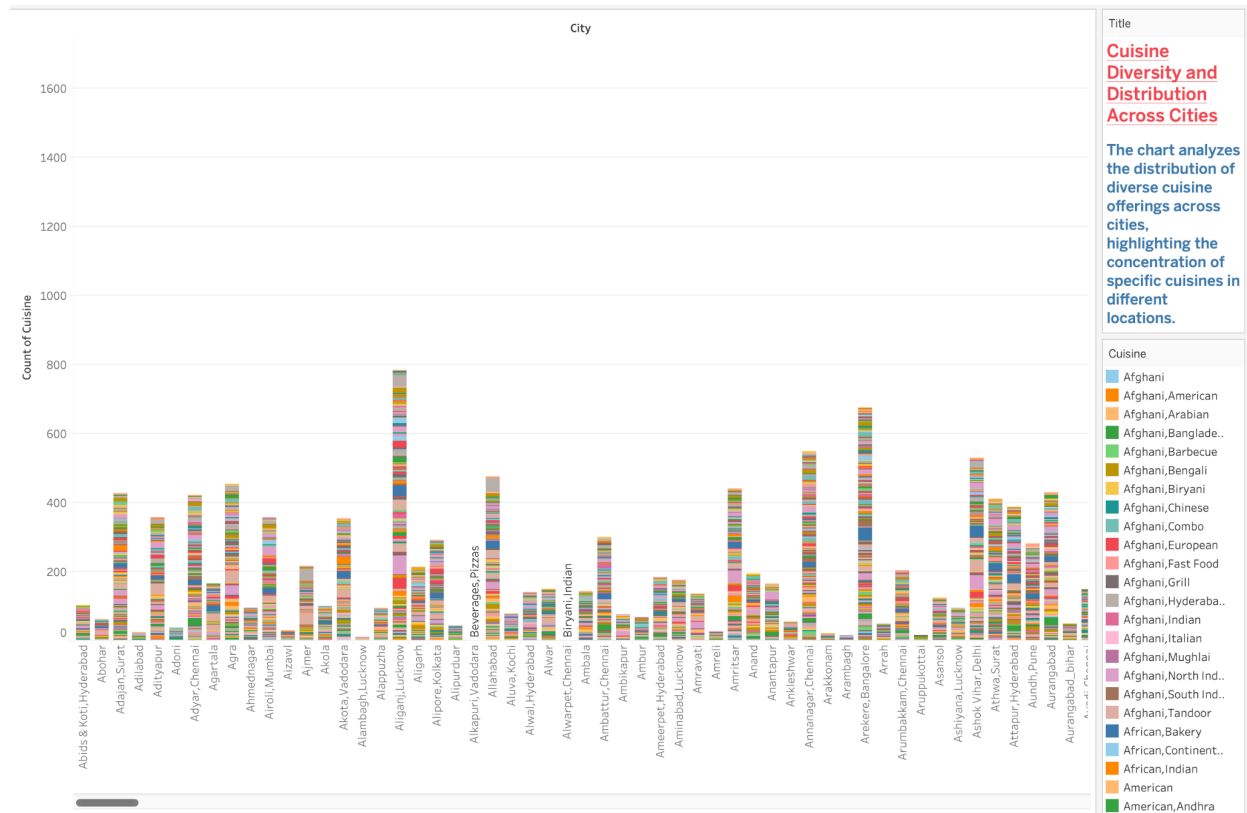
3. Emphasize Nutritional Value

- Tag underperforming dishes with a "Healthy Choice" label to attract health-conscious users.

- Highlight fresh ingredients and balanced meals in item descriptions.

4. Enhance Visual Appeal and User Ratings

- Ensure all dishes have appealing, high-quality images and compelling, concise descriptions.

- Gather feedback and monitor ratings to fine-tune recipes and improve customer satisfaction.

5. Deploy Targeted Marketing Campaigns

- Use customer data to promote specific cuisines to segments most likely to enjoy them (e.g., spicy dishes for younger audiences).

- Personalize in-app banners, push notifications, and email campaigns based on user preferences and ordering behavior.

Title

Cuisine Diversity and Distribution Across Cities

The chart analyzes the distribution of diverse cuisine offerings across cities, highlighting the concentration of specific cuisines in different locations.

Cuisine

- Afghani
- Afghani,American
- Afghani,Arabian
- Afghani,Banglade..
- Afghani,Barbecue
- Afghani,Bengali
- Afghani,Biryani
- Afghani,Chinese
- Afghani,Combo
- Afghani,European
- Afghani,Fast Food
- Afghani,Grill
- Afghani,Hyderaba..
- Afghani,Indian
- Afghani,Italian
- Afghani,Mughlai
- Afghani,North Ind..
- Afghani,South Ind..
- Afghani,Tandoor
- African,Bakery
- African,Continent..
- African,Indian
- American
- American,Andhra

Conclusion: The chart on *Cuisine Diversity and Distribution Across Cities* indicates that Afghan cuisine demonstrates a stronger presence and performance across various cities compared to African cuisine. This suggests a higher demand and acceptance of Afghan dishes in multiple urban markets, making it one of the top-performing cuisines in the current landscape.

Recommendations:

1. Expand the Presence of Afghan Cuisine

- Collaborate with restaurant partners in cities where Afghan cuisine is limited to introduce popular dishes such as **Kabuli Pulao** and **Mantu**.

- Promote these signature dishes with rich visuals and strong cultural flavor cues to boost discovery and engagement.

2. Increase Awareness and Appeal of African Cuisine

- Launch in-app and social media campaigns to showcase the diversity and uniqueness of African cuisine.

- Offer **introductory deals**, **combo menus**, or **tasting platters** to encourage trial from new users.

## 3. Implement City-Specific Rollout Strategies

- Identify cities where Afghan cuisine already performs well and replicate successful elements, such as pricing, presentation, and promotional styles—for African cuisine.

- In cities with low visibility for both cuisines, test **fusion offerings** or **co-branded restaurant experiences** to generate interest.

4. Use Data & Customer Feedback to Guide Optimization

- Leverage customer ratings and reviews to identify areas of improvement for underperforming African dishes.

- Feature **top-rated Afghan items** prominently in-app, through banners, recommendation carousels, and push notifications.

Analyzing the Relationship Between Cuisine Type and Pricing

This chart explores the relationship between cuisine types and their average pricing, highlighting whether certain cuisines are priced higher, indicating premium dining, or more affordable options. It provides insights into pricing trends across different cuisines.
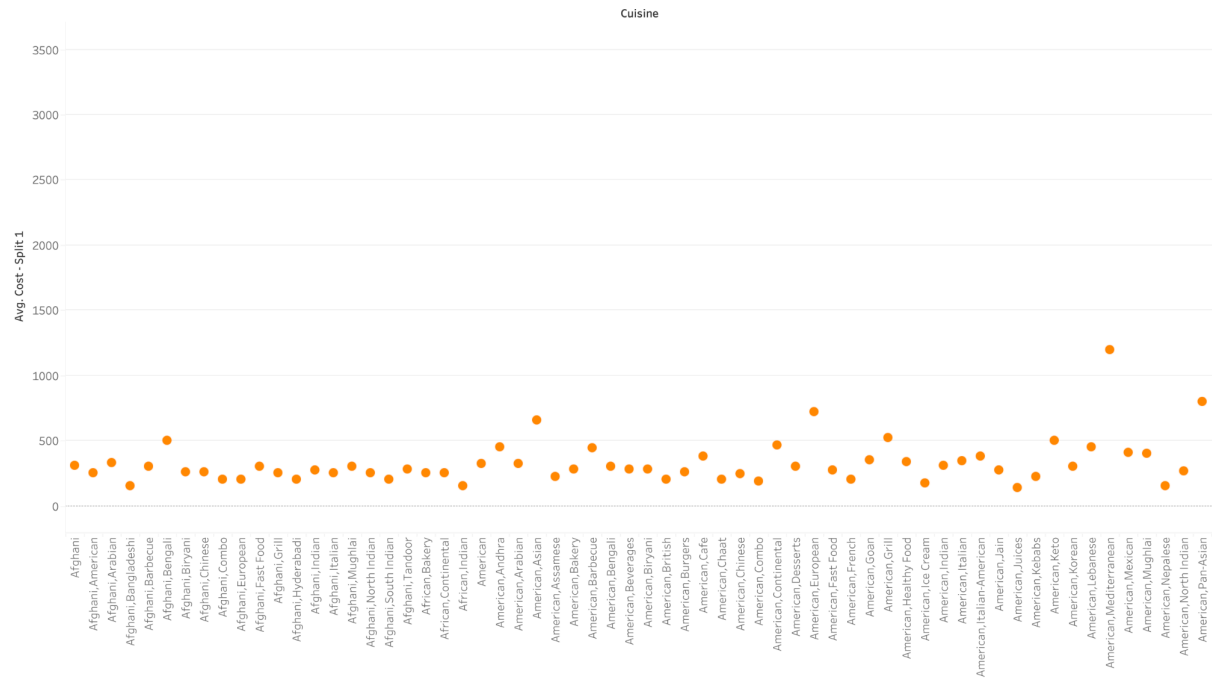
Conclusion: The scatter plot analyzes the relationship between cuisine type and average pricing, revealing that American and Mediterranean cuisines strike an ideal balance between price and customer appeal. The strong performance of these restaurant cuisines indicates that they are perceived as providing excellent value, positioned either as affordable premium offerings or as widely favored options across various pricing tiers.

Recommendations:

1. **Enhance the Promotion of American and Mediterranean Cuisines:**

   ○ **Highlight best-selling dishes from these cuisines in-app and on promotional banners.**

   ○ **Use them as anchor cuisines in combo meals or featured sections.**

2. **Leverage Pricing Strategy Insights:**

   ○ **Analyze how these cuisines maintain strong performance at their price points.**

- ○ **Apply similar pricing models to underperforming cuisines like adjust price points or portion sizes.**

3. **Bundle for Value:**

   - ○ **Create value meal bundles that pair Mediterranean or American dishes with a drink or side to enhance perceived value.**

4. **Menu Engineering:**

   - ○ **Feature American and Mediterranean items as premium but accessible choices, using attractive menu descriptions and visuals to reinforce the value proposition.**

5. **Expand Offerings in Underserved Cities:**

   - ○ **If certain cities lack variety in these cuisines, prioritize onboarding new restaurants or cloud kitchens to fill the gap.**