Provide insights to the Marketing team in Food and Beverages Industry

Primary Insights:

1) **Demographic classification:** Classify the customers based on available demography such as age group, gender, occupation etc. and provide insights based on them.

2) **Customer Preferences:**

   ➢ What are the preferred items of from the restaurants among respondents?
   ➢ What are the Top 10 food items based on order quantity by city?
   ➢ Is there any purchase type and marketing channel?
   ➢ Which food item ordered more by considering sales amount?
   ➢ What are the top performing food item category's by order quantity?
   ➢ What is the top item ordered by customers and how many orders placed in November month?
   ➢ What are the products has got rating well from respondents?

3) **Purchase Behaviour:**

   ➢ Where do respondents prefer to purchase food items(Online/Offline)?
   ➢ What factors influence respondents' purchase decisions, such as price range, etc?

4) **Marketing Channels and Restaurant Awareness:**

   ➢ Which marketing channel can be used to reach more customers?
   ➢ How effective are different marketing strategies and channels in reaching our customers?

5) **Food Item Penetration:**

   ➢ What do people think about our food items from Ration text? (overall rating)
   ➢ Which cities do we need to focus more on?

6) **Product Development:**

   ➢ Which area of business should we focus more on our product development? (Branding/taste/price)

Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Give 5 recommendations for *Kwality Super Restaurant Foods* (below are some samples)

- What immediate improvements can we bring to the restaurant?
- What audience are thing about our price of our food items?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?