

Provide insights to the Marketing team in Food and Beverages Industry

Problem Statement: *Kwality Super Restaurant Foods* is an Indian Food company that is aiming to make its mark in the USA market. A few months ago, they launched their restaurant in 10 cities in USA.

Tasked with boosting restaurant visibility, market dominance, and expansion, the marketing team conducted a survey among 10,000 residents in 10 cities. Marketing data analyst **Kiran** is responsible for extracting valuable information from this data to inform strategic decisions.

Task:

From the **Kiran's** perspective the tasks are,

- 1) Check the “**Insights Required from Marketing Team.pdf**” and answer the questions by analysing the data provided. You can use any tool of your choice (*Power BI, Tableau, Excel, PowerPoint, Canva*).
- 2) To bolster your recommendations, consider incorporating supplementary research questions and their corresponding answers.
- 3) The target audience is the Deputy Manager(Marketing), you have 10/15 minutes to present insights to him. Make a concise presentation.
- 4) The incorporation of audio and visual components is strongly encouraged for a more effective presentation.
- 5) Enhance your recommendations by incorporating data from your own research.
- 6) Please be aware that respondent answers might not always be accurate. For example, someone unfamiliar with a food item is unlikely to have ordered it. Carefully review the data and make necessary adjustments.

Other resources Provided:

- Business Requirement Document BRD
- Meta Data
- Dataset required to generate Insights