Insights On the Data

1. Market Share vs Profitability: David Beats Goliath

- **Key Insight**:

  - o **McDonald's** holds a massive **17% market share** but only manages a profit margin of **8%**.

  - o Meanwhile, **Domino's Pizza** holds a smaller **11% market share** yet boasts a profit margin of **15%**, outperforming larger competitors.

- **What it tells us**: Size alone is not enough. Domino's operational efficiency and delivery-focused strategy are driving its superior profitability.

- **Actionable Idea**: Brands like **KFC** (with **10% market share but 7% profit margin**) should evaluate Domino's cost structure and delivery model.

2. Revenue Efficiency: Who Earns the Most Per Outlet?

- **Key Insight**:

  - o **Burger King** generates a whopping **₹8 Cr per outlet**, well above the industry average of **₹3 Cr per outlet**.

  - o In contrast, **Subway**, despite its widespread presence, only earns **₹1.5 Cr per outlet**, highlighting inefficiencies.

- **What it tells us**: Burger King's strategic location and streamlined operations make each outlet highly profitable.

- **Actionable Idea**: Brands like **Subway** could optimize outlet placement or revamp their offerings to increase per-outlet earnings.

3. Growth vs Customer Satisfaction: Leaders vs Laggards

- **Key Insight**:

  - o **Domino's Pizza**, with a growth rate of **12%**, has a customer satisfaction score of **72/100**, showing that rapid growth comes with slight compromises in experience.

  - o On the flip side, **Pizza Hut**, growing at a modest **5%**, maintains a satisfaction score of **85/100**.

- **What it tells us**: Domino's focus on growth may risk alienating some customers, while Pizza Hut prioritizes customer experience over rapid expansion.

- **Actionable Idea**: Domino's could balance its expansion strategy with initiatives to boost customer loyalty, while Pizza Hut could focus on marketing its high satisfaction scores.

4. Regional Dominance: Uncovering New Opportunities

- **Key Insight**:

  - o **KFC** dominates metro cities like Delhi and Mumbai, with over **40% of its outlets** concentrated there.

- However, brands like **WOW! Momo** are making waves in Tier 2 cities like Lucknow and Jaipur, capturing growing markets with lower competition.

- **What it tells us**: There's a clear opportunity for brands heavily focused on metros to tap into underserved Tier 2 and Tier 3 cities.

- **Actionable Idea**: Brands like **McDonald's** could expand to Tier 2 cities where WOW! Momo's success highlights untapped potential.

5. Delivery Efficiency: Fast vs Sluggish

- **Key Insight**:

  - **Zomato-owned brands** (e.g., **Faasos**) have delivery efficiencies above **93%**, resulting in high customer satisfaction scores of **88/100**.

  - In contrast, **Subway** struggles with a delivery efficiency of **70%**, and satisfaction scores drop to **68/100**.

- **What it tells us**: Quick and reliable delivery is a key driver of loyalty, especially in urban areas.

- **Actionable Idea**: Brands like **Subway** need to partner with third-party delivery platforms or invest in faster logistics to retain customers.

6. The Battle of Pizza Chains

- **Domino's vs Pizza Hut**:

  - **Domino's** leads in revenue (**₹4,000 Cr** vs **₹2,500 Cr**) and growth rate (**12% vs 5%**), but Pizza Hut wins on satisfaction (**85/100 vs 72/100**).

  - **What it means**: Domino's aggressive pricing and delivery focus win more customers, but Pizza Hut's dine-in experience scores higher on satisfaction.

Final Recommendations

- **Learn from Leaders**: Struggling brands like **Subway** can learn from **Burger King**'s outlet efficiency.

- **Focus on New Markets**: Metro-heavy brands like **McDonald's** should explore Tier 2 cities where growth is untapped.

- **Balance Growth and Quality**: Rapidly expanding brands like **Domino's** must ensure customer satisfaction doesn't dip during expansion.