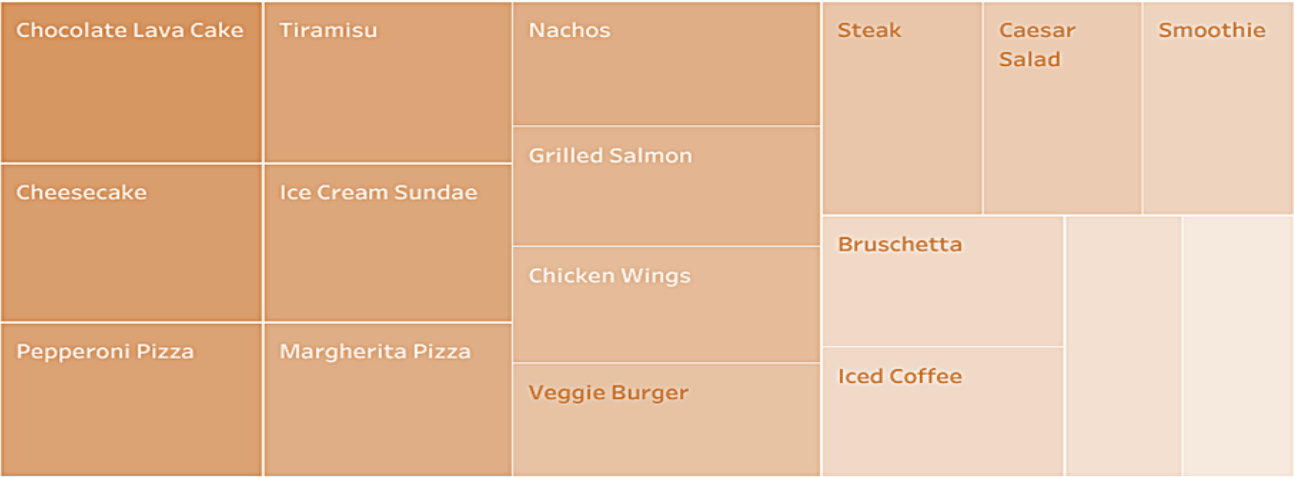


Restaurant Menu Analysis

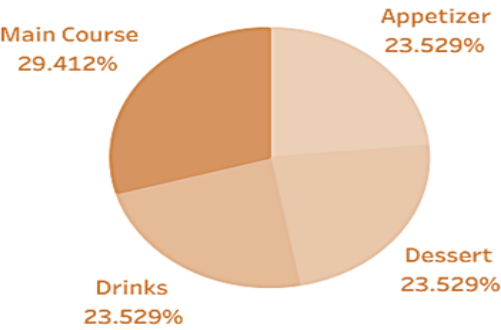
Restaurant Menu Analysis



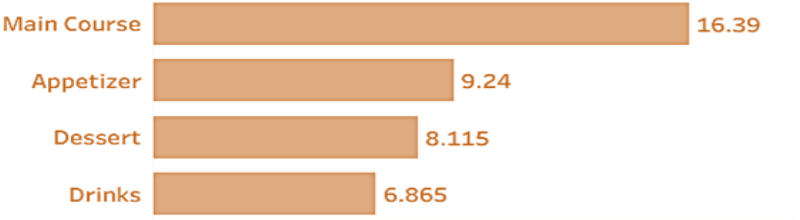
the most popular menu items based on the popularity score



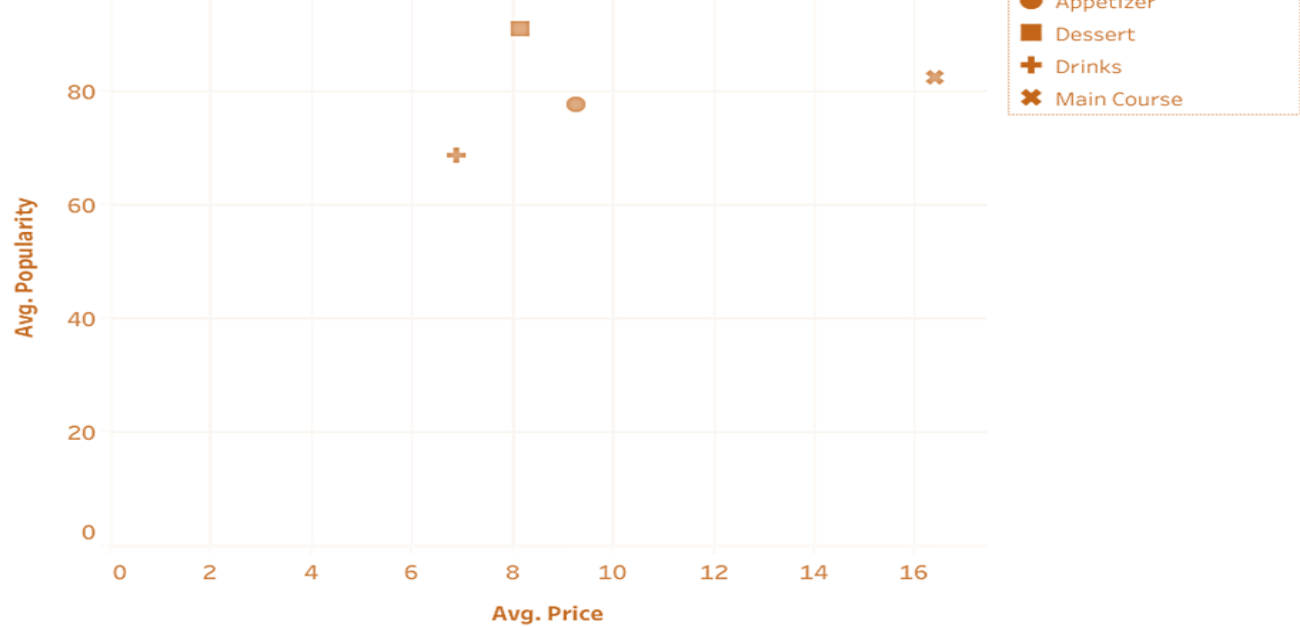
the percentage of items in each category



the average price for each category



Pricing vs Popularity by Category



the average popularity for each category



Click here to interactive [dashboard](#)

Recommendations:

1. Evaluate Pricing Patterns Across Categories and Suggest Adjustments:

- **Main Course:**

- Average price: \$16.39 (highest among categories).
- Popularity: 82.4 (second highest).
- **Suggestion:** Maintain the current price but consider promotional discounts or meal combos to further boost popularity.

- **Appetizer:**

- Average price: \$9.24.
- Popularity: 77.5.
- **Suggestion:** Consider offering small portion sizes at a slightly lower price to attract more customers looking for lighter options.

- **Dessert:**

- Average price: \$8.115 (second lowest price).
- Popularity: 91 (highest popularity).
- **Suggestion:** Given their high popularity, desserts can sustain a slight price increase (e.g., \$0.50–\$1.00), especially for premium options like Chocolate Lava Cake and cheesecake.

- **Drinks:**

- Average price: \$6.865 (lowest price).
- Popularity: 68.75 (lowest popularity).
- **Suggestion:** Introduce innovative or seasonal drinks (e.g., mocktails or flavored iced coffees) to increase popularity. Alternatively, bundle drinks with appetizers or desserts to boost sales.

2. Recommend New Menu Items or Promotional Strategies Based on Data Insights:

• New Menu Items:

- Add more dessert options, as this category is the most popular.
- Include trendy appetizers like sliders or unique dips to enhance the appetizer menu's appeal.
- Introduce plant-based or vegan main courses and desserts (e.g., vegan chocolate cake or beyond meat burgers) to cater to health-conscious customers.

• Promotional Strategies:

- **Combos:** Create combos such as "Main Course + Dessert" or "Appetizer + Drink" at a discounted price to encourage larger orders.
- **Seasonal Themes:** Offer limited-time seasonal items like pumpkin spice desserts in the fall or tropical smoothies in the summer.
- **Loyalty Rewards:** Provide discounts or free items (e.g., a free dessert) after a certain number of visits or purchases.
- **Happy Hour:** Promote discounted drinks and appetizers during off-peak hours to attract more customers.

Datasets

Restaurant Menu Dataset

Thank You