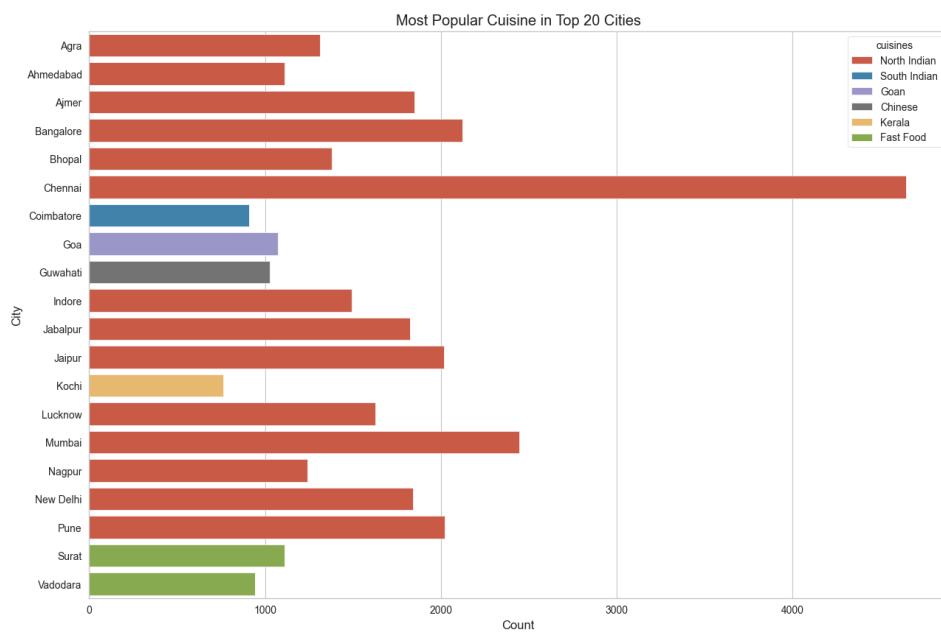
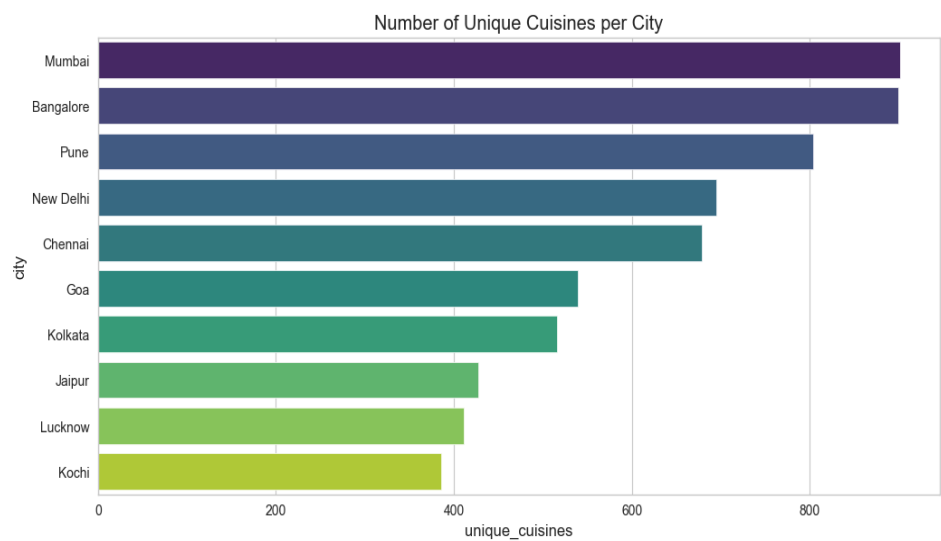


Introduction:

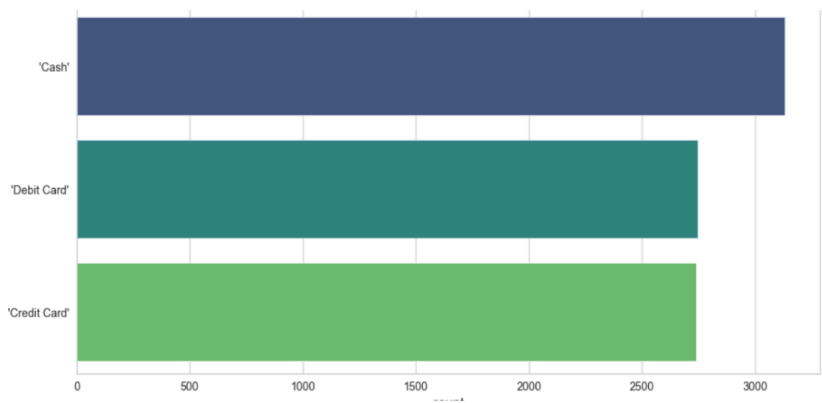
Data is collected from Kaggle to learn how exploratory data analysis works on the restaurants. To utilize exploratory data analysis (EDA) skills to understand customer preferences dining trends, and the competitive landscape in various regions of India.

Popular Cuisines and Dining Preferences:



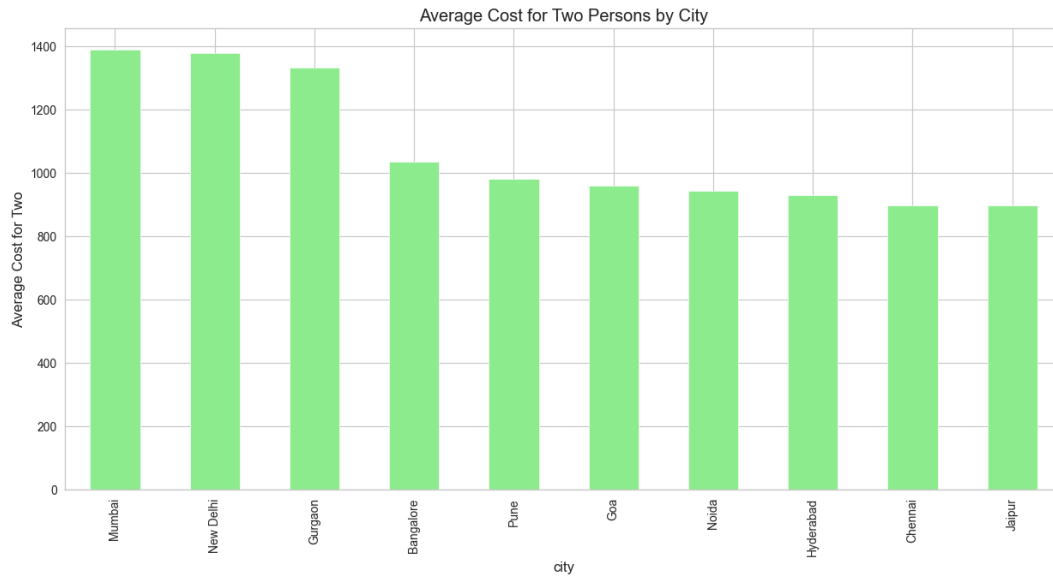
Customer Payment Preferences:

The dominant modes of payment in key areas, such as the prevalence of cash versus card payments.



Pricing Strategy Insights:

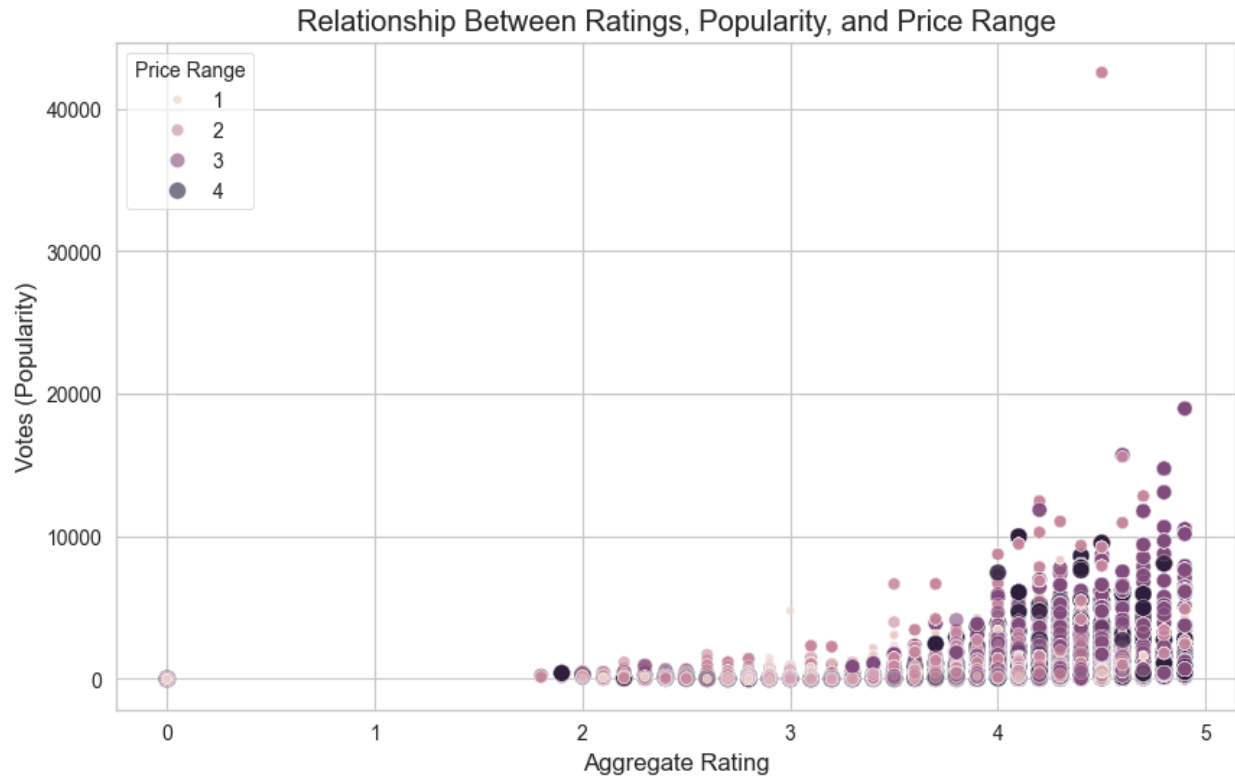
Average cost analysis showing the pricing trends across different cities.



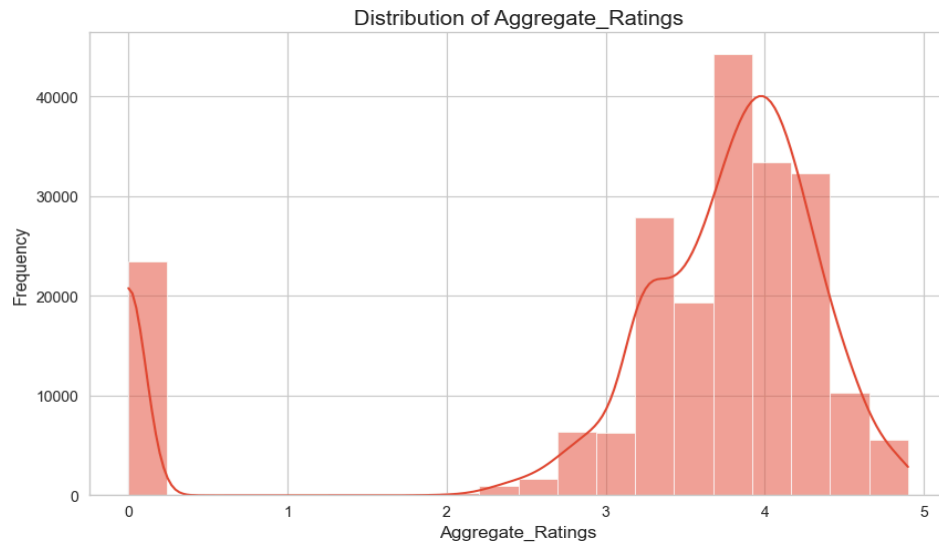
Cities with higher average dining costs, potentially indicate a market for premium dining experiences.

Ratings and Customer Satisfaction:

Distribution of aggregate ratings to understand customer satisfaction levels.



By combining these analytical approaches, you can understand the competitive landscape, identify the strengths and weaknesses of key players, and spot opportunities in the market. This insight can guide strategic decisions, whether it's finding an optimal location with an underserved market, adjusting pricing, expanding cuisine offerings, or improving quality and service to compete with top-rated establishments. As with any analysis, the quality and recency of your data, as well as the local context and market conditions, should be taken into consideration

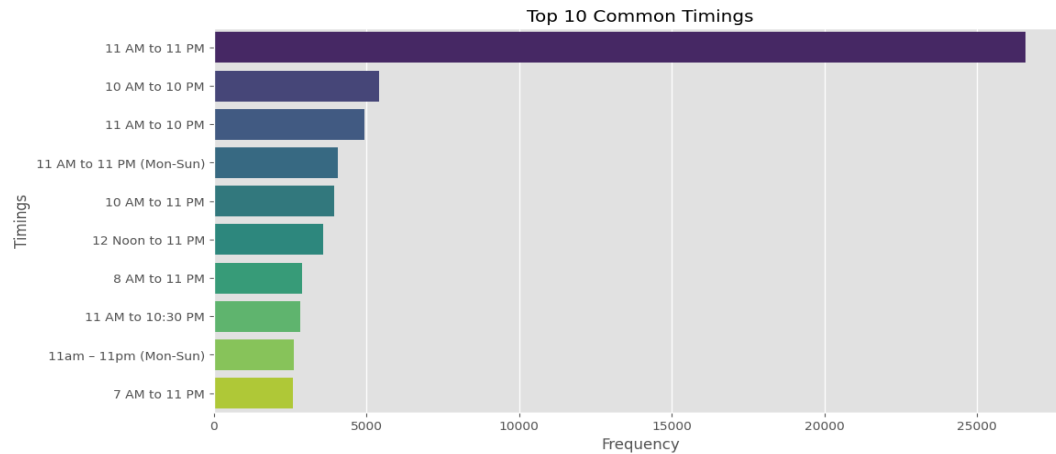


Mention cities with higher ratings that may indicate a more competitive market requiring higher quality standards.



Marketing Strategy

Target Market Segmentation:



- **Peak Hours:** Knowing that 11 AM and 11 PM are peak times, these hours might represent peak dining times, possibly lunch and dinner rush hours. This can influence staffing, preparation, and promotional activities to increase the chance of engagement of people.
-
- **Targeted Marketing:** If these times are when restaurants are most commonly open or sought after, promotional offers or advertisements could be timed accordingly to maximize impact.
- **Menu Planning:** Special menus or offers might be planned around these time

Promotional Tactics:

- Discounts for card payments or loyalty programs for frequent diners.
- Recommend culinary events or festivals that focus on the most popular or unique cuisines in each region.

Geographical Strategy:

- Like Mumbai and Chennai have diverse food cultures for introducing international or fusion cuisines.
- Pinpoint areas with fewer cuisine options for market entry opportunities.

Competitive Positioning:

- The high ratings in competitive markets promote quality and customer service.
- In markets with lower average costs, suggest value-based marketing focusing on affordability.

Campaign Messaging:

- Messaging that resonates with the dining culture of each city, emphasizing local tastes and preferences.

Conclusion:

The goal of our marketing campaign is to attract more customers to our restaurants by highlighting the tastiest dishes and best deals in their city. We aim to use colorful ads and social media to show off our yummy food and cozy atmosphere. We plan to make our restaurant the first choice for families looking for a great meal at a good price. By the end of the campaign, we hope to see more people eating with us, enjoying our food, and telling their friends about their great experiences.