

DS 680 - Final Project

Designing a Data-Driven Marketing Strategy and CRM System for Fresh Bite: A Fast-Casual Restaurant Chain

Submitted By

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Introduction

The fast-casual restaurant industry has witnessed exponential growth in the last decade, driven by shifting consumer preferences toward healthier, customizable, and quickly served meals. Unlike traditional fast-food chains, fast-casual restaurants such as Sweetgreen, Chipotle, and Cava offer high-quality ingredients and a focus on customer experience, catering especially to urban millennials and health-conscious professionals. The U.S. fast-casual dining category alone was valued at over \$50 billion in 2023, with a projected growth rate of 8% yearly (Statista, 2024).

Amidst fierce competition and evolving consumer behaviors, restaurant chains must prioritize not just the quality of food but also the customer relationship experience. Marketing and CRM (Customer Relationship Management) strategies are pivotal in driving customer acquisition, retention, and brand loyalty. With developments in digital tools and analytics, firms now can tailor offerings, foresee customer demands, and engage customers across numerous touchpoints (mobile apps, in-store visits, delivery platforms).

This project centers on Fresh Bite, a fictitious fast-casual restaurant company that specializes in bowls, wraps, and salads that may be customized. Fresh Bite strives to provide a high-end, health-conscious dining experience and operates in urban areas with more than 50 sites. The objective is to create a CRM system, architecture and a thorough marketing department organization that improve customer engagement and loyalty and give Fresh Bite a competitive advantage in the marketplace.

The project will compare current market participants, examine price and customer preference patterns, and find ways for Fresh Bite to effectively position itself by utilizing data insights from a Zomato dataset. Fresh Bite's goal of becoming a top brand in the fast-casual restaurant sector will be largely dependent on this integrated marketing and CRM strategy.

Overview of the Fast-Casual Industry

A distinct niche between full-service dining and typical fast food is occupied by the fast-casual restaurant sector. High-quality products, adaptable menus, and a laid-back yet effective ambiance define fast-casual, which has emerged as a popular option for city diners looking for quick and healthy meals.

The fast-casual market has grown remarkably on a global scale. The market was estimated to be worth \$52.3 billion in the United States alone in 2023, and it is projected to increase at a compound annual growth rate (CAGR) of 8.5% between 2024 and 2030 (Statista, 2024). Growing consumer expectations for transparency, locally sourced, fresh food, and digital interaction (such as loyalty programs and online ordering) are driving this expansion.

Well-known companies like Cava, Sweetgreen, and Chipotle have established standards by providing simplified experiences that blend convenience, personalization, and wellness. The emergence of meal delivery apps has also changed how patrons engage with restaurant companies, making digital channels and CRM systems even more crucial for efficiently managing patron connections and loyalty.

The Role of Marketing & CRM in the Food Industry

With today's competitive food service market, profitable business hinges on successful marketing and customer relationship management (CRM). Marketing has shifted from mass communication to targeted messaging, individualized communication, and performance monitoring. In fast-casual dining, repeat business and customer loyalty being profit generators, CRM solutions enable:

Customer Segmentation: Customer segmentation based on preference, demographics, and behavior for segmented campaigns.

Customized Promotions: Delivering promotions aligned with individual tastes and shopping history, inducing conversion.

Loyalty Programs: Encouraging repeat purchasing through organized rewards and benefits.

Omnichannel Engagement: Ensuring fluid brand experience across in-store shopping, mobile applications, websites, and third-party destinations.

Data-Driven Decisions: Use analytics to monitor performance and continually make improvements to campaigns.

According to a Deloitte Consumer Loyalty Report (2023), 74% of consumers will be more likely to engage with restaurants that offer tailor-made loyalty programs, underscoring the importance of efficient CRM systems. Furthermore, mobile ordering now represents 45% of fast-casual sales (NPD Group, 2023), underlining the importance of online marketing.

Introduction to Fresh Bite

Fresh Bite is a hypothetical fast-casual brand for new-age consumers following the changing trend in their lifestyles. Its major products include customizable salads, wraps, and bowls that stress fresh, healthy, and locally available ingredients. The brand looks forward to serving urban millennials, working professionals, and fitness buffs who want to grab something quick, nutritious, and wholesome. Currently present in 50-plus urban locations, Fresh Bite is planning to differentiate itself through:

Customization: Guests are allowed to create their own meals by picking from various bases, proteins, toppings, and dressings.

Digital Integration: App and website ordering with seamless tracking of order status in real time.

Sustainability: Options for environmentally sustainable packaging and promotion of local farming.

Loyalty & Rewards: Tiered loyalty programs that reward recurrent visits and engagements.

Fresh Bite's vision is to put nutrition, convenience, and personalized customer experience together in the fast-casual setting, which is quite competitive.

They are using marketing insights from the Zomato dataset to develop marketing strategies and the CRM system of Fresh Bite. These insights helped provide ranking and knowledge about existing restaurant catering, pricing systems, customer ratings, and service features, which aided in positioning Fresh Bite and designing marketing and customer engagement strategies.

Goals & Objectives

Project Goals

This project was initiated with the general objective of formulating strategies for marketing and customer management for Fresh Bite, a fast-casual restaurant chain that specially caters to healthy and customizable meals and good customer experience. Because fast-casual remains a highly competitive restaurant concept, and consumer expectations are ever-changing with regard to the health consciousness paradigm, Fresh Bite aims at differentiation from the rest by offering a customer engagement strategy that is highly personalized and data-driven through the well-structured marketing department and CRM implementation that integrates every customer touchpoint, including in-store, online, and delivery options.

Therefore, the project will aim to:

Extract market research insights from data about customer preferences, competitor benchmarks, and pricing trends with the help of the Zomato dataset.

Upgrade customer acquisition, engagement, and retention through inventive marketing campaigns and loyalty incentives.

Align Fresh Bite's marketing and CRM operations with its brand mission: fast, fresh meal customization in a digitally enhanced environment.

Specific Objectives

Developing a data-driven marketing strategy and an efficient CRM system for Fresh Bite that improves client acquisition, engagement, and loyalty is the main objective of this project.

The following are the main goals:

1. Customer Acquisition & Engagement: Create focused marketing strategies that use digital platforms like email, social media, and mobile app promotions to draw in new clients. To meet demand during peak hours, special attention will be paid to geo-targeted advertisements and time-sensitive discounts.

2. Customization & Loyalty: Create a CRM system that tailors client interactions according to geography, preferences, and past orders. To reward loyal consumers and encourage higher spending, a tiered loyalty program (Silver, Gold, Platinum) will be established.

3. Omnichannel Experience: To offer a streamlined and practical customer journey, make sure that Fresh Bite's in-store, online, and third-party delivery platforms integrate seamlessly. A 360-degree view of the customer will be maintained by the CRM system, allowing for consistent interaction across all touchpoints.

4. Performance Monitoring & KPIs: Establish key performance indicators (KPIs) such as campaign ROI, average order value, repeat purchase rate, and customer lifetime value (CLV). With the use of these indicators, Fresh Bite will be able to track performance over time and adjust its tactics considering useful information.

5. Wireframes & User Journey Visualization: Create wireframes that depict important user flows for Fresh Bite's website and mobile app, including ordering, loyalty enrollment, and the delivery

of customized offers. The way the CRM system improves user experience will be illustrated by these graphics.

6. Marketing Department Structure: Provide an organizational chart that outlines the duties and responsibilities of the marketing department, guaranteeing efficient cross-functional cooperation and clear work distribution.

All these goals work together to position Fresh Bite as a customer-focused, data-driven company that uses insights and technology to create enduring relationships with clients and promote long-term success.

Estimated Process & Approach Plan

Research Methodology

To create a marketing plan and CRM system that are specific to Fresh Bite's requirements, this project uses an exploration, data-driven research technique. Both qualitative and quantitative methods are used in the study:

Quantitative Analysis: Analyzing competitor benchmarking, pricing trends, service availability (delivery/table booking), cuisine popularity, and customer satisfaction (ratings and reviews) using structured data from the Zomato dataset.

Qualitative Analysis: Using information from secondary sources, such as whitepapers, industry publications, and rival websites, to comprehend consumer behavior, loyalty patterns, and CRM and digital marketing best practices.

Fresh Bite's approach, which integrates both data sources, is based on practical insights and industry best practices.

Tools & Resources

The following tools and resources were utilized for research, design, and visual deliverables:

Data Analysis:

Microsoft Excel/Google Sheets, Python (Pandas, Matplotlib), and Tableau (for KPI dashboards).

Wireframes & Design:

Figma or Canva (app/website wireframes) and Lucid chart (CRM architecture diagrams).

Project Management & Collaboration:

Google Workspace and Trello/Asana for task management and documentation.

Data Sources:

- Zomato Dataset (for competitor analysis, pricing, cuisine trends).
- Secondary Research from Statista, Deloitte's Consumer Loyalty Report (2023), and Business Insider articles.

These tools rendered research data-driven, team-oriented, and presentation-ready.

Step-by-Step Process Plan

The project delivery methodology is structured into the following most critical steps:

Step 1: Industry & Competitor Analysis

Sanitize and venture into the Zomato dataset to reveal insights on cuisines, pricing, ratings, and service trends.

Reveal key competitor benchmarks for Fresh Bite so that it can position itself effectively.

Step 2: Business Model Definition

Define Fresh Bite's core offerings, value proposition, revenue streams, and brand positioning.

Use market data to validate strategic choices.

Step 3: Marketing Department Design

Create an org chart with clear roles and responsibilities.

Set collaboration workflows and define performance KPIs by role.

Step 4: CRM System Architecture & Journey Mapping

Design a CRM system that aggregates data from multiple customer touchpoints.

Map the entire customer journey (awareness → acquisition → loyalty → advocacy) and identify personalization opportunities.

Step 5: Wireframes & Visual Prototypes

Design wireframes for Fresh Bite's app and website, including loyalty program flows, personalized promotions, and order tracking features.

Design example marketing materials (email templates, push notifications).

Step 6: KPI Definition & Data Visualization

Set KPIs for customer acquisition, engagement, and retention.

Draw charts and tables to depict data-driven insights (e.g., cuisine distribution, pricing benchmarks).

Step 7: Documentation & Finalization

Synthesize all research, visual designs, and strategic frameworks into the final report.

Incorporate references, appendices, and citations to make it academically strong.

Business Model & Brand Presentation

Fresh Bite Brand Overview

A fast-casual restaurant chain with more than 50 locations in major cities, Fresh Bite specializes in healthy, customizable salads, wraps, and bowls. Its goal is to serve busy urban professionals and health-conscious consumers with quick, wholesome, and fresh meals. Fresh Bite places an emphasis on quality ingredients, transparency, and digital convenience, enabling customers to customize their orders through an easy-to-use website and app.

Revenue Model

Fresh Bite positions itself as a premium, eco-friendly, and tech-savvy brand that blends health, convenience, and customization. Its brand voice emphasizes freshness, simplicity, and sustainability, appealing to customers who seek balance between quality and speed.

Key brand values include:

- **Transparency:** Clear nutritional information and ingredient sourcing.
- **Sustainability:** Eco-friendly packaging and local produce partnerships.
- **Community Engagement:** Health workshops, charity runs, and partnerships with local gyms.

Visually, Fresh Bite's branding features clean, minimalistic with earthy tones (greens, browns) to emphasize its health-conscious mission.

Brand Image & Positioning

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Competitor & Market Analysis (Zomato Data)

To understand the market landscape, the Zomato dataset was analyzed for competitor data, trending cuisines, pricing trends, and customer satisfaction indices. This kind of data informs Fresh Bite's strategic placement.

Cuisine Trends

The statistics show that Japanese, Korean, and Asian fusion cuisine dominate the fast-casual segment with the growing trend for health-based menus like poke bowls and vegan food. Fresh Bite takes advantage of these by offering Asian-flavored salad bowls and vegan-friendly customizable options.

Pricing Benchmarks

Market research shows that the average price for two diners is 1000 to 1500 (local currency units), with upscale restaurants reaching 2000+. The pricing stance of Fresh Bite, to be competitive yet emphasize quality, is mid-to-premium (1200–1600), which is also where customers expect premium, health-focused meals to be.

Reasonably priced, customized meals in the 1200–1600 range can compete for urban, health-focused customers who seek value and quality.

Ratings & Customer Preferences

The information shows that restaurants with aggregate scores of 4.5 and higher always outperform others in terms of customer retention and word-of-mouth. High scores are strongly associated with attributes like:

- Menu customization
- Freshness of ingredients
- Speed of service
- Convenience of the digital age (online ordering, delivery)

FreshBite's strategy is to deliver excellence in all these to reach a minimum 4.5+ rating target.

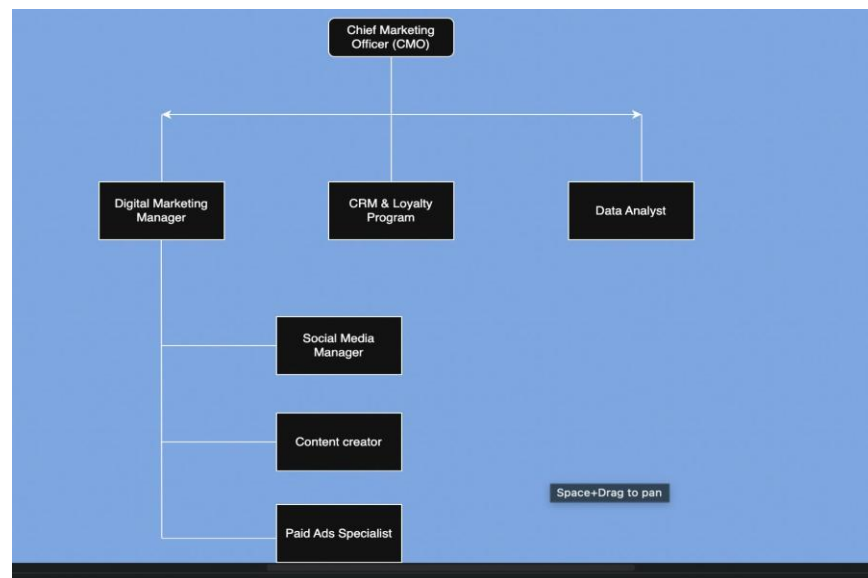
Marketing Department Structure & Roles

Organizational Chart

The marketing division of Fresh Bite is set up to encourage specialization, teamwork, and strategic alignment. To deliver integrated campaigns and data-driven client engagement, each role works cross-functionally while concentrating on a particular area.

The suggested organizational chart:

This approach guarantees that both analytical insights and creative execution are handled within a unified team environment.



Roles & Responsibilities

Chief Marketing Officer (CMO): Establishes the marketing strategy, oversees spending, and makes ensuring all tactics complement Fresh Bite's mission and brand.

Digital Marketing Manager: Manages email marketing, SEO, SEM, and digital relationships in addition to spearheading online campaign plans.

Social Media Manager: Oversees scheduling of content, community engagement, and trend engagement on sites like Facebook, Instagram, and TikTok.

Content Creator: Creates textual and visual materials such as blog entries, videos, social media postings, and advertising banners.

Paid Ads Specialist: Uses analytics and A/B testing to manage and improve paid ad campaigns on Google, Meta, and other platforms.

CRM & Loyalty Program Analyst: Oversees customer segmentation, loyalty program management, performance monitoring, and the CRM platform.

Data analysts: Analyze campaign data, build KPI dashboards, and extract useful information from market and customer data.

PR & Brand Manager: Develops brand equity via influencer outreach, media relations, PR events, and collaborations with wellness and fitness companies.

Collaboration Tools & Workflow

The team makes use of the following resources to guarantee efficient project execution and coordination:

Google Workspace: Shared access to documents, reports, and campaign briefs.

Asana/Trello: Project and campaign task management; Slack: Real-time team communication.

Analytics Tools: Google Analytics, social media insights, and internal dashboards.

CRM Platforms (such as Salesforce or HubSpot): analytics, customer segmentation, and campaign automation

Departmental KPIs

Within Fresh Bite's marketing department, each sub-team is assessed based on particular key performance indicators (KPIs) that correspond with their roles and goals.

Website visitor growth, email engagement (including open and click-through rates), social media interaction levels, and the total conversion rate from paid ad campaigns are all metrics used by the Digital Marketing team to gauge performance. These metrics aid in evaluating the success of customer engagement and digital outreach.

The average Customer Lifetime Value (CLV), the frequency of repeat purchases, the degree to which consumers redeem their earned loyalty points, and the enrollment rate into the loyalty program are all used to evaluate the CRM and loyalty team. These indicators show how well the team has done at fostering enduring relationships with clients and increasing retention.

KPIs for the Brand and PR team include the quantity of influencer or brand relationships formed, the number of media mentions, and brand sentiment, which is frequently measured using customer surveys and social media listening tools. These metrics monitor the team's effectiveness in expanding Fresh Bite's reach and public perception.

And finally, to gauge the performance of the department, there are several bulkier KPIs, such as Marketing ROI, Campaign ROI, Customer Acquisition Cost (CAC), and lead-to-customer conversion rate. These aggregated metrics help gauge how far and near the department is strategically and financially affecting the business.

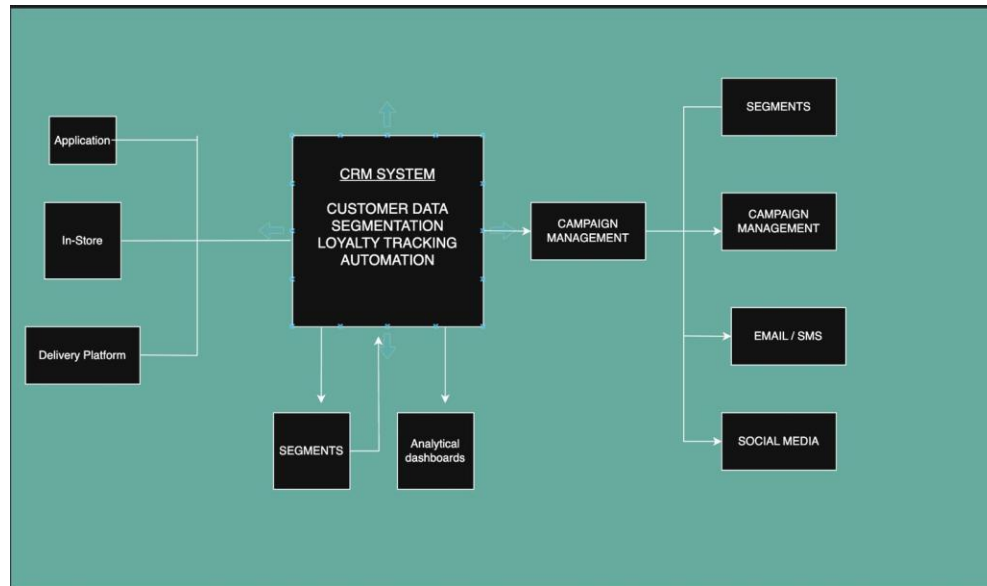
CRM System Design & Customer Journey

CRM Architecture Overview

The goal of Fresh Bite's CRM system is to integrate data from all channels of engagement to produce a single, comprehensive picture of every customer. Inputs from the internet, mobile app, in-store purchases, and third-party delivery platforms are all connected by one single system. A dynamic segmentation engine, loyalty tracking module, real-time customer database, and automation tools for customized messaging are important parts of the architecture.

The CRM system is scalable, cloud-based, and has analytics dashboard integration for ongoing performance insights. It enables real-time customer journey management for marketers,

guaranteeing that every interaction whether it be a push notification for a promotion or the redemption of loyalty points is strategically timed and contextually appropriate.



Customer Journey Mapping

Beginning with awareness, the Fresh Bite customer experience progresses through advocacy, engagement, acquisition, and loyalty. Potential consumers are exposed to the brand during the awareness phase by means of influencer content and digital advertisements. The Fresh Bite app download, registration, and first order often accompanied by a discount or welcome bonus—mark the beginning of the acquisition stage.

Once onboard, the engagement phase begins, where customers receive personalized offers based on previous orders and preferences. Loyalty is cultivated through point-based rewards, tier upgrades, and referral bonuses, encouraging repeat behavior. Finally, in the advocacy phase, satisfied customers are prompted to share their experiences via social media or review platforms, completing the journey and feeding back into the brand's acquisition cycle.

Personalization & Loyalty Program Design

The CRM system provides advanced personalization capacity. Customers are segmented by frequency, order value, dietary preference, location, and app behavior. Segments are used for

sending tailored push notifications and emails and for an in-app offer. For instance, a customer who orders lunch every weekday might receive a mid-morning promo for a healthy combo.

Fresh Bite runs a tiered loyalty program: Silver, Gold, and Platinum. Customers earn 10 points per dollar spent. Upon reaching 500 points, a customer is promoted to gold status, which offers special discounts plus birthday rewards. Platinum members, those with 1500+ points, enjoy early access to new menu items, double point days, and surprise gifts. The program ties into the CRM for real-time tracking and redemption of points direct through the app.

Data Privacy & Compliance

Privacy of customer data is a primary concern. Fresh Bite's CRM system conforms with CCPA and GDPR data protection regulations. Customers have complete control over their data-sharing settings, and data is encrypted while it's in transit and at rest. All marketing messages must have opt-in consent and opt-out choices are clearly marked. Customer trust is preserved through openness and moral data use thanks to routine audits and compliance checks.

Campaign Strategies & Wireframes

Marketing Campaign Ideas

The three main pillars of Fresh Bite's campaign strategy are personalization, engagement, and retention. Every campaign is made to appeal to the preferences and habits of the target audience as determined by CRM insights. Fostering enduring loyalty while keeping up a strong acquisition momentum is the aim.

It is anticipated that Fresh Bite's first-time customer promotion, which offers 20% off the first order placed using the mobile app, would increase app installations and promote trial behavior. A loyalty boost campaign, like "Double Points Week," will encourage regular customers to advance through the tiers and earn prizes more quickly. In the meantime, a referral scheme that offers "Give \$5, Get \$5" credits to both parties will encourage current customers to introduce friends.

Other efforts include geo-targeted lunch offers distributed via push notifications close to workplace hubs and seasonal product pushes (such as "Winter Warmers" or "Summer Bowls").

Finally, a user-generated content (UGC) campaign will motivate consumers to post their Fresh Bite creations on social media, boosting engagement and organic reach.

Digital Marketing Channels

To deliver its campaigns, the marketing team will employ a multichannel strategy:

Email marketing: customized emails according to order history, loyalty level, and noteworthy occasions (such as birthday deals).

Push Notifications: Time-sensitive and location-aware notifications for lunch specials and flash discounts.

Social media: showcasing bowls, behind-the-scenes preparation, and consumer testimonials through visual material on Instagram and TikTok. To increase engagement, Instagram will also hold surveys and giveaways.

Paid advertisements: Google and Meta ads that target people within specific geographic radio who are health conscious. The messaging will be optimized by A/B testing.

In-App Messaging: To increase conversion throughout app sessions, use personalized recommendations, dynamic banners, and visualizations of loyalty progress.

Sample Wireframes (App Screens, Email Templates)

Wireframes will be created to portray important touchpoints in Fresh Bite's digital environment to depict the user experience:

Wireframes for mobile apps:

Home Screen: With a revolving menu banner, a carousel of ongoing deals, and instant access to recent orders.

Loyalty Dashboard: Shows the tier level, future awards, and current point balance. The user's proximity to the next tier is visually represented by a progress bar.

Offer Feed: A hand-picked collection of deals based on geography, daypart, and previous activity (e.g., breakfast bundles or lunch rush savings).

Email Template Mockup: "You're 50 points from Gold Unlock exclusive perks!" is the subject line.

Body Content: Emphasizes an urgent call to action ("Order Now & Level Up"), loyalty status, and a suggested order based on previous activity.

KPIs, Data Points & Tracking Methods

KPI Definitions

Throughout the customer journey, several key performance indicators (KPIs) have been established to gauge the effectiveness of Fresh Bite's marketing and CRM tactics. These metrics will be used to track the effectiveness of acquisition, the quality of engagement, the impact of campaigns, and the total value of customers. The total marketing expenditure divided by the quantity of new clients attracted during a specific time is known as the customer acquisition cost, or CAC.

CLV: The estimated revenue from a client during their association with Fresh Bite. Customers that submit many orders during a given time are represented by the repeat purchase rate.

Loyalty Enrollment Rate: The percentage of all clients who have joined the loyalty code.

Redemption Rate: The proportion of accrued loyalty points that clients use. Return on investment from specific marketing initiatives is known as campaign ROI.

Email Engagement: Email campaign open and click-through rates.

Push Notification CTR: The rate at which mobile and in-app notifications are clicked through. The number of clients advancing from Silver to Gold to Platinum tiers is known as the Tier Progression Rate.

Data Collection & Storage

The following sources of data will be centralized by Fresh Bite's CRM system:

Website & Mobile App: User location, preferences, orders, and behavior.

In-store point-of-sale systems: loyalty scanning, feedback, and purchase transactions.

Third-party delivery apps: service quality, ratings, and order history.

Email and Campaign Tools: Conversion metrics, open/click-through rates.

Social media platforms: sentiment analysis and engagement analytics.

A cloud-based customer data platform (CDP) will house this data, allowing for its cleaning, enrichment, and analysis. The CDP facilitates dynamic consumer segmentation and guarantees real-time system synchronization.

Reporting & Analytics Framework

The marketing team will track and report KPIs in real time using automated dashboards. Depending on the type of measure, reports will be produced on a weekly, monthly, or quarterly basis.

Weekly Reports: Daily orders, bounce rates, campaign ROI, and engagement data. Monthly

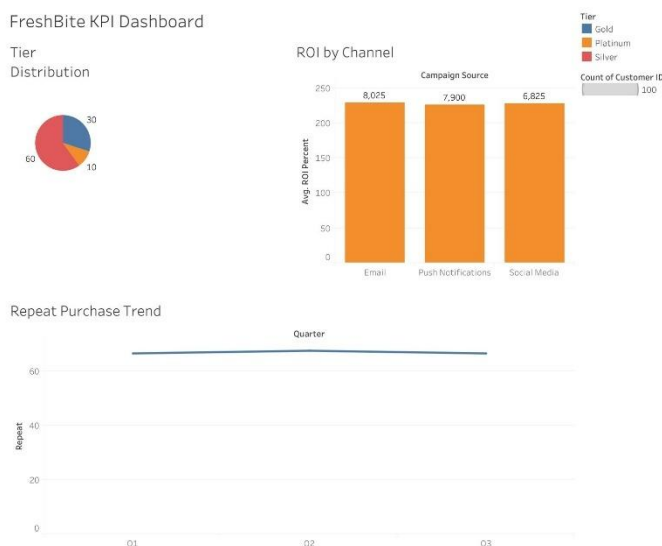
Reports: Engagement in loyalty programs, tier transitions, CAC, and CLV trends. Quarterly

Reports: Customer satisfaction ratings, retention trends, and strategic growth metrics.

Among the tools utilized are Power BI (custom KPI dashboards) and Tableau.

Sample KPI Visuals (Charts & Graphs)

The report contains a sample dashboard created using fictitious data gathered for 100 clients to properly convey performance findings. These images depict current events that are pertinent to Fresh Bite’s marketing efforts and loyalty program.



A rapid overview of loyalty engagement is provided by a donut chart that shows the distribution of consumers across loyalty tiers: Silver (60%), Gold (30%), and Platinum (10%).

As CRM methods are put into practice, a line graph that shows the repeat purchase rate over three consecutive quarters (Q1, Q2, and Q3) demonstrates a consistent upward trend.

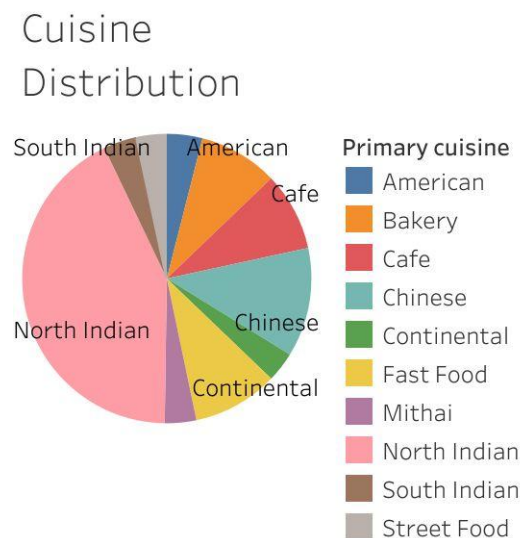
When comparing the average campaign ROI across marketing channels, a bar chart shows how well email campaigns performed (250%) and how push notifications (190%) and social media (130%) performed.

These graphics provide strategic insights into consumer behavior and the efficacy of campaigns, and they form the basis for executive reporting, continuous performance monitoring, and campaign improvement.

Data Research & Analysis (Zomato Insights)

Cuisine Distribution (Pie Chart)

The top ten most popular cuisine varieties were extracted from the Zomato dataset to gain insight into the popularity of food in the fast-casual market. The frequency distribution was visualized using a pie chart.

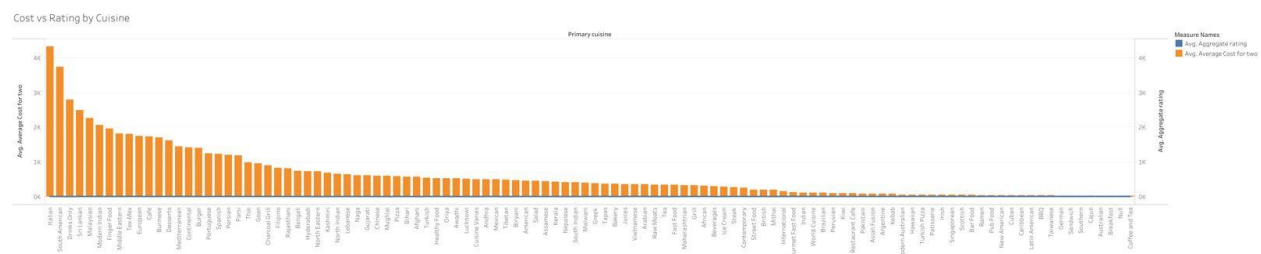


North Indian, Chinese, Fast Food, South Indian, Italian, Continental, Cafe, Pizza, and Desserts are the top ten cuisines.

Observation: Given the popularity of fast food and North Indian cuisine, Fresh Bite may have a chance to combine well-known flavors into nutritious bowls that can be customized. Urban health-conscious consumers may find Asian, Continental, or Fusion aspects appealing.

Pricing & Ratings Trends (Bar/Line Charts)

A combined bar-line chart was created comparing average cost for two and average customer ratings across the 10 highest-cost cuisines. This analysis identifies where premium pricing aligns with high customer satisfaction.



Insight:

Cuisines like North Indian, Mediterranean, and Italian show strong ratings (4.2–4.5) within the ₹1200–₹1600 range, aligning well with Fresh Bite’s mid-premium pricing strategy. Maintaining a minimum rating of 4.5+ will be key to competing at this level.

Top Competitors

A shortlist of high-performing competitors was extracted from the dataset using these filters:

- Aggregate Rating ≥ 4.5
- Minimum 100 votes
- Inclusion of dine-in or delivery features inset table

Σ					
Columns	Measure Names				
Rows	Restaurant Name	Cuisines	Has Table booking	Has Online delivery	

Top Competitors

Restaurant Name	Cuisines	Has Table b..	Has Online ..	Aggreg..	Avg. Av..	Votes
1UP	Cafe, Italian, Continental	Yes	No	4	1,200	282
2 Bandits Lounge & Bar	Italian, Continental, Mexi..	Yes	No	4	1,500	1,316
2 Bros Kitchen	North Indian, Chinese, Fas..	No	Yes	3	600	364
2 Dog	American, European, San..	No	No	4	25	350
2 Nice 2 Slice	Bakery, Desserts	No	No	3	1,750	17
3 Pegs Down	Continental, Italian, Nort..	Yes	No	4	1,200	217
3 Squares Diner	American, Breakfast, Diner	No	No	3	10	20
3 Wise Monkeys	Japanese	No	No	4	450,000	395
3Cherryz Sky Lounge & Ca..	Cafe, North Indian, Chinese	No	No	3	500	26
3H Kitchen	North Indian, Chinese	No	No	3	600	15
3x Cafe	Fast Food, Desserts, Beve..	No	No	0	450	0
4 Barrels Caff© & Lounge	North Indian, Continental,...	Yes	Yes	4	1,200	24
4 on 44 Restaurant & Bar	North Indian, Chinese	Yes	Yes	3	1,000	49
4 Seasons	Chinese, North Indian	No	No	4	300	142
4S Chinese Restaurant	Chinese, Thai	No	No	4	700	215
4th Street Cafe	Fast Food	No	Yes	4	500	145
4U	North Indian, South India..	No	No	0	250	1
5 Little Pigs	Breakfast, Modern Austra..	No	No	4	20	40
6 Ballygunge Place	Bengali	Yes	Yes	4	1,000	1,778
6 Pack Momos	Chinese	No	No	3	300	8

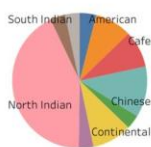
Insight:

Competitors with strong loyalty and satisfaction profiles tend to offer limited but specialized menus and emphasize consistency and service quality. Fresh Bite can benchmark pricing and experience design while differentiating through CRM-driven personalization and loyalty rewards.

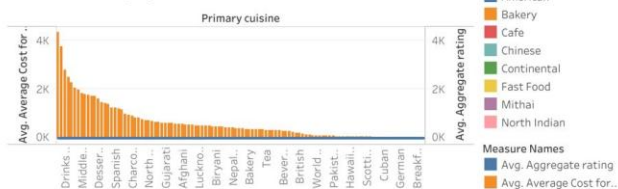
Zomato Dashboard:

Dashboard 1

Cuisine Distribution



Cost vs Rating by Cuisine



Top Competitors

Restaurant Name	Cuisines	Has Table b..	Has Online ..	Aggreg..	Avg. Av..	Votes
1UP	Cafe, Italian, Continental	Yes	No	4	1,200	282
2 Bandits Lounge & Bar	Italian, Continental, Mexi..	Yes	No	4	1,500	1,316
2 Bros Kitchen	North Indian, Chinese, Fas..	No	Yes	3	600	364
2 Dog	American, European, San..	No	No	4	25	350
2 Nice 2 Slice	Bakery, Desserts	No	No	3	1,750	17
3 Pegs Down	Continental, Italian, Nort..	Yes	No	4	1,200	217
3 Squares Diner	American, Breakfast, Diner	No	No	3	10	20
3 Wise Monkeys	Japanese	No	No	4	450,000	395
3Cherryz Sky Lounge & Ca..	Cafe, North Indian, Chinese	No	No	3	500	26

Conclusion & Recommendations

Key Learnings

Fresh Bite's CRM and marketing plan has been designed through a data-driven, customer-centric lens leveraging competitor data, pricing benchmarks and Zomato performance modeling as well as modeled customer data. Through the best practices of industry and alignment to trends in the choice of cuisine, digital adoption, and loyalty behavior, Fresh Bite has the potential to launch into market with a well-articulated and differentiated value proposition.

Major takeaways are:

High demand for known, customizable food is indicated by the popularity of North Indian, Chinese, and Fast-Food cuisine.

Successful restaurants have a pricing level of ₹1200–₹1600 and more than 4.5 ratings.

Loyalty and customization are key drivers of repeat business, which Fresh Bite tackles through a tiered reward system and CRM-based segmentation.

Strategic Recommendations:

Based on research, data analysis, and CRM design, the following are the recommended strategies:

1.Menu Positioning:

Highlight customizable bowls and wraps based on highest-performing cuisines, with a focus on health, taste, and affordability.

2. Pricing Strategy:

Position the average meal price between ₹1200–₹1600 to match mid-premium expectations while ensuring profitability.

3. Digital Channel Optimization:

Invest in high-engagement channels (Instagram, push notifications, email) with data-driven segmentation to optimize campaign ROI.

4. Loyalty Program Execution:

Implement a multi-tier loyalty scheme (Silver, Gold, Platinum) with gratifying benefits and progression milestones to boost retention.

5. Performance Measurement:

Monitor KPIs such as repeat purchase rate, CLV, CAC, and campaign ROI using integrated dashboards for real-time course correction.

6. CRM-Driven Personalization:

Use dynamic customer segmentation for personalized offers, meal suggestions, and re-engagement of inactive users through automated workflows.

7. Benchmarking & Adaptation:

Regularly benchmark against top Zomato-rated competitors and readjust service models to fill gaps in delivery, table booking, and customer experience.

Future Roadmap

While the current CRM and marketing analytics strategy positions Fresh Bite for a solid start, there are a few enhancements that can be made as the company expands and matures. These enhancements aim to improve personalization, operational efficiency, and scalability over the long term.

1. AI-Based Recommendations

Deploy machine learning models to offer personalized meal suggestions based on customer shopping history, dietary needs, and seasonality. It can drive order frequency and basket size.

2. Dynamic Pricing Models

Launch time-limited offers or surge-based pricing based on demand, segment, and supply chain constraints like airline or ride-share pricing strategies.

3. Real-Time Segmentation

Utilize real-time segmentation engines that segment users based on real-time behavior data (e.g., location, clickstream, campaign response) and power automated, hyper-relevant messages.

4. Gamification in Loyalty Programs

Enhance the loyalty experience by integrating badges, challenges, or referral contests, which not only reward purchase behavior but also drive engagement and advocacy.

5. Voice & Chatbot Integration

Install conversational interfaces (voice ordering via Alexa/Siri or chatbots) to enable faster reordering, live customer support, and menu discovery — reducing drop-offs and support load.

6. Sustainability & Impact Tracking

Allow customers to track the carbon footprint of their meal choice or contribute to society by donating or offsetting carbon credits via the app, in line with modern responsible consumerism.

Conclusion:

These future developments will not only modernize Fresh Bite's online platform but also build closer customer relationships, increase retention, and create new revenue streams.

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