

RESTAURANT ANALYSIS

ORANGE TEAM 1

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SUMMARY

A restaurant owner wishes Orange Team 1 to provide an analysis of customer ordering habits. Specifically, the owner is interested in the patterns of customers who ordered a meat entree paired with wine. Orange Team 1 conducted market basket association analysis to discover insights in order behavior.

The results of the analysis uncovered insights as to which meat and wine combinations pair best together, which meal combination is the most popular, and which ordering patterns are most interesting.

RESULTS & RECOMMENDATIONS

Meat and Wine Pairings

After analyzing the data, Orange Team 1 has concluded the meat and wine pairings displayed in **Table 1** should be chosen for the menu, due to their high associations. For each pairing, the lift was calculated. For example, if a customer ordered the Filet Mignon, they were 6.27 times more likely to also order Blackstone Merlot than they were to order the merlot at random.

Table 1: Meat & Wine Pairings

Meat	Wine	Lift
Filet Mignon	Blackstone Merlot	6.27
Chicken	Duckhorn Chardonnay	2.80
Duck	Duckhorn Chardonnay	2.46
Pork Tenderloin	Cantina Pinot Bianco	1.70

The team recommends that the owner use these combinations as suggestions on the menu to inform customers of the most popular pairings.

Most Popular Meal

Orange Team 1 found that the most commonly ordered meal combination was pork tenderloin, roasted root vegetables, and Cantina Pinot Bianco. This combination is the suggested meal to display for the ad in Gourmet Diner magazine.

Interesting Findings

Through further analysis of the data, Orange Team 1 found that although the restaurant offers four wine options, Meiomi Pinot Noir is the least popular of the four. This wine made up only 4.8% of wine orders. The team recommends that the restaurant discontinue this specific wine offering and experiment with new offerings that may be more popular among customers. This is under the

assumption that each wine has the same costs and margins. **Figure 1** explores each menu item, ranked by how frequently they were ordered.

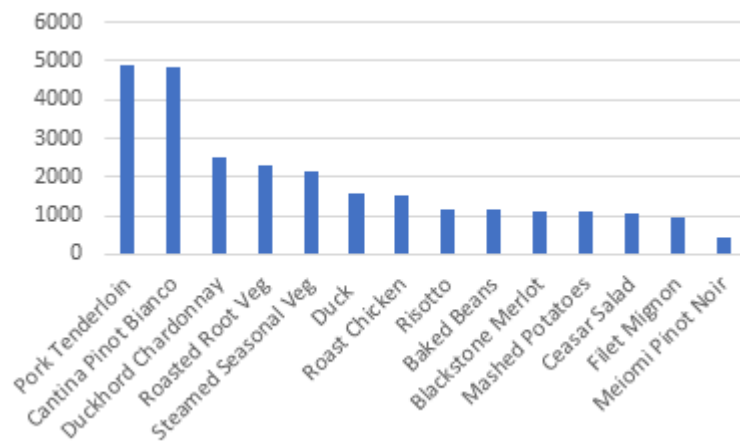


Figure 1: Menu Item by Order Frequency

CONCLUSION

To best market the restaurant's menu to customers, Orange Team 1 recommends using meat and wine pairings from **Table 1** to make suggestions to current customers. Orange Team 1 recommends using the meal picture of pork tenderloin, roasted root vegetables, and Cantina Pinot Bianco in a magazine ad to attract new customers. Lastly, the team recommends experimenting with a new wine selection that pairs with the core meat items better than Meiomi Pinot Noir.

For questions please contact Orange Team 1: Orange_Team1@ncsu.edu