

<i>Subject</i>	<i>Conclusions</i>	<i>Recommendations</i>
<i>Customer Feedback Incentivization</i>	A substantial proportion of orders lack ratings, indicating an opportunity to encourage more customer feedback.	<ul style="list-style-type: none"> - Enhancing menu offerings and promotions for popular cuisine types. - Optimize pricing to align with the prevalent order costs. - Exploring ways to diversify offerings across cuisine types.
<i>Optimizing Weekday Orders</i>	Customer orders are more than double on weekends compared to weekdays.	<ul style="list-style-type: none"> - Promote weekday business through targeted incentives like meal deals or discounts. - Enhance marketing efforts to encourage increased orders and engagement during weekdays.
<i>Leveraging Customer Satisfaction</i>	Customers frequently award the highest rating of 5, suggesting overall satisfaction.	<ul style="list-style-type: none"> - Capitalize on this positive sentiment by highlighting customer satisfaction in marketing materials. - Emphasize exceptional service to attract and retain more customers.
<i>Pricing and Menu Optimization</i>	Certain cuisines (American, Japanese, Italian) are more popular than others, with orders significantly surpassing alternatives.	<ul style="list-style-type: none"> - Consider enhancing menu offerings and promotions for popular cuisine types. - Optimize pricing to align with the prevalent order cost - Exploring ways to diversify offerings across cuisine types.
<i>Cuisine Cost Analysis</i>	Certain cuisines (French, Southern, Thai) exhibit higher average costs, while Vietnamese cuisine costs the least.	<ul style="list-style-type: none"> - Strategically leverage higher-priced cuisines, considering their appeal to specific customer segments. - Ensure pricing aligns with customer perceptions of value.
<i>Spending and Ratings Relationship</i>	Higher-order costs are associated with higher ratings, suggesting a correlation between spending and satisfaction.	<ul style="list-style-type: none"> - Encourage higher-value orders through targeted promotions. - Provide exceptional service. - Enhance customer experiences for higher-cost orders to maintain favourable perceptions.

Insight and Pricing Strategy

Order costs mode resides at approximately 14 dollars, reflecting a substantial customer preference for this price point.	<ul style="list-style-type: none">- Refine pricing strategies. Consider highlighting offerings near the 14 dollars mark, given their popularity.- Explore innovative promotions to attract a diverse clientele across varying price ranges.- Aligning pricing and promotions with customer preferences is poised to optimize sales and customer engagement.
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