

Ideas to work with :

1. Data driven Instagram profile  
At the moment , the number of posts , kind of posts is not too many in number . Additionally , the hashtags being used don't seem to follow any pattern.  
What can be done :
  - Hashtag research
  - Competitor analysis to figure out what kind of hashtags they are using
  - Autoliker , autocommenter using InstagramAPI for python .
2. Association rules for understanding what kind of dishes to club .
  - Assumption is that we have data regarding the contents of a bill of a customer .
  - We apply apriori rules to see what kind of dishes are being ordered at the same time , to create some kind of offer on them / suggest these combinations to customers . Works for catering as well.
3. Menu analysis
  - Did adding a particular item in the menu increase or decrease sales.
  - What items are most associated with the Indaroma brand . Ex : signature dishes which stand out ... off the top of my head , I can think of butter chicken , aam palak etc . This can be done by going through comments / reviews posted on the Facebook page , yelp . You could use this information to understand what kind of social media strategy to drive . Also go through the menus of similar restaurants in the area to figure out if we can change prices to attract more customers .
4. Customer targeting – Ask if Indaroma currently has a strategy for gathering new clients / is it word of mouth . If it is word of mouth , who are the major influencers . If some kind of marketing is being done , on which platforms is it being done and how can it be improved .
5. Influencer analysis – figure out which people have the maximum number of friends / photos ( therefore likely to have more outreach ) . Also identify other potential high outreach users in the DMV area and then market to them / contact them to visit the restaurant .
6. Guest analytics – Does Indaroma have data relating to what kind of guests are coming in , at what time , spending how much . One good way to do this is to understand the profiles of people on facebook / yelp who have posted . Is there a particular age group which prefers coming in at a certain time ? Do most people come in during certain hours ? How much do people who come in for lunch spend vs people who come in for dinner ?
7. Reservation analysis – at what times are reservations made ? For how many people ? How much are they spending ?
8. Operations improvements – can I modify delivery time periods so that raw materials do not go to waste .
9. Delivery analysis – from what regions are people ordering food ? are there any kind of clusters or is the spread random ?
10. Website activity tracking – crazyegg ! Sidenote : Currently using Mr tailor WP theme with Yoast for SEO and google analytics dashboard for WP
11. Blog content analysis – are some keywords being used more often when compared to others. If so , does keyword ranking help in this. Also can help with gathering content writers for new blog posts .

