

Local Restaurant Analysis.

Unveiling a Taste of India: Delhi Palace Cuisine

Delhi Palace, an established family-owned haven, has brought traditional Indian cuisine to life since 1990. Located in Flagstaff, Arizona, Delhi Palace offers you a selection of traditional Indian meals prepared using premium, fresh ingredients. A pleasant and welcoming atmosphere is created by the helpful and amiable staff. If you want a truly unique dining experience, check out Delhi Palace Cuisine of India.



Analyzing Feedback from Google, Yelp, and TripAdvisor

- Analyzing the feedback from customers Perceive about the restaurant. Here are the pros and cons of the restaurant from the customer-perceived reviews.
- **Google Reviews [4.4/5]:**
 - ❖ **PROS:**
 1. Chicken pakora, Paratha, Gulab jamun, Malia Kofta, Paneer. are truly exceptional.
 2. Ambience is Excellent.
 - ❖ **CONS:**
 1. The duration of time customers have to wait for their food is unreasonably long.
 2. Chicken, non-veg biryanis, Naans & Sea Food are below par.
 3. A large portion of the positive reviews are paid reviews.
- **Yelp Reviews: [4.6/5]:**
 - ❖ **PROS:**
 1. Chicken pakora, Malia kofta, Paneer masala, This Dishes are great.
 2. The ambience is both delightful and extraordinary.
 - ❖ **CONS:**
 1. Customer Service is the worst.
 2. Non-veg biryanis, Naans & Sea Food are below par.
 3. The food is emitting an unpleasant Odor.
- **TripAdvisor Reviews: [4.5/5]:**
 - ❖ **PROS:**
 1. Chicken Curry, Fish, Malia kofta, Paneer, these meals are excellent.
 2. Ambience is Excellent.
 - ❖ **CONS:**

1. The poorest customer service.
2. The food is emitting an unpleasant Odor.
3. The cooking style does not follow Indian cuisine.

FOOD: The most demanded and popular foods at Delhi Palace are.

- **Starters:** Samosa, Chicken Pakoras, chicken Tikka, Naan, Garlic Naan, Paratha.
- **Main course:** Butter Chicken, Non-veg biryani, shrimp, paneer, Malia kofta.
- **Deserts:** Gulab jamun, Kheer, kulfi.

Analysis:

- During my visit to the Delhi Palace cuisine, I was pleased to find a delightful and exceptional ambiance. Unlike other restaurants, this establishment does not offer pre-reservations, but fortunately, tables are readily available for patrons.
- However, the restaurant has a limited staff, resulting in subpar customer service. Additionally, there is a significant delay in both the arrival and serving of the food. Despite these shortcomings, my analysis reveals that Delhi Palace offers a diverse range of authentic Indian dishes, all crafted using fresh and high-quality ingredients.
- Unfortunately, the majority of customers at this establishment express dissatisfaction with both the customer service and the taste of the food. Furthermore, the cost of the food is relatively high compared to the quantity provided.

[Note: To make better recommendations, I need access to sales data, customer data, Competitor analysis, and Operational Efficiency Metrics.]

Strategic Recommendations for Enhancing Excellence

- **Customer Retention & Satisfaction:**
Delhi Palace should retain its existing customers and turn them into repeat buyers,
 - a. Customer service: Minimize wait times, offer convenient pre-reservation options hire more staff to serve and help customers.
 - b. Food: Add biryani and nonveg curries according to Indian style because most of the people who come to this restaurant are Indian nonveg and biryani lovers
 - c. Discount: Provide discounts & for regular and new customers.

Marketing:

- a. Influencer marketing: Collaborate with social media influencers according to niche.
- b. Text & Email Marketing: Send Regular deals and discounts and invite customers.
- c. Social media Marketing: Use Various social media platforms and start marketing through them by hiring the best digital marketing agency.

Menu Matching & Workflow:

- a. Analyzing and Examining sales data to determine the popular and unpopular dishes. In this scenario, the top-selling items include biryani, tikkas, and paneer masala.
- b. Promote and keep the dishes that are in demand and high prices at the top of the menu.
- c. Offer complementary dishes or desserts for customers.
- d. Train the employees on maintaining a smooth workflow and reducing the occurrence of human errors.