

Case Study:

The Cuisine ASSIGNMENT

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Problem STATEMENT

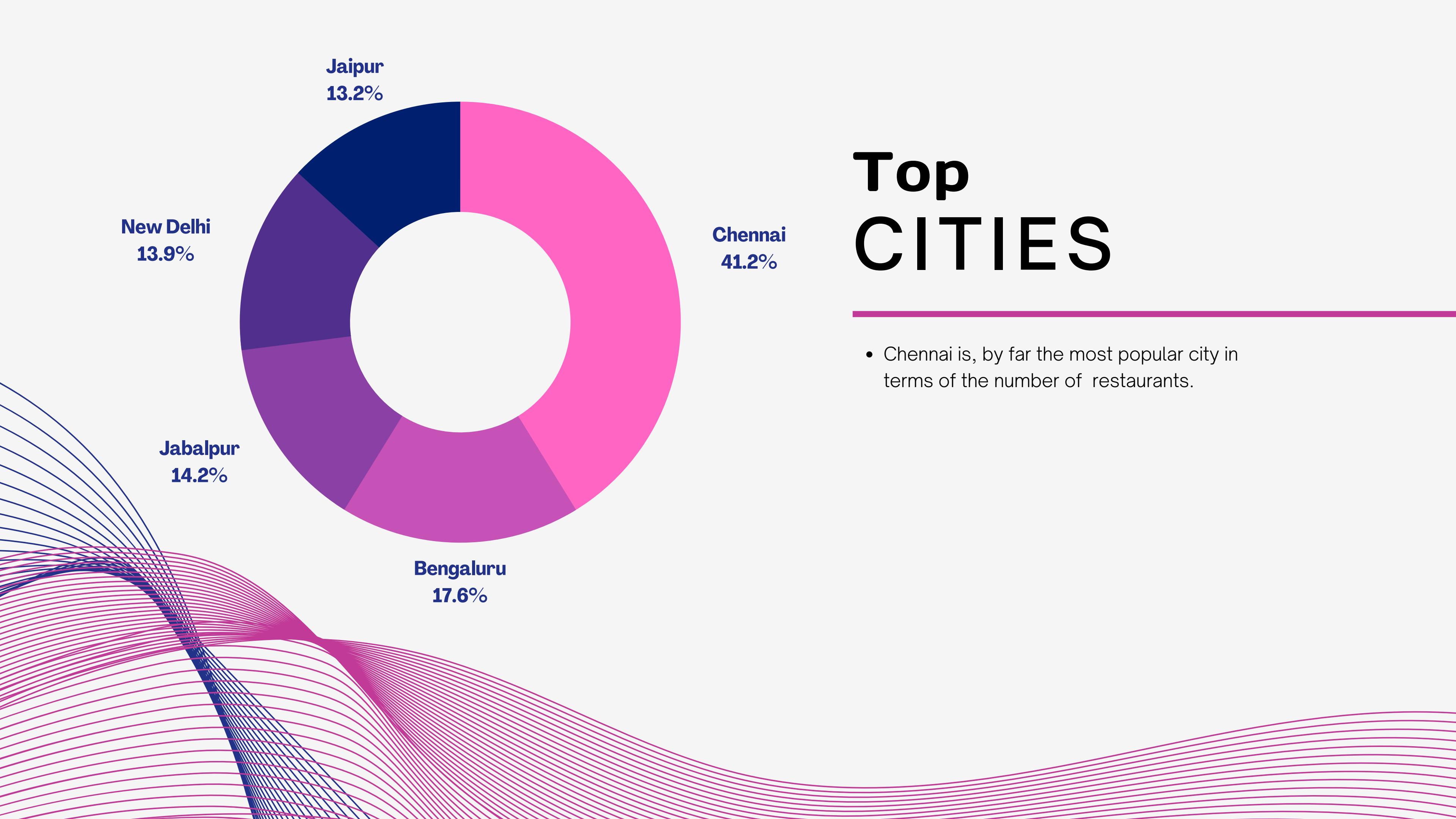
- NVission Company plans to build a national chain of restaurants or cloud kitchens.
- It would like to understand the customer behaviour to make the most informed choice for diversification.
- As MyKitchen holds a rich source of data, NVission approached the aggregator with the problem.

What am I expected to do?

- I am a senior consultant with MyKitchen.
- My task is to understand and analyse the dataset and share actionable insights to help NVission's senior leadership take decision on diversification into the restaurant business

1

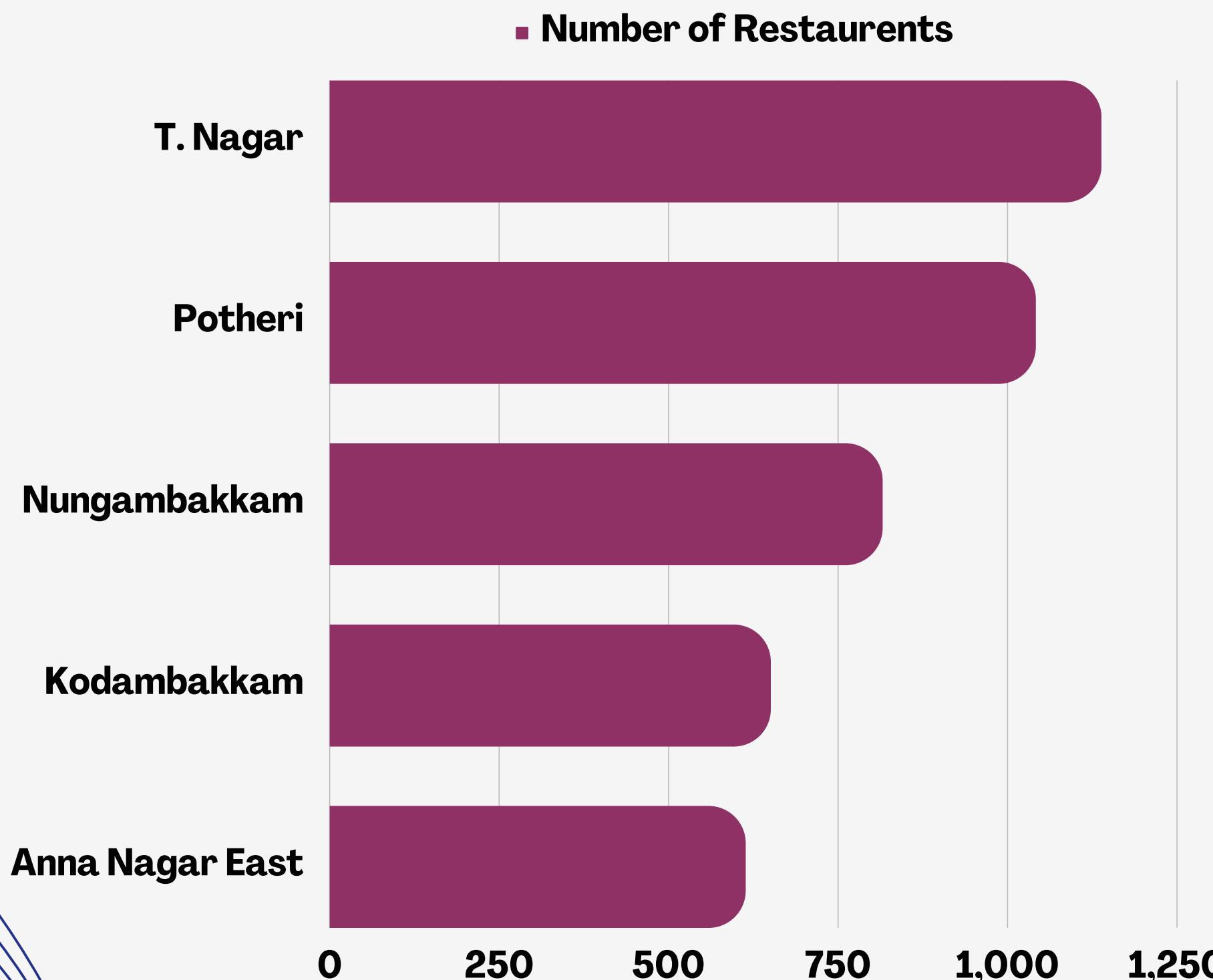
WHICH CITIES TO START WITH?



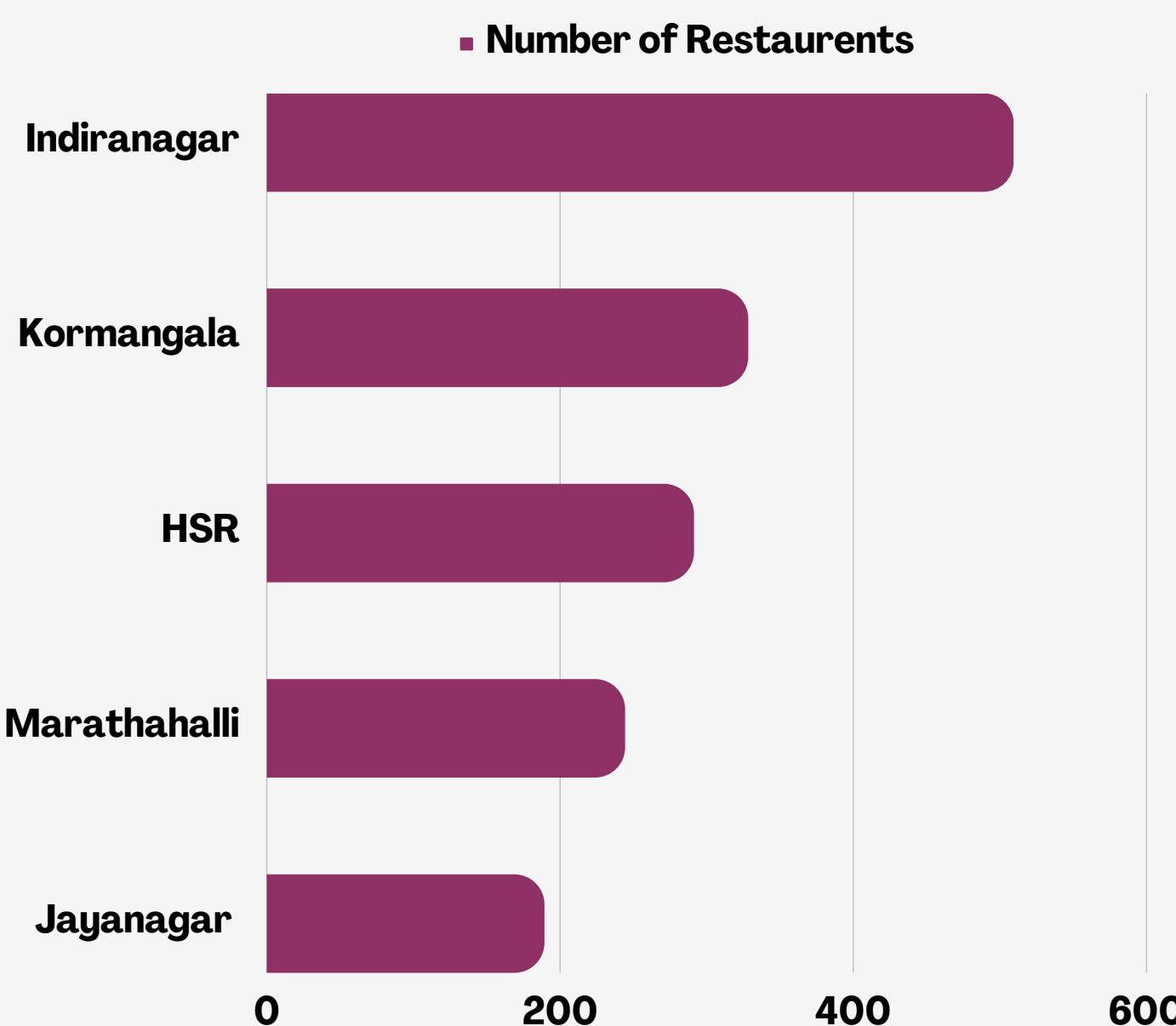
2

WHAT ARE THE BEST LOCATIONS
WITHIN THE TOP 5 CITIES?

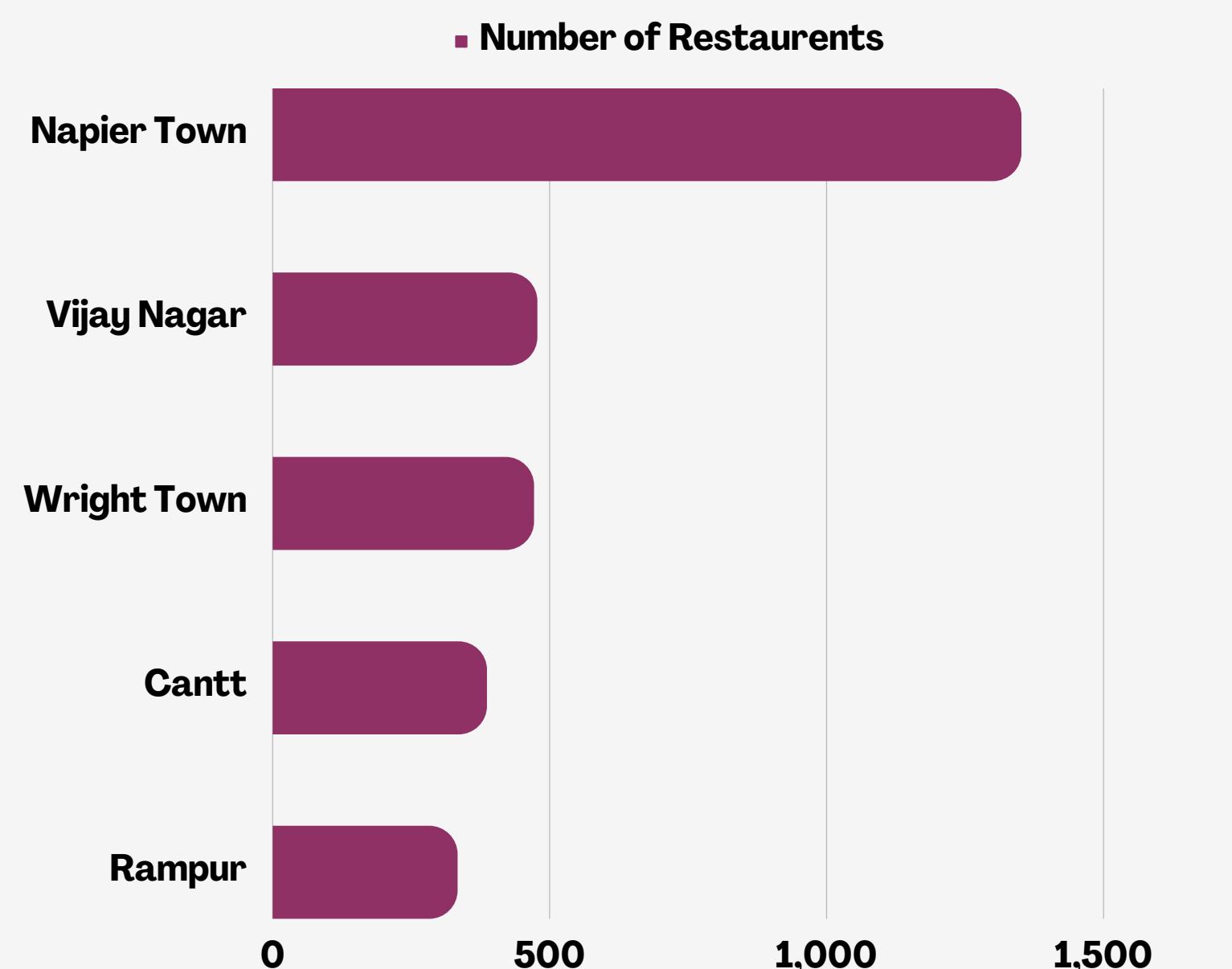
Top 5 locations IN CHENNAI



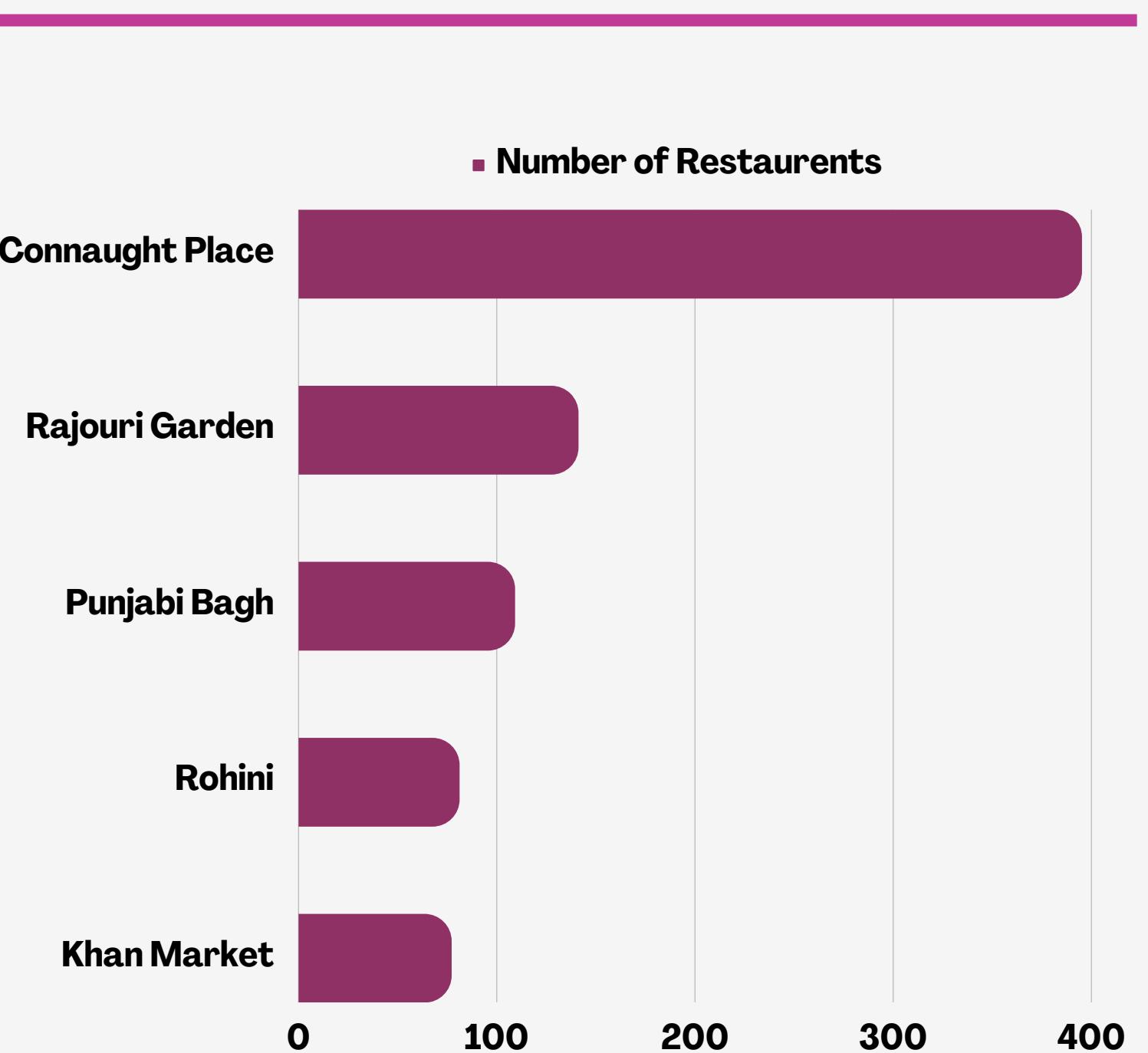
Top 5 locations IN BENGALURU



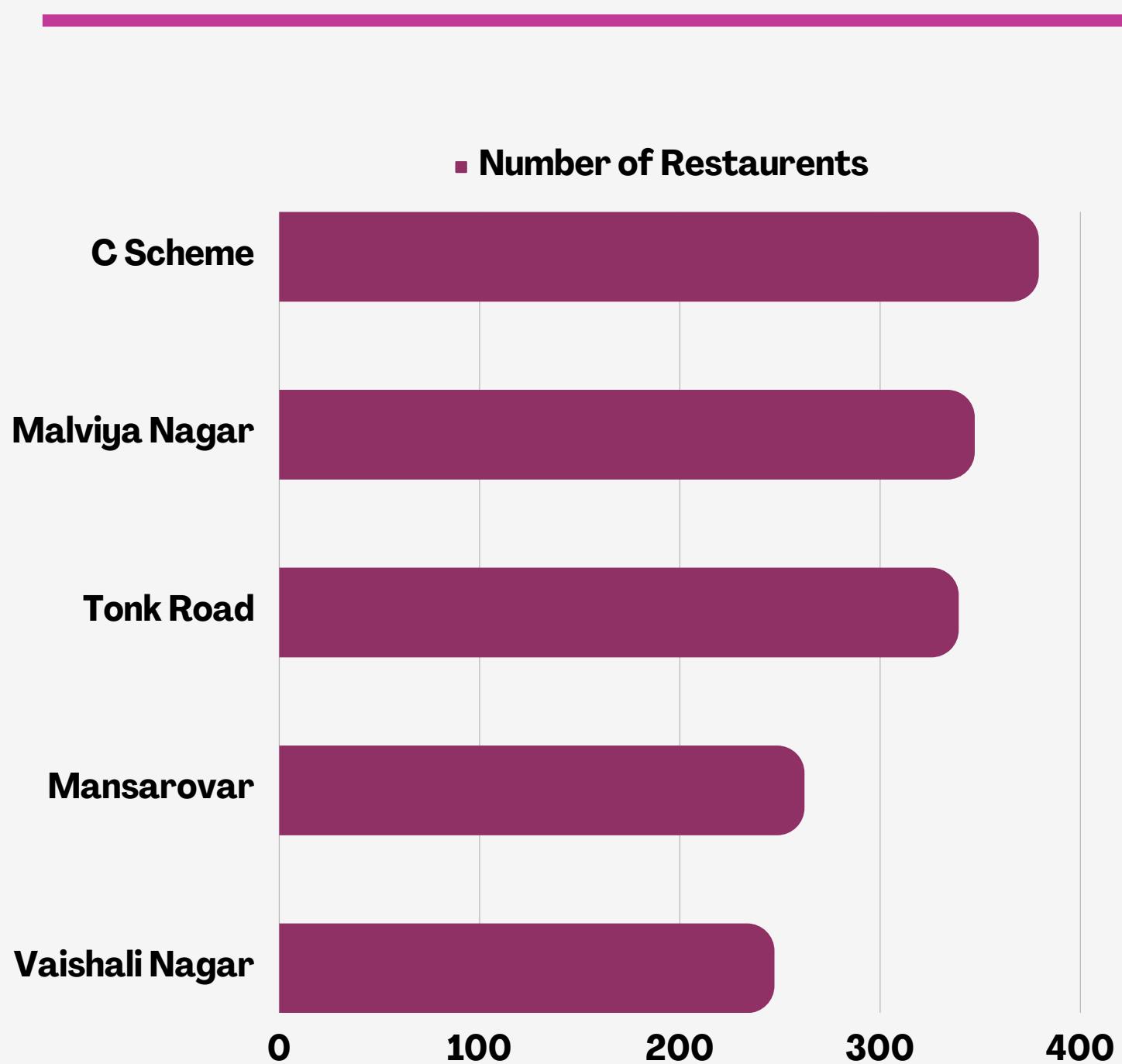
Top 5 locations IN JABALPUR



Top 5 locations IN NEW DELHI



Top 5 locations IN JAIPUR

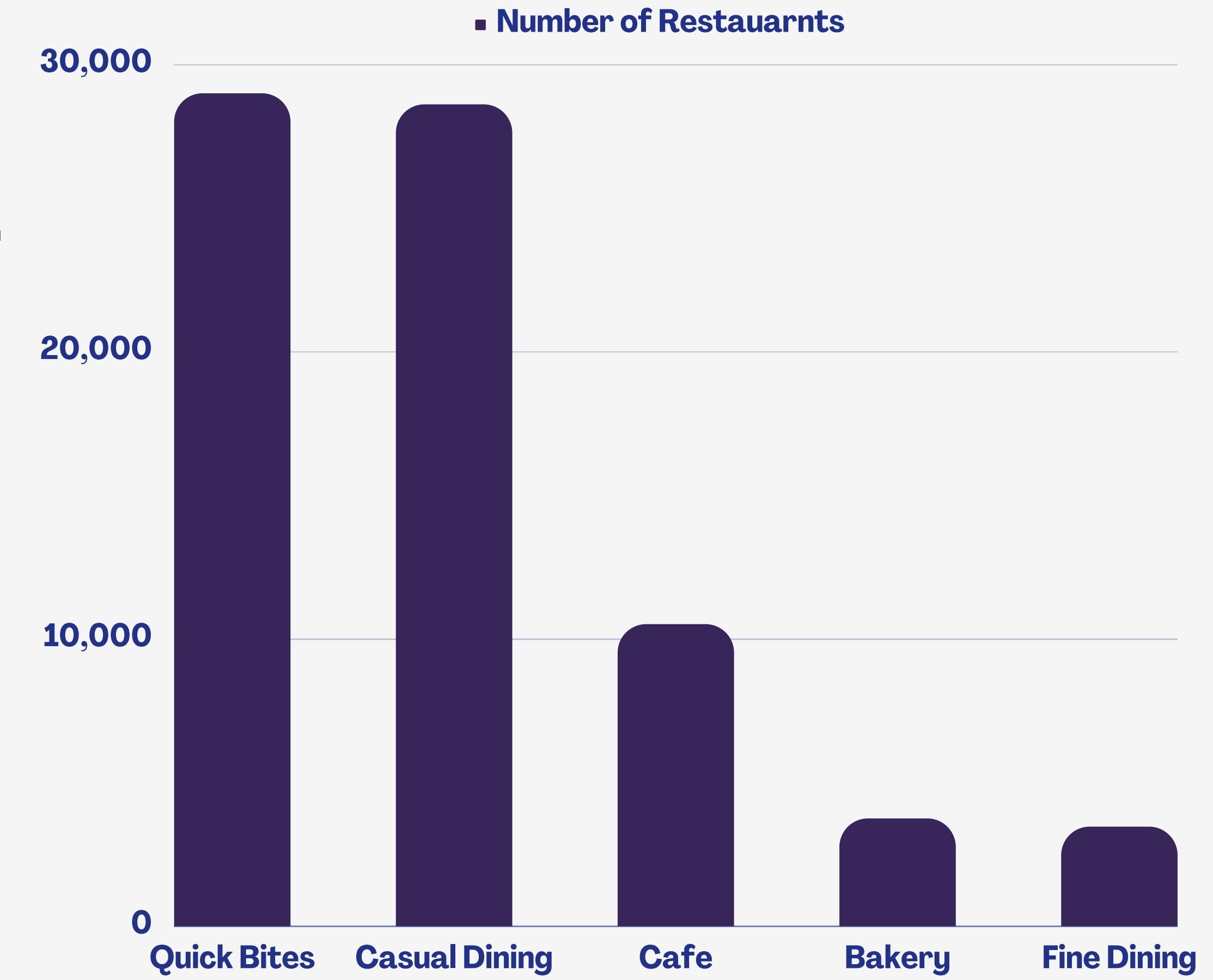


3

WHAT KIND OF RESTAURANT TO
OPEN?

Type of RESTAURANT

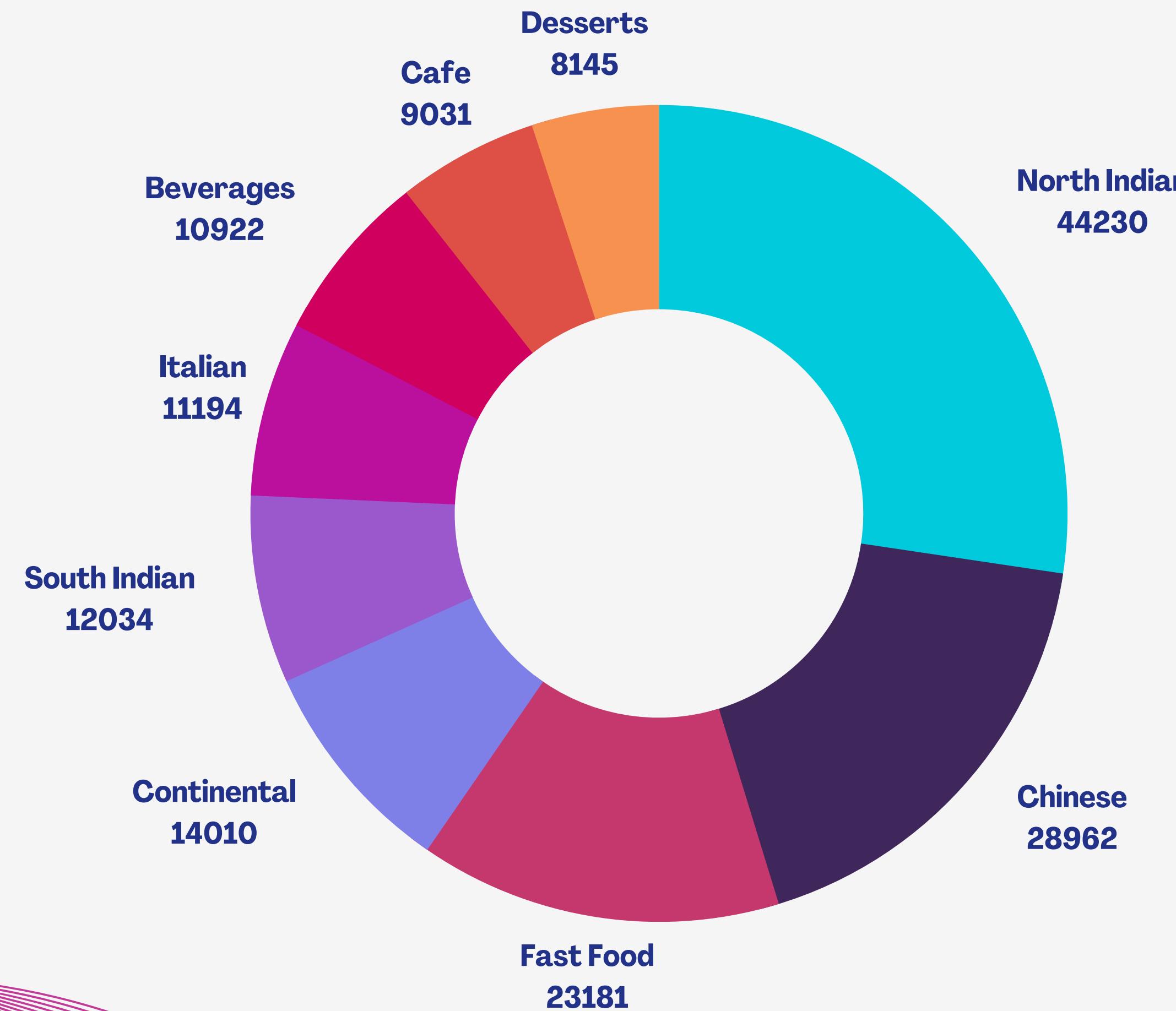
- 26 different types of restaurants to choose from
- The top 5 restaurant types



4

WHAT CUISINES TO INCLUDE IN THE
MENU?

Most popular CUISINES



5

WHAT SHOULD BE THE PRICING
STRATEGY?

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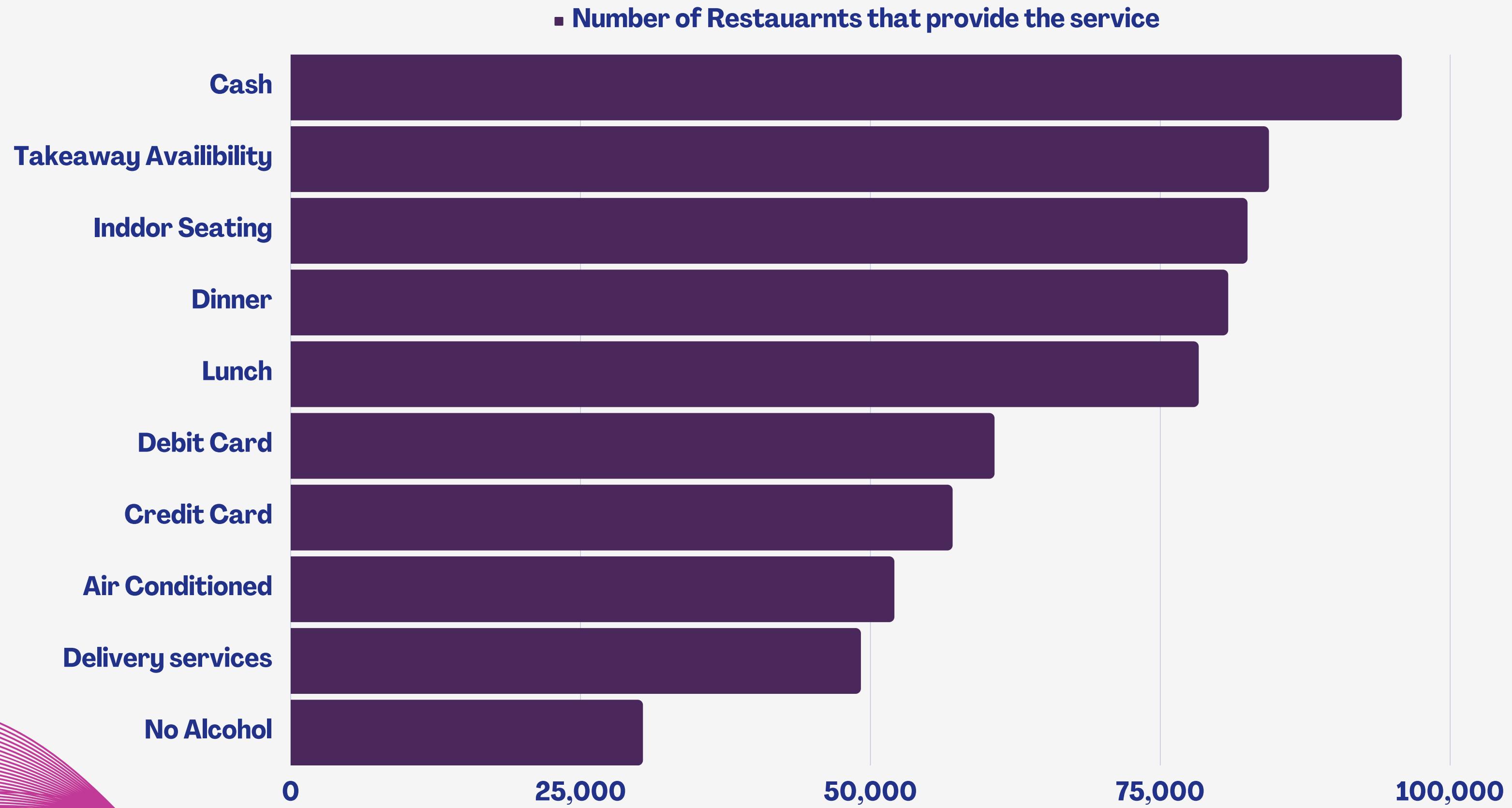
Average Cost

Prince Range	Average Cost for 2 (in Rupees)
1	229
2	532
3	1124
4	2223

6

WHAT SERVICES SHOULD BE
PROVIDED?

Most common SERVICES PROVIDED



Tools used

1. Python (for Data Analysis)

- GitHub link for the Python Code
 - <https://github.com/rohanPatgiri/CuisineAnalysis>

2. Canva (for Presentation)

Thank You

