CASE STUDY NO . 1

AGENDA

➢ Introduction

➢ Problem statement and data source

➢ Objective & Methodology

➢ Solution Description

➢ Impact

Introduction

Case study are a marketing staple. Businesses use to show how their product or service has been implemented Successfully by customers. Instead of simply talking about a product, case studies allow businesses to show their Product can be used.

A case study brings your product to life. It's a picture that's worth a thousand words—providing an illustration of what you do, not just an explanation. Stories are also known to be one of the best ways to activate people's brains and to get them to remember what you're saying (more about that here). If you find yourself at a loss for getting the explanation of what you do to stick, try telling a story with a case study. Case studies also focus on the customer's perspective. Instead of talking more about yourself, you focus on how a customer used your product. You get to describe the process and the results of implementing your product from the customer's perspective.

Problem statement & data source

Understanding the market demand and help in solving business problem which will result in good return.

❑ Increase in profit margin by more than 20% in the first quarter of the year.
❑ To solve particular business problem and make a strategy through our analysis for getting profitable Insights.

Data is collected through different food delivery applications. eg Zomato, swiggy etc.
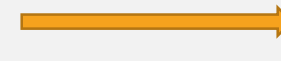
Objective & Methodology

1) Earning Profit. ...
2) Gaining Customers. ...
3) Optimum Use of Resources. ...
Social Objectives. ...
1) Good Quality Products and Services.

Data collection

Processing & analyzing

Visualizing

Solution Description

➢ Analysing the market based on consumer demand.
➢ Understanding choices of customer by various exploratory analysis.
➢ Helps to understanding consumer engagement.
➢ Tuning the model for better performance and plotting for visualization.

Business Impact

- Creating a proper analysis for good return.
- Reducing the risk of loss.
- Building a predictive model for real time analysis.

Brief Business Problem Solution

According to data that received through Zomato, there are many restuarents near BMT Layout, Bangalore. The price of the food items in others restuarents is quite high. A person who facing loss can reduce price Of the food items that he sold. It will help him to take over his customers. It always better to have less profit than nothing. Person can give combo meal offer to his customers. It will help him to get his customer engagement.

Column1	Column2	Column3
Food Items	Others price	Our price
Biryani	280-300	250-270
Bhurji	165-180	140-160
omlets	80-120	60-80
maggie	70-120	50-70
kebabs	300-320	250-280

Note: Above data is analyzed through Zomato, swiggy aaplication.

There are some strategies to take over your costumers.

1. **Enable mobile ordering and delivery**
   With customers demanding more personalization and flexibility in their ordering, restaurants are experimenting with
2. everything from self-service kiosks to ordering from the table with a mobile device.
The largest shift in ordering is restaurants developing relationships with delivery services to increase revenue.
 Customers who have ordered online have been shown to visit a restaurant more frequently than customers who
 haven't, and restaurants are benefiting from the visibility of being promoted on delivery apps and websites.
 However, many restaurants are adding delivery without actually tracking how delivery is impacting their bottom line.
 If you're currently offering delivery or considering adding delivery you should make sure that your restaurant's
 operational software can automatically track the financial impact of delivery expenses to make informed decisions
 about your marketing priorities.

   3 . **Offer Coupons and Discounts**
   Providing coupons and discounts for your restaurant is always a surefire way to bring customers running.

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