

# CASE STUDY 2



# AGENDA

- ❖ Introduction
- ❖ Problem Statement and Data Source
- ❖ Objective and 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. ...
- 4) Good Quality Products and Services.

zomato

A screenshot of an Excel spreadsheet with multiple columns and rows of data. The data appears to be financial or operational metrics, with some cells containing formulas like '=SUM(A1:A10)'. The spreadsheet is titled 'Zomato' and has a green header bar.

# 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

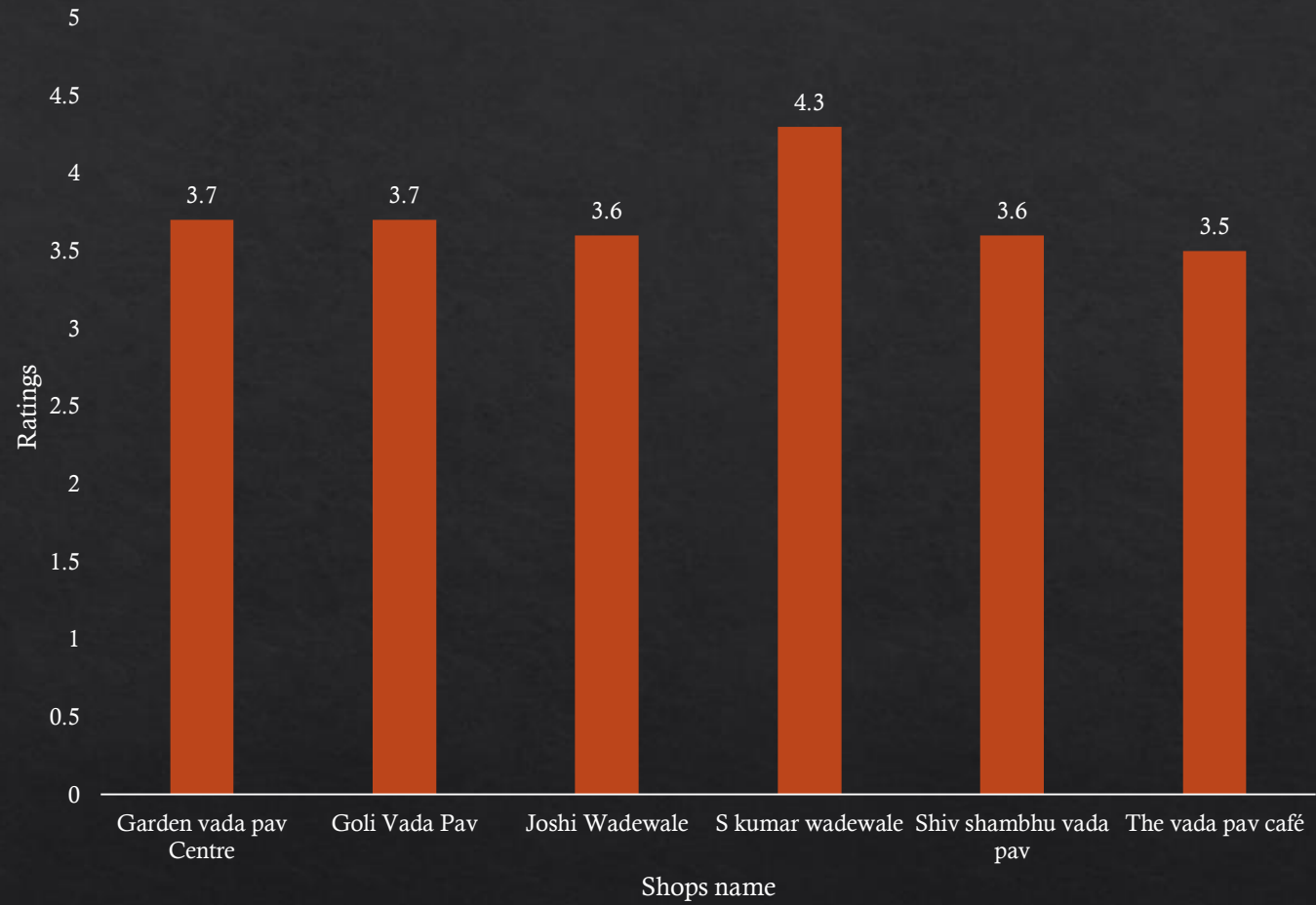
- Creating a proper analysis for good return.
- Reducing the risk of loss.
- Building a predictive model for real time analysis.

Location	Shops Name	Price	Ratings out of 5
Shivaji nagar, pune	Garden vada pav Centre	17	3.7
	Joshi Wadewale	15	3.6
	Goli Vada Pav	38	3.7
	S kumar wadewale	15	4.3
	The vada pav café	15	3.5
	Shiv shambhu vada pav	30	3.6





### Shop wise analysis



# Solution

Shivaji Nagar, Pune is home to several educational Institutions as well as student – friendly casual eateries. Most eaten food items in Shivaji nagar is nothing but missal pav and vada pav. There are many popular vada pav shops named as garden vada pav, goli, and many more. So its good locality to start a food business. A person who think to start his food shop can keep his vada pav price range between 15-18 Rs. He can add different variety of vada pav in his menu like schezwan vada pav, chees vada pav, mayonese vada pav etc. Person can add BBQ VADAPAV as well in his menu , because others don't sell BBQ vada pav. It will help him to take over customers.

# 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 everything from self-service kiosks to ordering from the table with a mobile device.

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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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