RCI\_Insights.R

steven

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load(file = 'RMSws.RData')  
  
#QSRs=====Insight 1------------------------------------------------------------------------------------------------------------------------#  
  
#Extract percentages of more QSR visits by generation  
QSR\_Visits

## Generation QSR percent  
## 1 Boomers more 8%  
## 2 Gen X more 20%  
## 3 Gen Z more 29%  
## 4 Millenials more 31%

#Drive Thru visits=====Insight 4-----------------------------------------------------------------------------------------------------------#  
  
#Extract percentages of less value visits by generation  
Restaurant\_Value

## Generation Value percent  
## 1 Boomers less 48%  
## 2 Gen X less 38%  
## 3 Gen Z less 29%  
## 4 Millenials less 26%

#Variables to blame for less value=====Insight 6--------------------------------------------------------------------------------------------#  
  
Value\_Loss

## Generation variety price shrinkflation service quality  
## 1 Boomers 4% 75% 52% 12% 10%  
## 2 Gen X 11% 78% 53% 9% 8%  
## 3 Gen Z 14% 66% 28% 21% 10%  
## 4 Millenials 5% 68% 27% 17% 17%

#Spending increase at restaurants=====Insight 7----------------------------------------------------------------------------------------------#  
  
#Extract percentages between more or less spending at restaurants by generation  
Restaurant\_Spending\_Generation

## Generation Restaurant\_Spending percent  
## 1 Boomers less 48%  
## 2 Boomers more 23%  
## 3 Gen X less 36%  
## 4 Gen X more 29%  
## 5 Gen Z less 20%  
## 6 Gen Z more 35%  
## 7 Millenials less 24%  
## 8 Millenials more 39%

#Family vs single household more or less spending=====Insight 10-----------------------------------------------------------------------------#  
  
#Extract percentages between more or less spending at restaurants by household  
Household\_Spending

## Family Household\_Spending percent  
## 1 Single less 38%  
## 2 Single more 26%  
## 3 Family less 27%  
## 4 Family more 41%

#Family vs single households using delivery once a week=====Insight 11-----------------------------------------------------------------------#  
  
#Extract percentages of at least one delivery per week by household  
Household\_Delivery

## Family percent  
## 1 Single 51%  
## 2 Family 78%