Group H

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Restaurant Case Study

Business Cases for Data Science

Basket Analysis

Our Team

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TIN JIAN STYLE CHICKEN SESAME PRAWNS TANDOORI TRILOGY BEEF OYSTER SAUCE SWEET SOUR CHICKEN CURRY

SHRIMP FRIED RICE VOLCANO MAKI CALIFORNIA MAKI CAULIFLOWER GUNCHAO SWEETCORN SOUP

TANDOORI CHICK 1/2 SALMON SUSHI CHICKEN GREEN PEPPERS SAMOSA PORK WITH GINGER BABY PORK

CHICK TIKKA BHUNA PHILADELPHIA MAKI MIXED PLATTER SUSHI JIRA PULAO SPRING ROLL

PRAWNS WITH GINGER 1/4 DUCK SALT PEPPER SQUID CHICKEN MIXED VEGETABLES AVOCADO MAKI

CHICK KORMA KASHMIRI BUTTER CHICKEN SALMON MAKI MALAI MANGO CHICK

CHICKEN VINDALOO LEMON CHICKEN LESS IS SAMOSA CHICKEN 1/6 DUCK

UO TANDOORI FLOWERS CHICKEN SATAY MORE PRAWN PURI PRAWNS CASHEWNUT

OFFEE BANANA COMPLEMENTARY PORK BBS NOODLES BEAN SPROUTS ALOO BAINGAN

NAAN DRAGON MAKI NOODLES MUSHROOM SOUP SALT PEPPER PRAWNS EGG FRIED RICE

CHICKEN BBS PORK OYSTER SAUCE VASSILIKON XYNISTERI ONION BADJI STEAMED RICE SPECIAL MONTPARNASSE RICE

BEEF BBS LAMB ROGAN JOSH COKE ZERO PRAWNS BBS KADHAI BHINDI BBQ SPARE RIBS ESPRESSO

SANDORINI BOUTARI PALAK PANEER SWEET SOUR PORK MINERAL WATER 1.5LT CHICKEN TIKKA MASALA

PRAWNS OYSTER SAUCE STEAMED RICE IND NOODLES WITH MEAT' SALMON SASHIMI

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Product Range Decrease

-30%

HOW?

Relative Product Family Demand

WHY?

- Reduced decision fatigue
- Faster service
- Focus on what sells
- Dynamic pricing
- Greater inventory control
- Logistical ease
- Shorter staff training

Dine-In Vs Delivery

Dine-In	Delivery
Higher spending on orders	Lower spending on orders
Group or pair dining	Individual dining
Drinks are usual	No drinks
Focus on Cross-Selling	Double-down on single item selling

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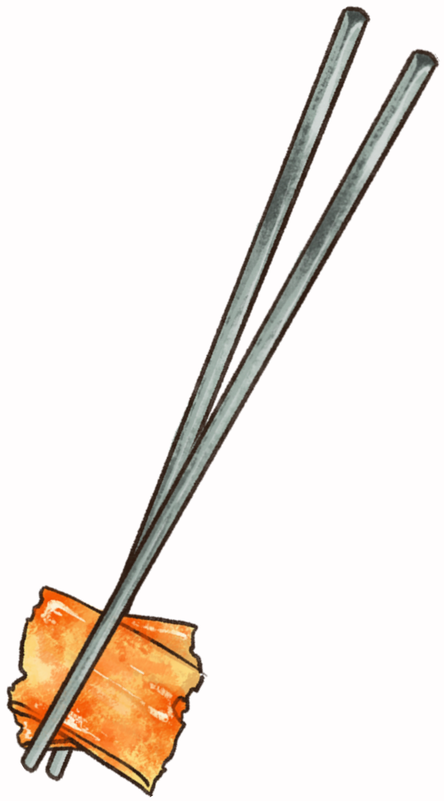
Customer Experience Enhancement

01 Pricing Simplified

- Products should be priced by family average, rounded for higher margins. Dishes with more expensive ingredients, i.e. beef, should have cost extra



02 Cross-Selling

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1. PICK A MAIN

2. PICK A SIDE

3. PICK A DRINK

- Help decision-making with combos of 3 or 4 items.
- Our Association Rules study showed the high majority of Customers naturally pick items in that order, usually within each food category, Chinese, Indian, or Japanese.
- Individual prices go up, and cross-sell item sets at the same price to increase the total amount

Dining Vs Lunch

Prices:

-27%

Demand:

+90%

03

Dynamic Pricing

- Lower prices for low-demand times, but highly profitable
  - Summer
  - Lunch hours
- Higher prices for high-demand times
  - Winter
  - Dinner hours
  - Weekends
  - Holidays/Festive dates

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04

Specials & Price Changes

- Summer and Fall:
  - Lemon Chicken & Egg Fried Rice combo
- Winter and Spring:
  - Jira Pulao & Naan with a Indian main dish.
- Mineral water prices should be increased for higher soda sales

Other Insights

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+ DATA INTEGRITY

Suspect patterns found in the data for soup products. Could be accounting tricks.

✓ MAGIC POPULAR COMBO

- Sweet & Sour Chicken
- Egg Fried Rice
- Spring Roll

✓ INDIAN COMBO

- Chicken Tikka Masala
- Naan Bread
- Jira Pulao

✓ MVP TRIO

- 1/4 Duck
- Sweet & Sour Chicken
- Beef BBS