

REVIEW ANALYSIS OF BACCHANAL BUFFET

SWEET MELON CONSULTING

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AGENDA

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Problem Statement

2

Buffet Market at Las Vegas

3

Bacchanal Buffet Yelp Review Analysis

RANDOM FOREST | LOGISTIC REGRESSION | TF-IDF SCORE

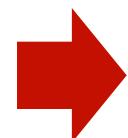
4

Competitor Yelp Review Analysis

5

Our Recommendations

PROBLEM STATEMENT



Help them to attract more customers and
increase market share



OUR APPROACH

94% of diners will choose a restaurant based on online reviews according to smallbiztrends.

Thus, we decided to use **Yelp Reviews** to help Bacchanal assess its business performance and potential improvements to make.

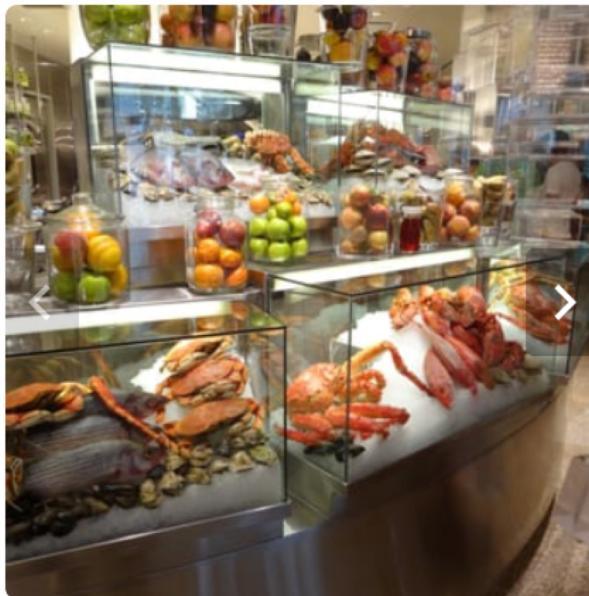


BUFFET MARKET IN LAS VEGAS

BUFFET MARKET IN LAS VEGAS



1534
Buffets
in Las Vegas



1. Bacchanal Buffet



\$\$\$ · Buffet

(702) 731-7928

Located in **Caesars Palace Las Vegas Hotel & Casino**

The Strip

No.1

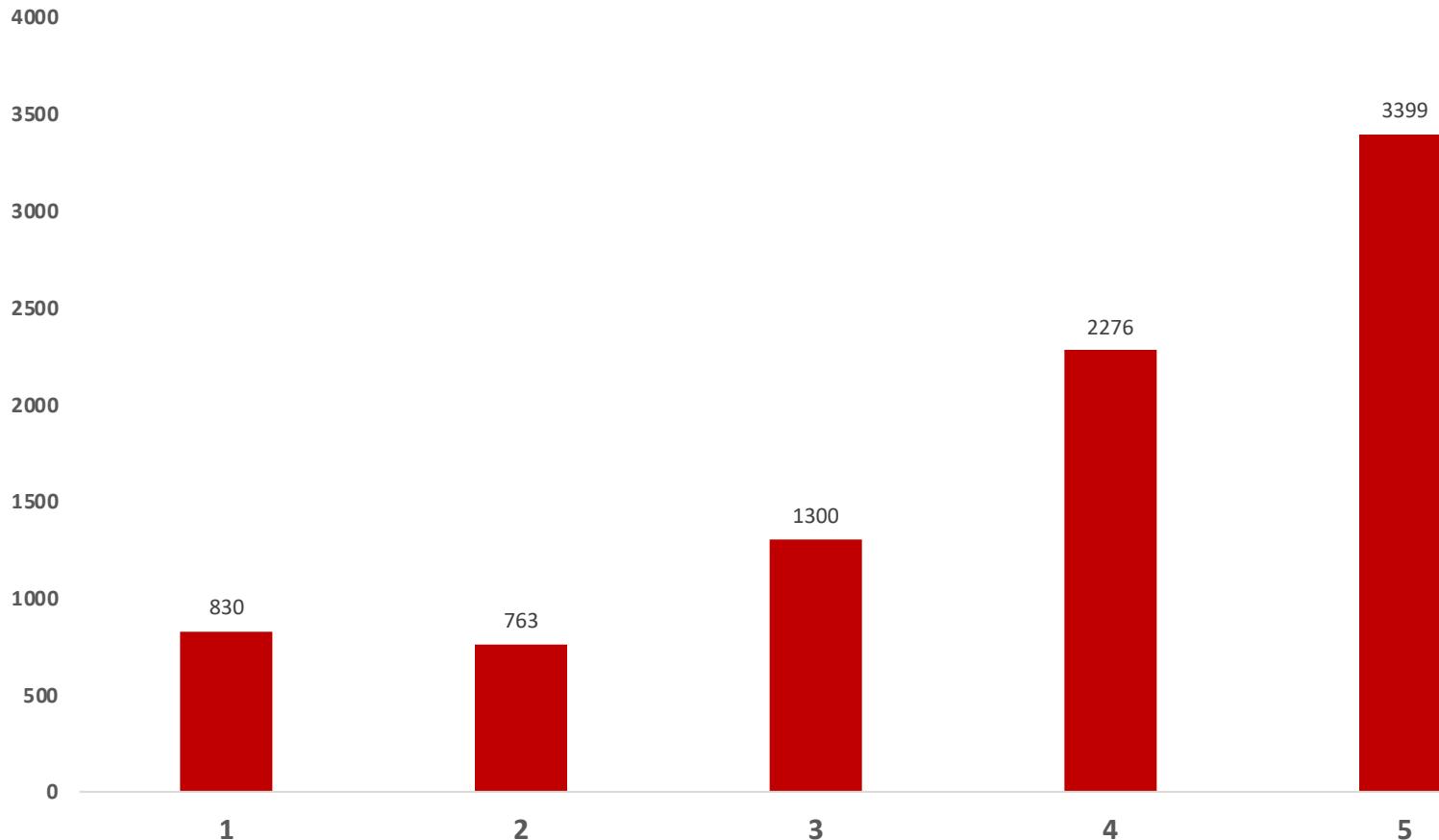
"I honestly don't know why people think this is the best **buffet** in Vegas. We got the coupons from..." [read more](#)



BACCHANAL REVIEW ANALYSIS

BACCHANAL REVIEW DATASET OVERVIEW

BACCHANAL BUFFET STAR RATING DISTRIBUTION



8568 TOTAL REVIEWS

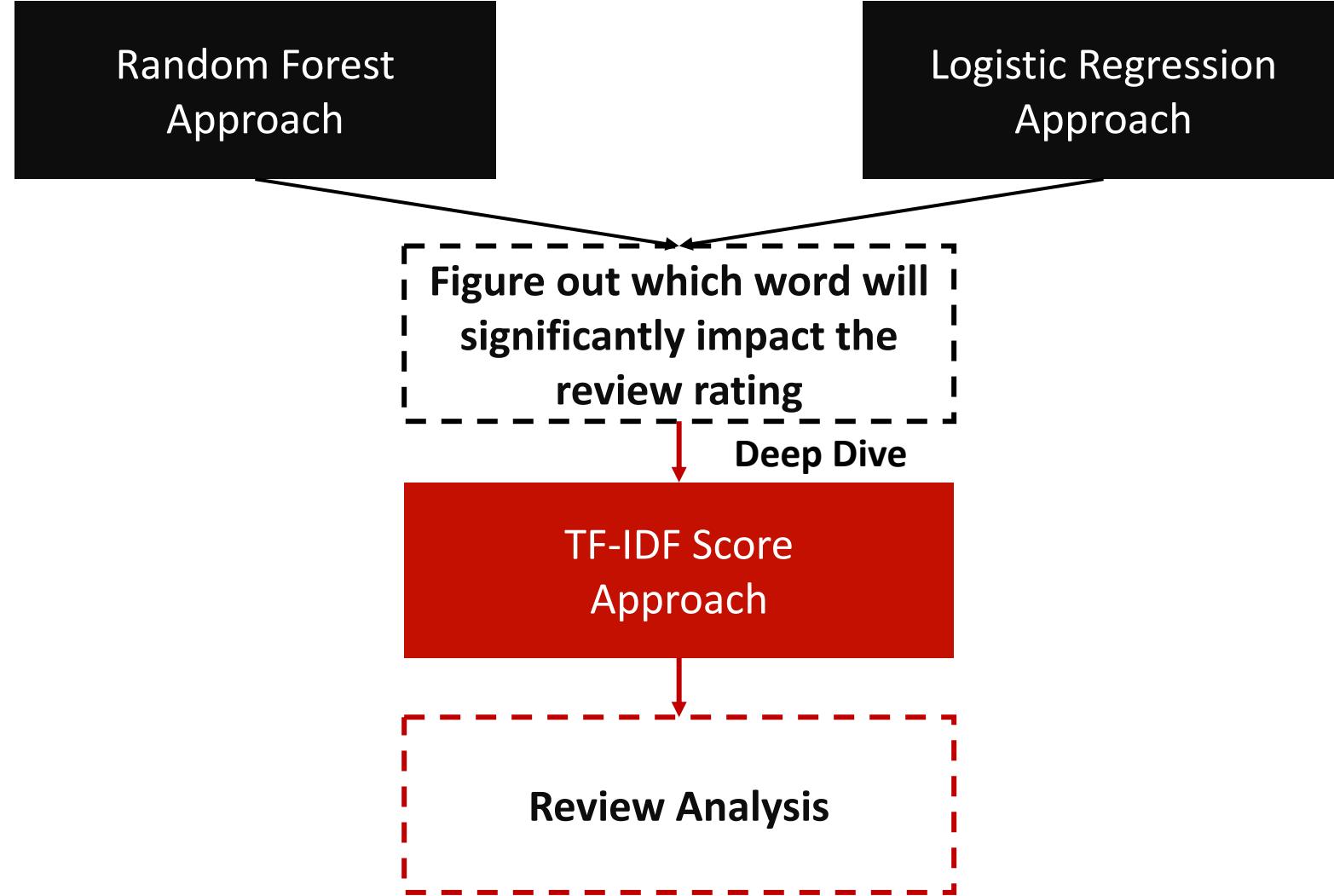


5675 Reviews



2893 Reviews

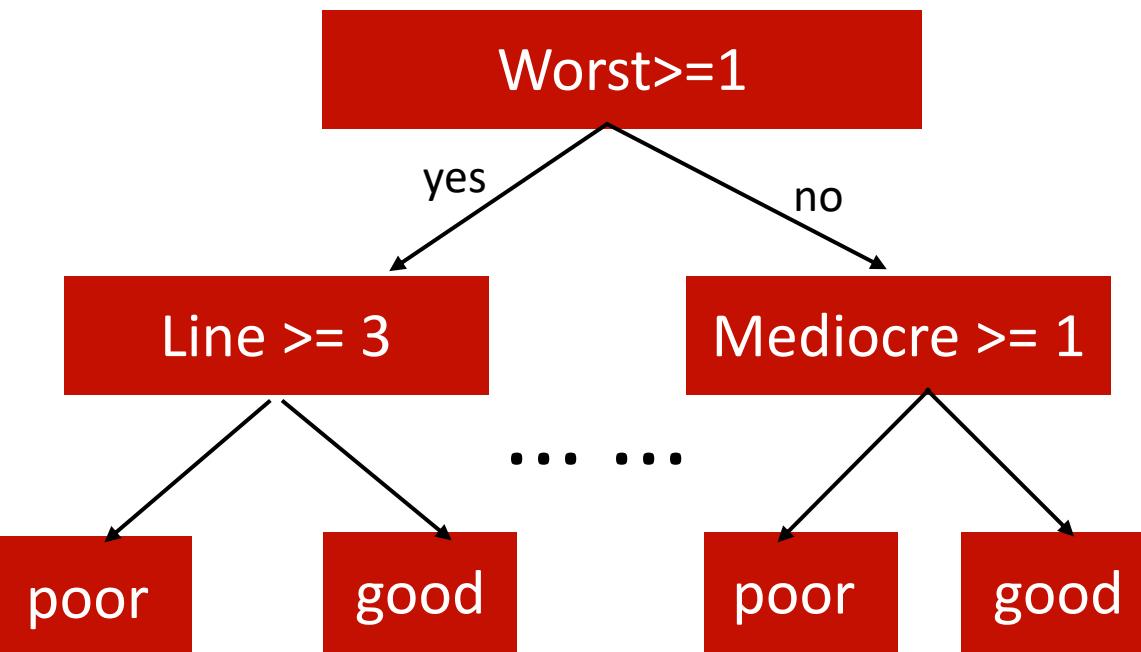
LOGIC MAP FOR REVIEW ANALYSIS



CLASSIFICATION AND LOGISTIC MODEL

Random Forest

Classify good reviews by the number of times the word mentioned in the reviews



Logistic Regression

Feature Importance
 $\text{abs}(\text{coefficient}) / \text{max}(\text{abs}(\text{coefficient}))$



Which word plays important role in classifying positive and negative reviews

WORD LIST FROM TWO MODELS



Seafood, dessert, option, sushi, overrated, waste,
dirty, bland, variety, steamed, management,
beautiful, salty, gelato, beer, tasteless, price, fresh,
sum, tough...

TF-IDF SCORE

Frequency of a term adjusted for how rarely it is used in a collection of reviews

Example

6637 reviews mentioning “buffet”



High frequency but not really important

248 reviews mentioning “customer service”



Low frequency but important

GOOD REVIEWS WORDCLOUD



warm crab legs
seafood crab legs
hot sour soup made order crepes prime rib lamb
sweet potato tater tots sweet potato tots potato tater tots
fresh squeezed juices cold crab legs hot crab legs
mochi ice cream red velvet pancakes
sweet potato fries chocolate covered strawberries steamed crab legs
crab legs oysters oysters crab legs snow crab legs
wicked spoon cosmopolitan total rewards card crab legs shrimp
little bit everything better wicked spoon meat carving station
chinese dim sum save room dessert stone crab claws
prime rib brisket sweet potato tater

EXAMPLES OF GOOD REVIEWS



“Everything here is just so good! I always try to make sure I get to **try a little bit of everything**. I really enjoyed the **crab legs, taco station.**”



“The **brisket** was better than most BBQ restaurants in town and the **rib eye steak** was cooked to a perfect medium rare.”



“From the main dishes like the Chinese dishes, Thai dishes, Japanese dishes, Italian, **dim sum, beef ribs, prime rib, seafood to the desserts.....** I believe the **quality and selection** is worth the price!”

POOR REVIEWS WORDCLOUD



save time money
really really bad one buffets vegas
wicked spoon wynn total rewards card wait line get excited try place
low quality food quality food servicetry wicked spoon wait time minutes
meat carving station wicked spoon cosmopolitan
wicked spoon much got food poisoning horrible customer service
poor quality food wicked spoon cosmo asian food section prime rib tough
large selection food wicked spoon bellagio wynn wicked spoon
chinese food section waiting line hours wicked spoon way
mochi ice cream food nothing special waited line hours
wait long line

EXAMPLES OF POOR REVIEWS



"Not a fan of the service or the management.they will be slow to keep your glass topped up. Also, the music is HORRIBLE and too loud. "



"First of all, their wait system sucks. Their automated kiosks are a joke. And with the amount of ppl they are getting, I'm not surprised that the system is not working."



"This place is over rated... the food made most of the people in our party run to the restroom (food poisoning, ahhhh). All for \$55, what a bargain? Not.



"..... This place can't hold a candle to Wicked Spoon. I think even the buffet at the Wynn is better....."



WICKED SPOON REVIEW ANALYSIS

GOOD REVIEWS WORDCLOUD



braised ribs prime rib
carving station prime rib
bottomless mimosas bloody marys five spice pork belly
one get one free bone marrow prime rib different flavors ice cream prime rib mashed potatoes
pork belly prime rib unlimited mimosas bloody marys eggs benedict bone marrow
bottomless mimosas bloody mary unlimited mimosas bloody mary
buy one get one try little bit everything prime rib bone marrow
bone marrow first time smoked salmon eggs benedict located inside cosmopolitan hotel
prime rib leg lamb mimosa champagne bloody mary champagne mimosa bloody mary
mimosa bloody mary champagne everything served small portions mimosas bloody mary champagne
pork belly bone marrow frog legs bone marrow wild boar sloppy joe
bone marrow pork belly buy one get one free

EXAMPLES OF GOOD REVIEWS



“Everything was amazing!! We ate at dinner time and the things that I still think about are the **prime rib**, mac and cheese, **bone marrow**, fresh baked cookies, and a lot of other desserts.”



“... \$35 and for another \$10, you can add on **bottomless champagne, mimosa, and bloody mary's.**”



“Got a **buy one get one free coupon** for Wicked Spoon buffet from United Airlines when I was flying into Vegas.”



“Forever fat. The desserts looked sooo good. They had this huge display of **gelato ice cream with different flavors.**”

POOR REVIEWS WORDCLOUD



rib bone marrow
crab legs fresh line get seated
waited line minutes waste time money lamb prime rib
crab legs cold looked better tasted seafood crab legs prime rib bone marrow
great customer service red velvet pancakes heard great things
sitting heat lamps snow crab legs bacchanal caesar palace
heat lamps long high expectations place king crab legs give another try
mimosa bloody mary prime rib dry crab legs small
mimosas bloody mary seated right away excited try place
slice prime rib crab legs shrimp prime rib lamb
prime rib tough

EXAMPLES OF POOR REVIEWS



"The main attraction such as the "skinny" **crab legs were not self serve** so for literally 3-4 legs you had to go up each time to the grumpy guy serving it."



"The crab legs were **not fresh and small** comparing to other buffets."



"Rather, what we saw were **dry prime rib**, flavorless shrimp balls and lots of generic foods you'd find at any buffet up and down the strip."

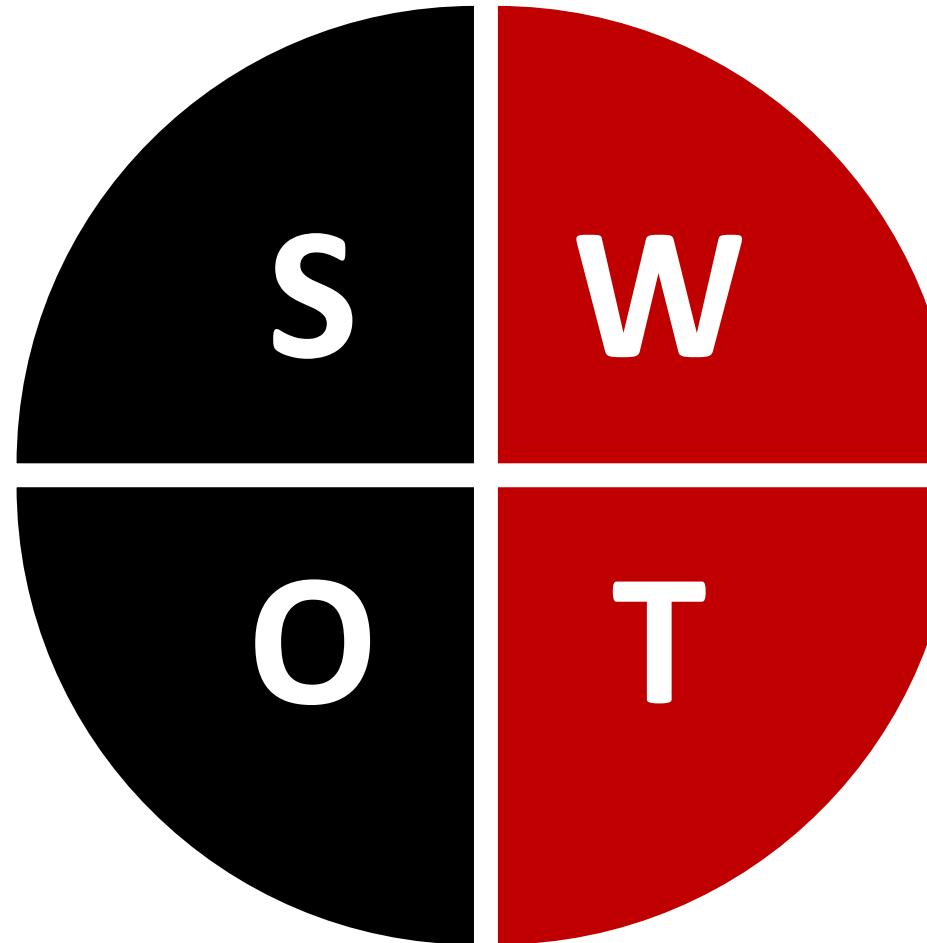


"Wicked Spoon needs to pick themselves up again, especially with bacchanal competing from caesar! I'm not sure **I'll be back here again when there is 3 times the selection at bacchanal.**"

RECOMMENDATION



RECOMMENDATION FROM SWOT ANALYSIS



Taste quality
Selection variety

Partnership

Wait system
Management
Food safety

Price competition
Dessert variety
Unique dish

RETURN ON INVESTMENT

Better rating on yelp → Higher buffet traffic

Higher restaurant traffic → Larger market share



Thank You!
Q&A