

Restaurant Analysis

Questions, Goals, Objectives

- What restaurants are popular? Popular cuisines?
- What restaurants generate the highest revenue? Why?
- What are the most profitable areas/restaurants?

Hypothesis

My hypothesis is that the most popular restaurants, also the most profitable will be in the bigger cities, having the biggest number of orders and sales amount. We can measure this through their total purchasing amount and their order quantity amount.

Visualizations

- A Map/heatmap visualization for the restaurant hotspots, based on number of orders
- A bar chart to compare order quantities between restaurants
- scatterplot displaying orders vs purchase amount, being that order quantity and sales amount do not positively correlate since we have restaurants of differing costs.

Dashboard Assembly

I will be combining the *orders* and *restaurant* tables using an Outer JOIN, specifically LEFT JOIN through the F1 field.