

## Story 1

Summary	Restaurants and Cities with the Most Revenue	Cities with the Most Revenue Scatterplot ..	Most Popular Cuisines and Restaurants with..	Users with the Most Purchases by Restaur..	Top 10 Cusines for Tirupati and Electroni..	Top 10 Cuisines for ..
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Questions: What restaurants are popular? What restaurants generate the highest revenue? Why are they popular? Why do some restaurants generate the highest revenue?

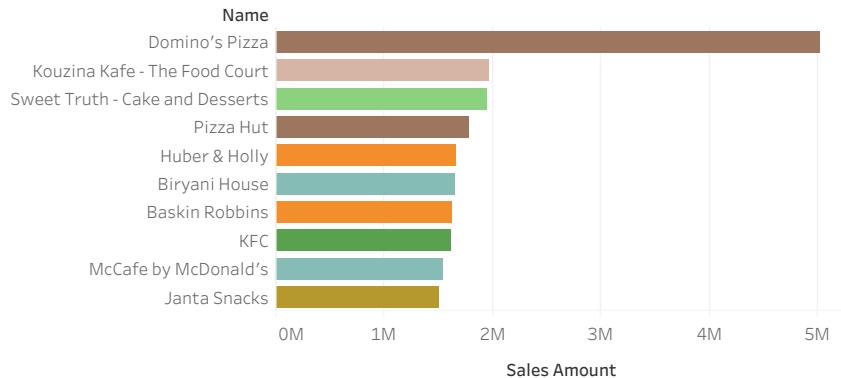
Hypotheses:

The city with the most customers will be the most popular. Sales quantity and sales amount will tell us which restaurants are the most popular. The restaurants with the most reviews are the most popular. The cuisines purchased the most are the most popular.

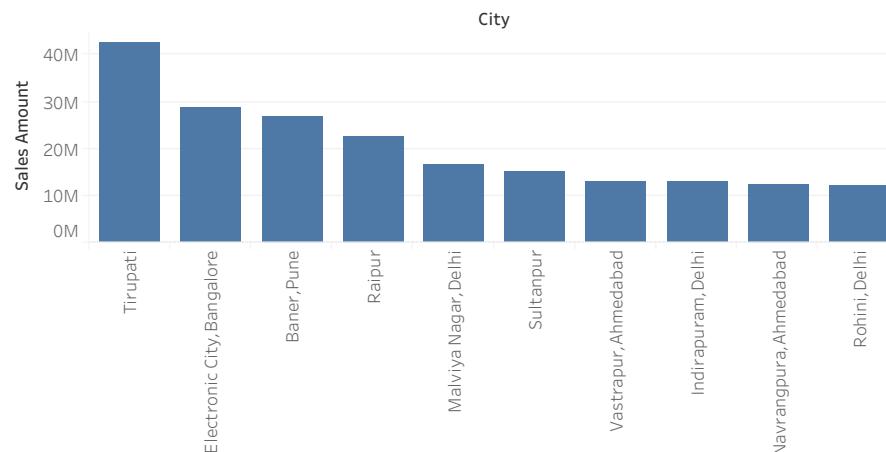
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Restaurants with the Most Revenue Bar Chart



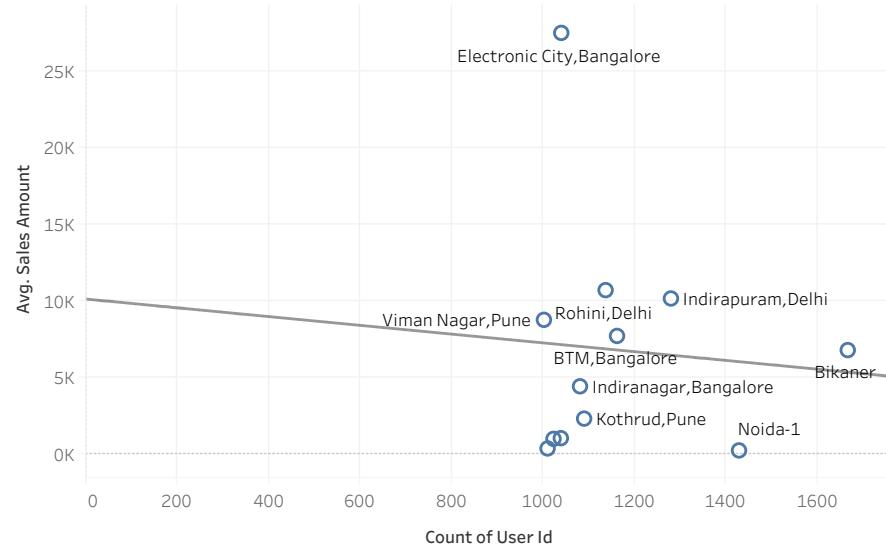
Cities with the Most Revenue Bar Chart



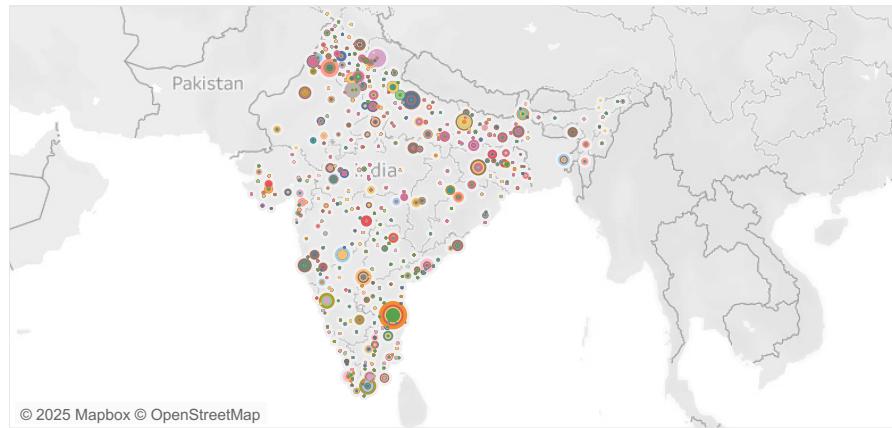
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Cities with the Most Revenue Scatterplot



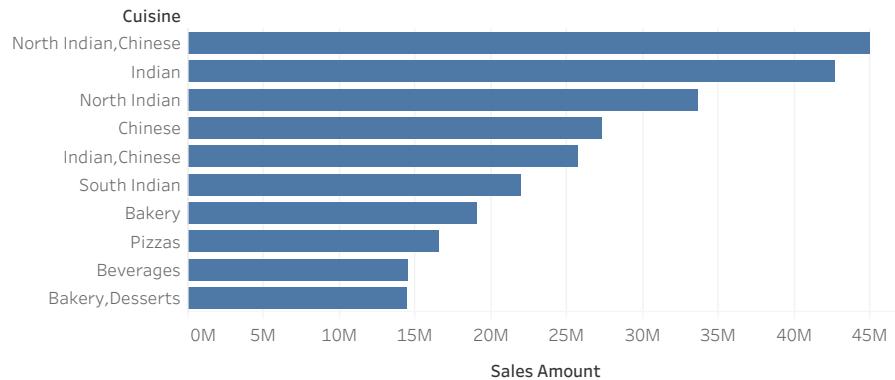
Cities with the Most Revenue Map



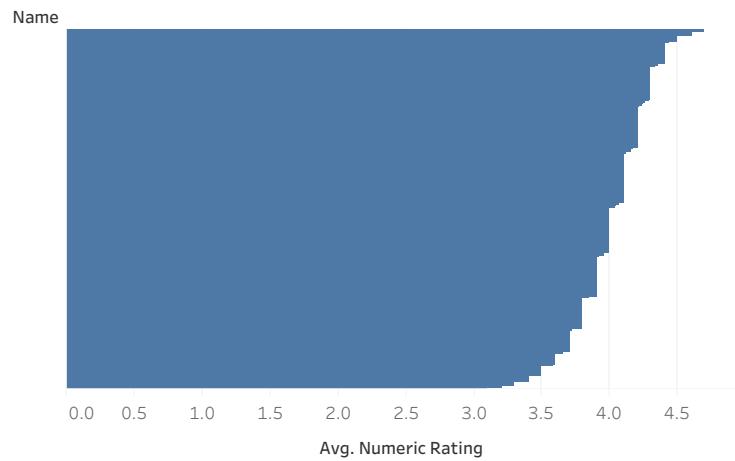
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## Most Popular Cuisines



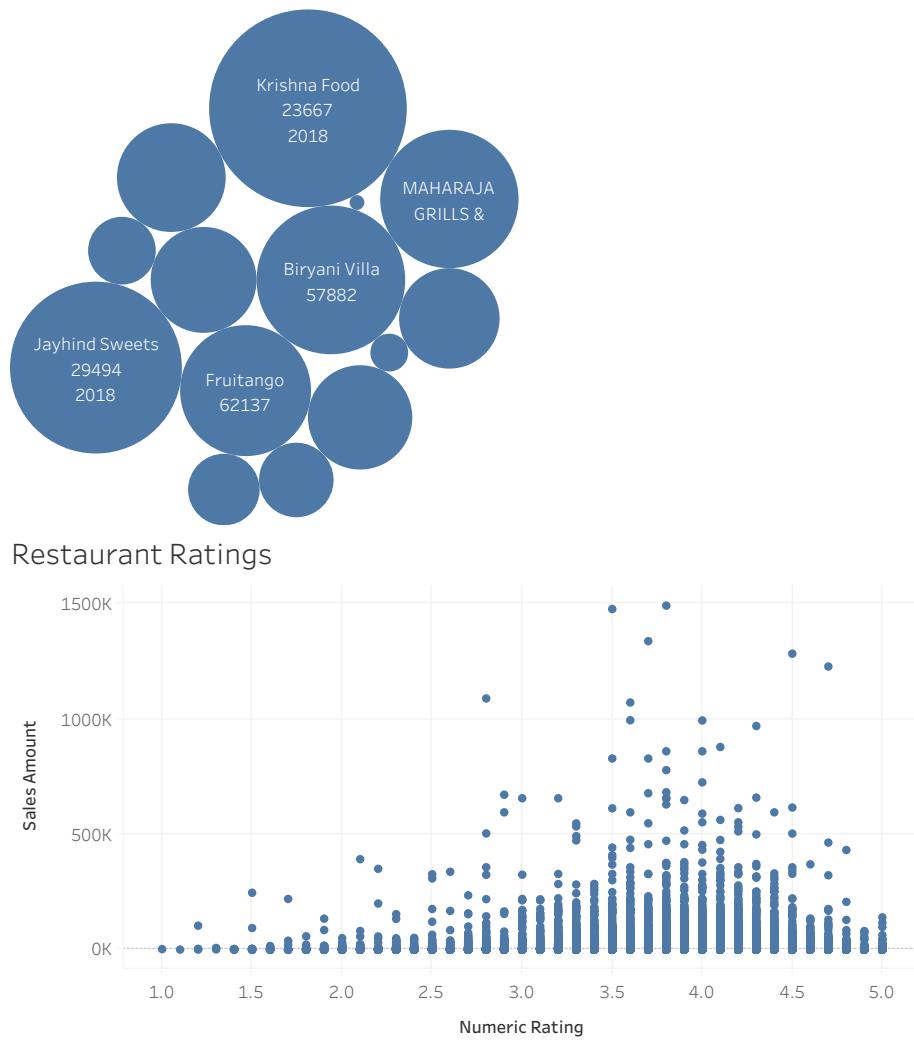
## Restaurants with the Most/Highest Ratings



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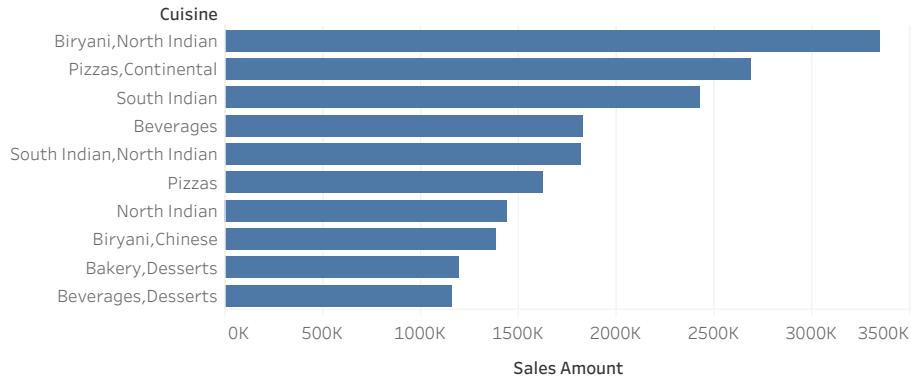
Users with the Most Purchases by Restaurant



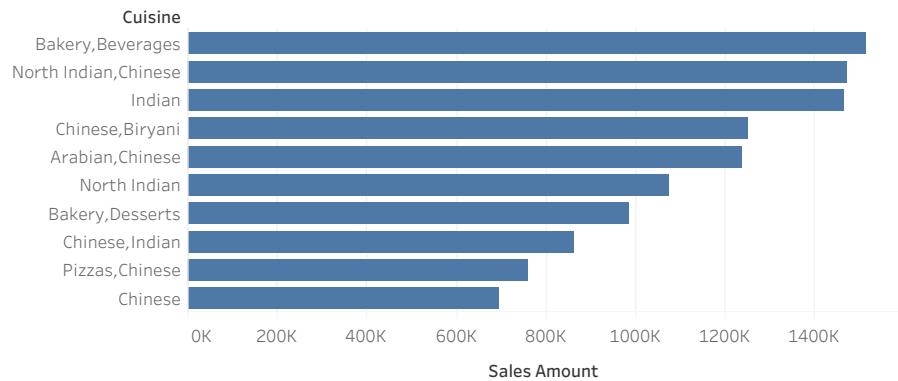
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## Top 10 Cusines for Tirupati



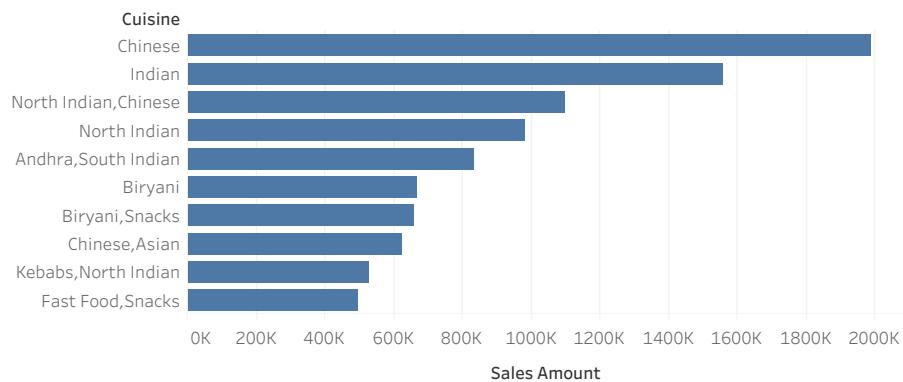
## Top 10 Cusines for Electronic City, Bangalore



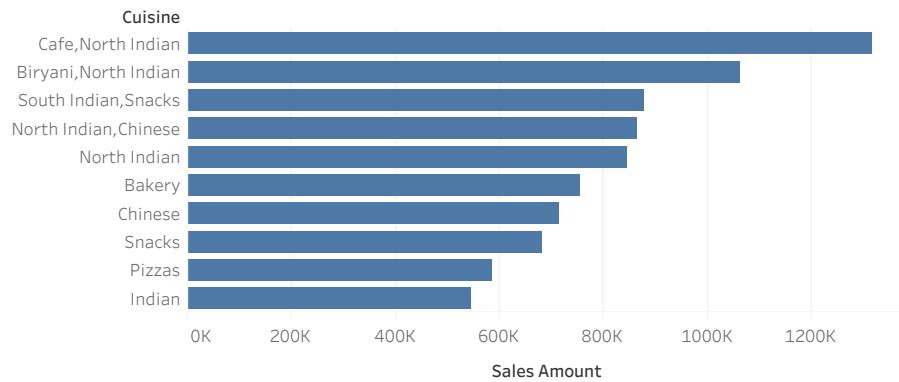
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Cities with the Most Re..	Most Popular Cuisines and Restaurants with..	Users with the Most Purchases by Restaur..	Top 10 Cusines for Tirupati and Electroni..	Top 10 Cuisines for Baner, Pune and Raip..	Top 10 Cuisines for Malviya Nagar, Delhi	Conclusion
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## Top 10 Cusines for Baner, Pune



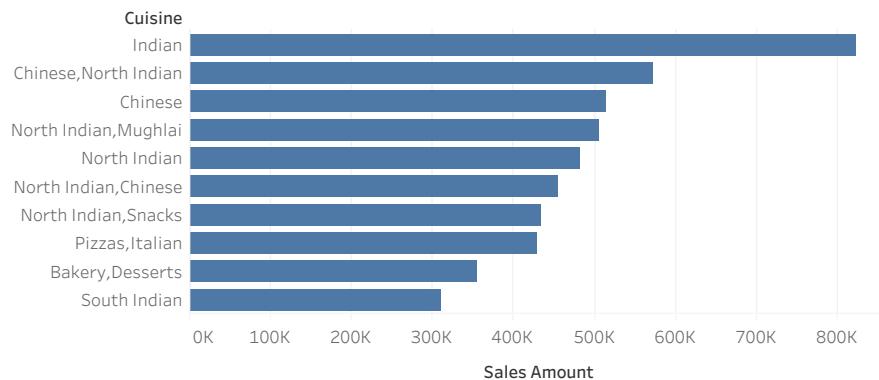
## Top 10 Cuisines for Raipur



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## Top 10 Cuisines for Malviya Nagar, Delhi



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The top cuisines by city are Indian, Chinese, North Indian, café, biryani, pizzas, continental, South Indian, desserts, bakery, and beverages.

Top restaurants with the most revenue are Domino's Pizza, Kouzina Kafe – The Food Court, Sweet Truth – Cake and Desserts, Pizza Hut, Huber & Holly, Biryani House, Baskin Robbins, KFC, Mc Cafe by Mc Donalds, and Janta Snacks. One reason why some restaurants are popular is that they have many locations due to being fast food companies. They also maybe quicker serving customers and have more advertisements and loyalty programs.

The top ten cities with the most revenue are Tirupati; Electronic City, Bangalore; Baner, Pune; Raipur; Malviya Nagar, Delhi; Sultanpur; Vastrapur, Ahmedabad; Indirapuram, Delhi; Navrangpura, Ahmedabad; and Rohini, Delhi.

There is no correlation with highest/most ratings for a restaurant and highest revenue. There is a negative correlation between the amount purchased and number of patrons. More users doesn't translate to higher sales. The restaurants that had the most purchases by users were Krishna Food, Jayhind Sweets, Biryani Villa, Kekiz the Cake Shop, and Fruitango.

The company should focus on delivering to cities and restaurants that had the most orders and reviews. They should do more marketing for restaurants with high revenues, but low customers. They should focus on aggregating the restaurants with the most popular cuisines.