Sprint 7 Final Project – Submission Plan (Corrected Version1)

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I. Introduction

- Project Goal: Analyze restaurant data to understand factors influencing popularity, customer satisfaction, and estimated revenue potential.
- Dataset: Briefly describe the restaurant dataset (size, key variables, etc.).
- Scope: Clearly define the scope of your analysis (e.g., specific cities, cuisines).
- Data Constraints: Acknowledge the absence of direct order or revenue data.

II. Data Understanding and Preparation

- Data Exploration: Thoroughly examine the restaurant table to understand its variables and their potential for analysis.
- Data Cleaning: Handle missing values (if any) through appropriate techniques.
- Data Transformation:
    - Convert currency from INR to USD.
    - Create new calculated fields or categories based on existing variables (e.g., price range categories, a composite score combining Average Cost for Two, Price range, and Aggregate rating as a proxy for revenue potential).

III. Analysis and Visualization

- A. Restaurant Distribution and Popularity:
    - Analyze restaurant distribution across cities.
    - Identify and visualize the top cities with the most restaurants.
    - Analyze and visualize the most popular cuisines offered across the platform and within specific cities.
    - Visualizations: Bar charts, maps.

- B. Ratings and Customer Satisfaction:
    - Analyze and visualize the top cities with the highest average ratings.
    - Explore the relationship between ratings and price range using scatter plots.
    - Investigate if specific cuisines tend to have higher average ratings.
    - Visualizations: Bar charts, scatter plots, box plots.
- C. Price and Affordability:
    - Analyze the average cost for a meal for two people in different cuisine types.
    - Compare the distribution of prices and ratings across different cuisine types.
    - Visualizations: Box plots, scatter plots.
- D. Cuisine and Location Analysis:
    - Analyze and visualize the prevalence of different cuisines in various cities.
    - Explore potential regional preferences for specific cuisines.
    - Visualizations: Heatmaps, bar charts.
- E. Estimated Revenue Potential:
    - Explain your methodology for estimating revenue potential using available variables (e.g., composite score, categorical ranking).
    - Identify and visualize restaurants with the highest estimated revenue potential.
    - Analyze the correlation between estimated revenue potential and other factors like cuisine type and location.
    - Visualizations: Scatter plots, maps.

IV. Key Findings and Insights

- Summarize the most important findings from your analysis.
- Draw meaningful insights and conclusions based on the data.
- Address your initial hypotheses and whether they were supported by the data.
- Discuss any limitations in the data or analysis, particularly regarding revenue estimation.

V. Dashboard and Report

- Dashboard: Design an interactive Tableau dashboard with filter options for users to explore data by cuisine, city, price range, and other relevant parameters.
- Report: Compile a comprehensive report that includes:
    - Executive Summary
    - Methodology and data preparation steps
    - Visualizations with clear explanations
    - Key findings and insights
    - Recommendations or suggestions based on the analysis

VI. Presentation

- Create a Tableau Story summarizing the key findings and insights for presentation purposes.

Key Changes:

- **Emphasis on Estimation:** The plan now explicitly focuses on estimating revenue potential using available variables and clearly acknowledges the limitations.
- **Refined Research Questions:** Questions related to revenue are reframed to reflect the estimation approach.
- **Transparency:** The plan emphasizes the importance of clearly communicating the methodology and limitations in the report and presentation.

https://public.tableau.com/views/ZamotoInsightsCulinaryCompass/RestaurantDistributionTop20Cities?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link