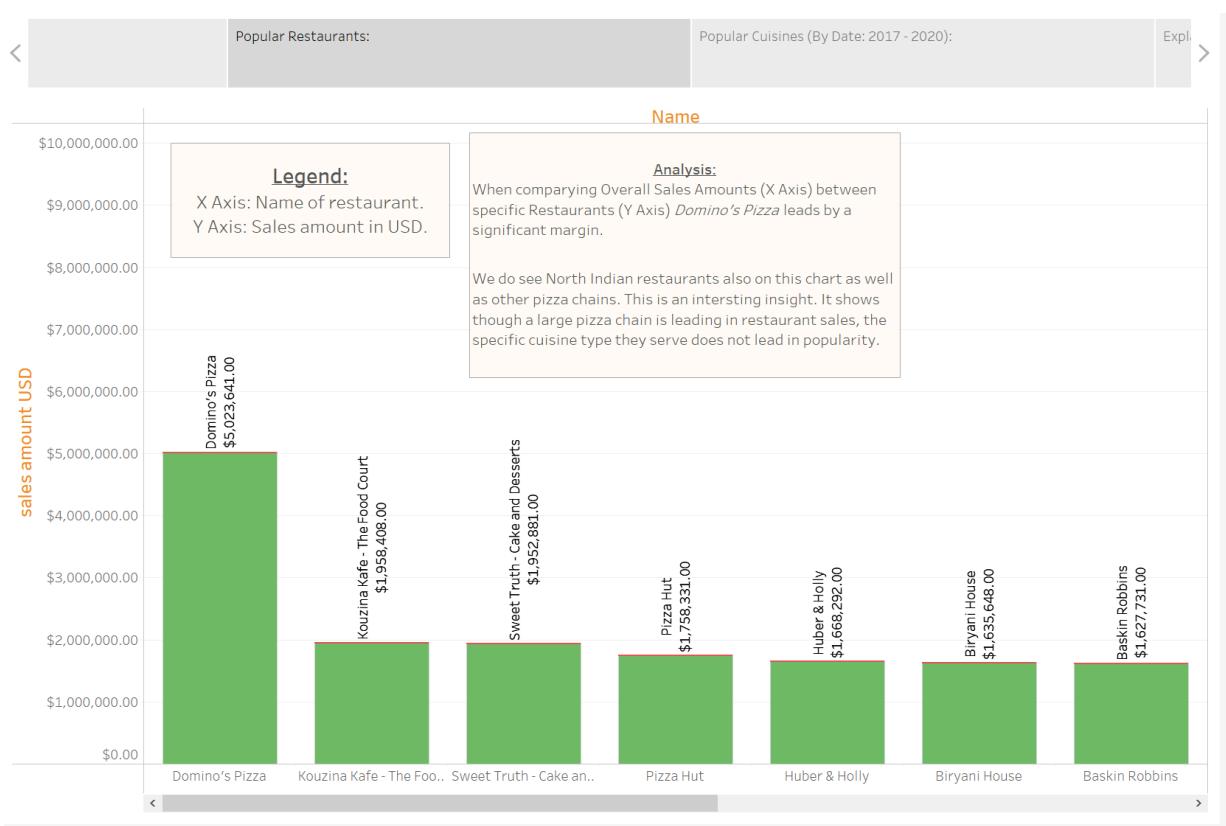
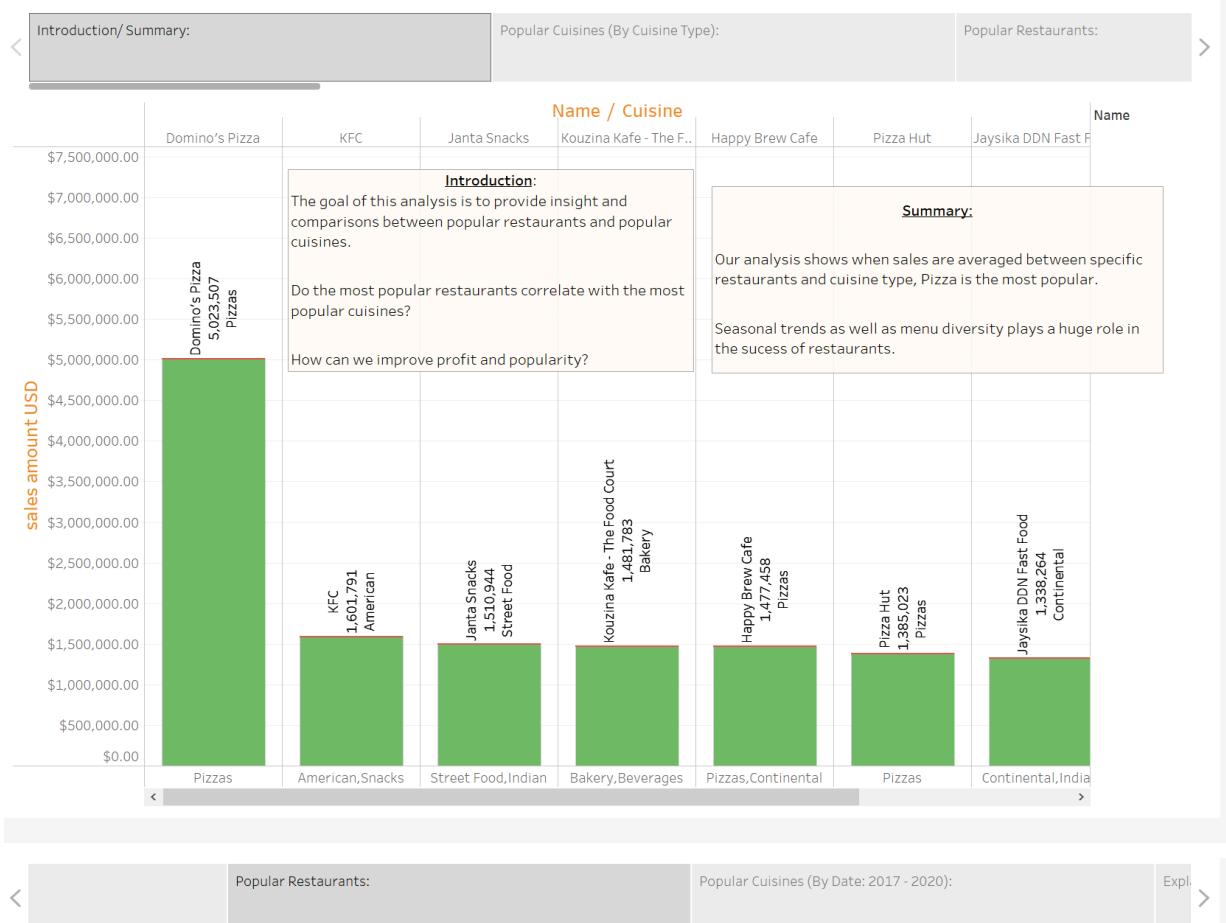


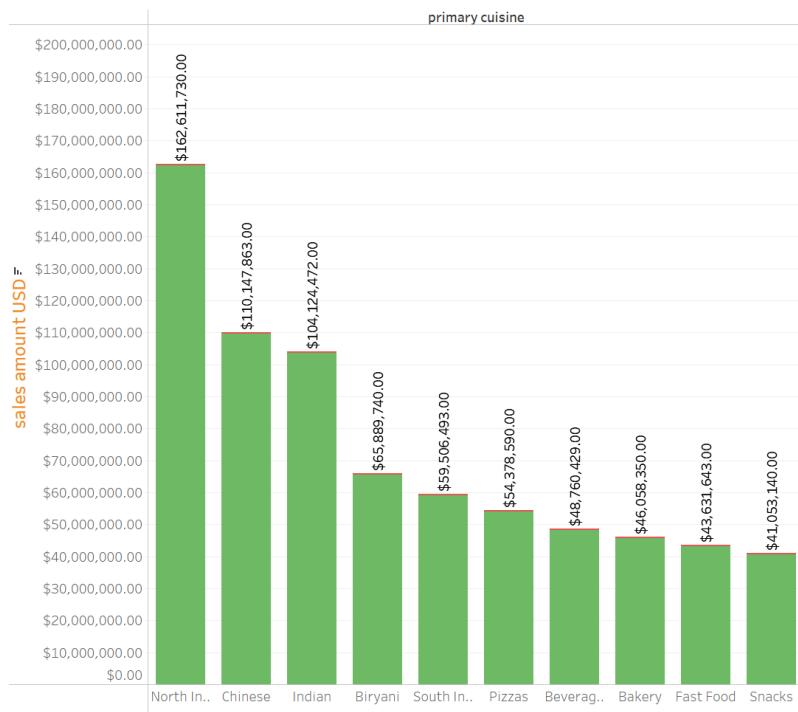
Introduction



Introduction/ Summary:

Popular Cuisines (By Cuisine Type):

Popular Restaurants:



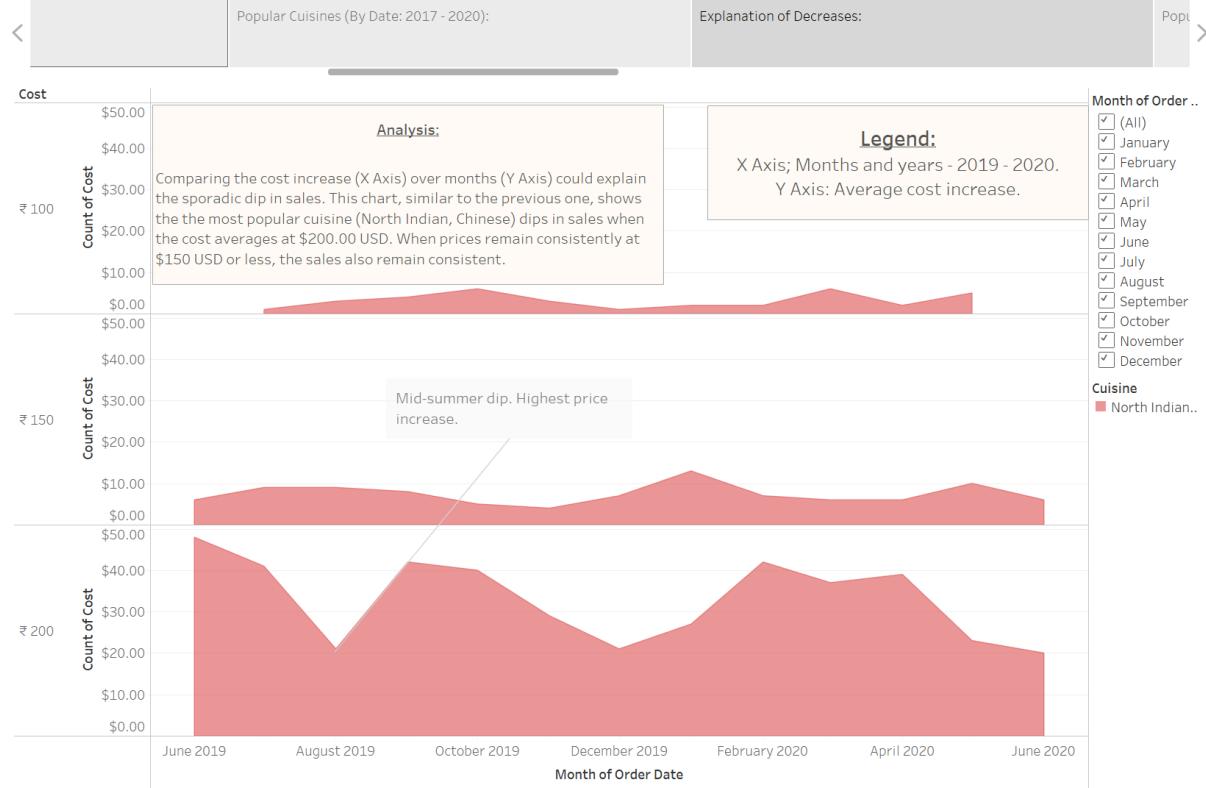
Legend:

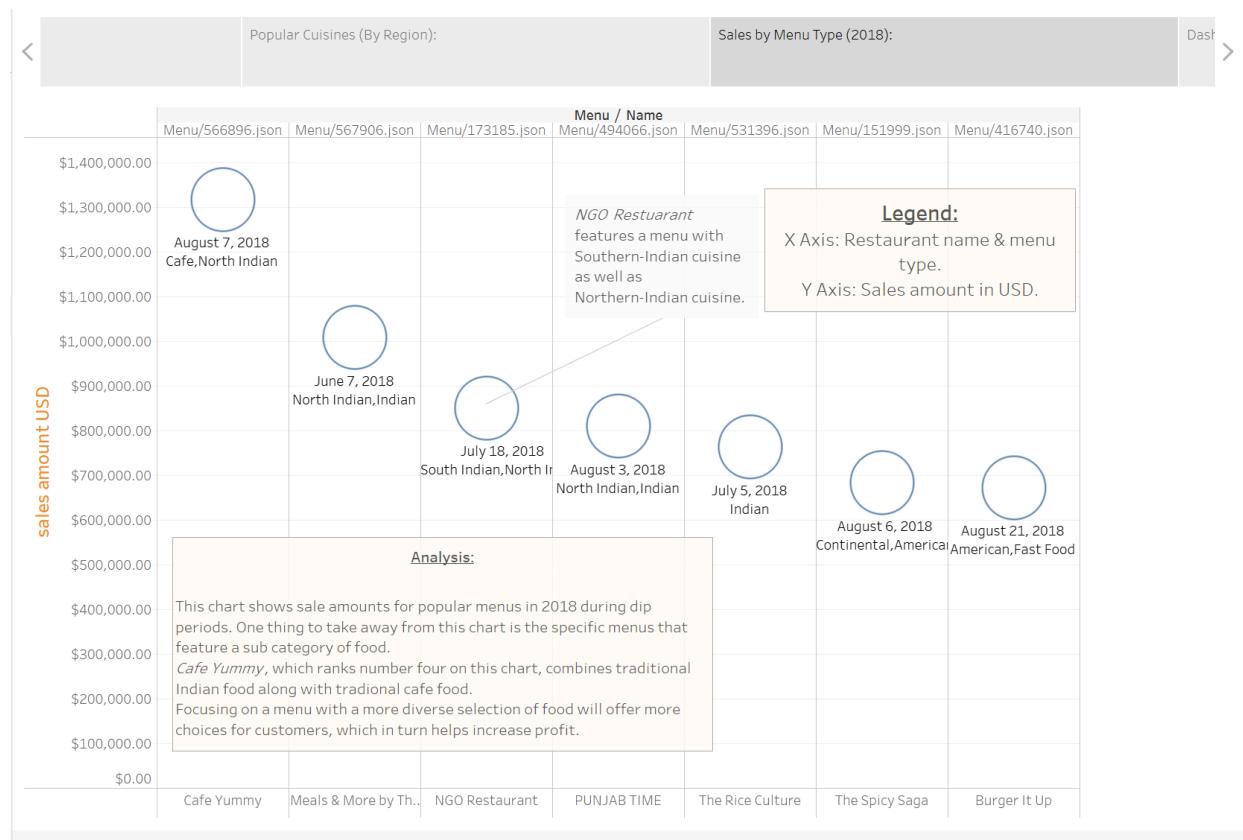
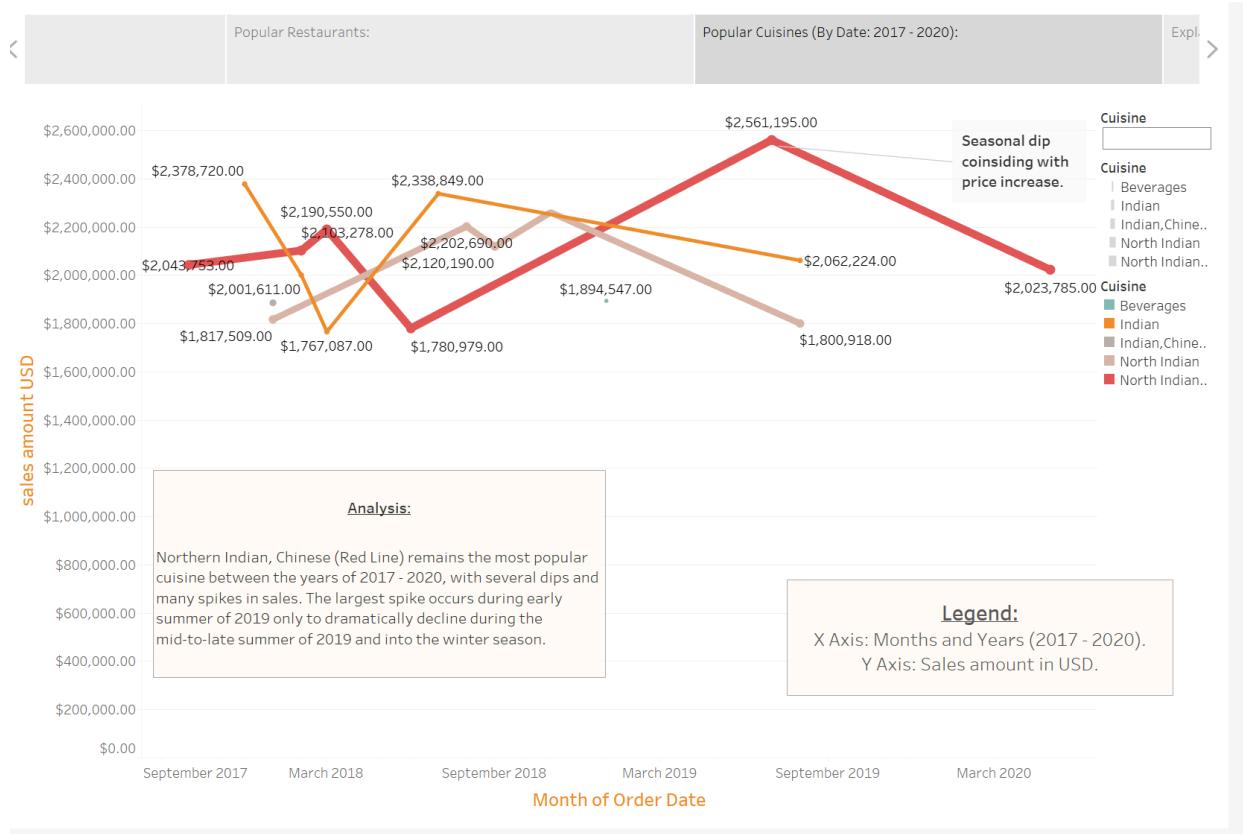
X Axis: Primary cuisine types.
Y Axis: Sales amounts in USD.

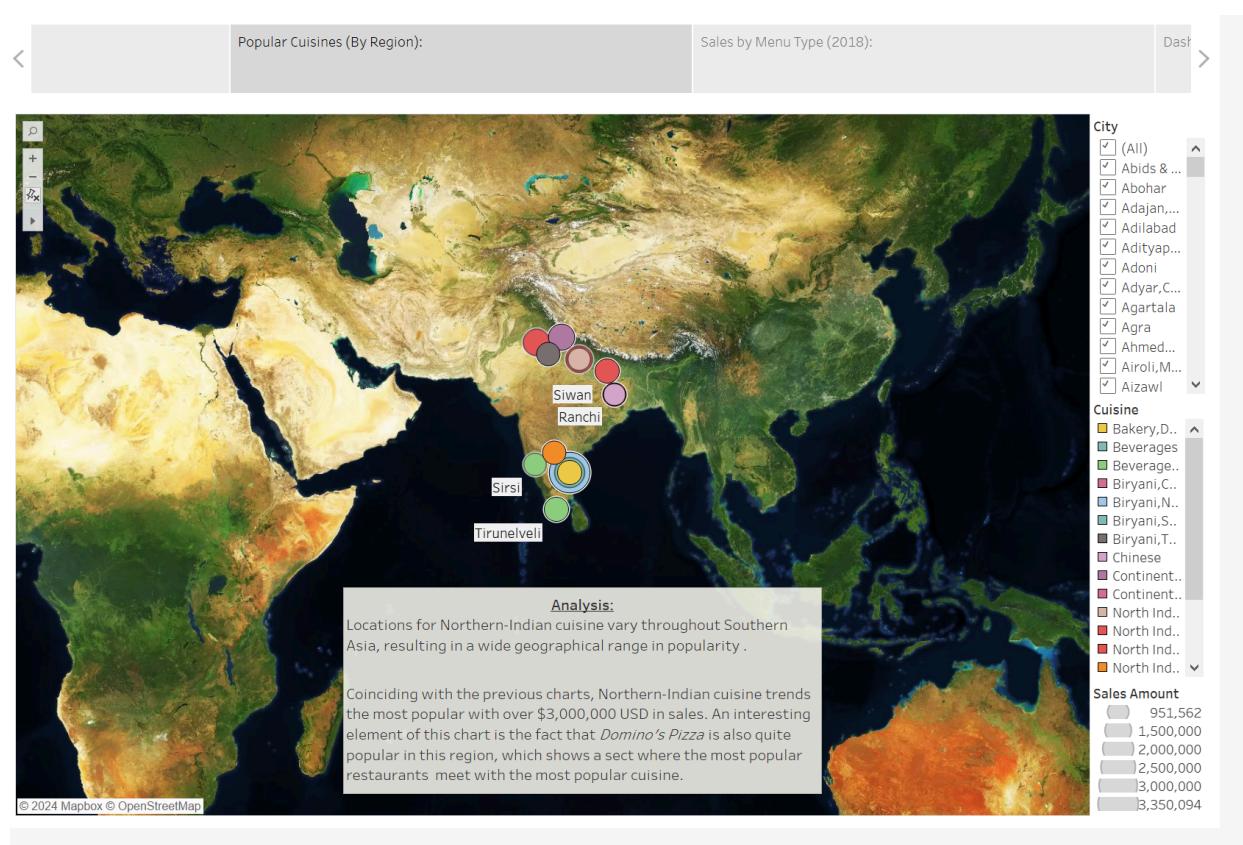
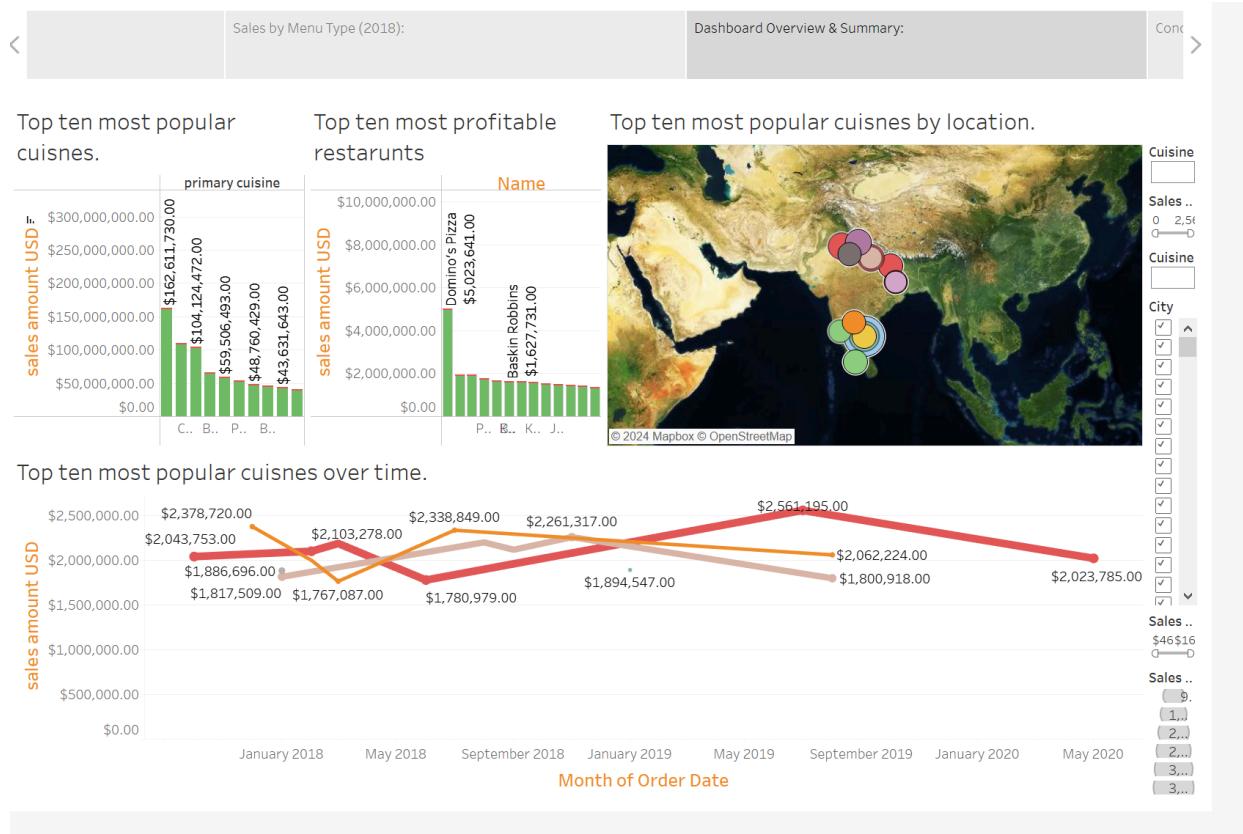
Analysis:

Comparing sale amounts (X Axis) between Primary cuisine types (Y Axis), we see that North Indian leads by a wide margin.

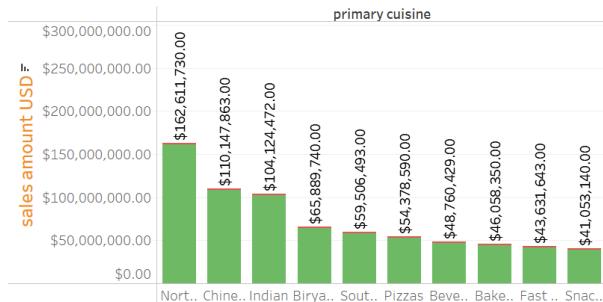
Though Pizza comes in at #6 on this chart, it correlates with the analysis when we look at specific sales of restaurants.



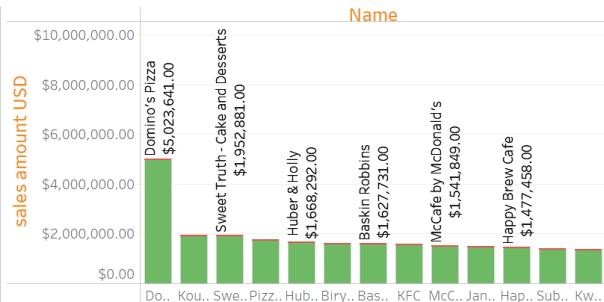




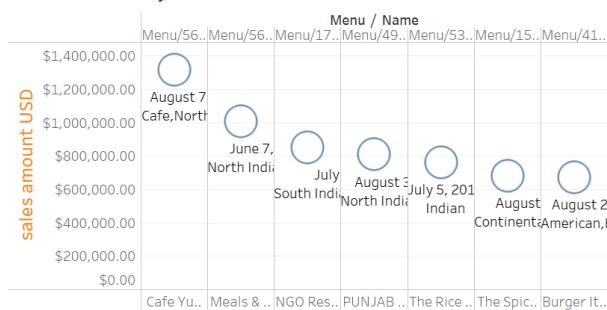
Top ten most popular cuisines.



Top ten most profitable restaurants



Menu diversity and sales



Conclusion:

When it comes to global popularity and profitability, North Indian, Chinese Cuisine takes the lead as shown in the Primary Cuisine graph. However the popularity and profitability of cuisine types doesn't necessarily correlate with the popularity and profitability of restaurants as we can see with *Domino's Pizza* ranking at the most profitable restaurant.

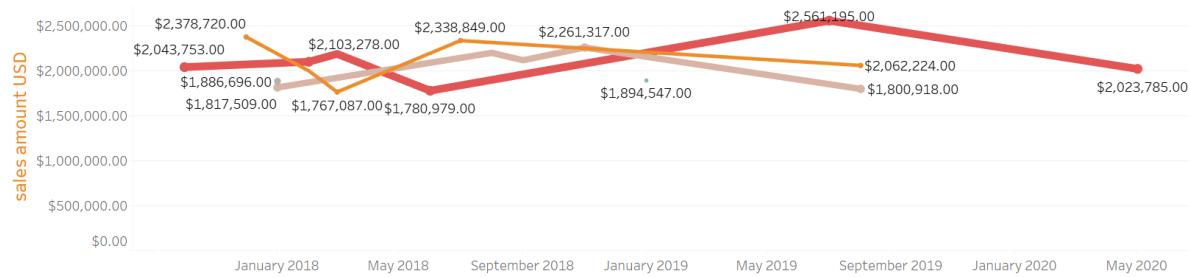
The data shows that a wide variety of menu items and cuisine types does increase the profitability of a restaurant, as shown with *Cafe Yummy*.

Recommendations:

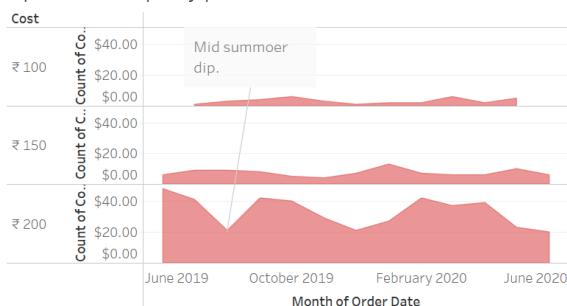
For a food enthusiast or an entrepreneur looking to enter the food industry on the ownership side, choosing to invest in an North Indian, Chinese take out restaurant or a Pizza chain would yield the greatest return on investment for growth in sales and customers.

Based off the particular restaurants listed in this data set, the chain pizza restaurant would be the safest option given the mutual popularity in both type of cuisine and restaurant.

Top ten most popular cuisines over time.



Spikes and dips by price increases.



Key Insights:

Though there is no correlation between restaurant and cuisine popularity. One intersection in which both variables meet is the time period that low profits occur.

These low profits can be attributed to price increases of up to \$200.00 USD during this last quarter push. Below the \$100.00 USD mark shows a steady trend in sales with less drastic dips in sales.

Strategic Action:

Implementing seasonal sales during months showing drastic declines. I.e. August through September. As well as targeting these seasonal trends with sale plans and marketing strategies to help reduce possible profit losses. During dip periods, restaurants which maintained steady profit included menus with a diverse selection of food.

Promotional sales Ideas: Back to School, End of Summer, New Year, Mother's Day, Father's Day, etc. Implementing a special cuisine to the menu during seasonal dips, or providing some promotion to the menu during lower sale seasons could boost customer intrigue.

Menu Ideas: Combining multiple cuisine types will offer customers a wider variety of food choices which will attract a larger body of customers.