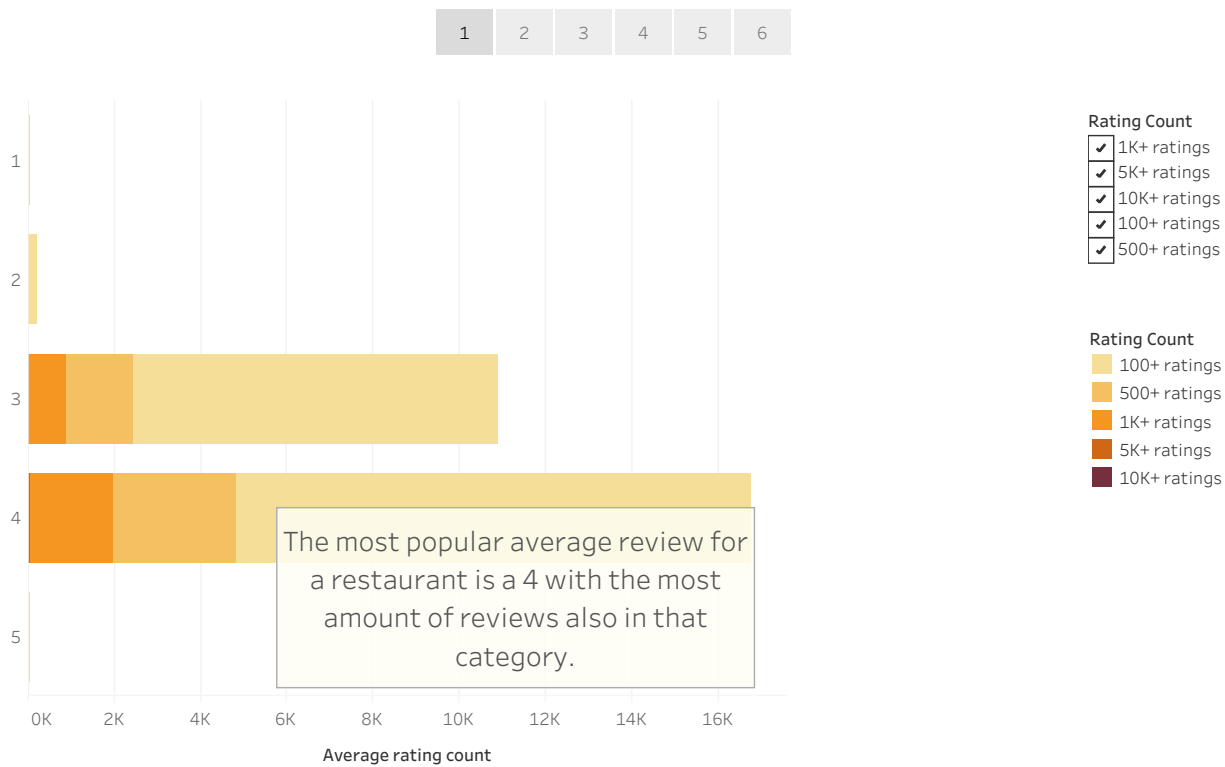


Restaurant Popularity



Restaurant Popularity

| Rating (bin) | Rating Count | | | | |
|--------------|--------------|-------------|-------------|--------------|--------------|
| | 10K+ ratings | 5K+ ratings | 1K+ ratings | 500+ ratings | 100+ ratings |
| 5 | | | | | 521 |
| 4 | 6,278 | 4,920 | 5,176 | 5,054 | 6,212 |
| 3 | 3,754 | 3,162 | 7,760 | 8,270 | 7,798 |
| 2 | | | 1,365 | 7,148 | 7,648 |
| 1 | | | | | 601 |

- Rating Count
- ☒ 1K+ ratings
- ☒ 5K+ ratings
- ☒ 10K+ ratings
- ☒ 100+ ratings
- ☒ 500+ ratings

average revenue per rati..

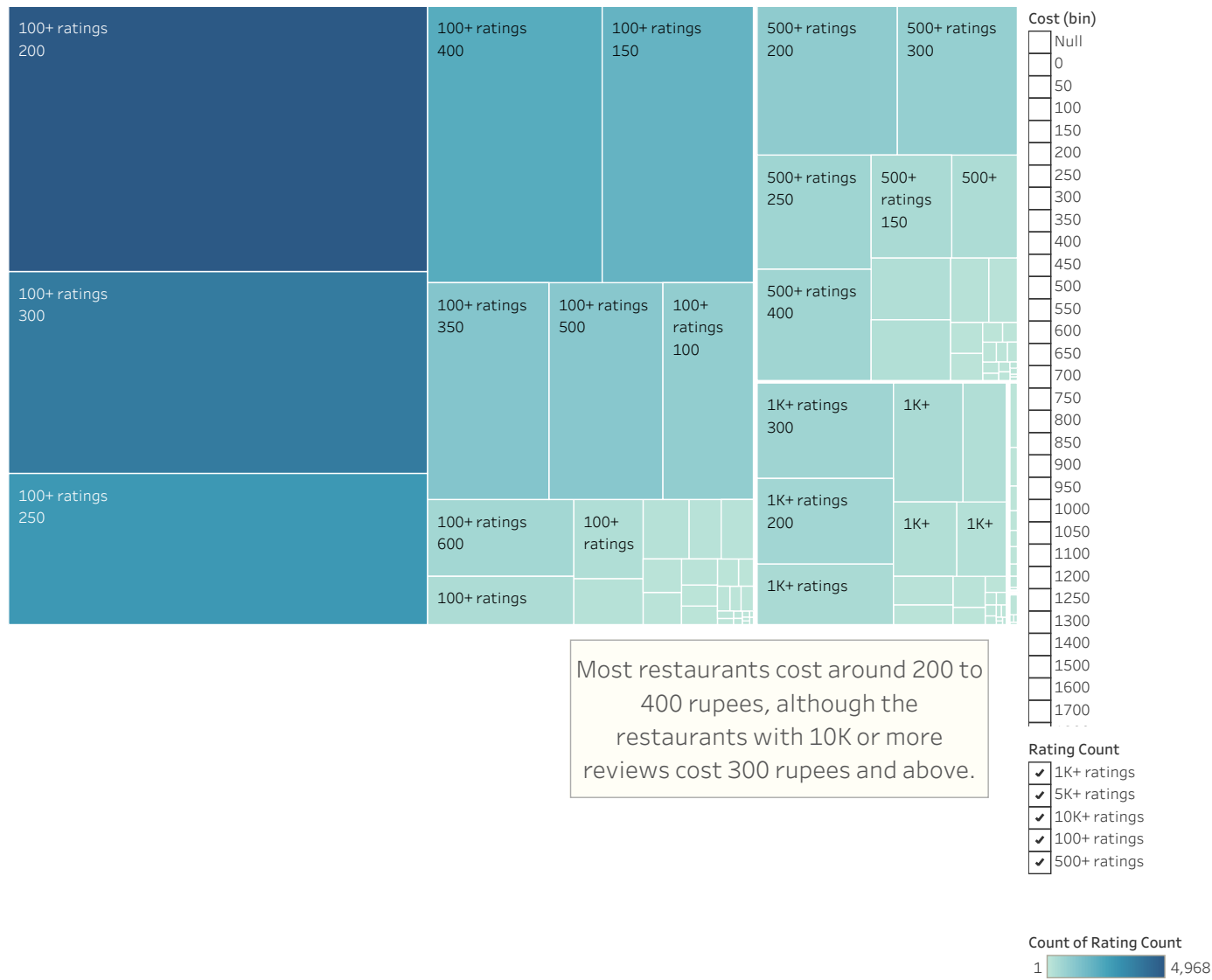
521

8,270

Although the 4 star rating group has the most reviews it does not generate the most revenue on average. The 3 star rating group makes the most revenue in every category except the restaurants with 5k or more reviews.

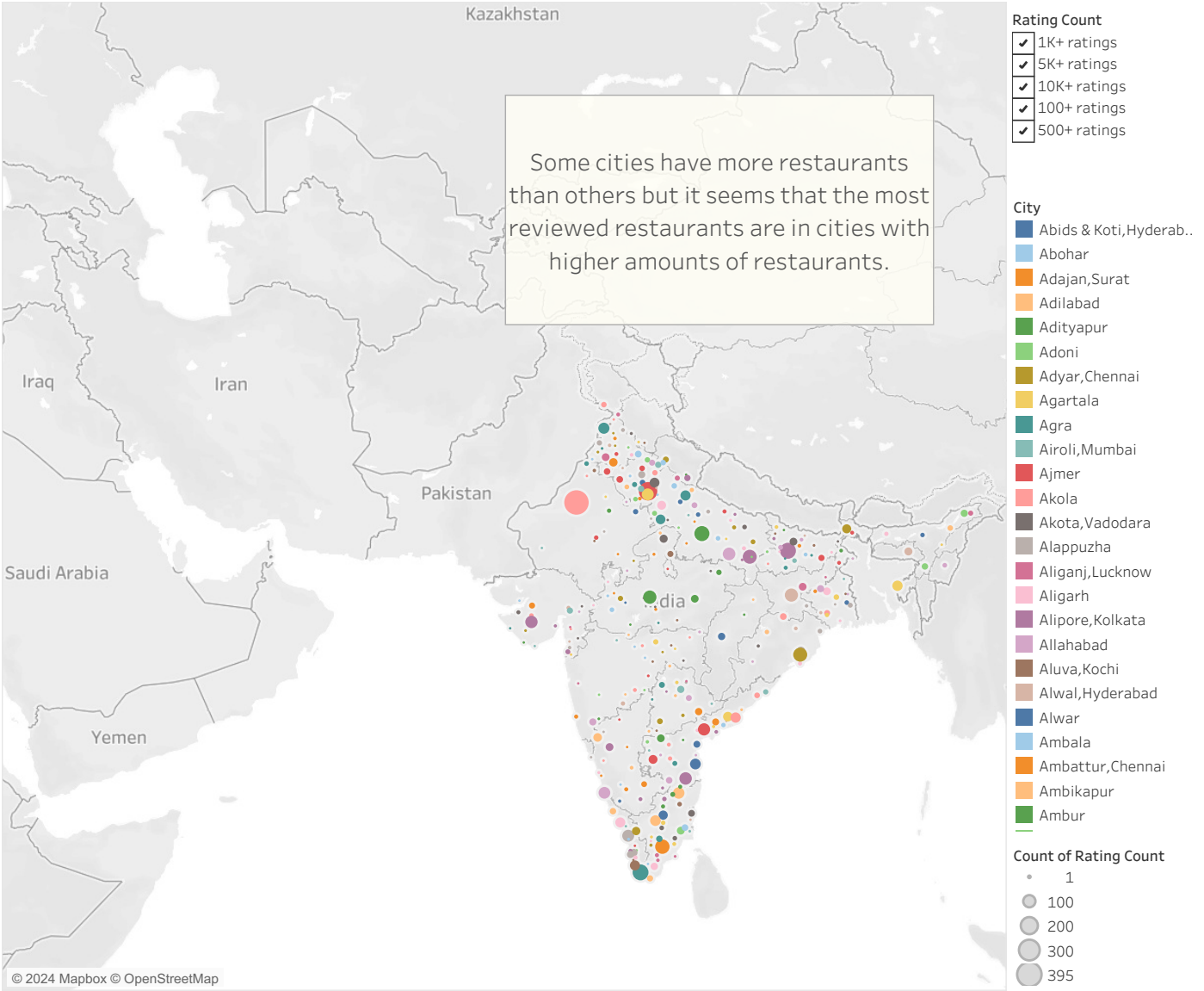
Restaurant Popularity

- 1
- 2
- 3
- 4
- 5
- 6

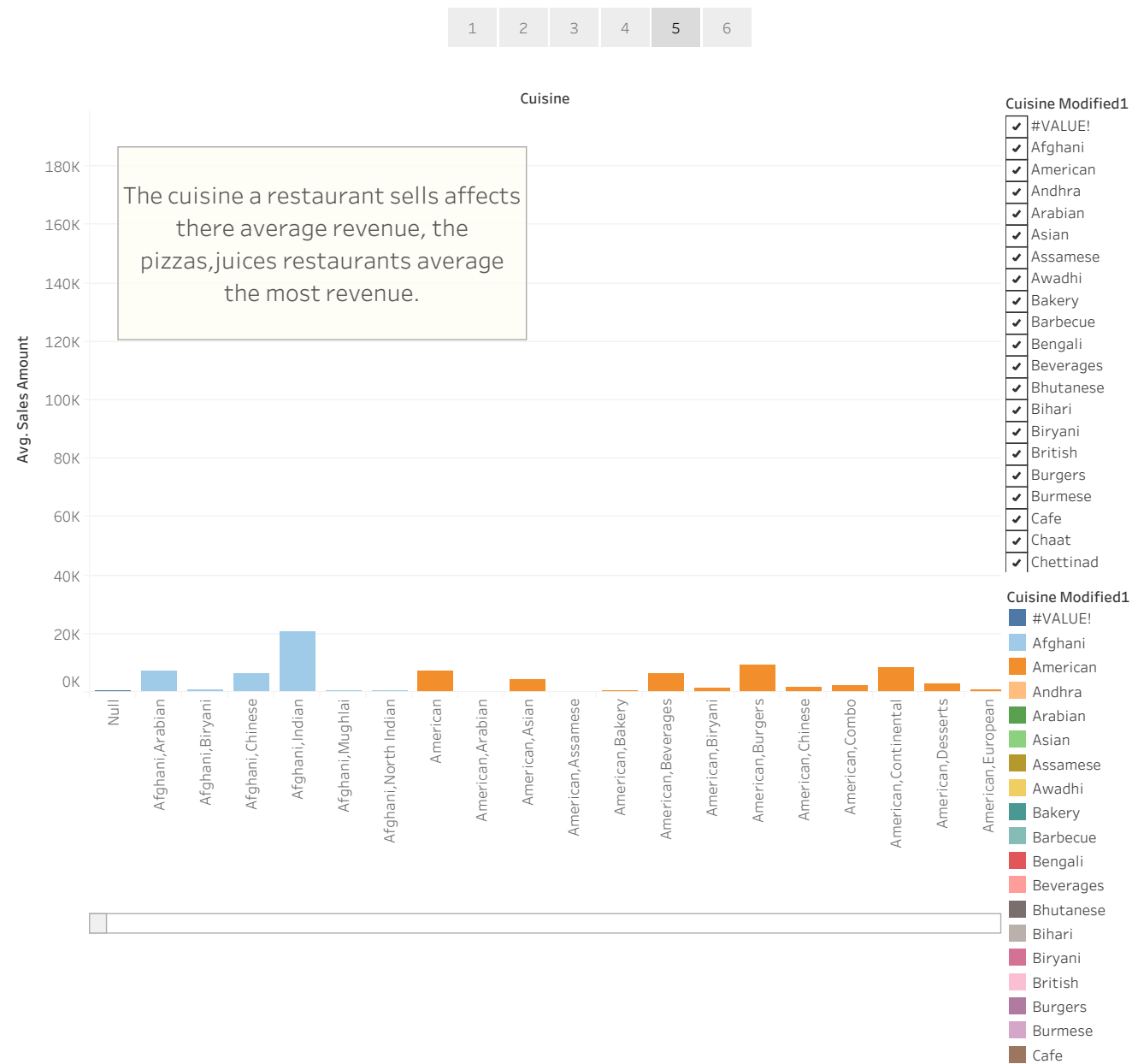


Restaurant Popularity

- 1
- 2
- 3
- 4
- 5
- 6



Restaurant Popularity



Restaurant Popularity

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|

My recommendation is to expand into cities with a higher concentration of restaurants within a smaller radius. This strategy aims to provide customers with a wider array of dining options, ultimately boosting overall sales due to the increased variety and participation of restaurants.