**Executive Summary:**  
*Van Muncher’s* (an imaginary firm) is an analytics consulting company with a mission to create a restaurants’ database in College Park to enhance customers' experience and restaurants’ services with detailed information. The goal was -

1. To assist residents or tourists to choose the restaurants with their priorities by offering restaurant amenities details

2. To provide restaurants marketing recommendations by analyzing what web source the customers prefer and restaurants’ reputation on the web source

3. To find great restaurants based on ratings or number of reviews, so tourists or new residents can try the best restaurants in College Park

4. To understand the popularity of the restaurants among users by analyzing bookmarking trends

The next step was to collect this information and store it in an MS SQL Server database and conduct a thorough analysis of restaurant attributes, customer reviews and ratings, and external service platforms that contribute to the success of these existing restaurants. Lastly, the analysis results were visualized in a Tableau dashboard to present as recommendations for the local restaurants.  
  
**Data Description:**

Our Data Sources include information from Yelp, Google reviews, and individual restaurant websites.

We collect customer reviews from 5/1/2021 to 11/29/2021 from above stated web sources.

Data was randomly collected for 20 reviews per restaurant for 15 restaurants. Review data included the review statement, review date, and restaurant rating left by the reviewer. The customer’s name, gender, and age were collected for each reviewer. In terms of service, data was collected on which delivery platforms were being used by restaurants. Lastly, data on menu information and cuisine options, menu price range, and whether the restaurant served alcohol or not was collected for the analysis.

**Findings and Recommendations:**

All findings and recommendations are inferred from the Tableau visualization results.

● Top 7 restaurants that have the greatest number of reviews are Looney’s Pub, Kangnam BBQ sport,

LaTao, Shanghai Tokyo Cafe, Nando’s Peri Peri, Milk & Honey Cafe and Hanam

● Top 5 restaurants with the highest rating stars are LaTao, The Spot Mini, The Board and Brews,

Yia Yia’s Kitchen, NuVegan Cafe

● The Board and Brew and NuVegan cafe offer the highest number of amenities

● Restaurants should focus on increasing their popularity on the web sources where it’s average

rating is not at par with the other web source to maintain its credibility

● Number of amenities offered by restaurants is important but it is not the deciding factor

for the restaurant’s popularity