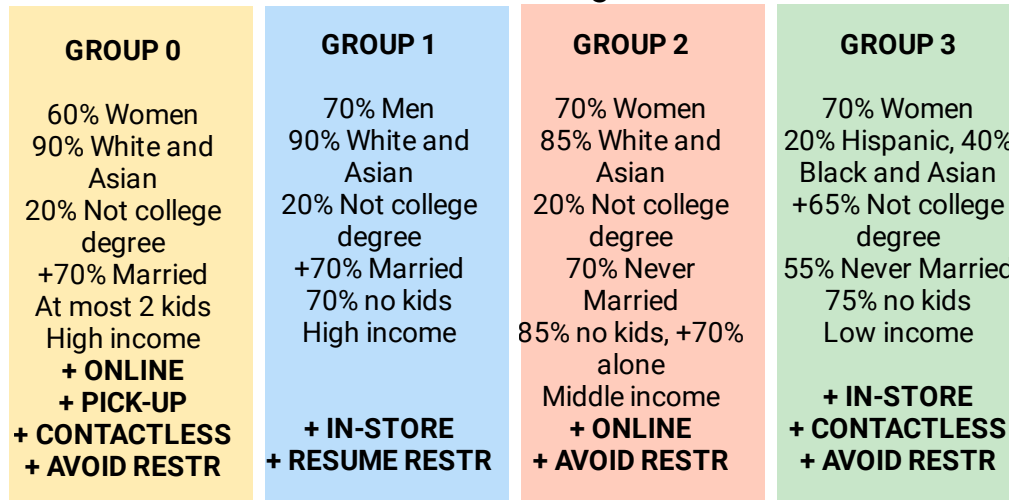# Consumer Behavior, Mobility Trends and Restaurants Context in San Francisco

Purchases, Payment, Restaurants variables across demographics

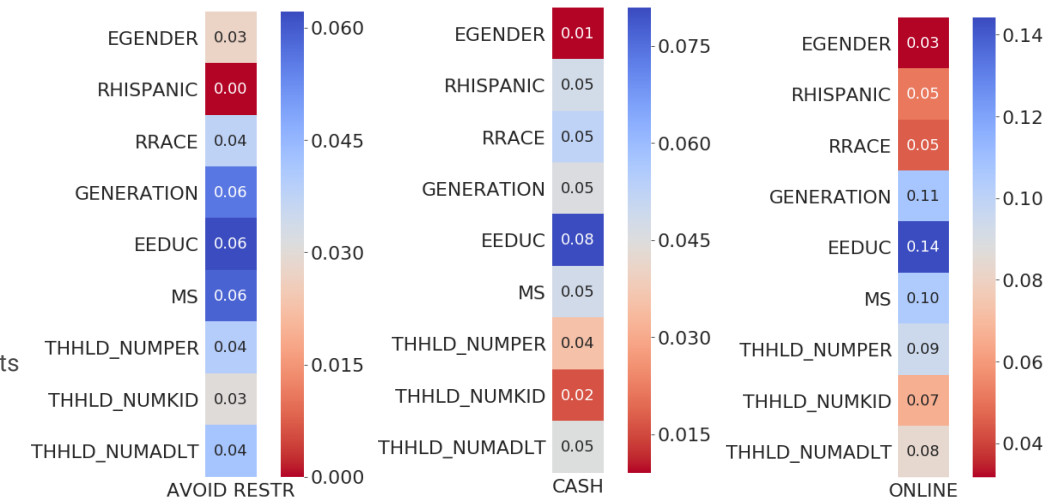### Consumer Segmentation

GROUP 0

60% Women
90% White and Asian
20% Not college degree
+70% Married
At most 2 kids
High income
**+ ONLINE
+ PICK-UP
+ CONTACTLESS
+ AVOID RESTR**

GROUP 1

70% Men
90% White and Asian
20% Not college degree
+70% Married
70% no kids
High income

**+ IN-STORE
+ RESUME RESTR**

GROUP 2

70% Women
85% White and Asian
20% Not college degree
70% Never Married
85% no kids, +70% alone
Middle income
**+ ONLINE
+ AVOID RESTR**

GROUP 3

70% Women
20% Hispanic, 40% Black and Asian
+65% Not college degree
55% Never Married
75% no kids
Low income
**+ IN-STORE
+ CONTACTLESS
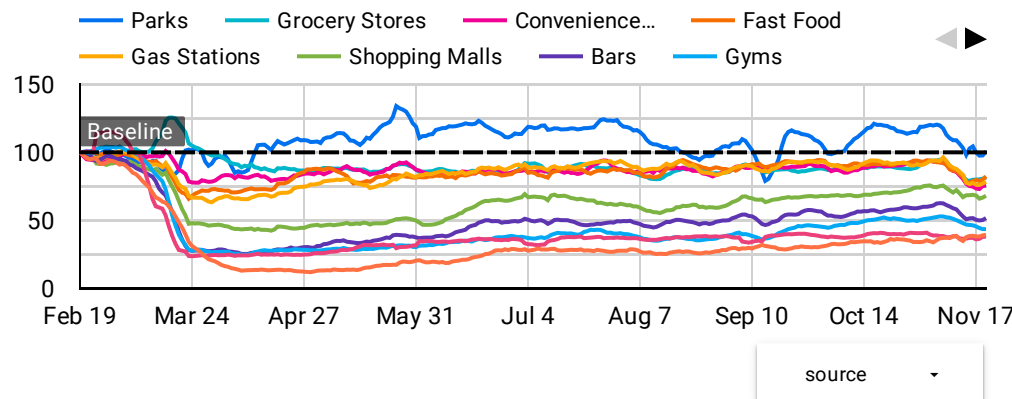+ AVOID RESTR**

Purchases

Online
58.52 %

Payment

contactless
95.43 %
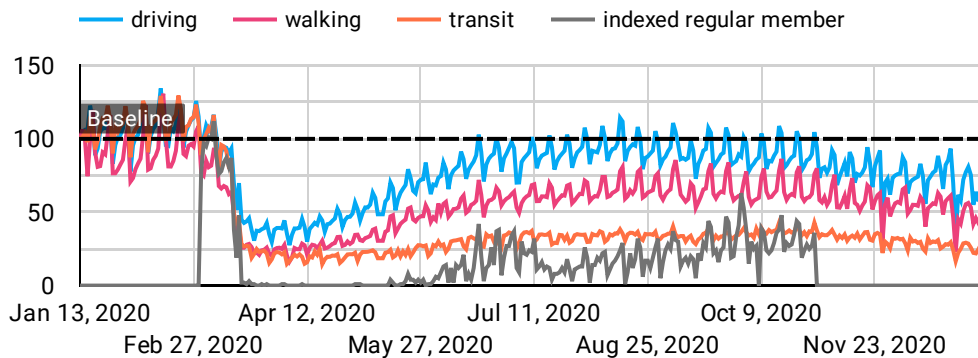
Restaurants

avoided restaurants
92.7 %

Educational attainment, **marital status, generation, number of members of the household,** and **race** are demographics more related to the adoption of protective and relaxing behavioral changes.

	AVOID RESTR		CASH		ONLINE
EGENDER	0.03	0.01		0.03
RHISPANIC	0.00	0.05		0.05
RRACE	0.04	0.05		0.05
GENERATION	0.06	0.05		0.11
EEDUC	0.06	0.08		0.14
MS	0.06	0.05		0.10
THHLD_NUMPER	0.04	0.04		0.09
THHLD_NUMKID	0.03	0.02		0.07
THHLD_NUMADLT	0.04	0.05		0.08

Mobility into different venues of the city

Parks — Grocery Stores — Convenience… — Fast Food — Gas Stations — Shopping Malls — Bars — Gyms

source

People doing **more online purchases** are also using **more contactless payment methods** and **avoided eating at restaurants**.

Restaurants by zip code: Price, Rating, Popularity, Transactional methods and Type of food

Distance to residential, commercial, and **industrial** areas, the **density of residential areas** and **distance to parks** play a crucial role in how Restaurants are facing the pandemic.

zip_code ▾	price ▾	pickup… ▾	type_fo… ■

review_count +0.00% • ● 10.68%

rating 3.67 — 4.5

Mobility by type of transportation and average mobility regular member of the community

driving — walking — transit — indexed regular member

North Beach, Nob Hill, Chinatown, Finan cial District, Richmond and Ashbury areas concentrate more reviews from users.

The neighborhoods with higher average ranking are **Pacific Heights, Sunset District, Downtown, South of Market**.

Besides **Residential, Parks** represent the venue with higher foot traffic, followed by **Groceries and Pharmacies**. The more disrupted venues are **Gyms, Airports, Offices,** and **Transit stations**.

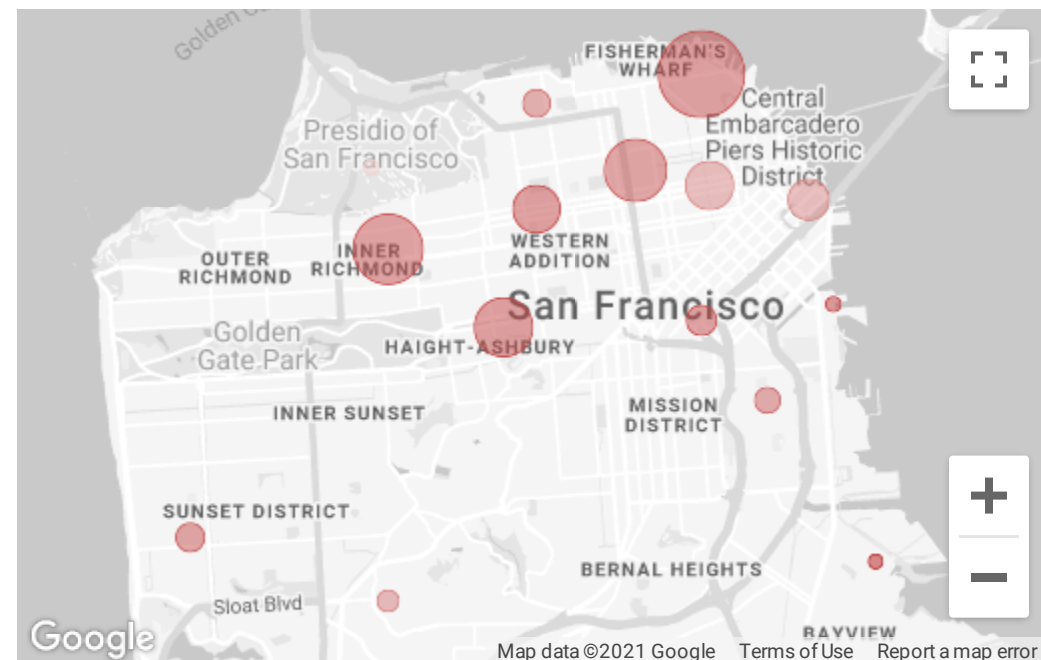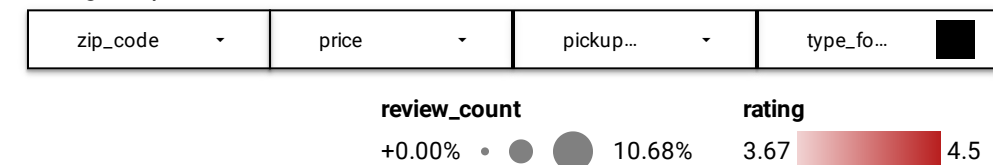Map data ©2021 Google   Terms of Use   Report a map error

Consumer Behavior, Mobility Trends and Restaurants Context in Miami

Purchases, Payment, Restaurants variables across demographics

Consumer Segmentation

GROUP 0

75% Women
+35% Hispanic, 14% Black
43% Not college degree
45% Never married, divorced and separated
70% no kids
65% below $75k

**+ ONLINE
+ CASH
+ AVOID RESTR**

GROUP 1

60% Women
30% Hispanic, 11% Black
50% Not college degree
+55% Married
70% no kids
55% below $75k

**+ IN-STORE
+ RESUME RESTR**

GROUP 2

70% Men
30% Hispanic, 11% Black
30% Not college degree
+70% Married
66% no kids
28% below $75k

**+ ONLINE
+ PICK-UP
+CONTACTLESS
+ AVOID RESTR**

Purchases
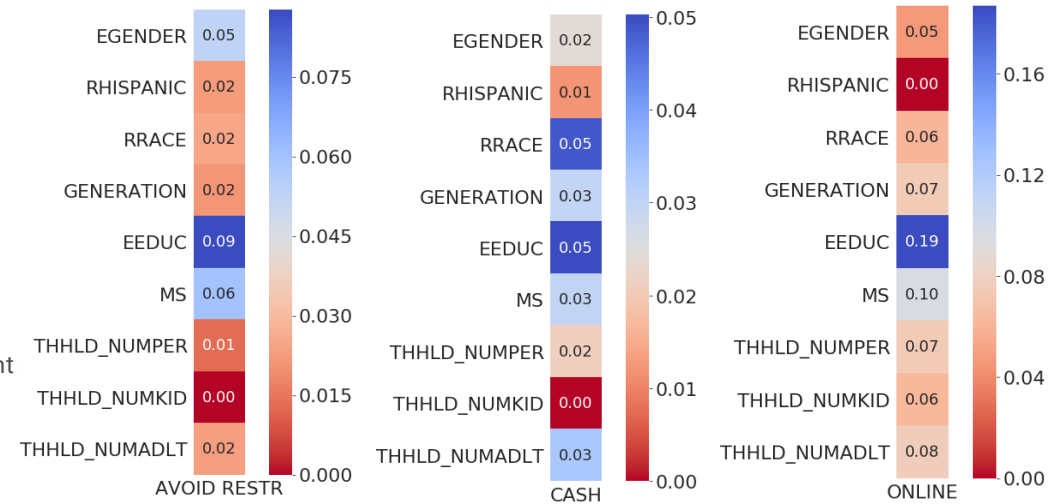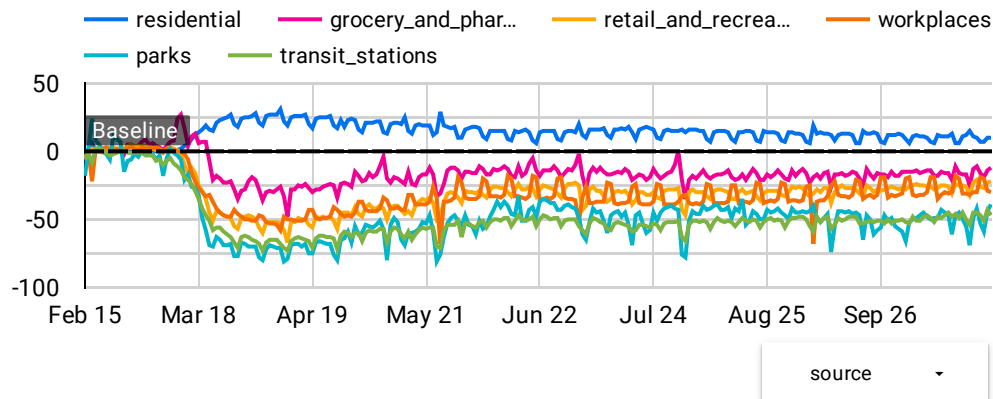Online
54.18 %

Payment
contactless
92.35 %

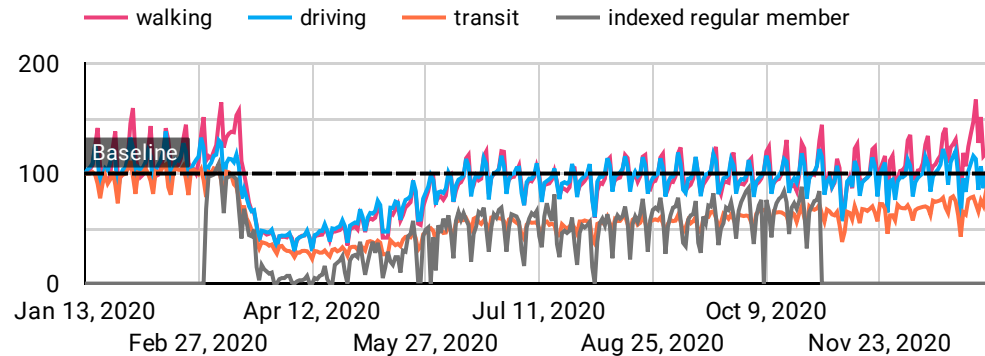**Restaurants**
avoided restaurant
88.63%

Educational attainment, race, race and number of members of the **household** are demographics more related to the adoption of protective and relaxing behavioral changes.

	AVOID RESTR		CASH		ONLINE
EGENDER	0.05	0.02		0.05
RHISPANIC	0.02	0.01		0.00
RRACE	0.02	0.05		0.06
GENERATION	0.02	0.03		0.07
EEDUC	0.09	0.05		0.19
MS	0.06	0.04		0.10
THHLD_NUMPER	0.01	0.02		0.07
THHLD_NUMKID	0.00	0.00		0.06
THHLD_NUMADLT	0.02	0.03		0.08

Mobility into different venues of the city

Legend: residential, grocery_and_phar…, retail_and_recrea…, workplaces, parks, transit_stations

People doing more **purchases online** are also **avoiding more eating at restaurants.**

More **in-store purchases** are related to **resume eating at restaurants.**

Restaurants by zip code: Price, Rating, Popularity, Transactional methods and Type of food

Distance to the International Airport, to residential, and **commercial**, areas and the **density of residential areas** play a crucial role in how Restaurants are facing the pandemic.

zip_code ▾	price ▾	pickup… ▾	type_fo… ■

review_count +0.00% ● 11.09%
rating 2.86 — 5

Mobility by type of transportation and average mobility regular member of the community

Legend: walking, driving, transit, indexed regular member

More than 55% of businesses in zip codes around the airport **are offering delivery exclusively.**

Some medium-highly dense zones turned 100% to delivery **could benefit from pick-up**

Besides **Residential**, **Groceries and Pharmacies** represent the venue with higher foot traffic, followed by The more disrupted venues are **Parks**, **Retail**, and **Transit stations**.