Mexican Restaurant rating report

The dataset which features restaurant ratings in Mexico provided by real consumers from the year 2012. The dataset is organized into five CSV files:

* Consumer Details: Contains personal information about each customer.
* Consumer Preference: Lists the cuisine preferences for individual customers.
* Restaurants: Includes key details about each restaurant.
* Restaurant’s Cuisine: Specifies the types of cuisine offered by each restaurant.
* Customer Ratings: The central table of the dataset, containing customer rating data for various restaurants.

Power Query was used to clean and prepare the data for analysis. This process included removing duplicate records, handling missing values, and standardizing data formats to ensure consistency. Once cleaned, the dataset was loaded into Power BI to extract key insights, such as: average rating for each restaurant, total number of restaurants, total number of consumers and many more. KPIs were employed to explore the data further, identify patterns, and to calculate metrics.

The majority of the population in the dataset is from San Luis Potosí, Morelos is the second most represented location. Most customers have a medium budget, while just a few have a high budget. Students make up the majority of drinkers and smokers, and they tend to be social or casual drinkers

Eighty percent of the consumers are between the ages of 18 and 25. Mexican, American, pizzeria, cafeteria, and coffee shops are the most popular cuisines. The majority of consumers across all four cities are non-smokers, In Cuernavaca, however, smokers account for 25% of the population.

The majority of the 130 restaurants are located in the "San Luis Potosi" city. The majority of eateries serve fast food, brewery, Mexican, bar, cafeteria, seafood, and burgers. About 19% of restaurants are high priced, 46% have a medium budget, and 35% have a low budget.

San Luis Potosí is home to 84 restaurants, while both Morelos and Tamaulipas have 23 restaurants each. Majority of the restaurants are non-franchise establishments, evenly distributed across three rating levels: unsatisfactory, satisfactory, and highly satisfactory. A smaller number of restaurants are franchises, and they too are evenly spread across the same rating categories. Mexican cuisine emerges as the most preferred choice among consumers, with American cuisine following closely behind.

These insights provided a foundation for actionable recommendations aimed at enhancing restaurant performance and demonstrated the value of leveraging data-driven decisions to improve overall business outcomes.