

## **CAPSTONE PROJECT (Restaurant Rating)**

### Question and Answers

**1a) What can you learn from the highest rated restaurants? Do consumer preferences have an effect on ratings?**

The analysis shows that the highest-rated restaurants in this dataset have two things in common — smoking is not allowed and they are located in closed areas. This suggests that Consumers prefer a smoke-free Environment, Enclosed or indoor settings which was perceived as more comfortable or premium compared to open spaces.

b) Consumer preferences don't seem to affect ratings, because the average scores are almost the same across all preference groups.

**2a) What are the consumer demographics? Does this indicate a bias in the data sample?**

The consumer demographics is basically young individuals with a medium budget, concentrated in San Luis Potosi. Most are students and single, which suggests the restaurants mainly attract a youthful, and socially independent demographics

b) Yes, the concentration shows a bias. since most of the respondents are young, single students with medium budgets from San Luis Potosi, the sample is not balanced across age, income, marital status or location.

**3) Are there any demand & supply gaps that you can exploit in the market?**

Yes. The data shows that consumer demand is consistent — when food or service improves, overall ratings also improve. However, restaurants are not delivering high quality consistently, since the maximum overall rating in the dataset is only 2 out of 2. This suggests a supply gap

**4) If you were to invest in a restaurant, which characteristics would you be looking for?**

If I were to invest in a Restaurant I'd make sure:

- a) No smoking allowed & restaurant are sited in a closed area because it matches the setup of the highest-rated restaurants.
- b) Ensure Restaurants must focus on food & service quality since it directly drive the overall ratings
- c) The price is pocket-friendly, because most of the demographic are medium budget range