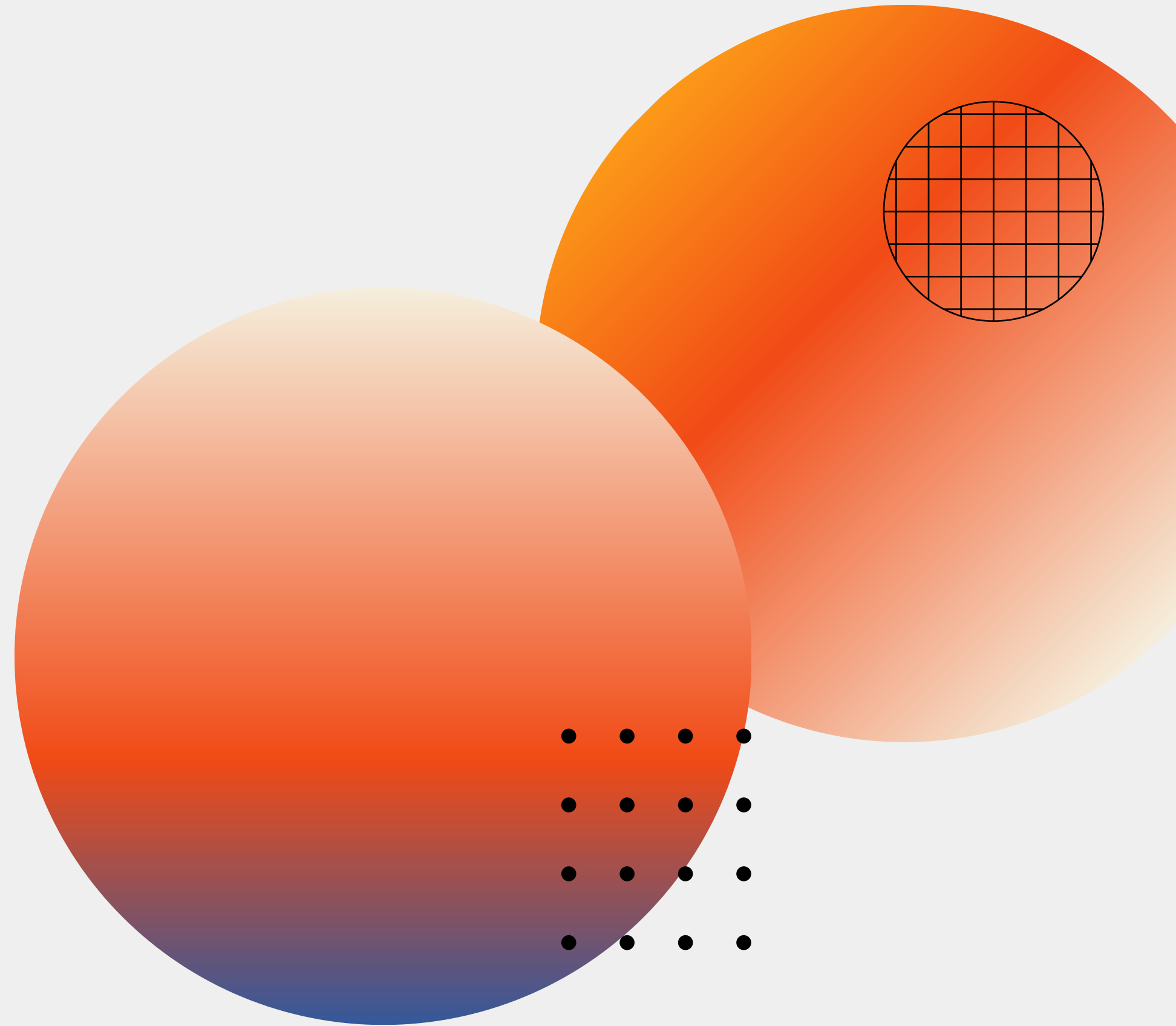


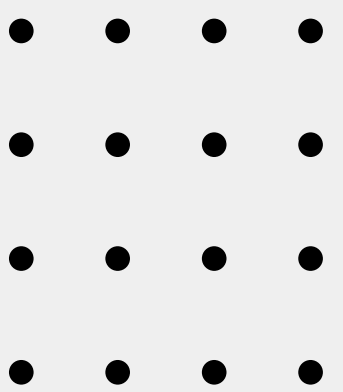
Let's Start

Sales Analysis for Addictive Products



Dataset Introduction

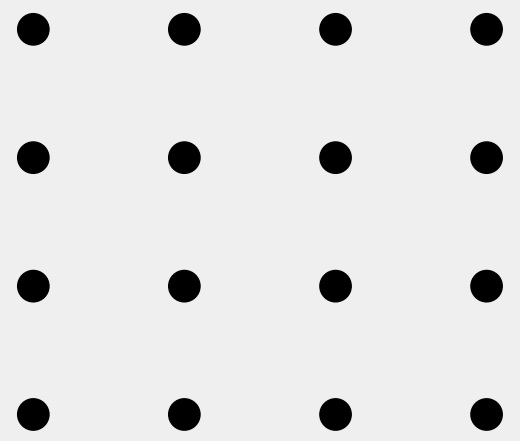
The dataset gives information about the **rating of customers** about **certain restaurants** in **Mexico**



The dataset has size 63,7kB (quite small) with a total of 5 files containing:

- Restaurant Information
- Consumer Information
- Consumer Preference and Restaurant Cuisines
- Total Rating (food, service and overall)

Table of contents



1. Introduction to Company and Target

2. Insights and Analyze influencers

3. Conclusion and Suggestions

Company Introduction

Hikat Addict & Smoke is a famous and long-serving company in the **Alcohol & Smoking** supply chain and **Restaurant development** since 1990 in Mexico

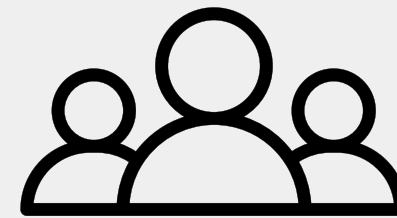


The Company is aiming to **Widen the investment scope** to more Mexican regions and wants to find out which specific **City and Restaurants' Aspects** to focus on **Alcohol & Smoking** and which **condition** needs **improvement** to apply **future Addictive Investment**

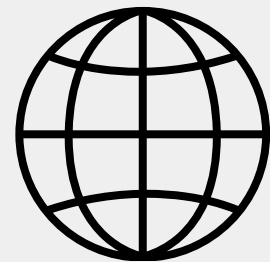
Goal for Presentation



Analyze in detail which
Aspects to focus on



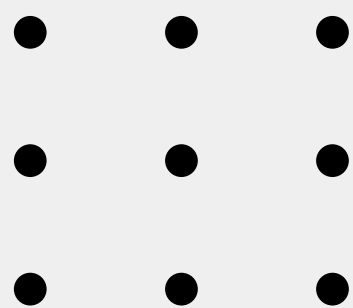
Insight into
Consumers
Preferences



Promote suggestions for
Current Opportunity



Promote suggestions for
Upcoming Investment



General Information



Restaurants

130



Space Available

72



Alcohol Available

43



Smoking Available

35

All 4 cities

- Ciudad Victoria
- San Luis Potosi
- Jiutepec
- Cuernavaca

General Information

All 4 cities

- Ciudad Victoria
- San Luis Potosi
- Jiutepec
- Cuernavaca

San Luis
Potosi



Restaurants

130



Space Available

72



Alcohol Available

43



Smoking Available

35



Restaurants

84



Space Available

46



Alcohol Available

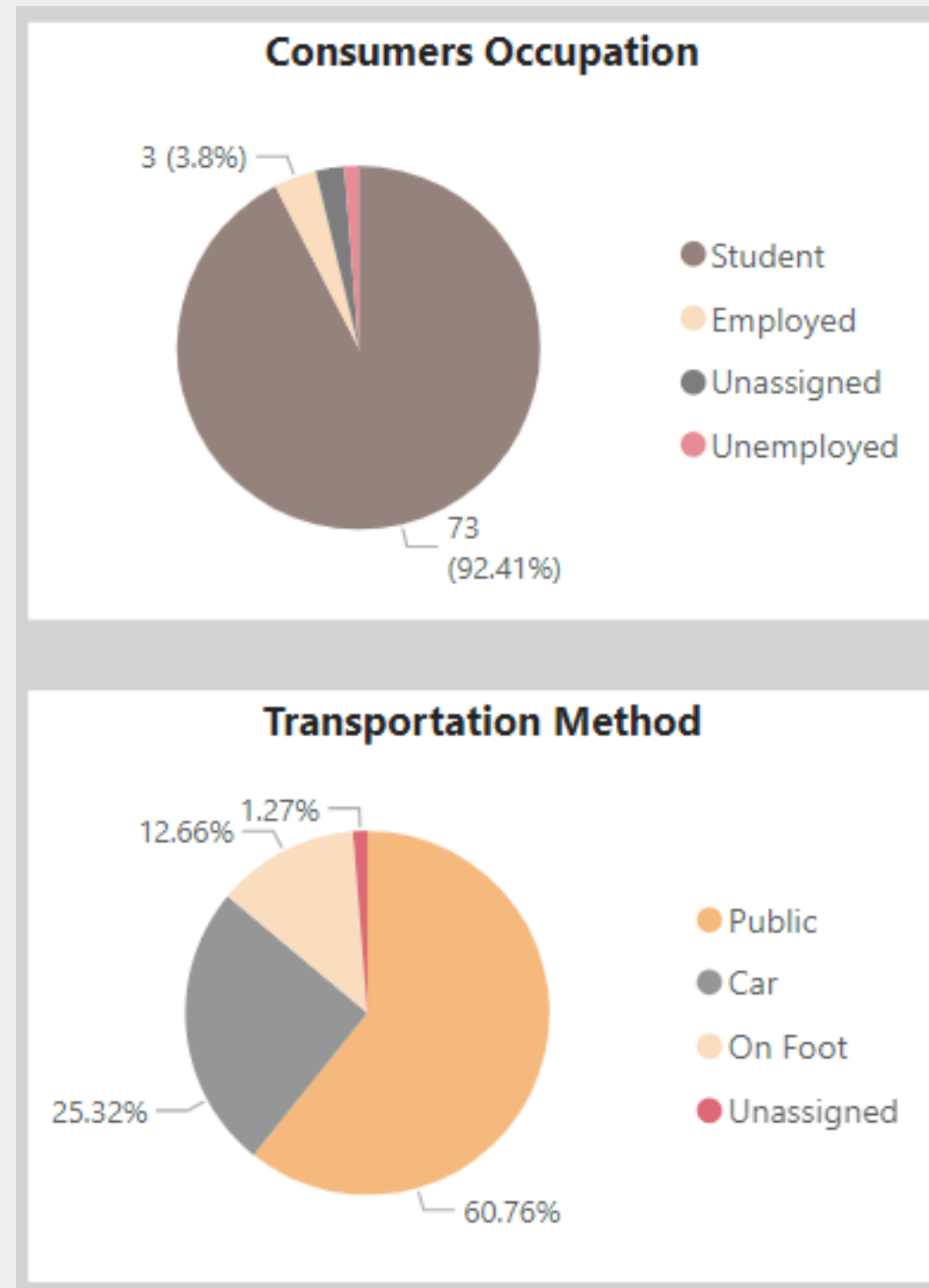
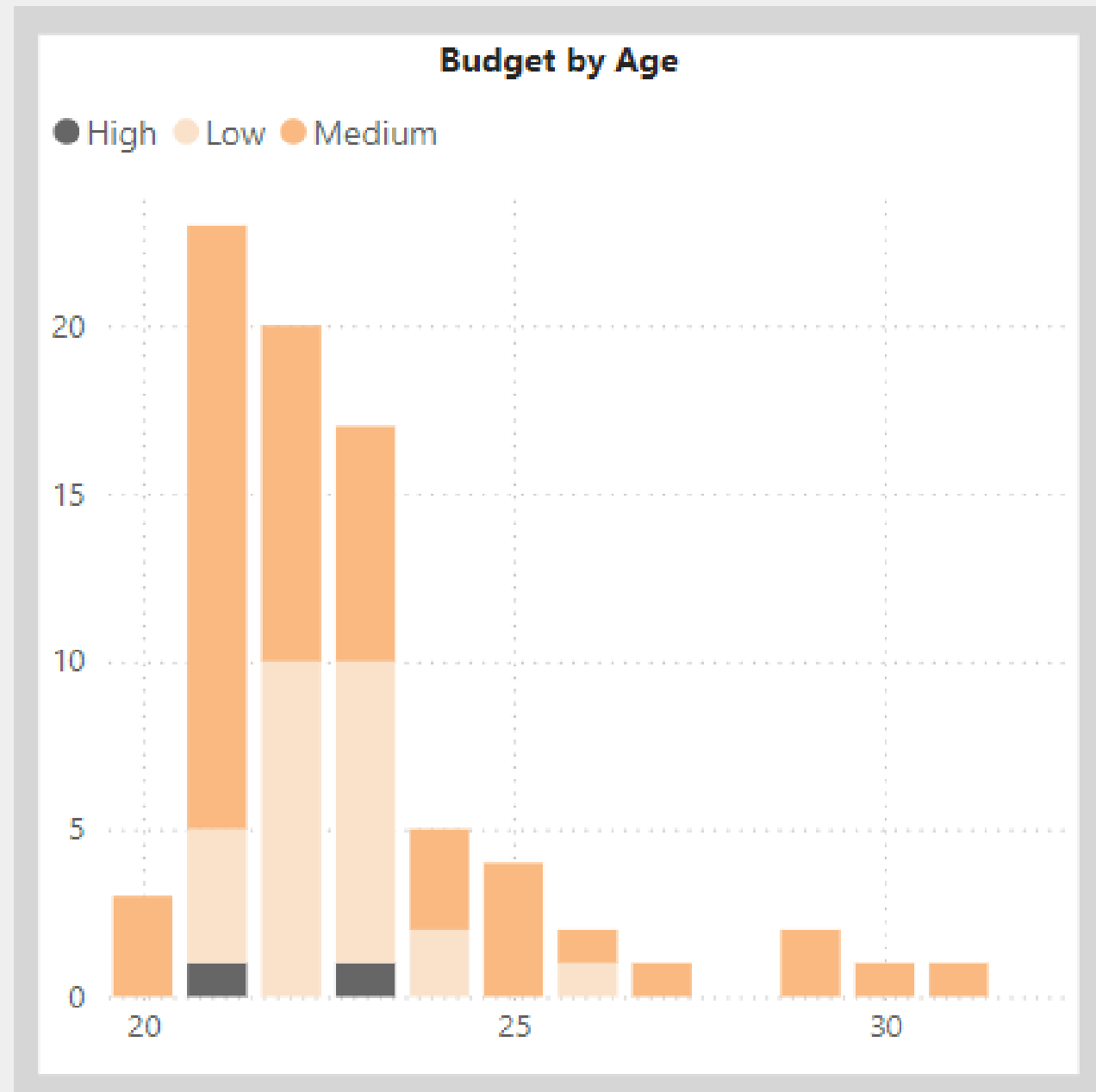
30



Smoking Available

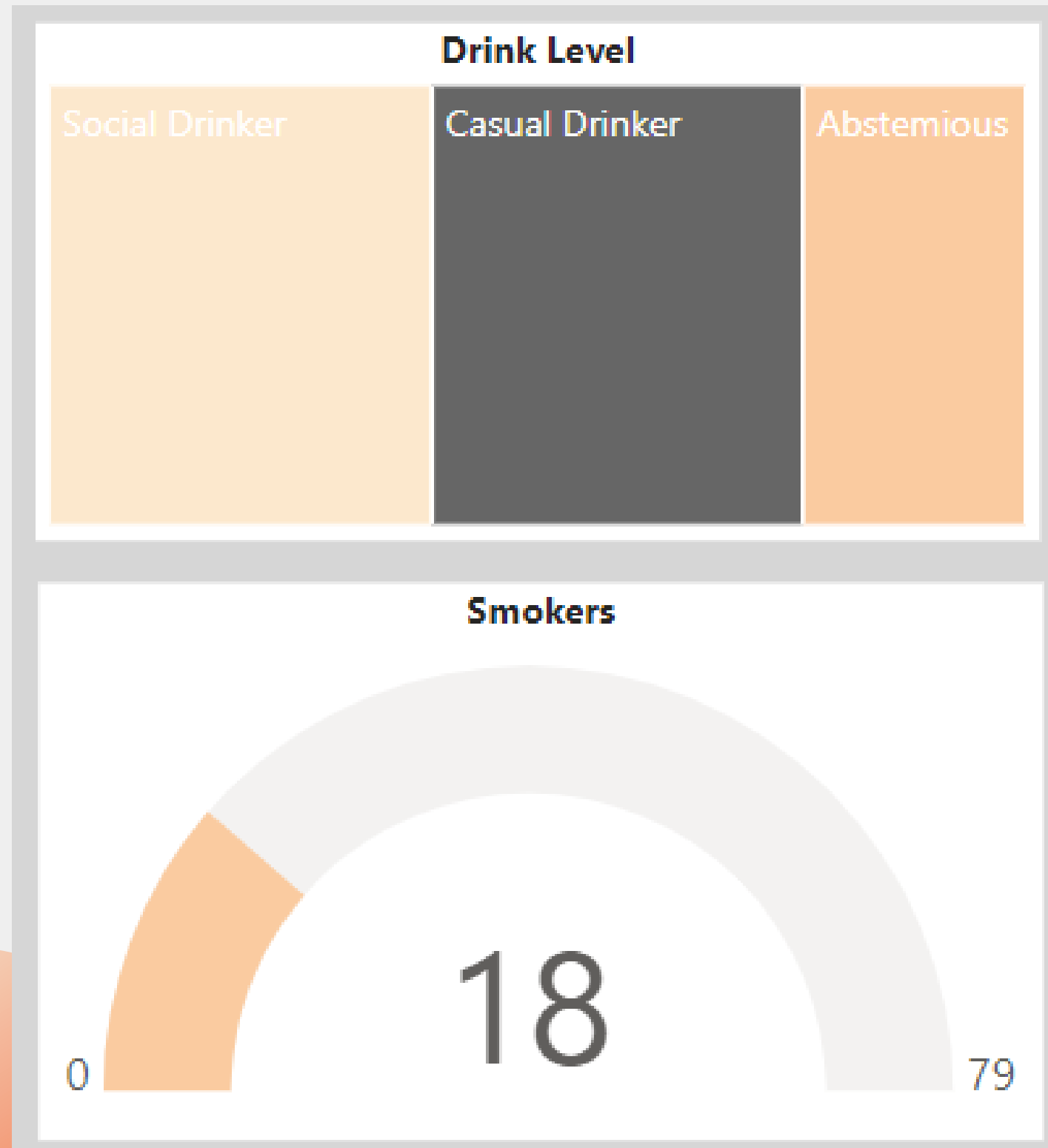
24

San Luis Potosi



- Most consumer of age **21 -> 26** and Budget **Low - Medium**
- Most consumers are **Students** and travel mostly by **Public Transport (61%)** and **Car (25,32%)**

San Luis Potosi



- Most consumer are **normal drinkers** but only **a few smoke**

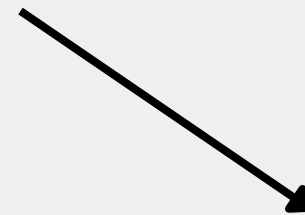
=> Due to the Average Age spans in the 20s, more online advertising and media can be applied

=> Can focus on investing Alcohol Services and less focus on Smoke

General Information

All 4 cities

- Ciudad Victoria
- San Luis Potosi
- Jiutepec
- Cuernavaca



Cuernavaca



Restaurants

130



Space Available

72



Alcohol Available

43



Smoking Available

35



Restaurants

21



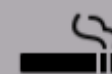
Space Available

11



Alcohol Available

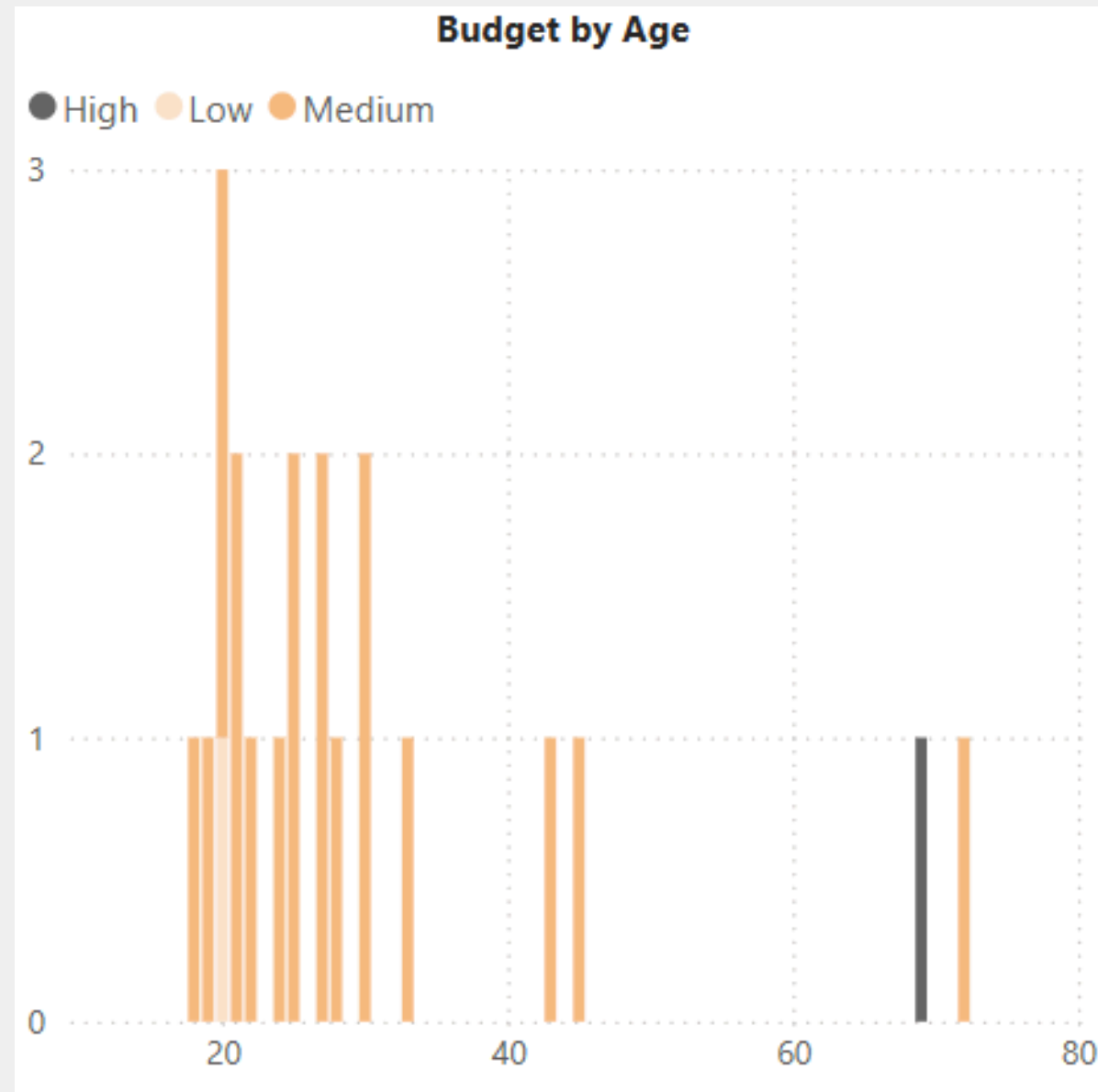
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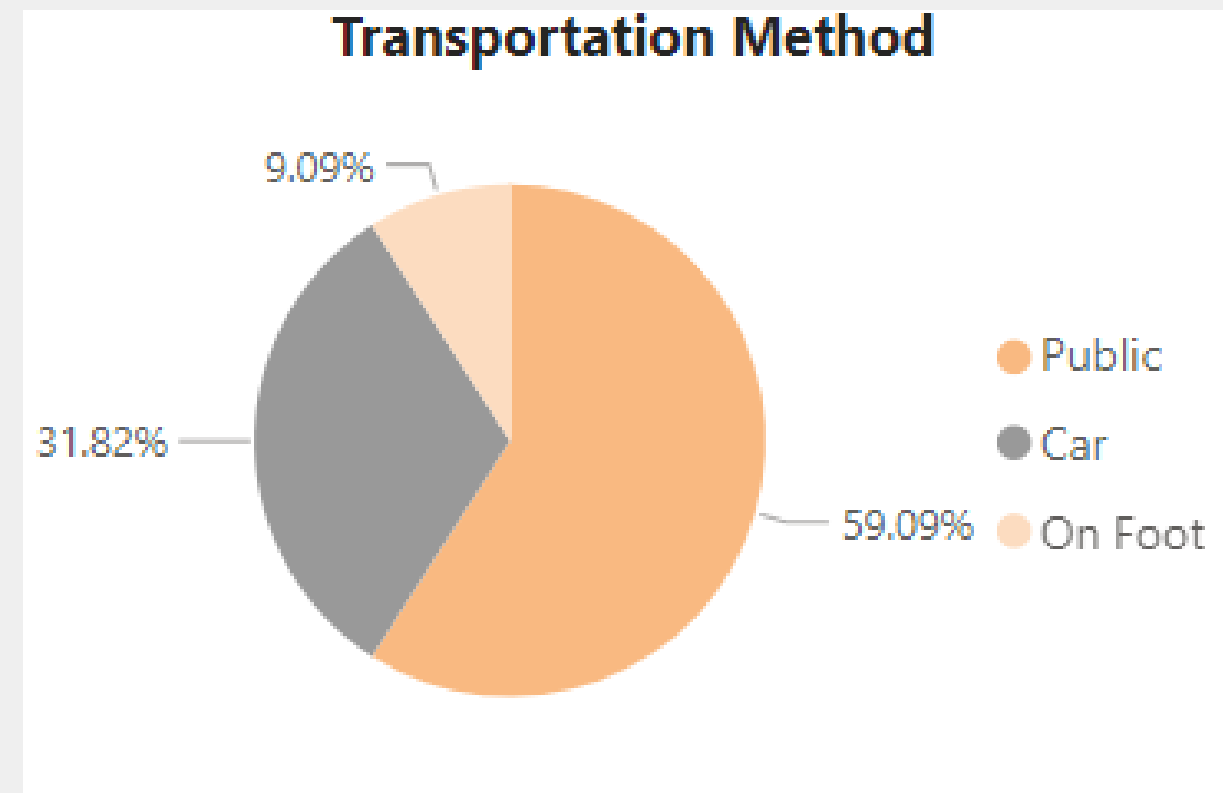
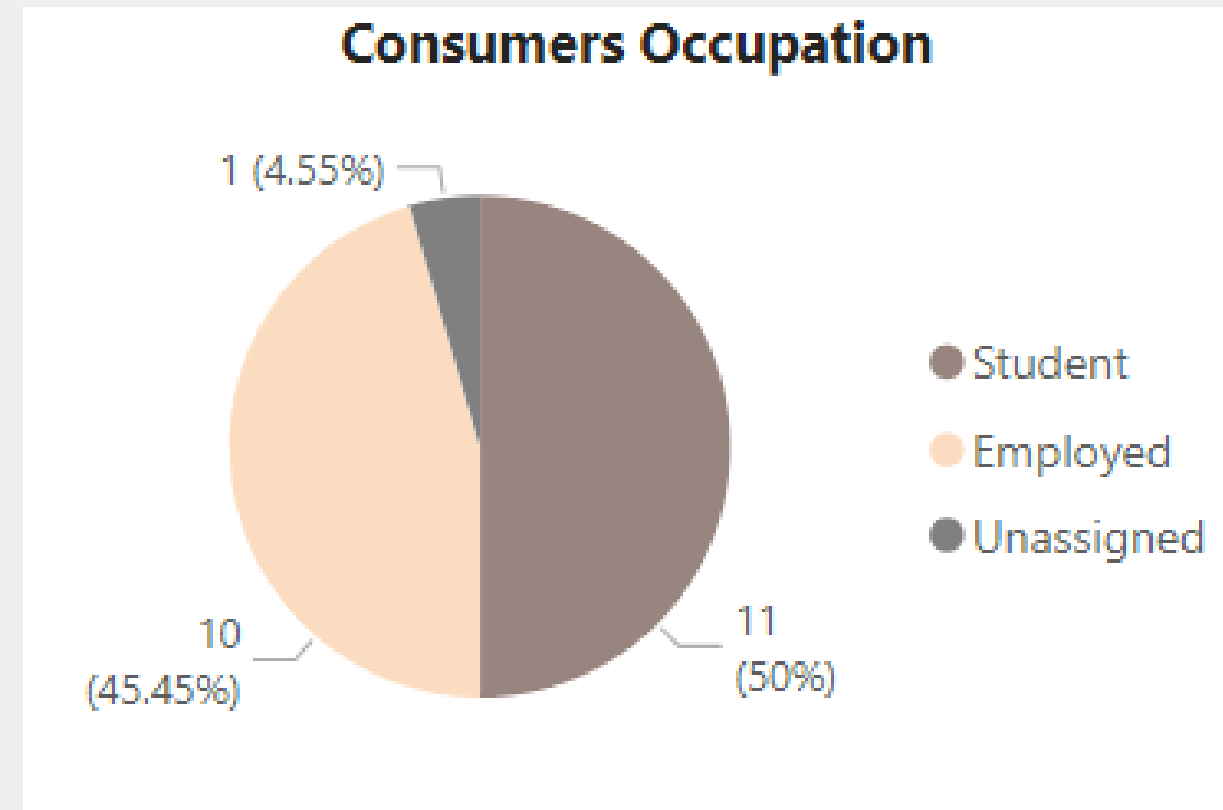
Smoking Available

6

Cuernavaca

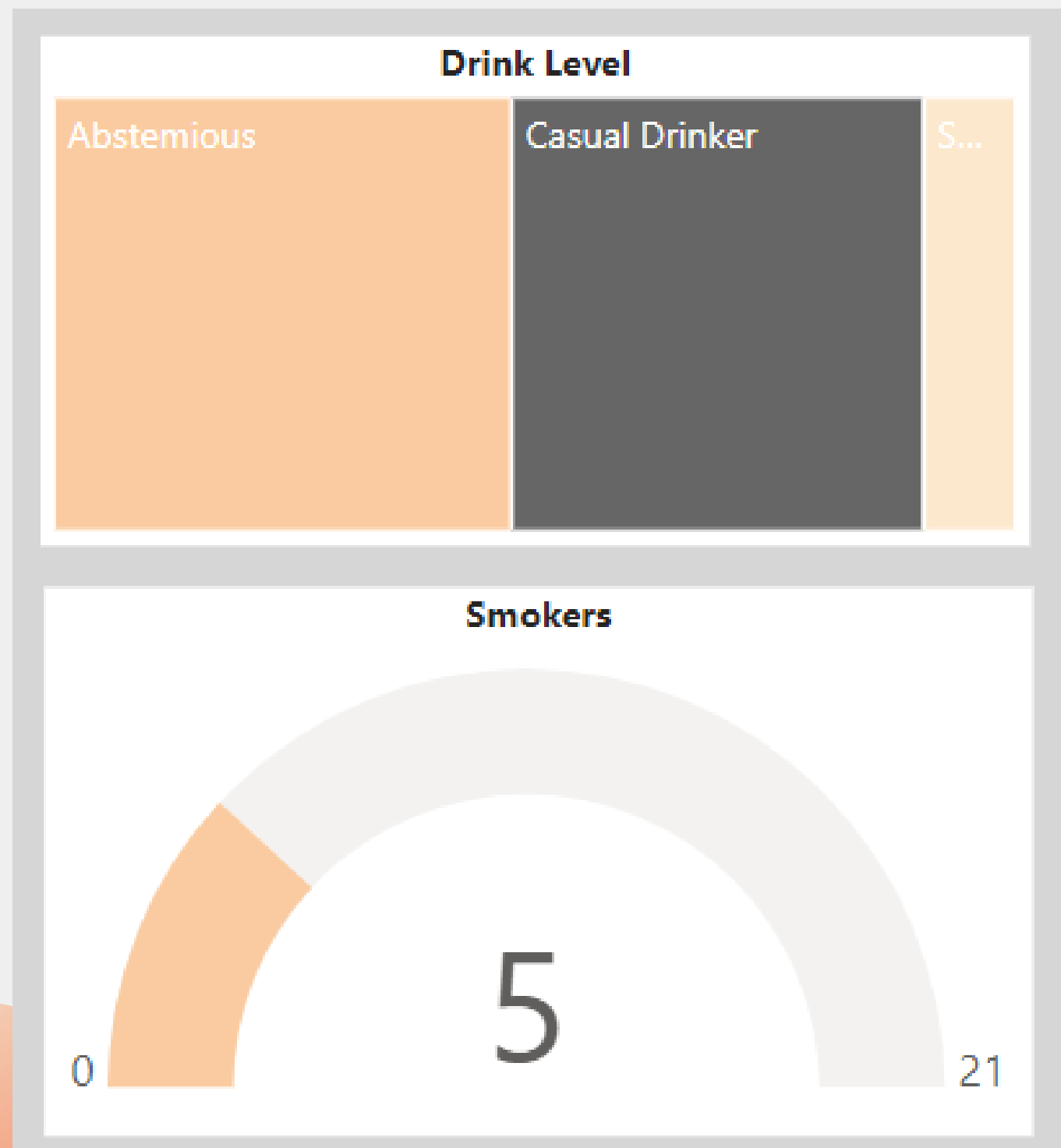


- The Age range **distributes widely** between 20 and 33



- A large proportion is **students** and **employed** and travel mostly by **public transport (62%)** and **Car (28,6%)**

Cuernavaca



Only a **small** proportion **Drink Alcohol** and **Smoke**



> **50%** restaurants have **Alcohol Services** and > **25%** allow **Smoking**

=> **Need to answer why and find ways to improve**

Detail Influencers

And how they affect **Ratings**

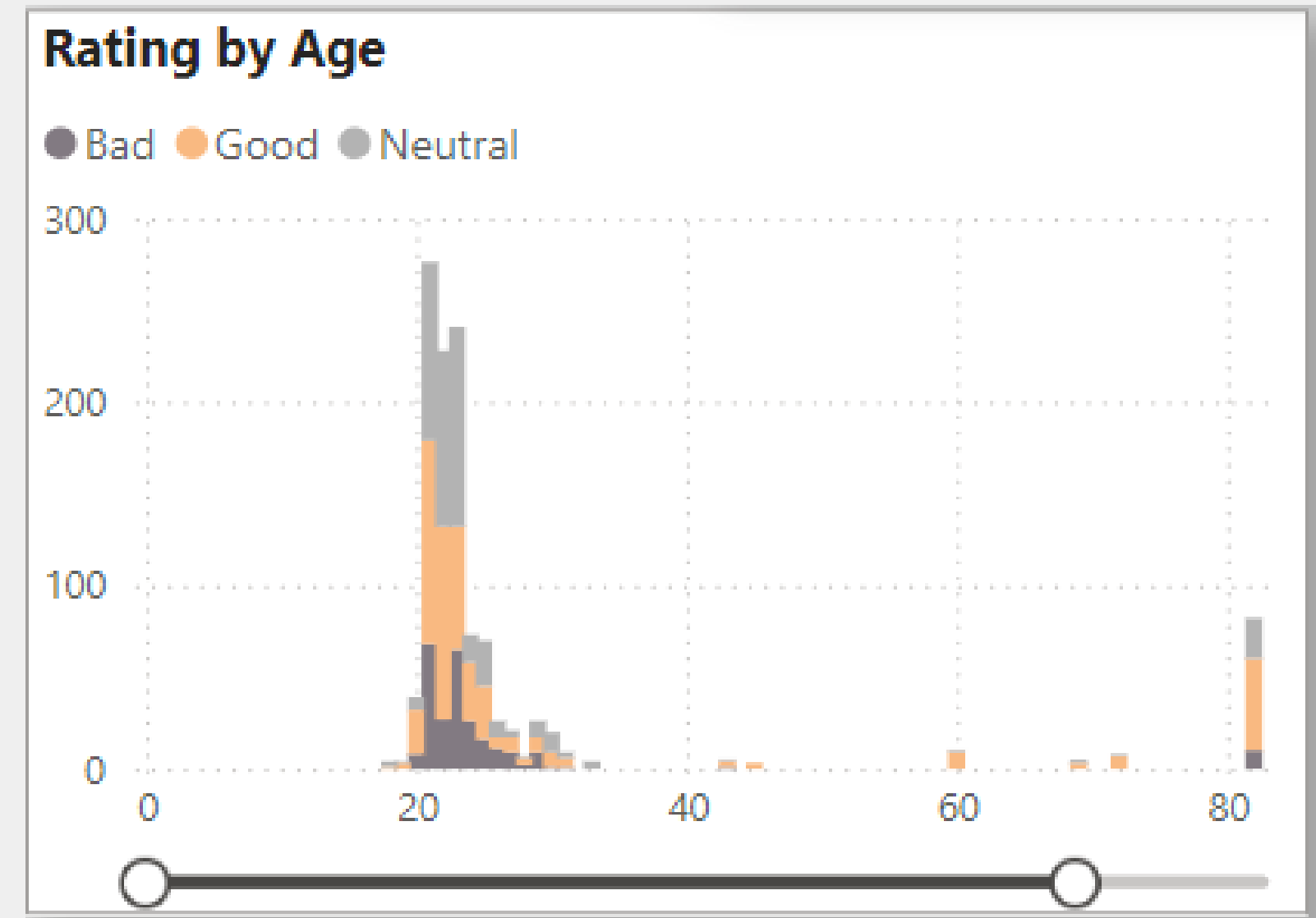
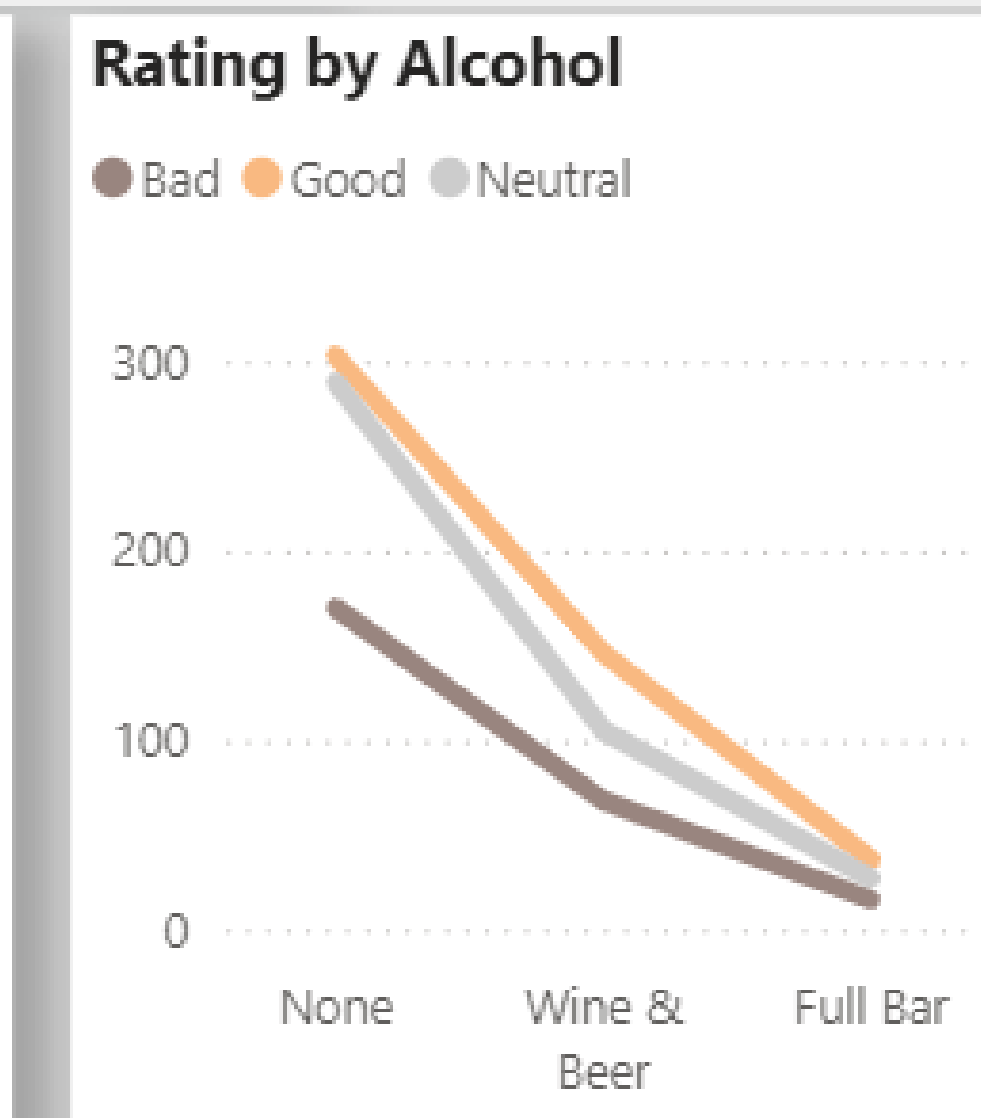
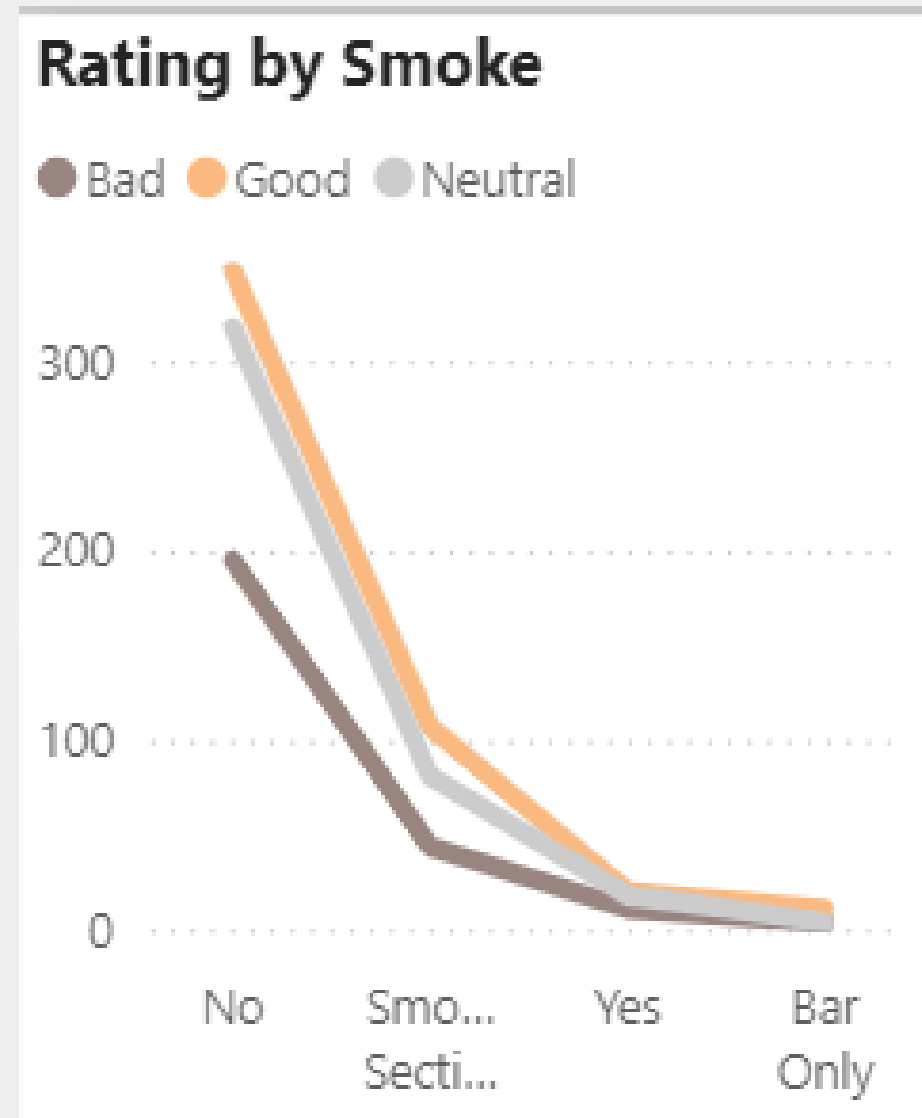
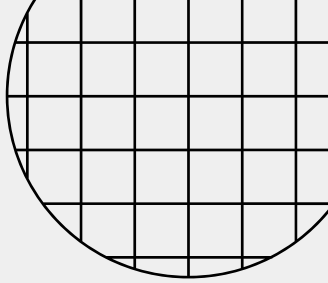
- **Area**
 - **Price**
 - **Cuisine**
 - **Bar Availability**
-



Good Rate	Bad Rate
486	254
41.86%	21.88%

Overall

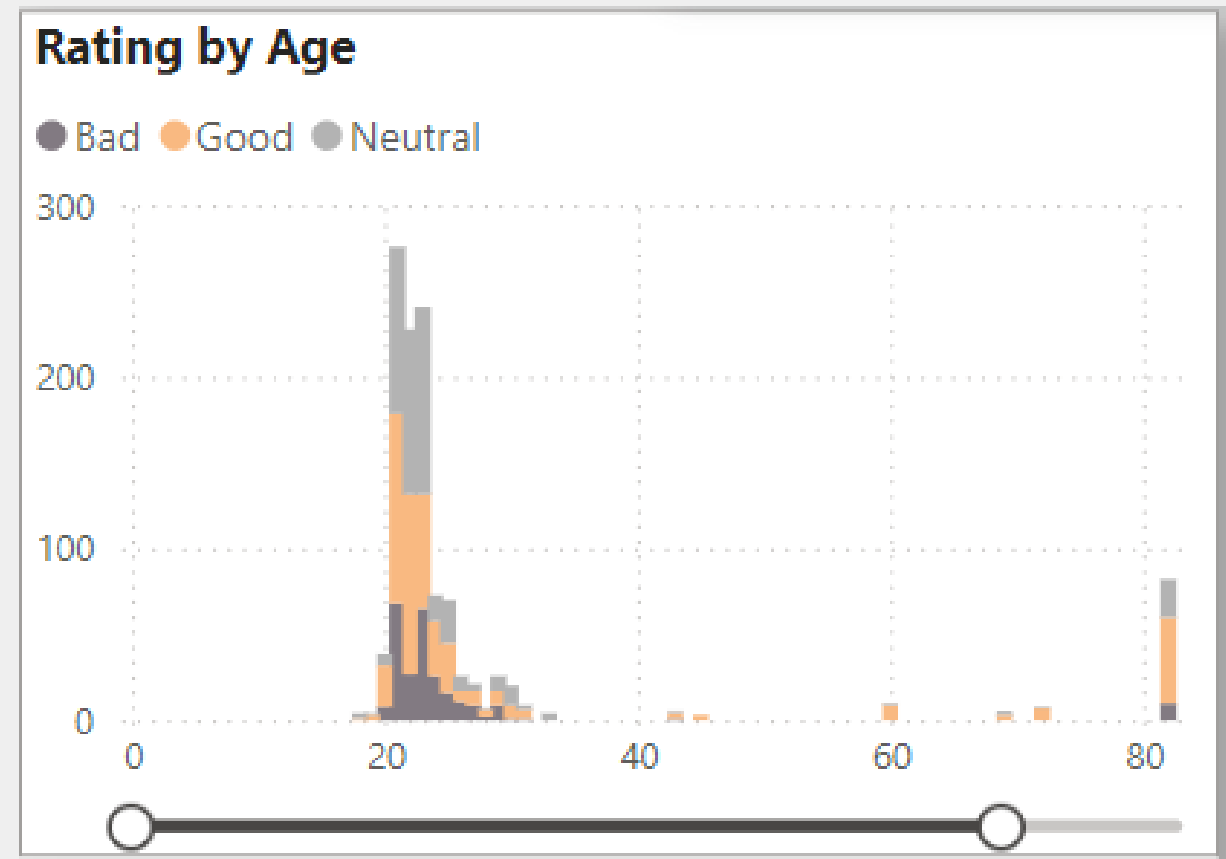
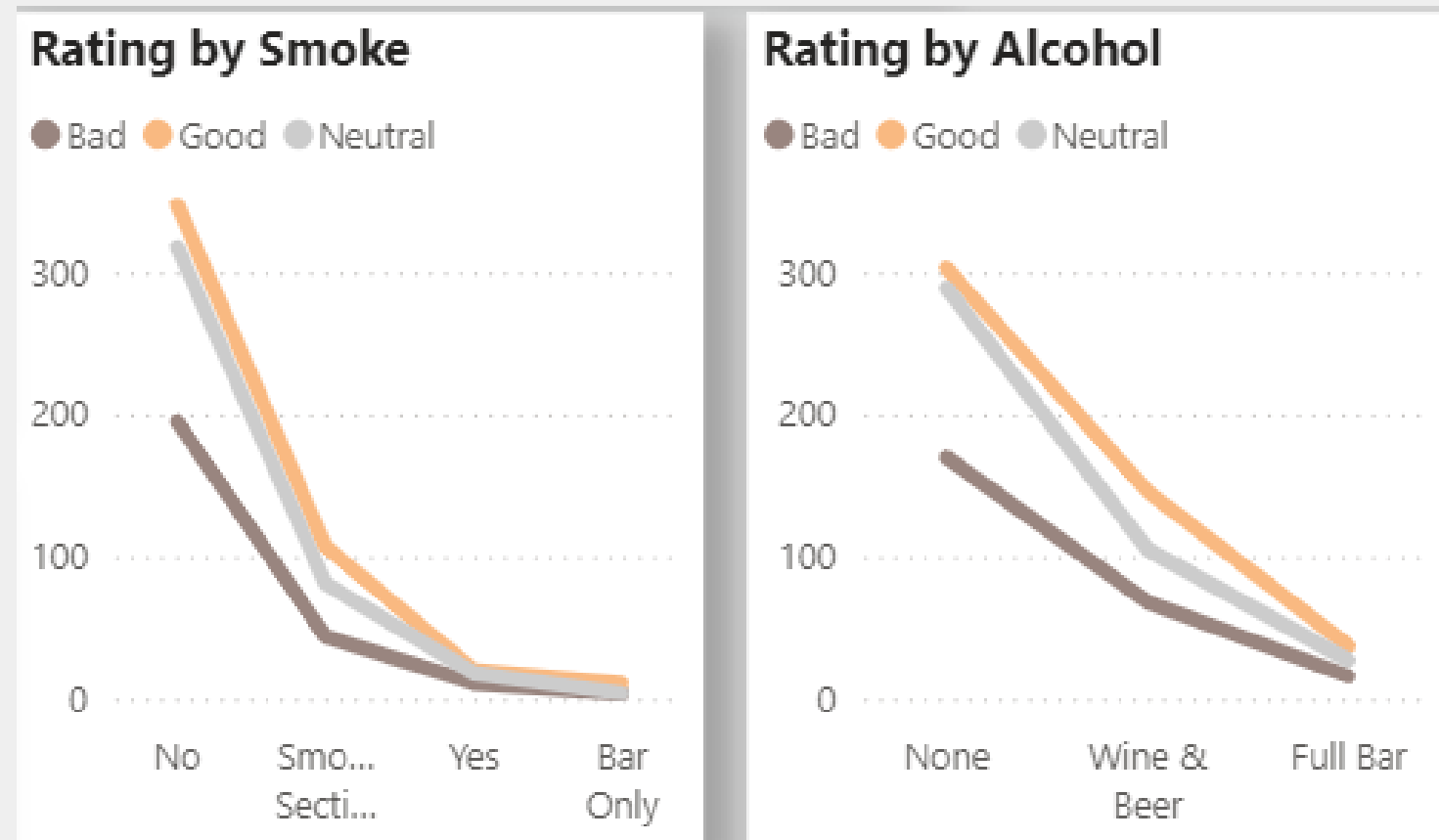
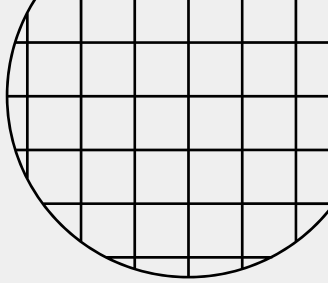
Mean Food	Mean Service
1.22	1.09



Good Rate	Bad Rate
486	254
41.86%	21.88%

Overall

Mean Food	Mean Service
1.22	1.09

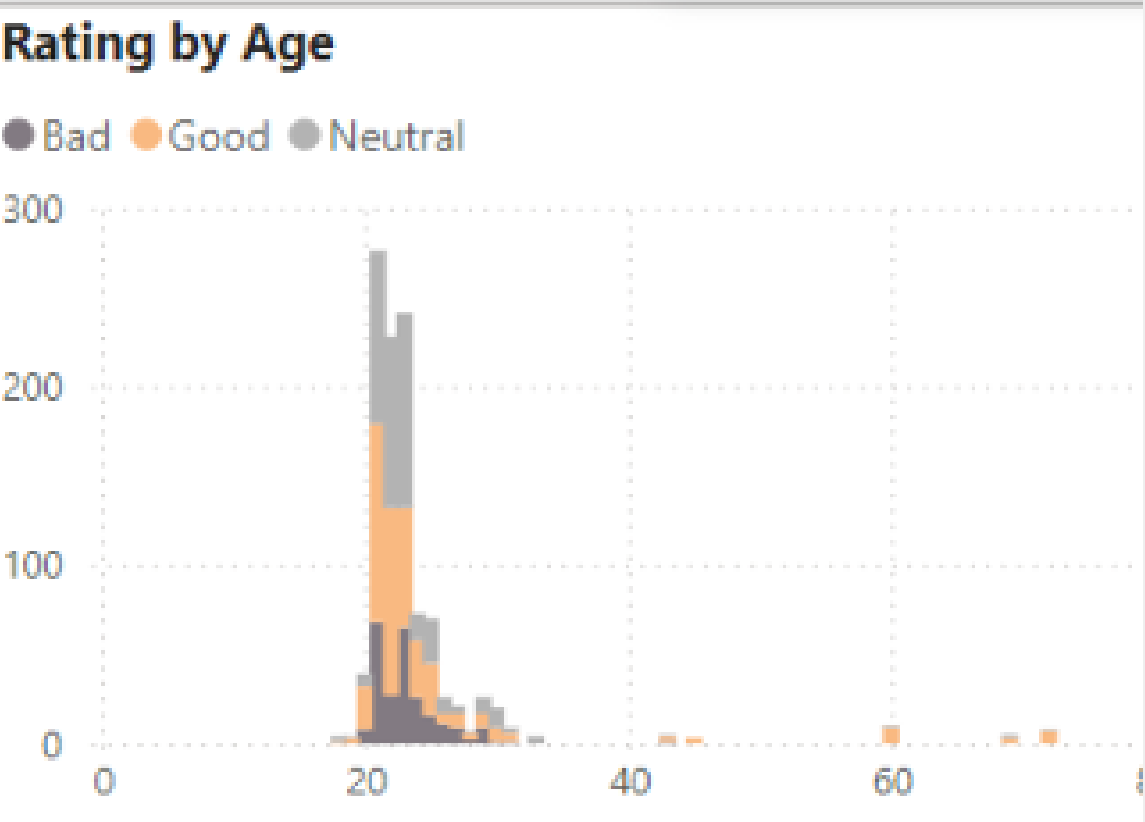
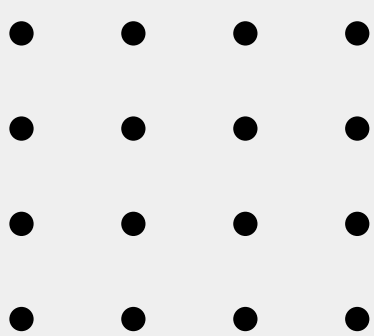


Most Restaurants in all regions choose **not** to provide additives and **the least** is with **Bar Area** -> But to find out specifically we need to dive into different aspects

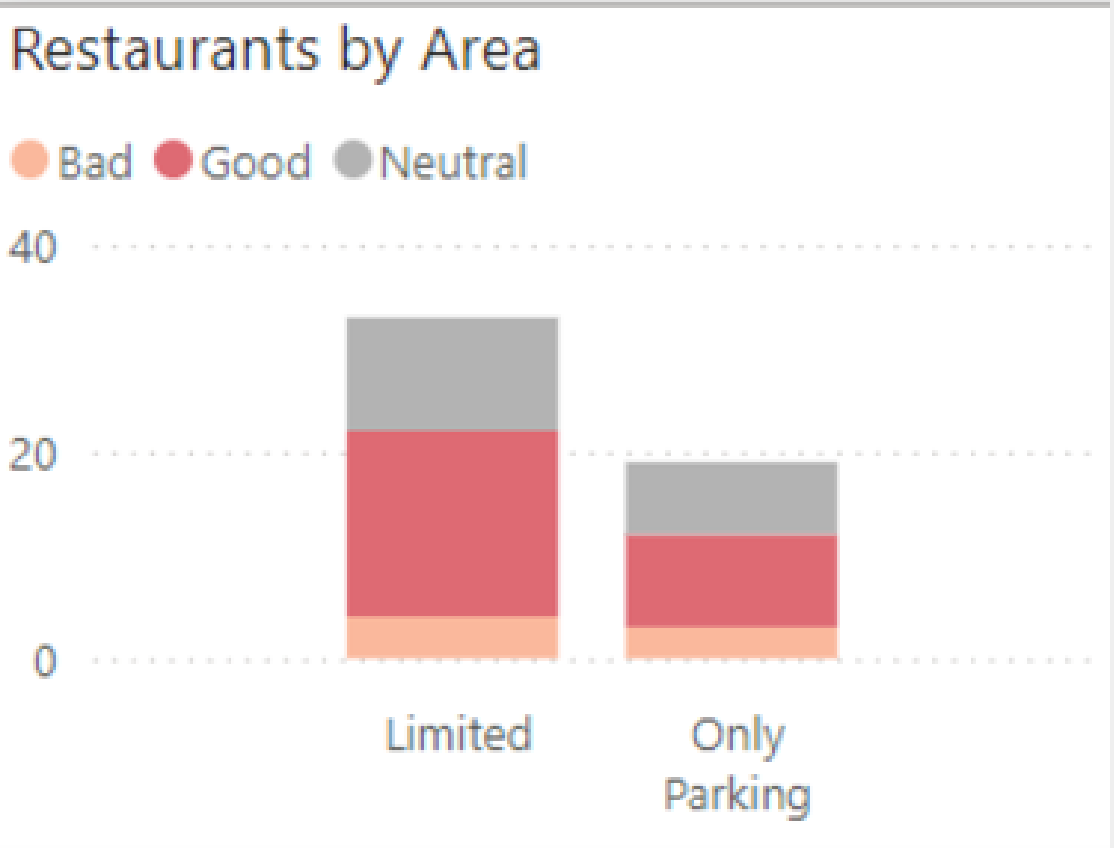
Overall age is **20->30** and **most bad rate** occur in **21-25** age range -> this can derive from more attributes

- • • •
- • • •

Classifications

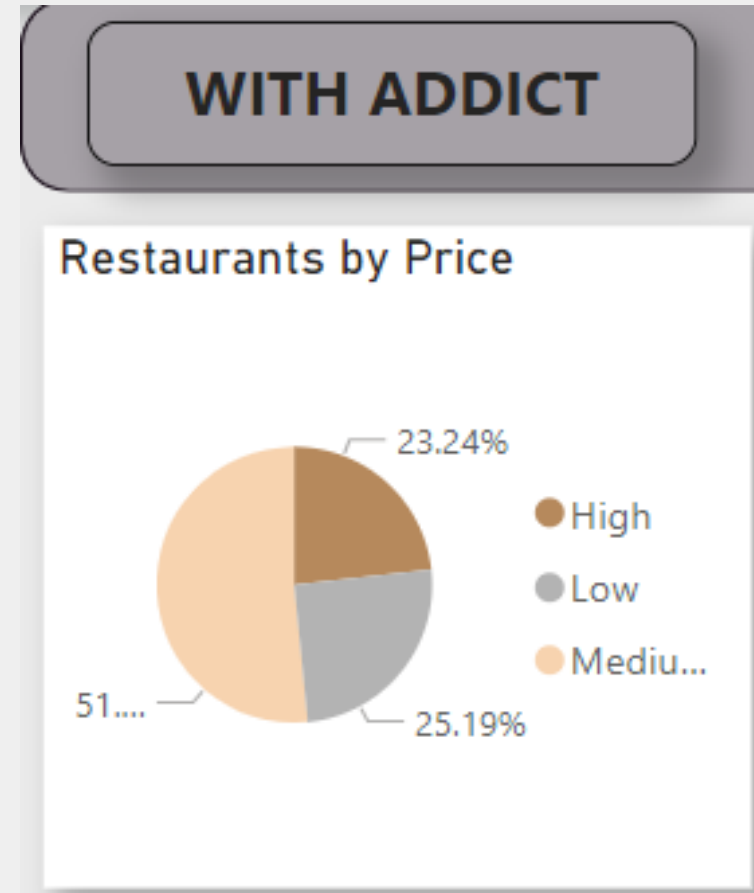
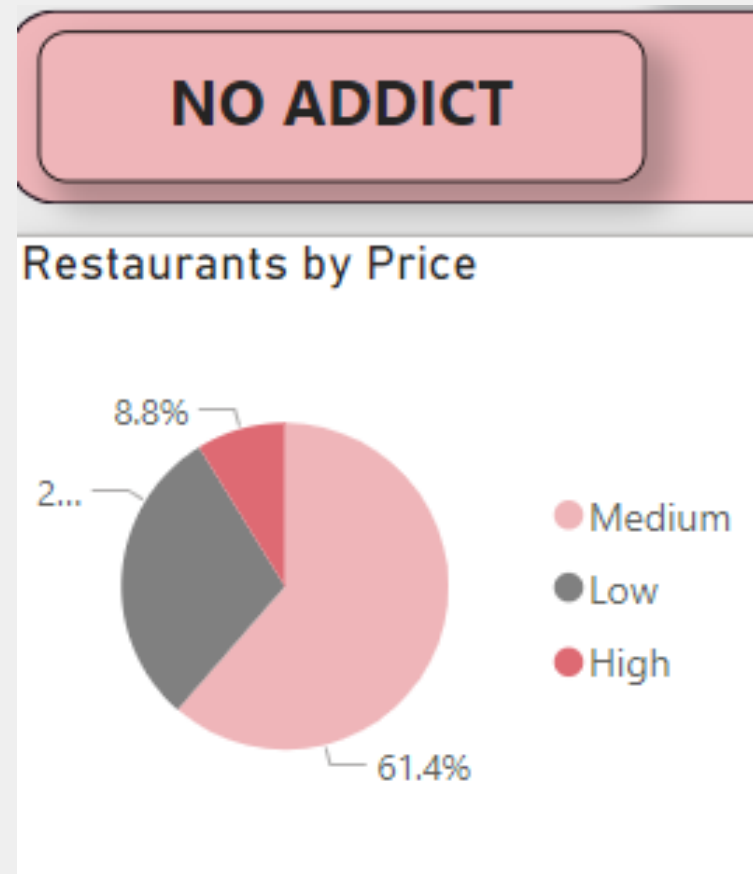


Graphs with **Orange tone:**
Restaurants with **Addictive-
Allowance**

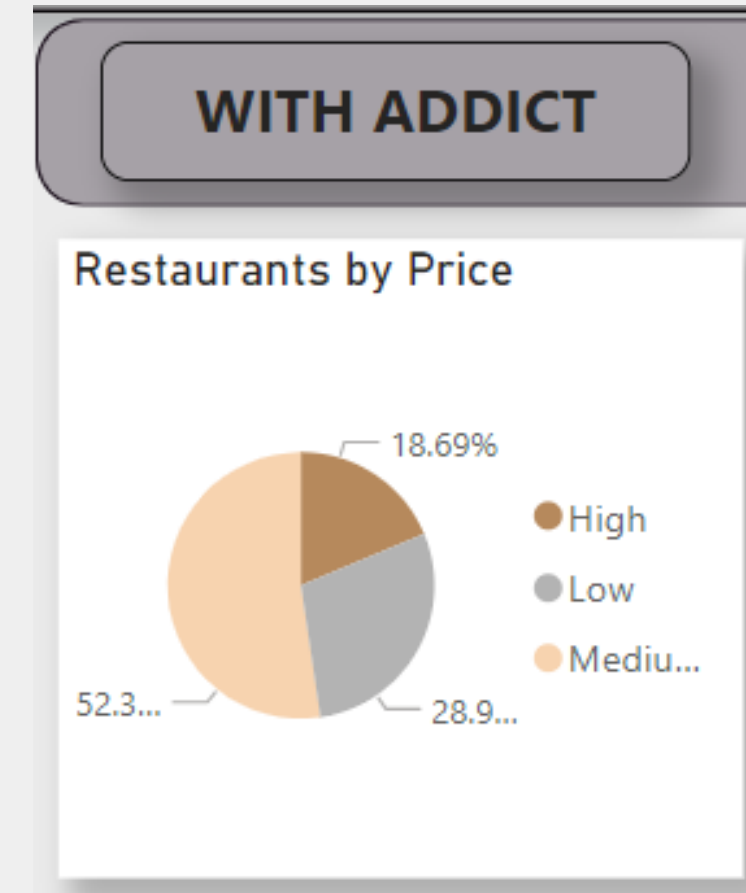
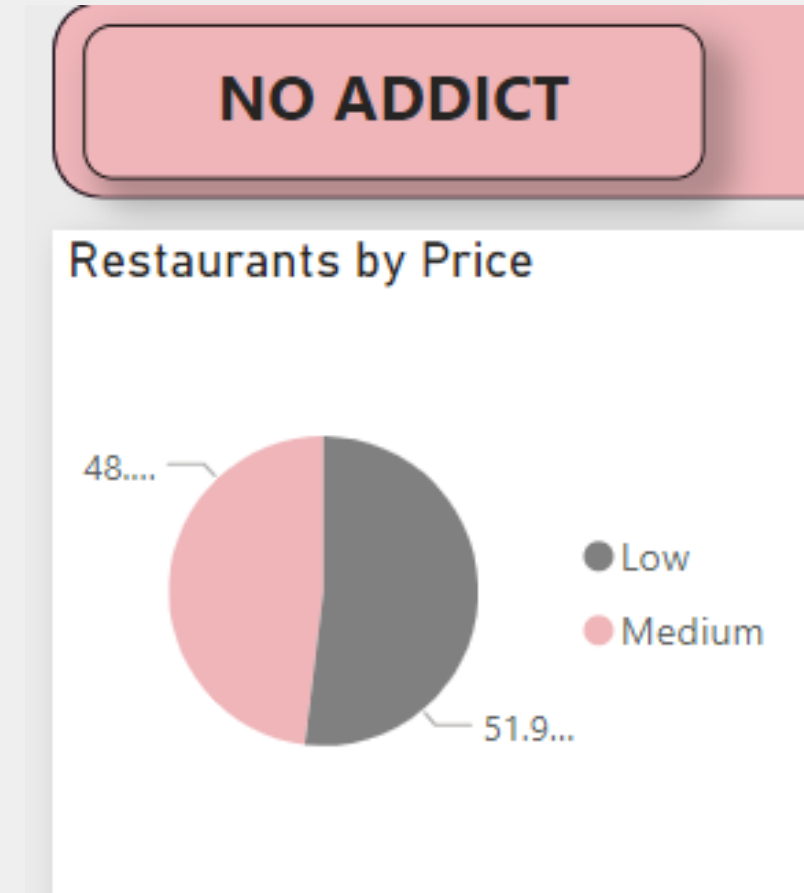


Graphs with **Red tone:**
Restaurants with **Addictive-
Prohibition**

Price

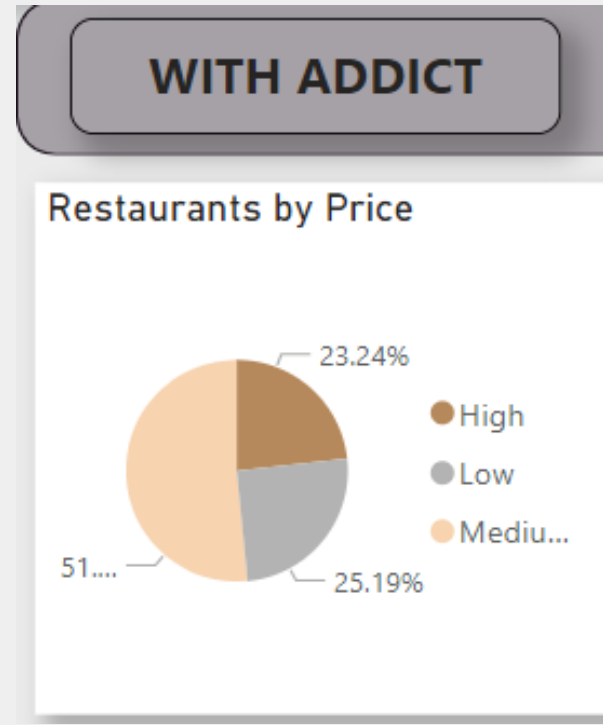
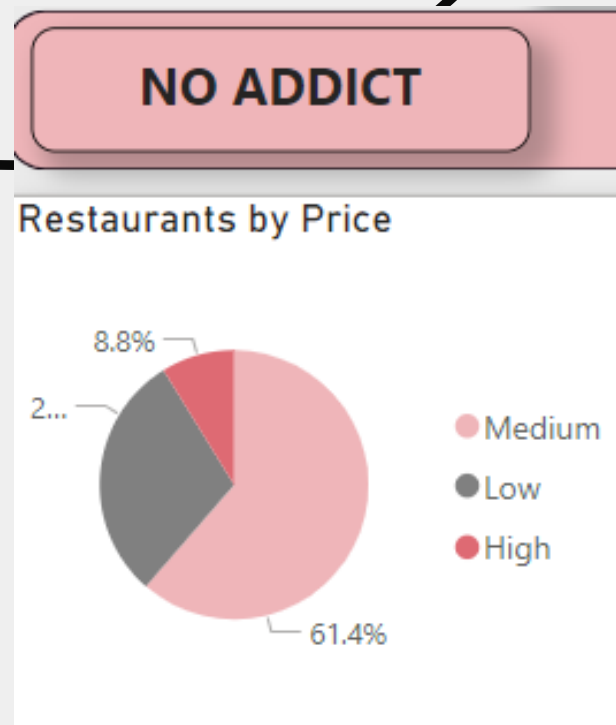


There's **no major differences** between **addict / no-addict** restaurant in price in **San Luis Potosi**

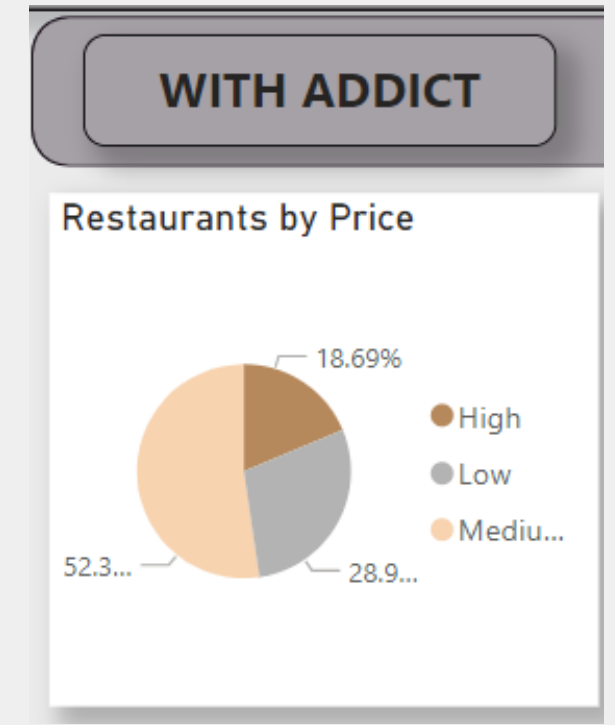
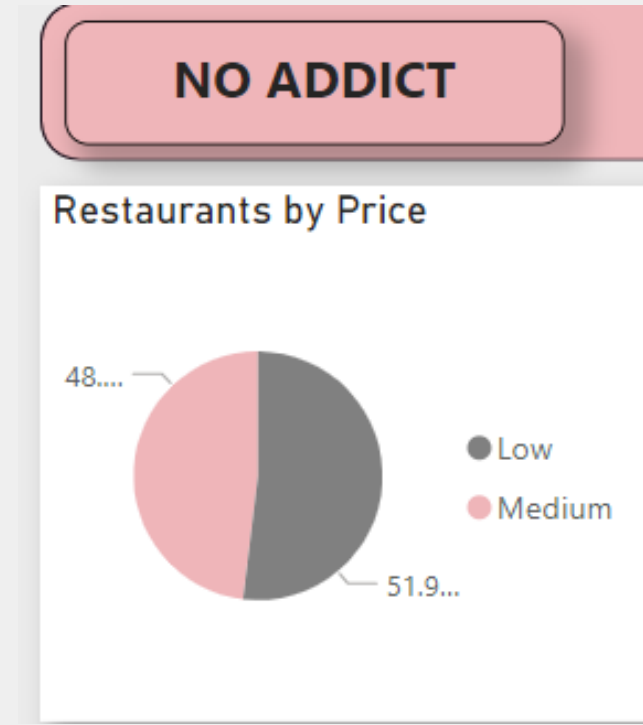


The difference is seen in Cuernavaca where **all non-addict allowed** restaurants are either **Low** or **Medium** in Price

Price



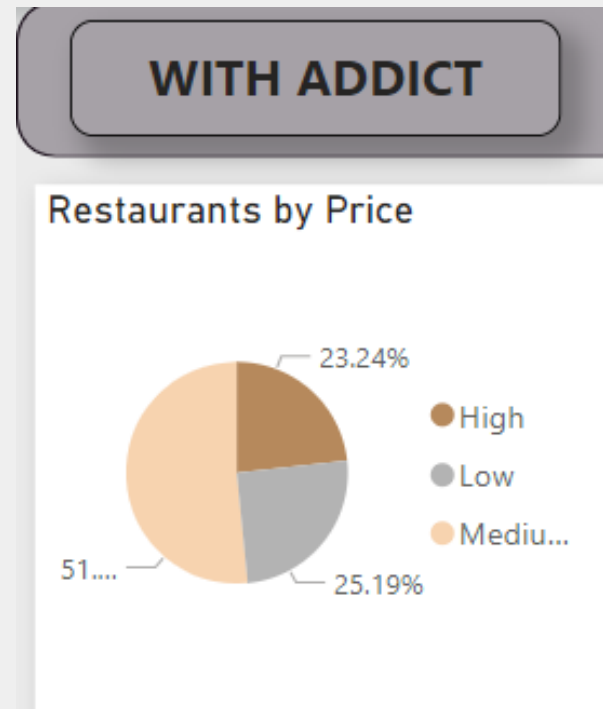
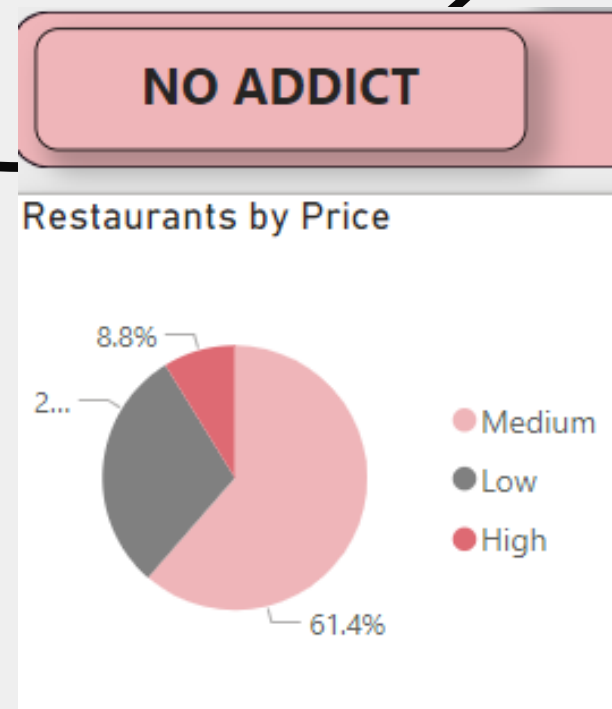
There's **no major differences** between **addict / no-addict** restaurant in price in **San Luis Potosi**



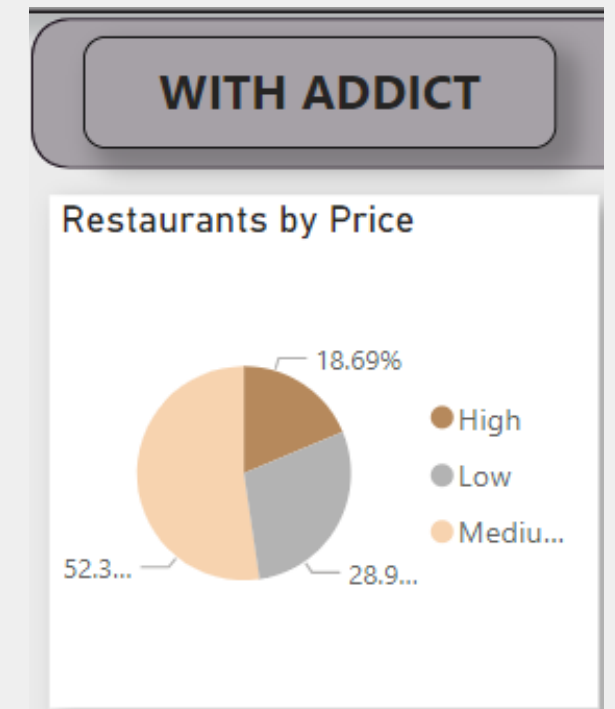
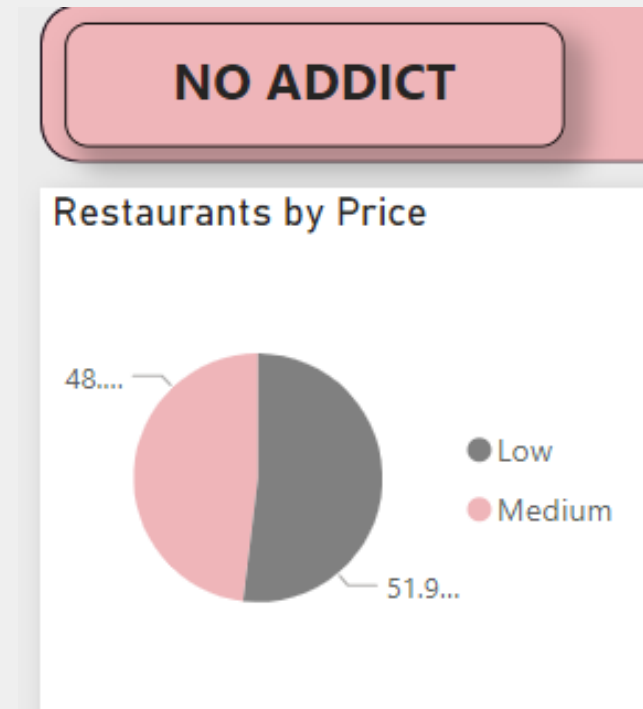
The difference is seen in Cuernavaca where **all non-addict allowed** restaurants are **Low** or **Medium** in Price

Price is one reason why **Non-Addict restaurants** are more popular in **Cuernavaca** => we can focus on lower price range to attract more users

Price



There's **no major differences** between **addict / no-addict** restaurant in price in **San Luis Potosi**



The difference is seen in **Cuernavaca** where **all non-addict allowed** restaurants are **Low** or **Medium** in Price

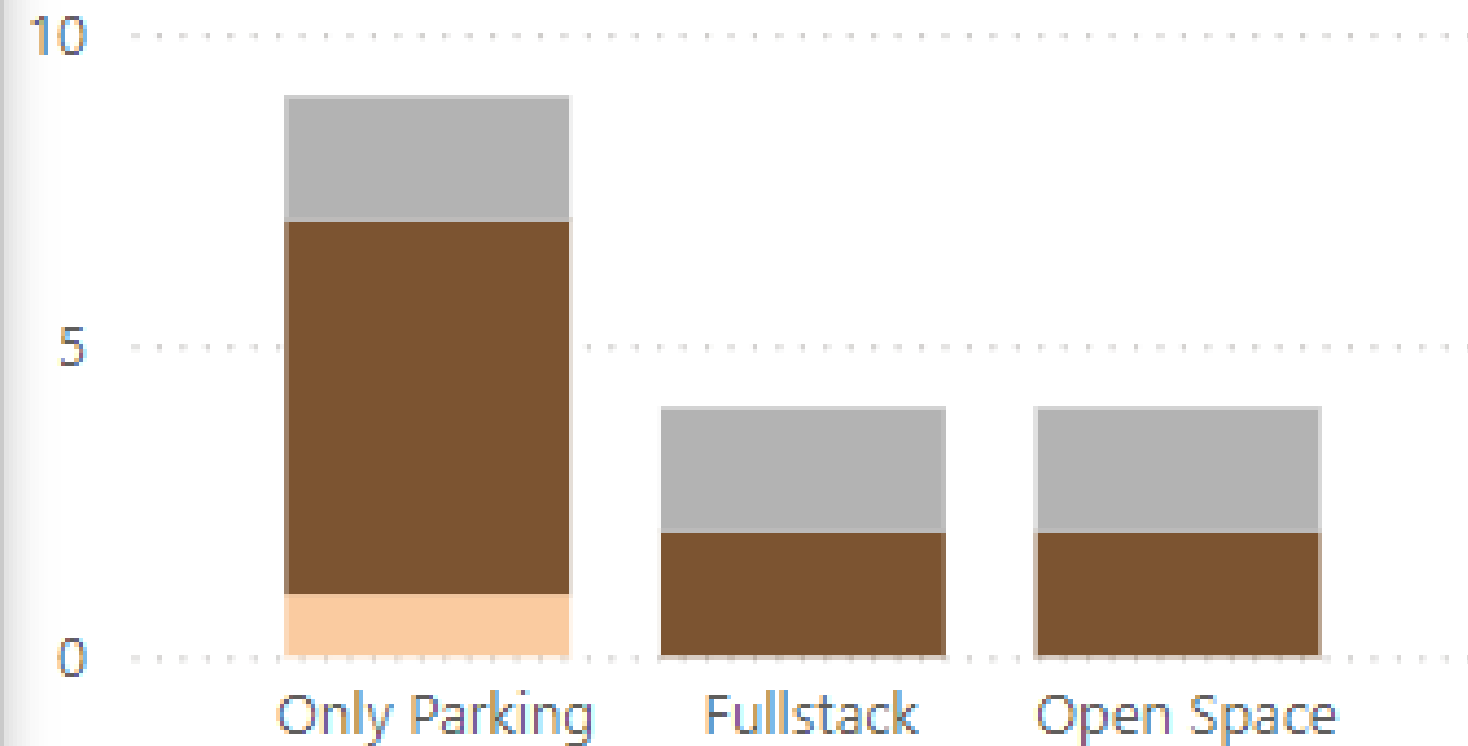
Price is one reason why **Non-Addict restaurants** are more popular in **Cuernavaca** => we can focus on lower price range to attract more users

Overall, **Medium price** appears to be more appealing for customers but more various range can be applied

Area (Cuer)

Restaurants by Area

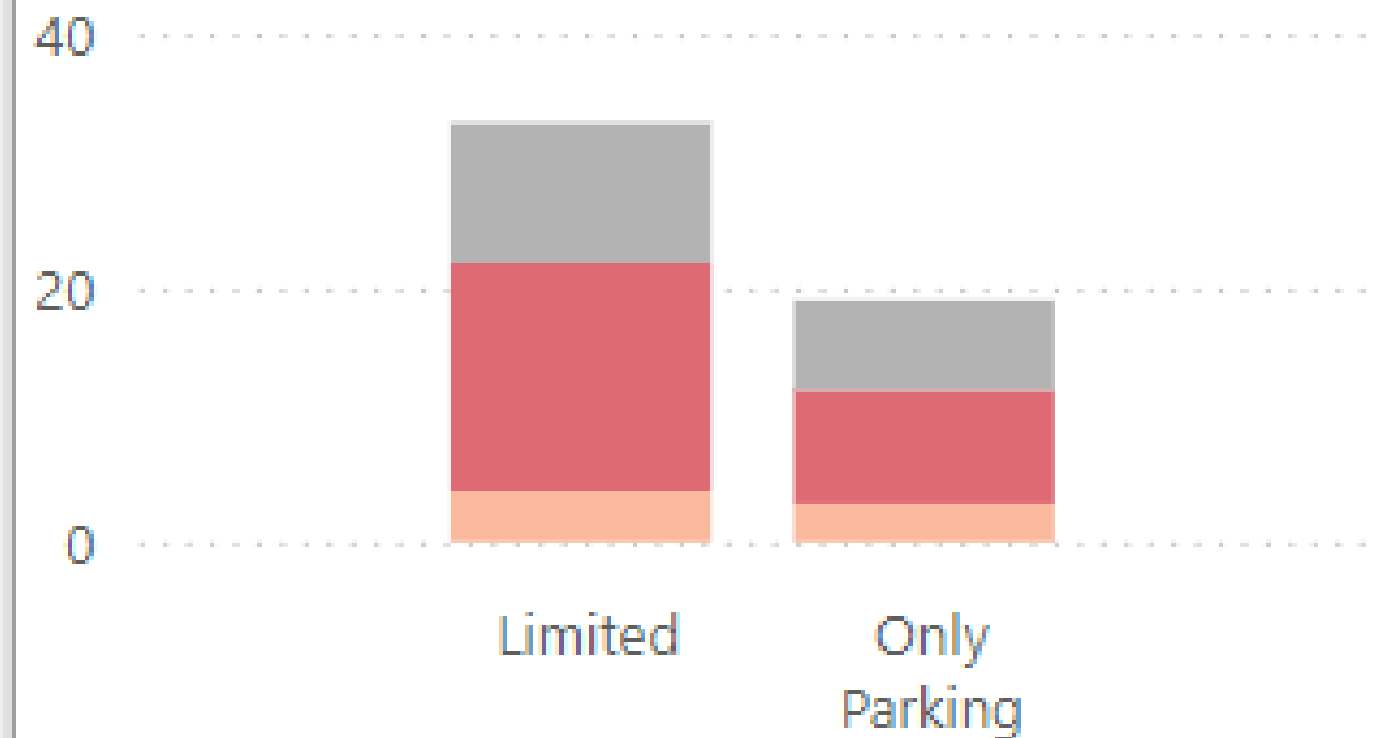
Bad Good Neutral



~50% restaurants with **Addictive service** allow **Parking Only**, with **Bad Rates** occur only at **Only Parking** restaurants (at low amount)

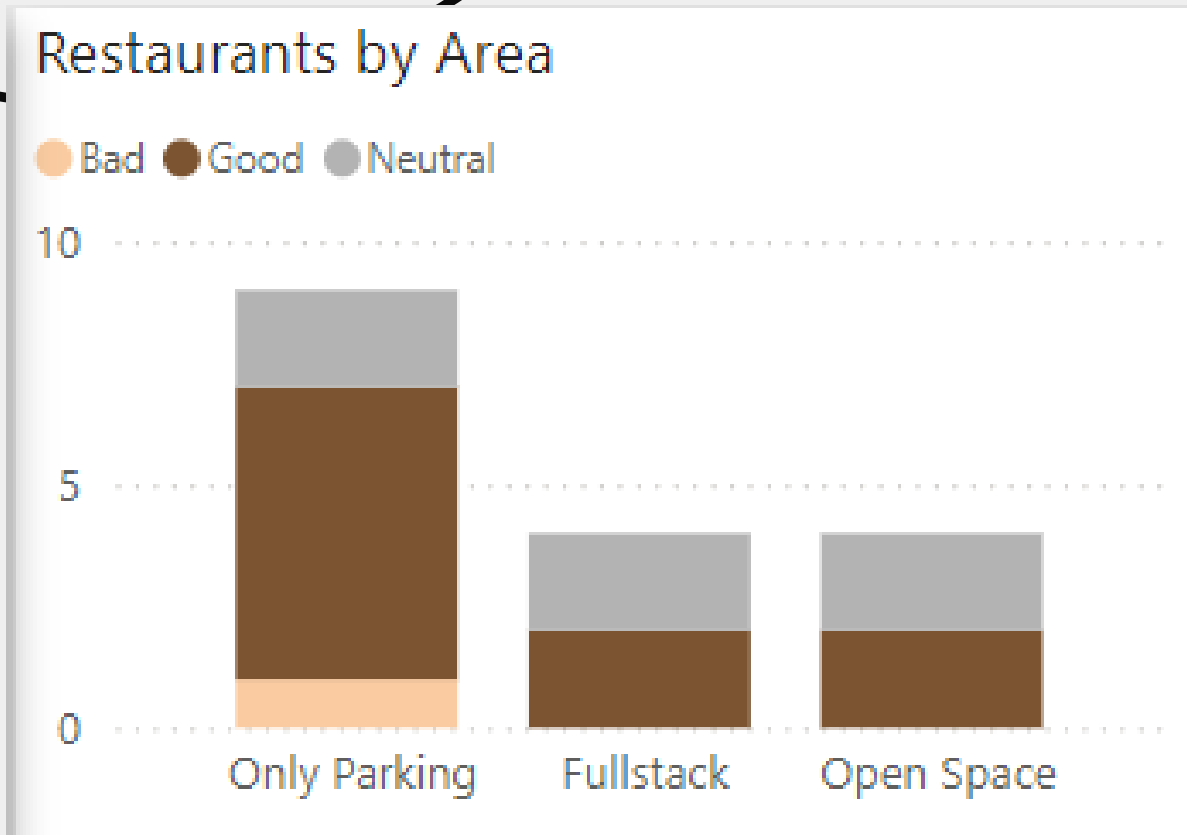
Restaurants by Area

Bad Good Neutral

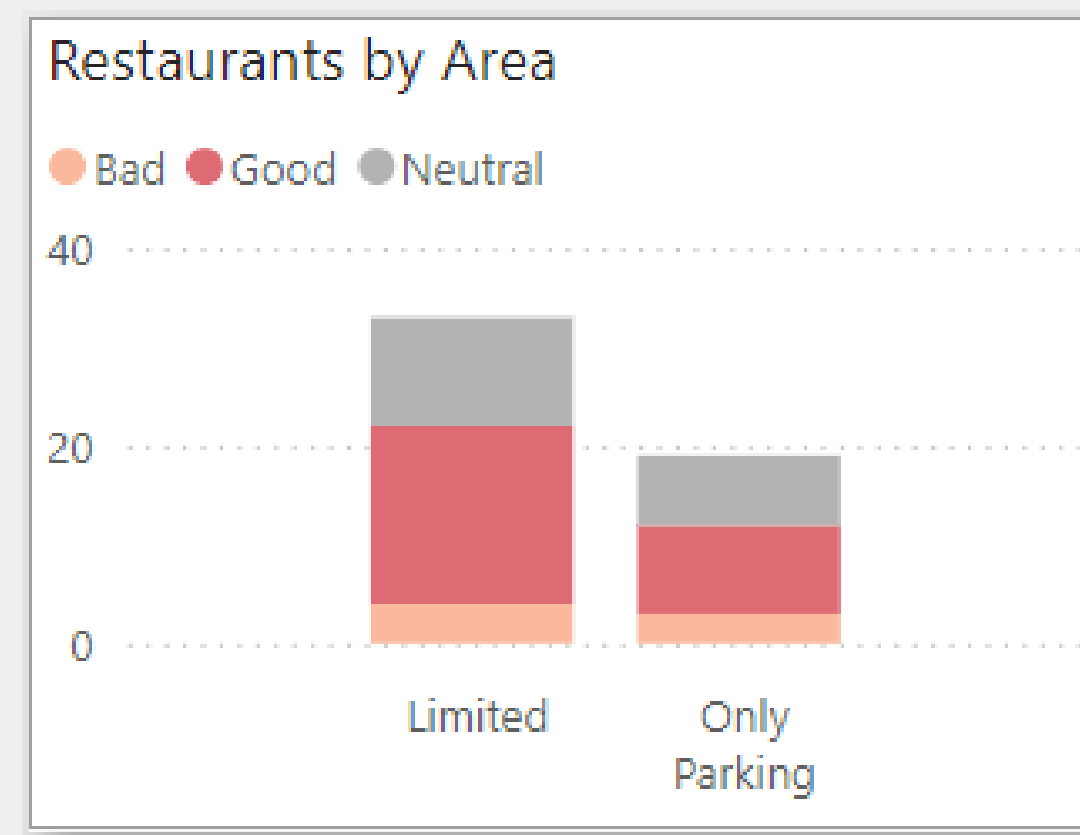


Only restaurants with **Limited Space** or **Only Parking** prohibit uses of additives with **low** proportion of **Bad Rates**

Area (Cuer)



~50% restaurants with **Addictive service** allow **Parking Only**, with **Bad Rates** occur only at **Only Parking** restaurants (at low amount)



Only restaurants with **Limited Space** or **Only Parking** prohibit uses of additives with **low** proportion of **Bad Rates**

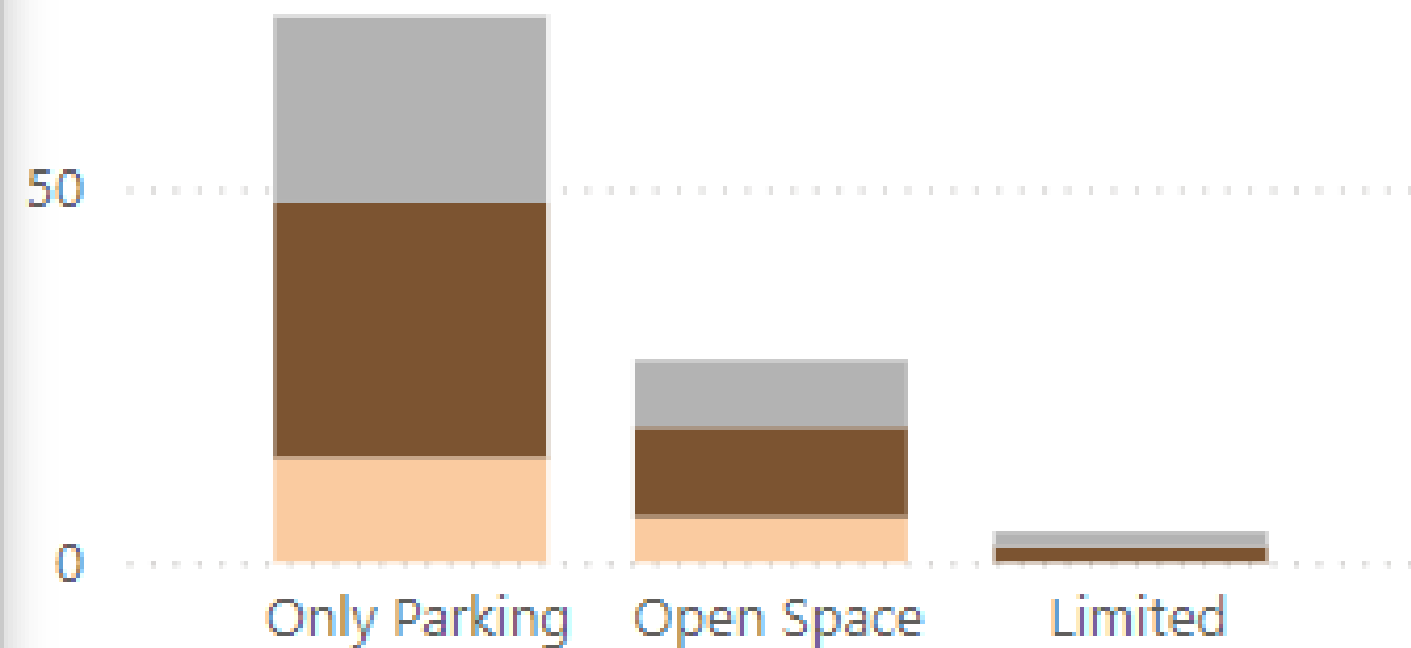
Based on the high number of **employed** customer we can invest in Restaurant with **Parking Area** in both types

The need for **Open Space** can be focused more in Restaurant with **Addictive Services**

Area (SLP)

Restaurants by Area

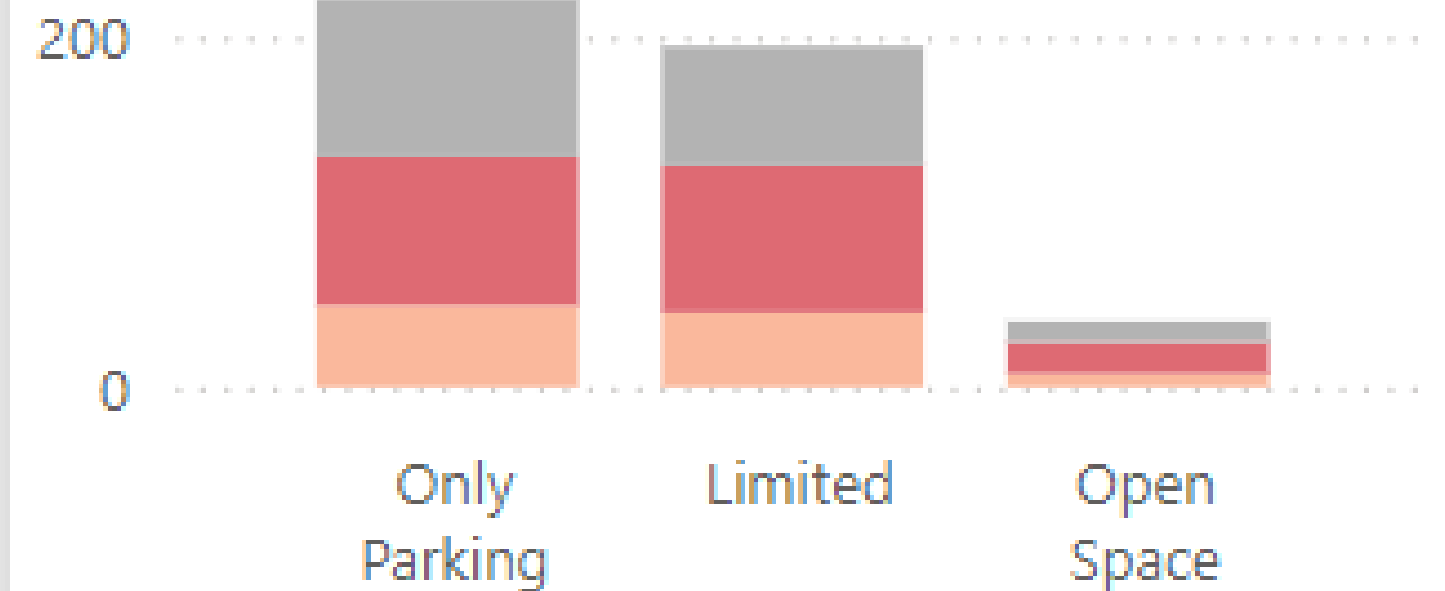
Bad Good Neutral



Most restaurant with **Addictive service** allow **Parking Only** while some provide **Open Spaces**, with the rate ratio **constant** (Mostly Good & Neutral)

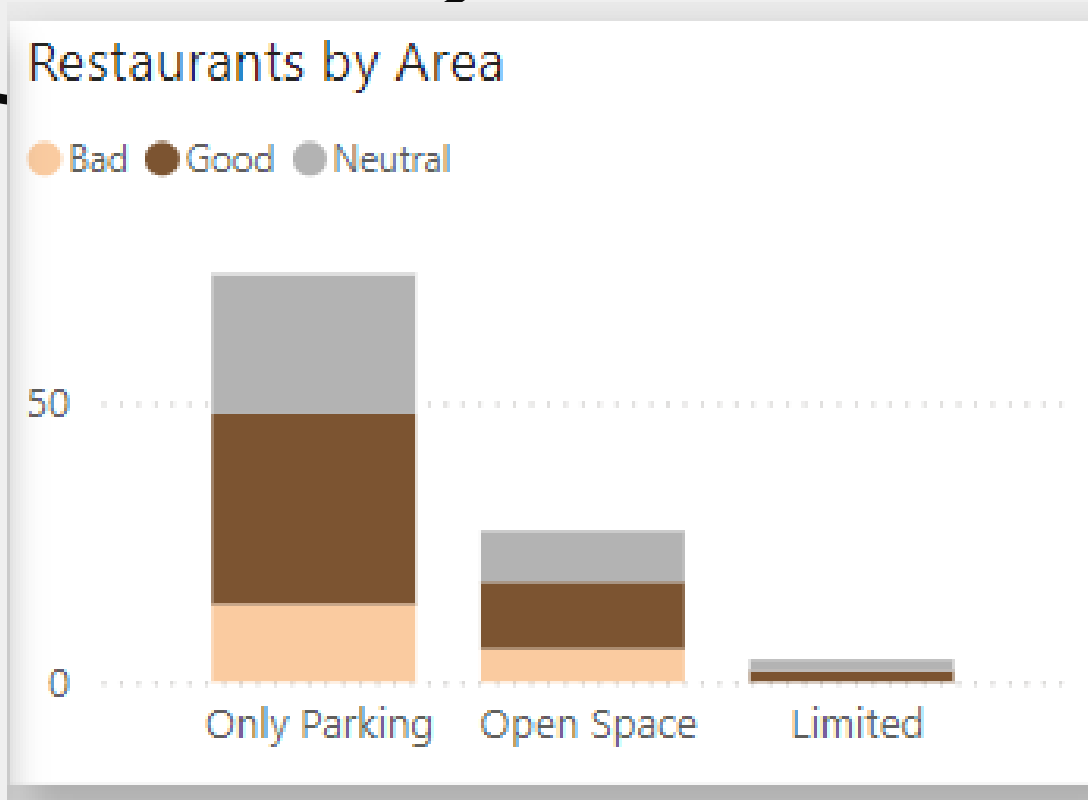
Restaurants by Area

Bad Good Neutral



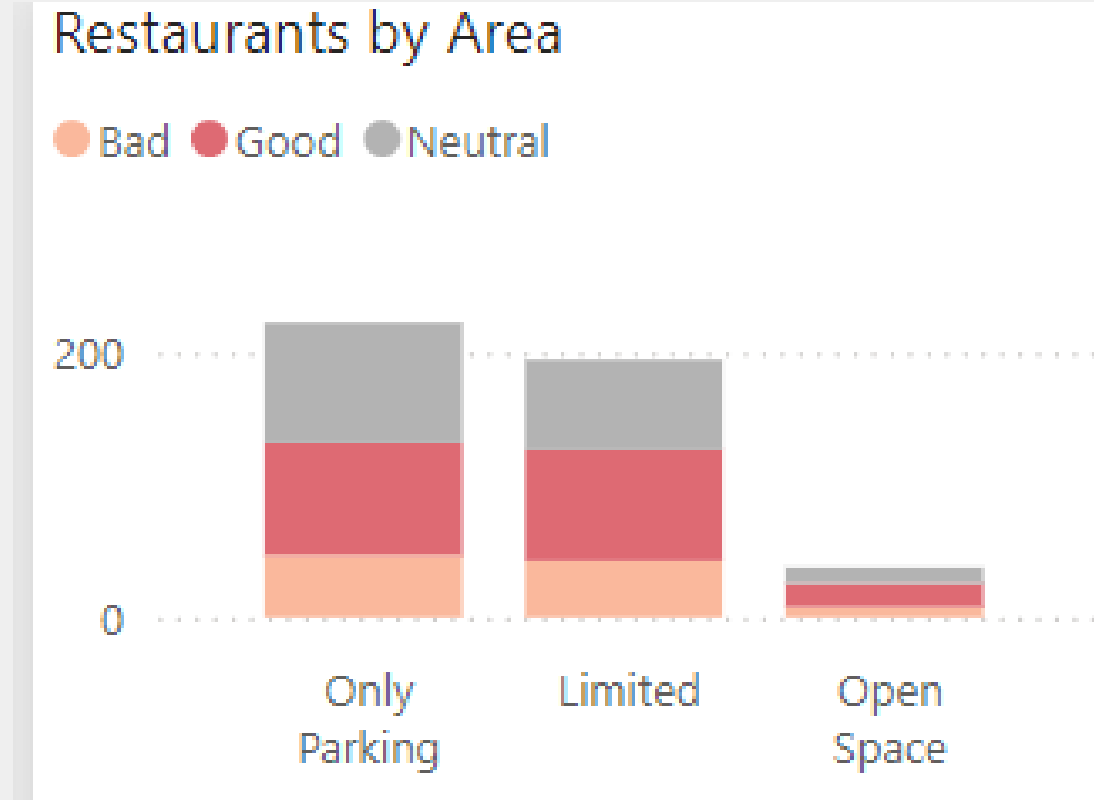
Restaurants **without** Addictive Services are mostly **Parking Only** & **Limited Space** with **no major differences** in the Rate ratio

Area (SLP)



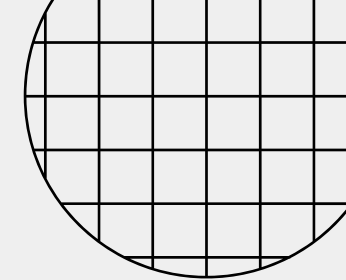
Most restaurant with **Addictive service** allow **Parking Only** while some provide **Open Spaces**, with the rate ratio **constant** (Mostly Good & Neutral)

Focus on restaurants with Wide area (parking and Open Space) for restaurants with additives

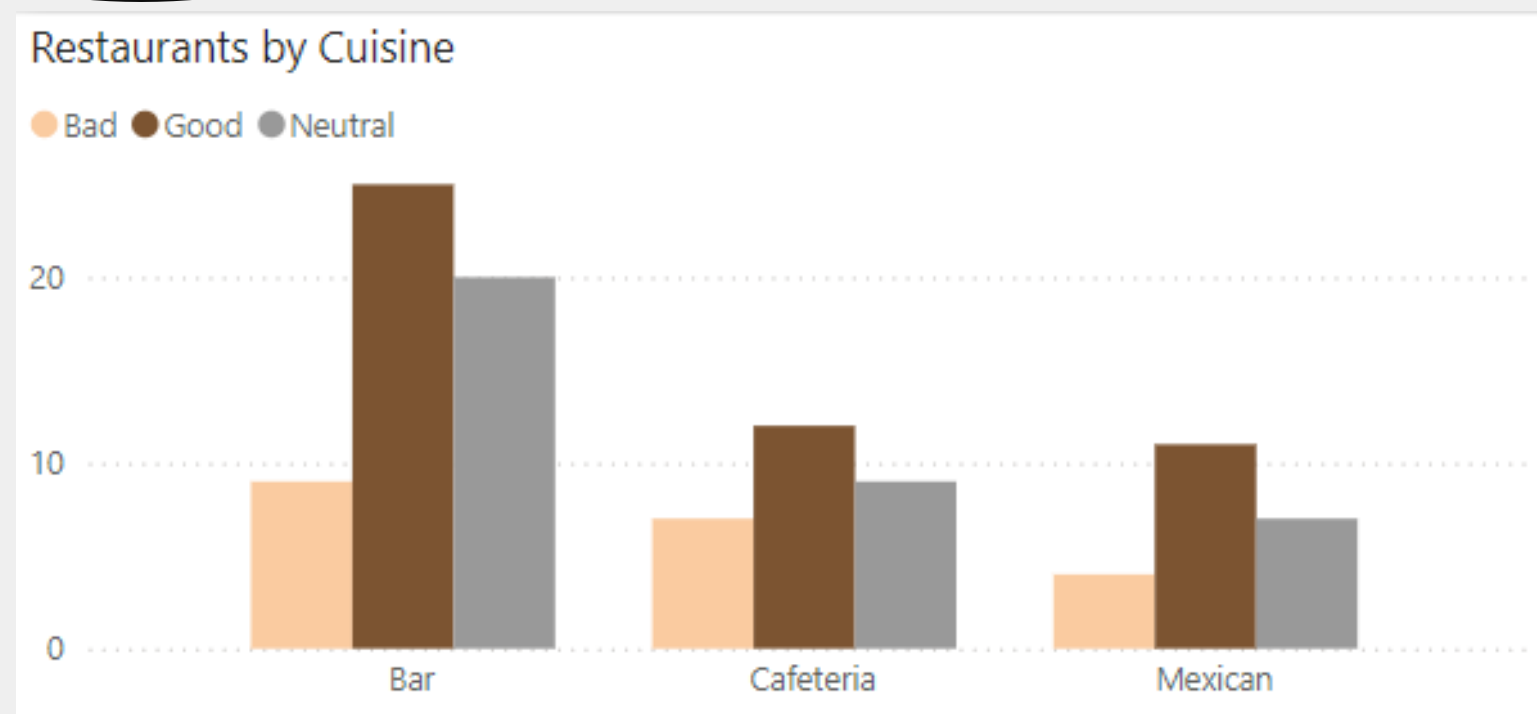


Restaurants **without** Addictive Services are mostly **Parking Only** & **Limited Space** with **no major differences** in the Rate ratio

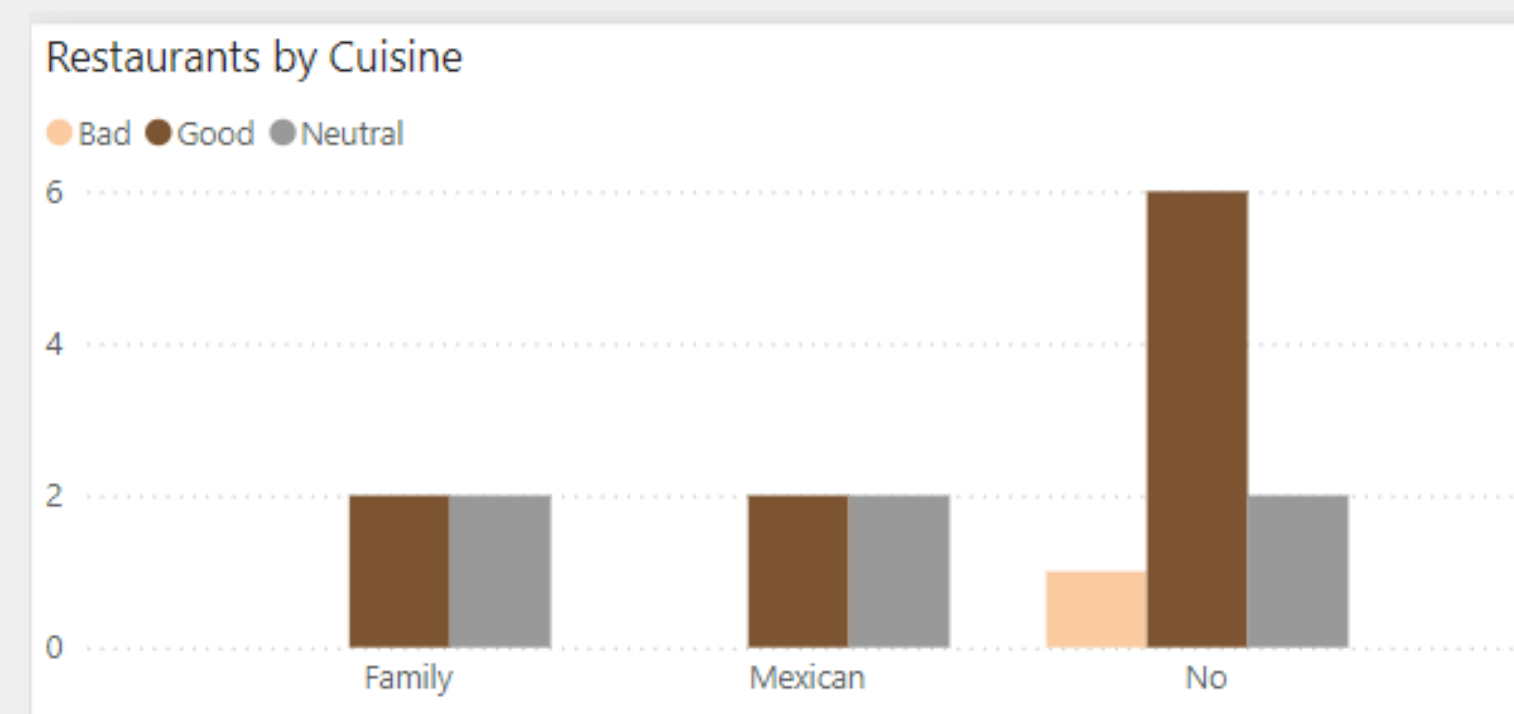
Focus on “Limited” Space for Alcoholic investment and Open space for Smoke



Cuisine

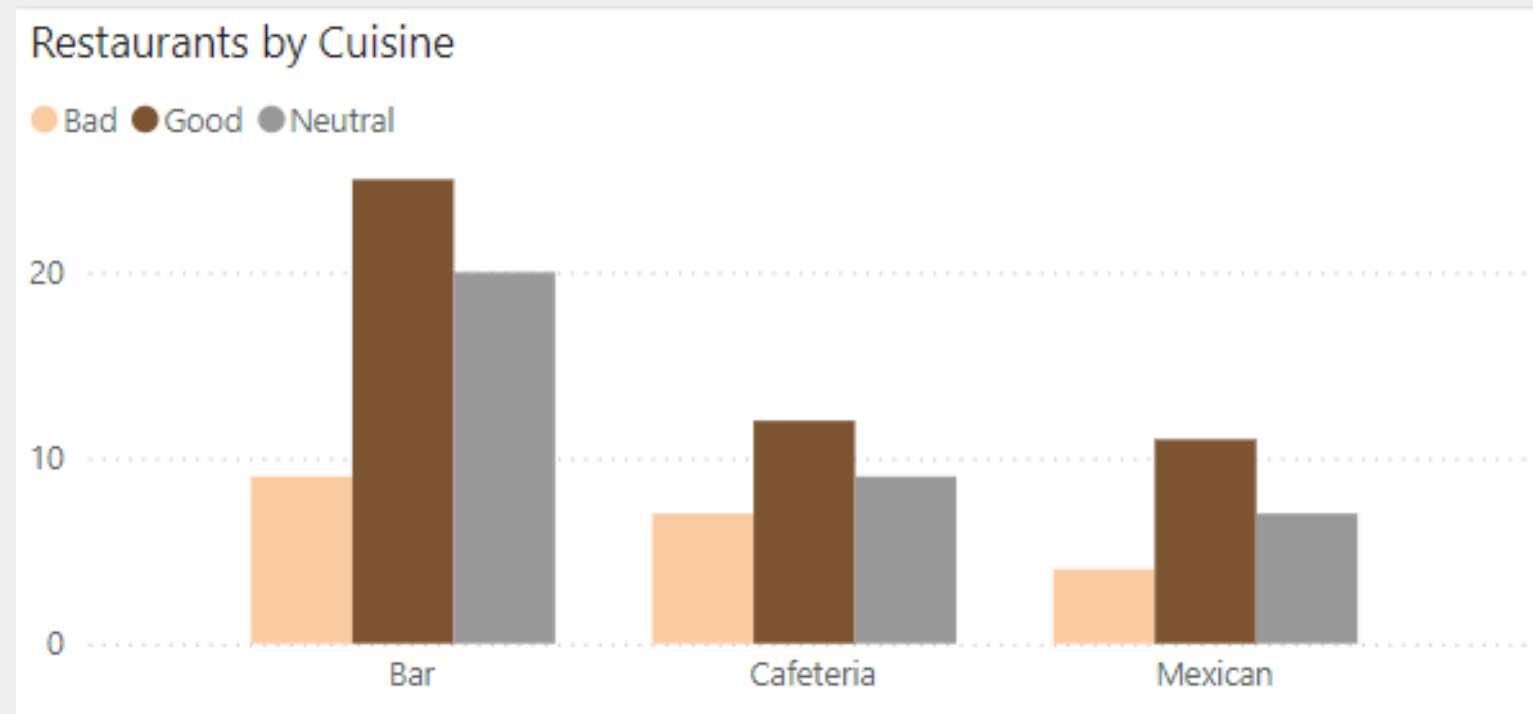


Most **addictives-allowed** restaurants in **San Luis Potosi** are **drink-based**

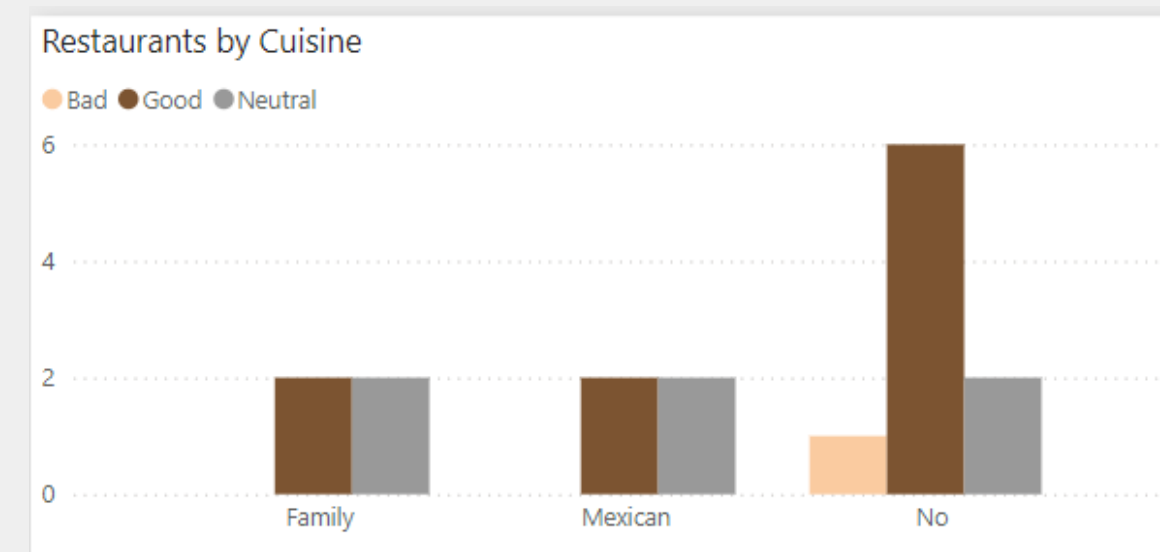


The same **lack of cuisines** goes with **Cuernavaca**, where most of the addictive-allowed restaurants have **no distinct cuisine**

Cuisine

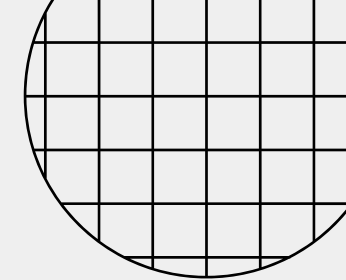


Most **addictives-allowed** restaurants in **San Luis Potosi** are **drink-based**, while more **various** cuisines are located at **no-addictives** restaurants

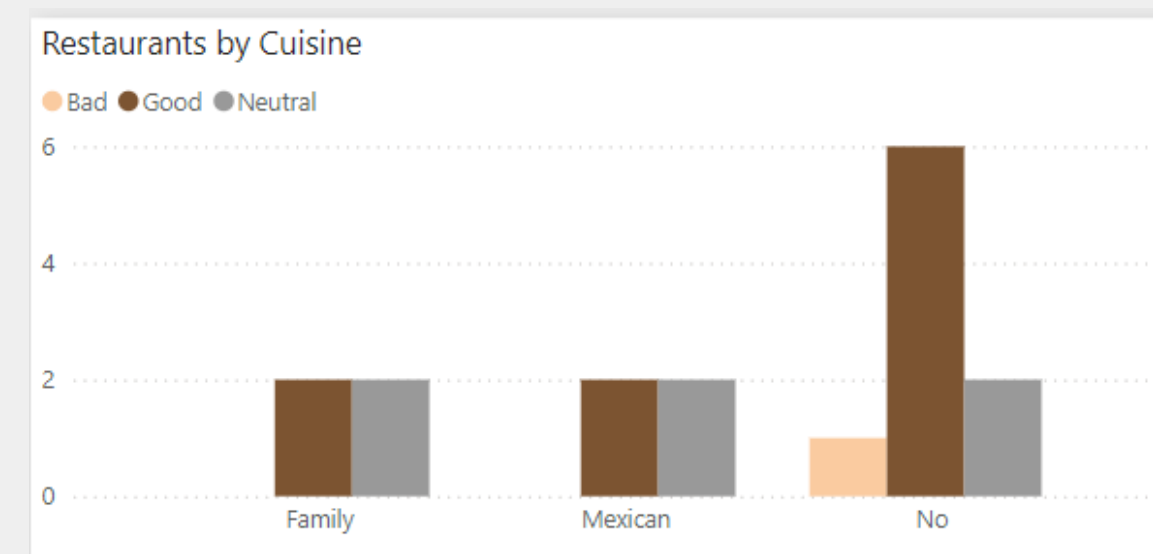
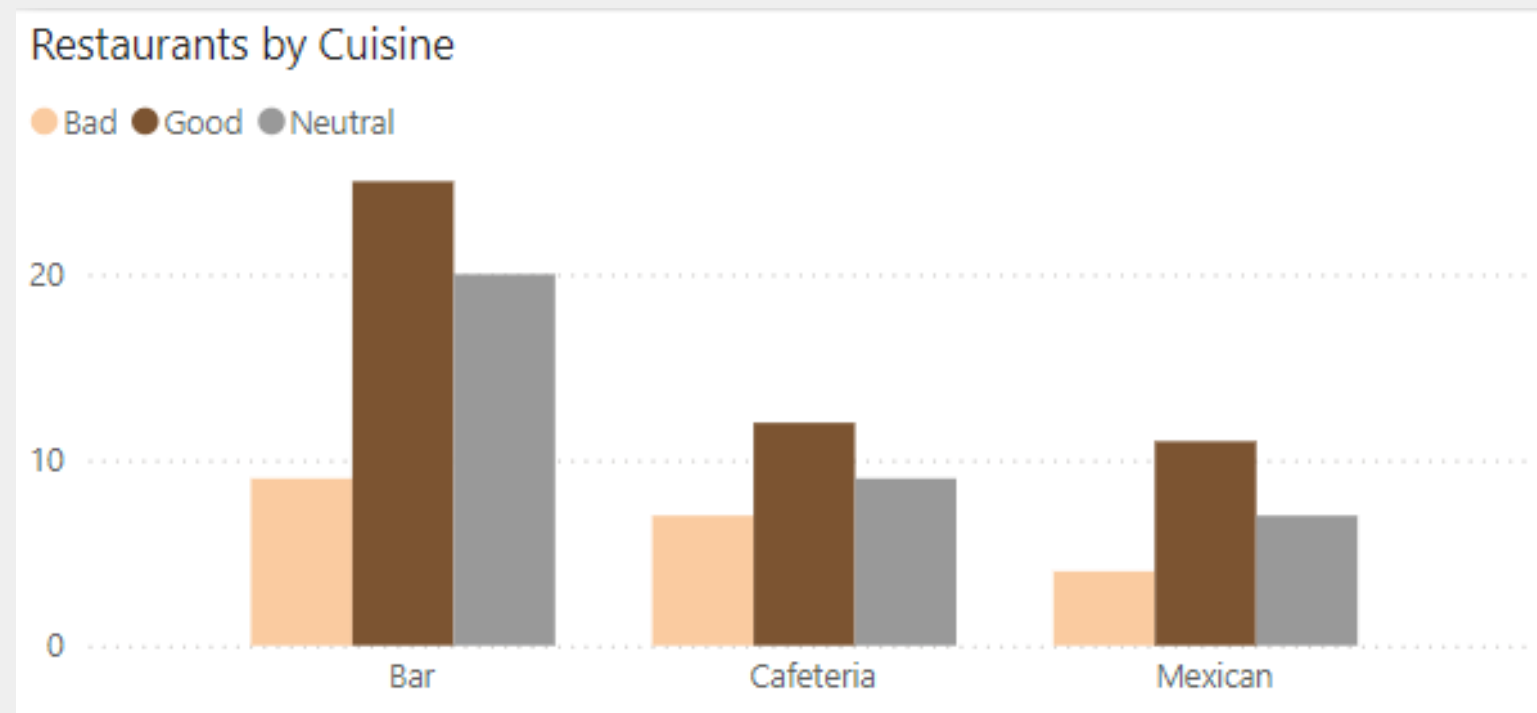


The same **lack of cuisines** goes with **Cuernavaca**, where most of the addictive-allowed restaurants have **no distinct cuisine**

Another reason for low number of addictive users in Cuer is the lack of various cuisine!!



Cuisine



The same **lack of cuisines** goes with **Cuernavaca**, where most of the addictive-allowed restaurants have **no distinct cuisine**

Most **addictives-allowed** restaurants in **San Luis Potosi** are **drink-based**, while more **various** cuisines are located at **no-addictives** restaurants

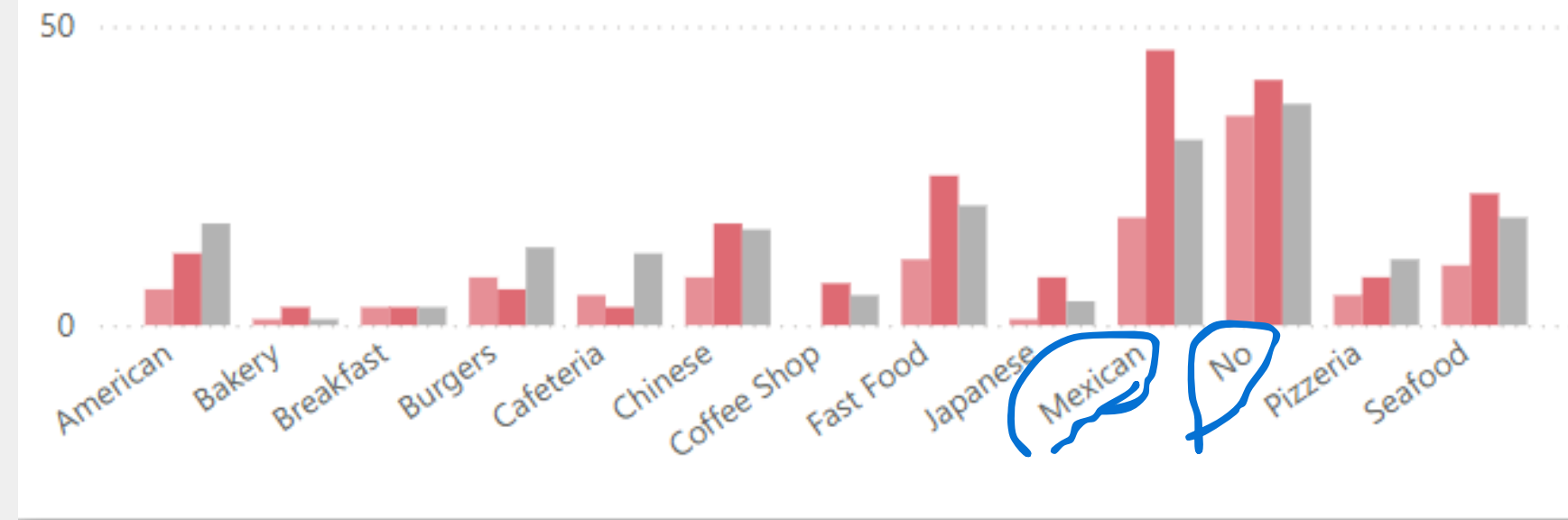
Another reason for low number of addictive users in Cuer is the lack of various cuisine!!

=> We need to expand addictive allowance in more various cuisines

Cuisine

Restaurants by Cuisine

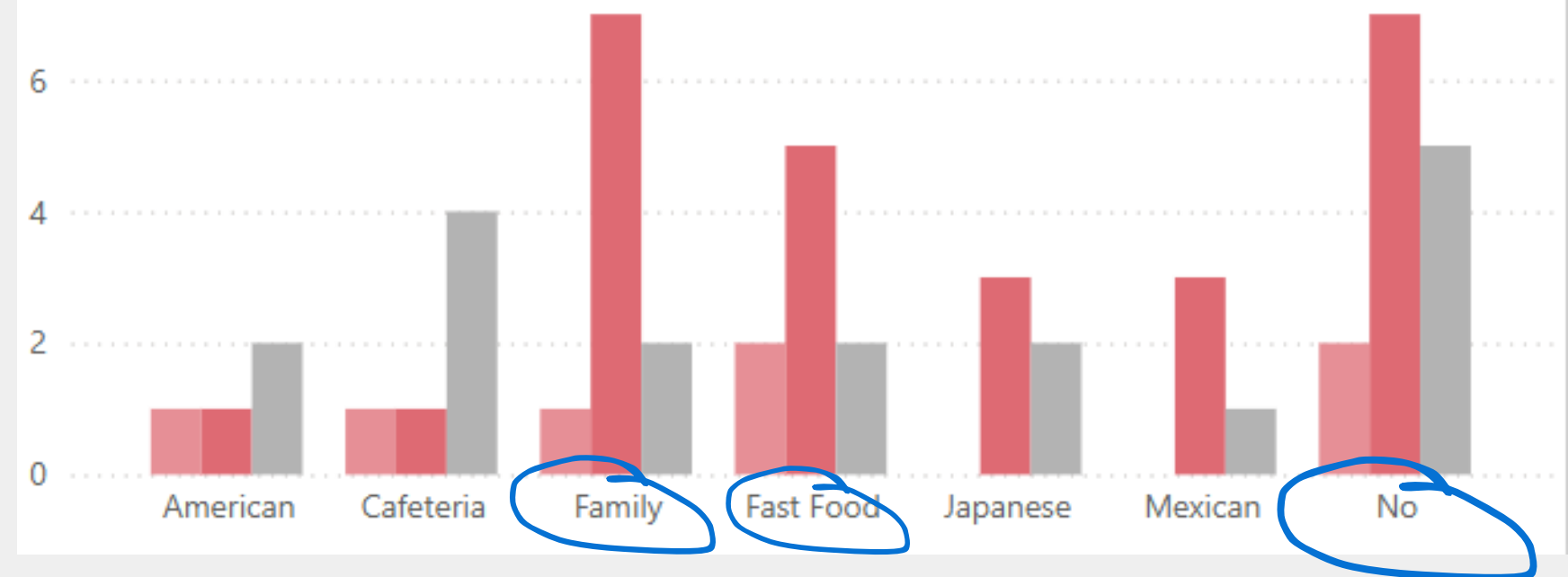
● Bad ● Good ● Neutral



Mexican type restaurant are popular and receive **highly positive rating** in **San Luis Potosi** while **Cuisine Free** restaurants receive **high bad rate number**

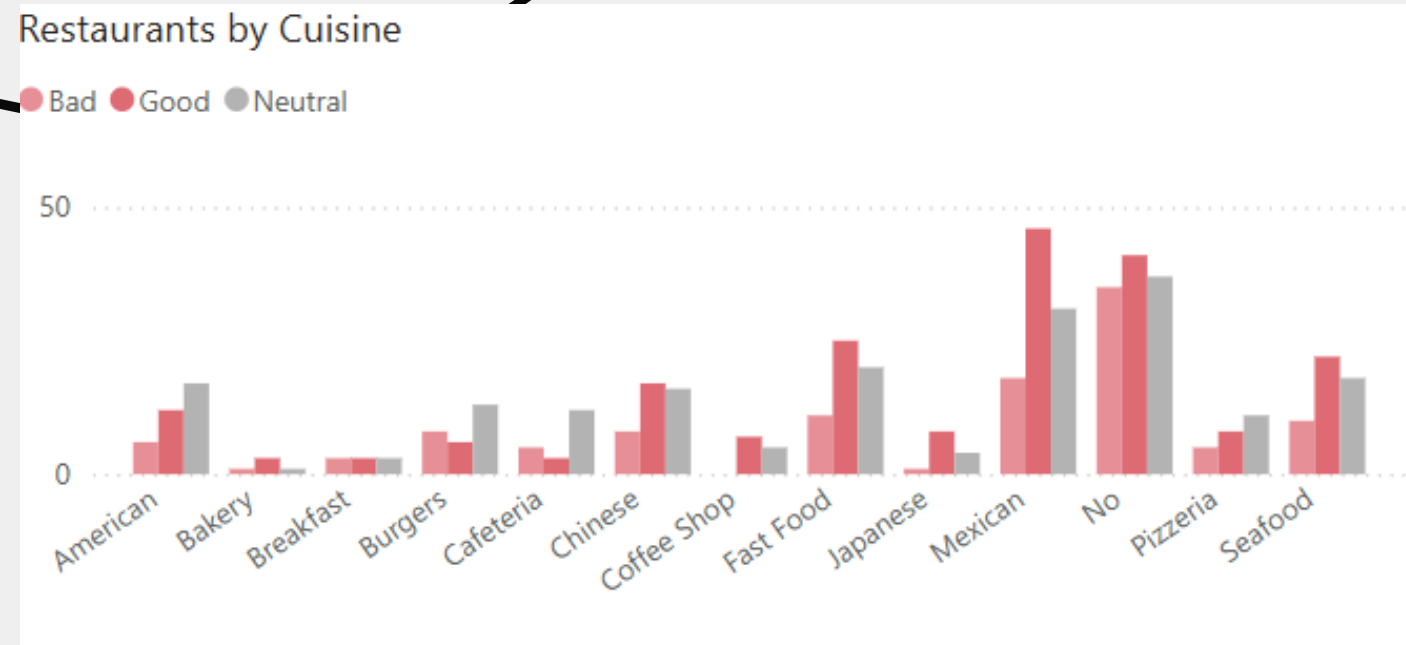
Restaurants by Cuisine

● Bad ● Good ● Neutral



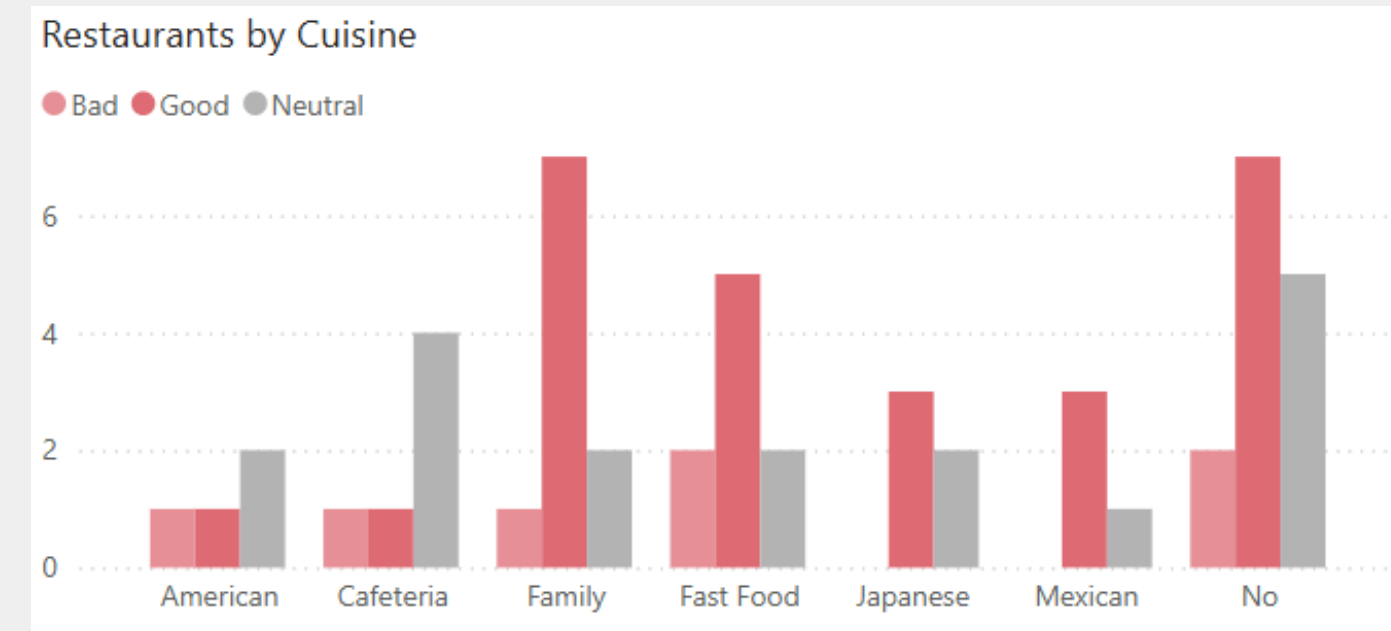
In **Cuernavaca** there are high number of **Cuisine Free, Family and Fast Food** type restaurants, each has **outstanding** amount of **positive rating**

Cuisine



Mexican type restaurant are popular and receive **highly positive rating** in **San Luis Potosi** while **Cuisine Free** restaurants receive **high bad rate number**

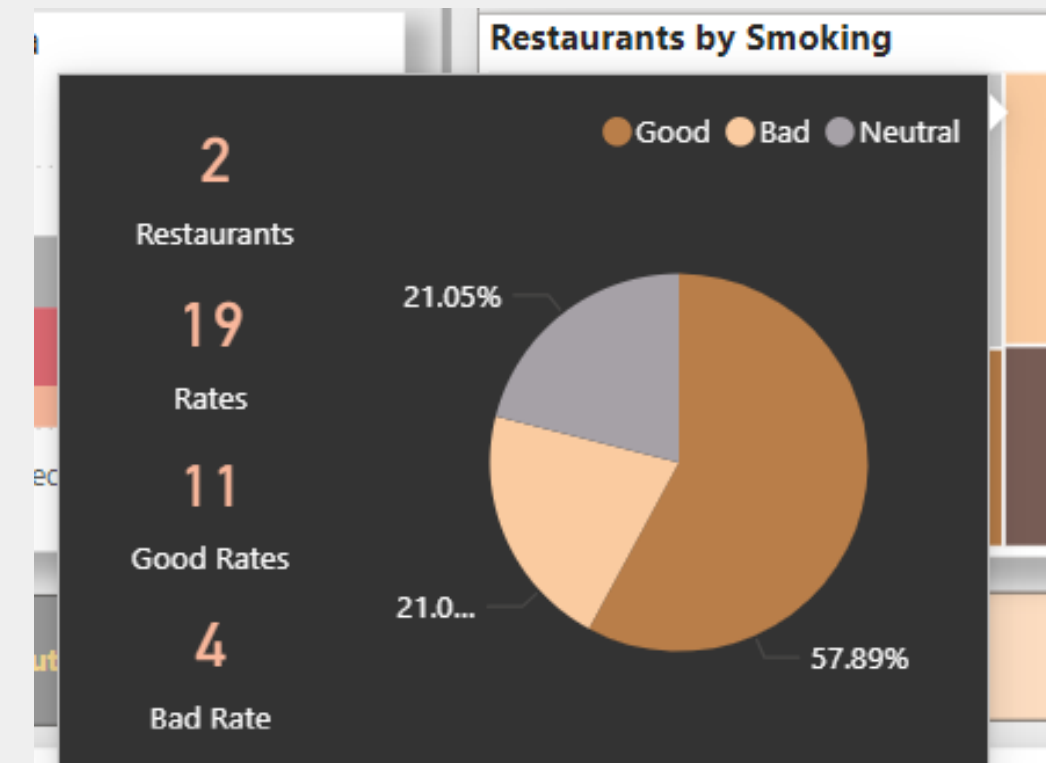
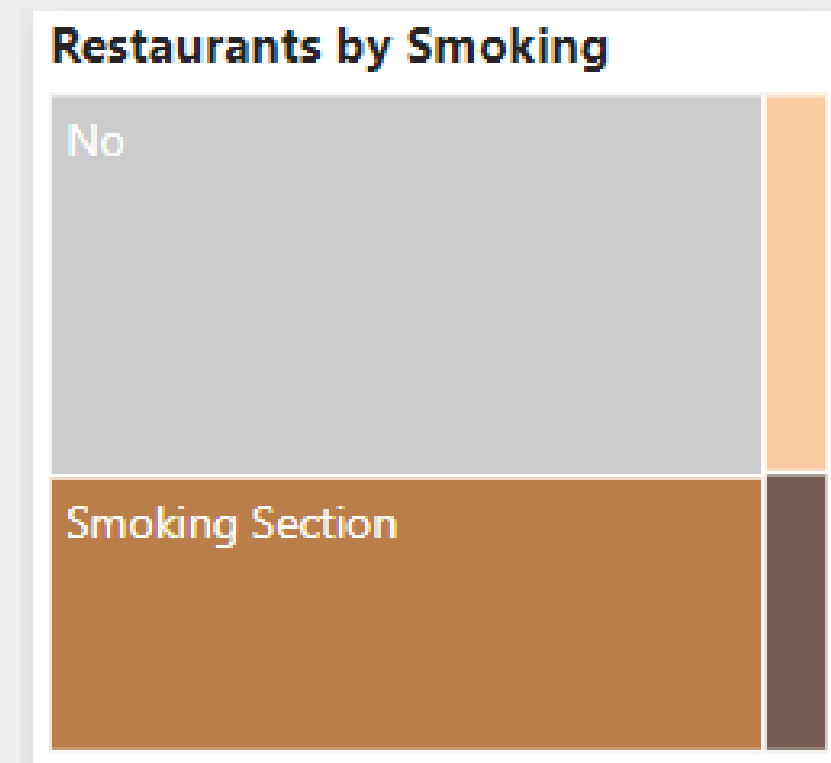
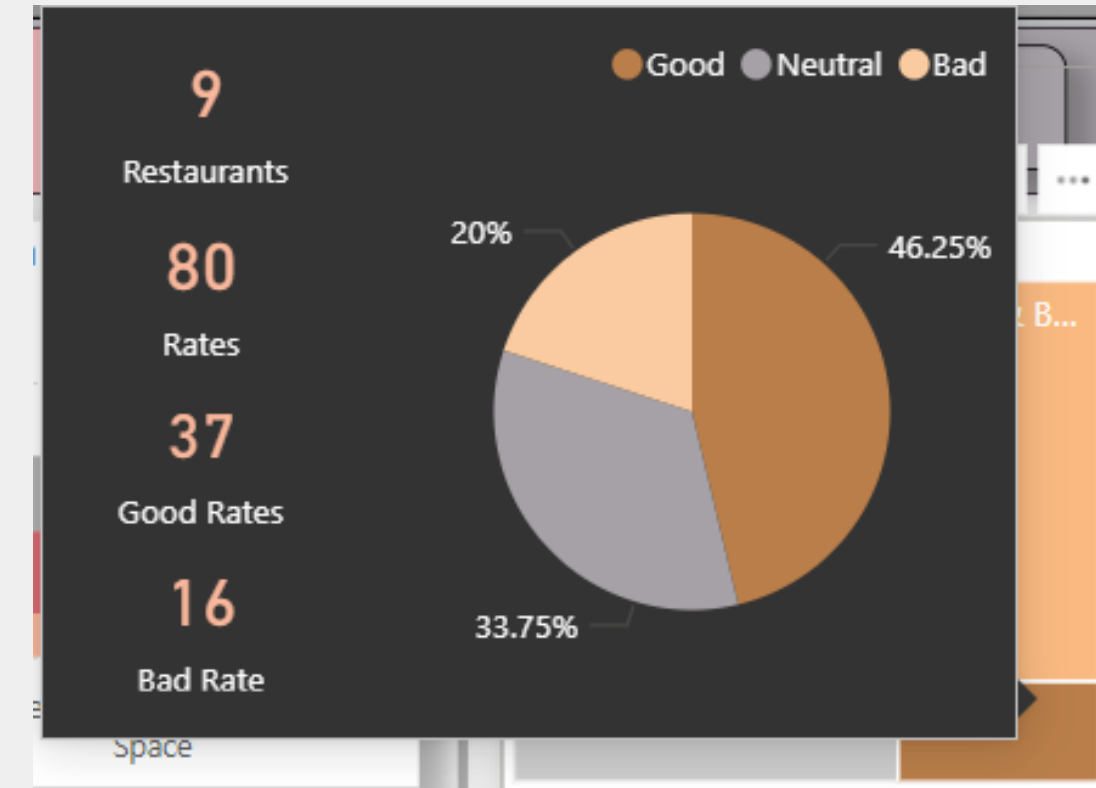
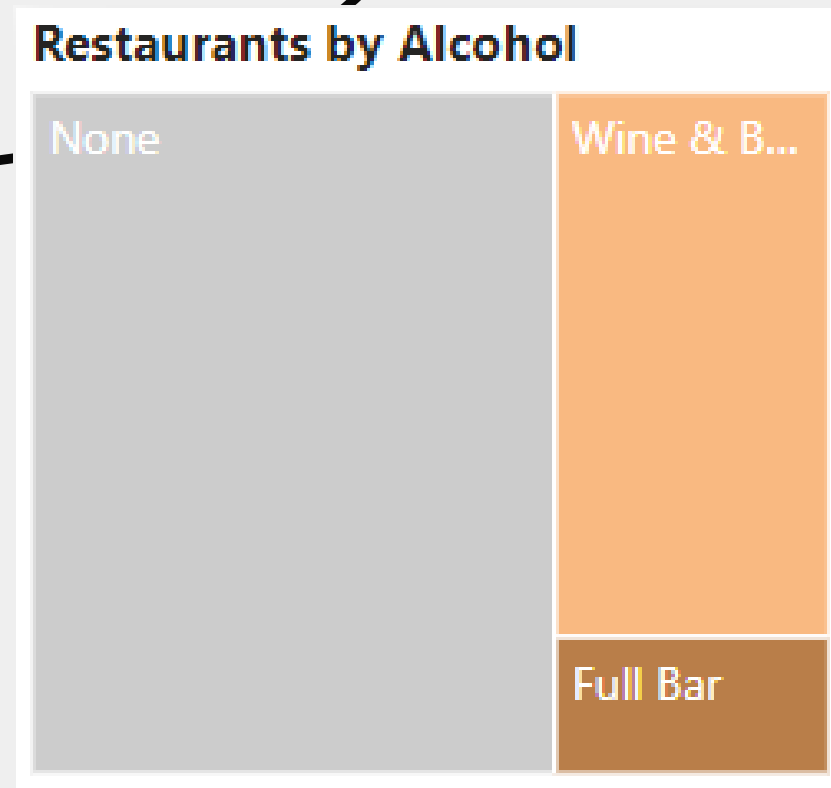
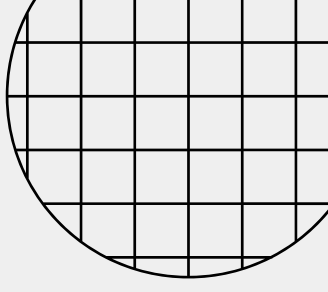
Invest on Mexican restaurant for Alcoholic in San Luis Potosi



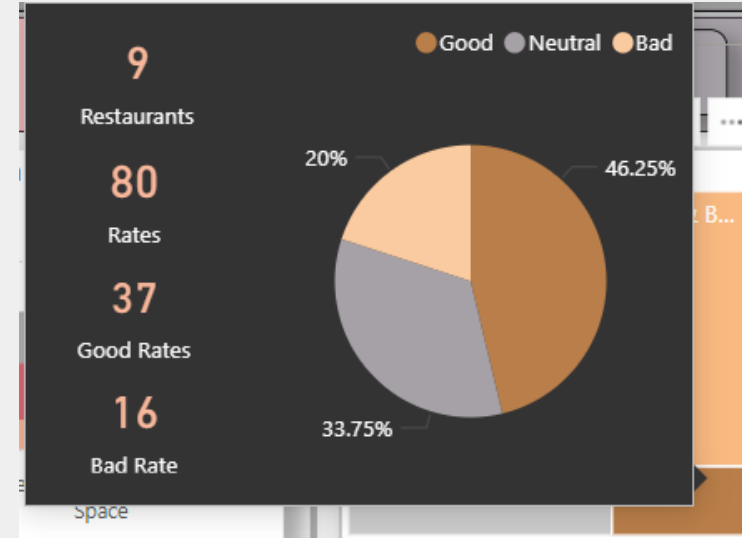
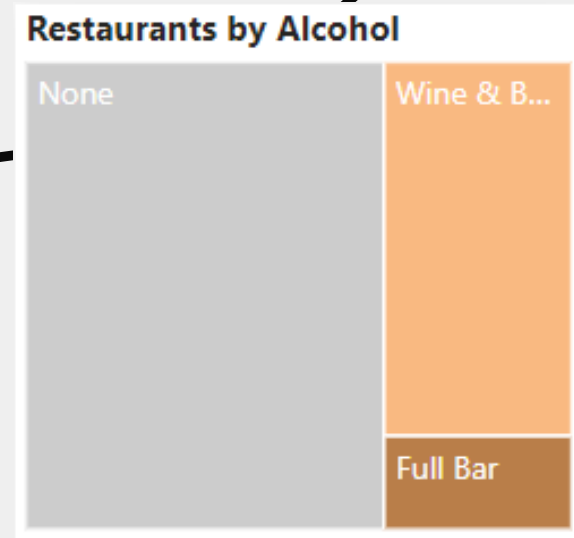
In **Cuernavaca** there are high number of **Cuisine Free & Family** type restaurants, each has **outstanding** amount of **positive rating**

Invest on Cuisine Free and fast food restaurants (addictives not for family) in Cuernavaca

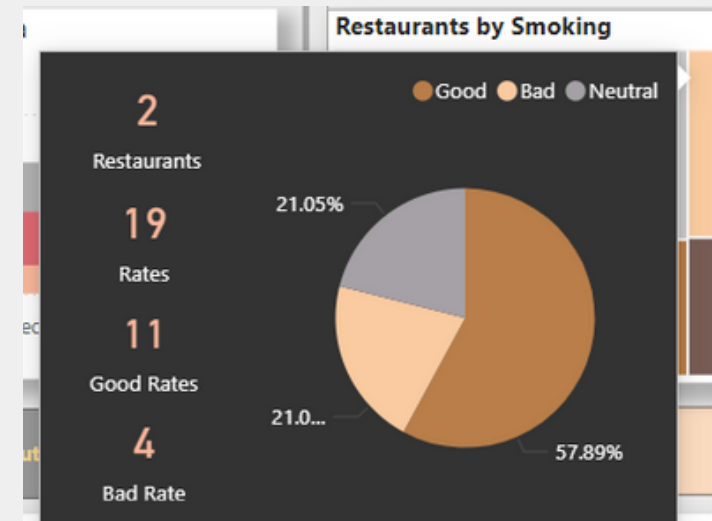
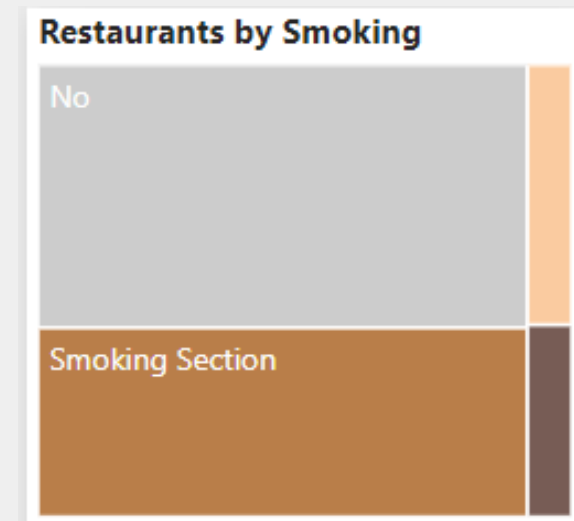
Need Bar Area?



Need Bar Area?



There is a **very low** proportion of **Bar-having** restaurants and their **bad rating** is relatively **high**



The restaurants number seems to be even **lower** in specifically **San Luis Potosi** - the city with **most restaurants**



Conclusion



City

San Luis Potosi &
Cuernavaca

Cuisine

Develop in **drink-based restaurant** in SLP and **Cuisine Free/ Fast Food** in Cuernavaca, also extend for **Mexican** and others (if available)



Price

Focus on Medium Price
but can be versatile

Area

Open Space & Parking
for **San Luis Potosi** and
Limited Space & Open
Space for **Cuernavaca**

No Bar Area!



What to do next?



What to do next?

- Collaborate with other Departments for further statistics and insights
- Conduct predictive modeling to find trends
- Plot the findings in time-domain for more details



End

Thank you

For listening!!!

