

# What drives the VICTUALLING OFFICE!

Notebook for the IBM's Data Science Professional Certificate final project.

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## Introduction

### Historical Background

- 1826 - A French lawyer, politician and gastronome Jean Anthelme Brillat publishes his work "Physiology of taste, or meditations on transcendental gastronomy". He coins the saying "Dis-moi ce que tu manges, je te dirai ce que tu es - [tell me what you eat, and I will tell you what you are]" .
- 1863 - A the German philosopher Ludwig Andreas Feuerbach publishes his essay "Spiritualism and Materialism", and states "Der Mensch ist, was er ißt - [A man is what he eats]" .
- 1942 - A renown English nutritionist Victor Lindlahr publishes his extremely successful book: "You Are What You Eat" .
- 2019 - "YouGov surveyed over 25,000 people from 24 global locations, asking them which out of 34 different national cuisines was their favorite. 84% of all surveyed ranked **Italian** food as their all-time fave, and honestly, we can't blame them. To break it down even more, 88% of Americans, 90% of Filipinos, and 85% of Japanese participants put Italian first. Even 99% of Italians ranked their cuisine at the top." (Quote from <https://soyummy.com/most-popular-cuisine/>)

**For almost a hundred years, mankind has been plagued by the question "What is it that we eat?" .**

We are going to attempt to answer this question; to find out what **ingredient(s) are in our most beloved cuisine.**

Our approach will be:

1. To find the most popular places in the world we, as humans, visit like clockwork.
2. Once we know where we visit most often, we will build a picture of the type of cuisines in our most visited places.
3. Armed with the knowledge of the type of cuisines in our most visited places, we will establish the most popular cuisines in the most popular cities.

## Problem Statement

What are the **MAIN INGREDIENT(s)** in the world's **MOST POPULAR CUISINES** in the world's **MOST POPULAR CITIES**?

Surely, to answer this we will have to:

1. Find the **most popular destinations** we visit.
2. Find the **most popular cities in each of the most popular destinations.**
3. Find the **most popular cuisines in the most popular cities in each of the most popular destinations.**
4. Find the **most popular ingredient(s) used in the most popular cuisines in the most popular cities in each of the most popular destinations.**

**In summary then: WE NEED TO FIND THE MAIN INGREDIENT(s) IN MANKIND's FAVOURATE CUISINE**

Whilst the aim of this analysis is to find the main ingredient(s) in our most favourable cuisine, it may be usefull to answer questions like why is poultry consumption increasing and beef consumption declining? Adding product pricing to the analysis clearly indicates that part of the move to poultry from beef is definitely price-driven.

## Data Definition

Finding the 'most popular destinations' we visit.