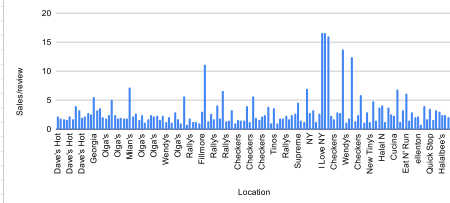
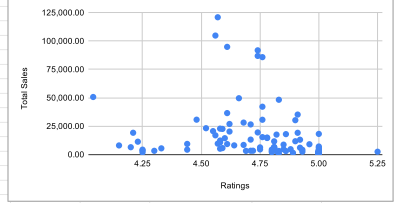


Location	Total Sales	Sales Percentage Change	Error rate (-ve)	Marketing Percentage (+ve)	Marketing ROI (+ve)	Rating (+ve)	Review Count (+ve)	Downtime (-ve)	Operational Efficiency	Sales per Review	weighted average
Dave's Hot Chicken (Northridge)	120,970.61	-15.52	0.90	4.58	5.16	4.57	454	2.55	96.57	2.161867158	38902.87557
Dave's Hot Chicken (Little Tokyo)	104,848.01	-4.89	1.51	8.24	6.29	4.56	444	134	97.35	1.848482882	32943.6902
Dave's Hot Chicken (Ladera)	94,882.27	-8.28	1.68	2.75	7.23	4.61	418	4.36	94.16	1.77683438	29812.20686
Dave's Hot Chicken (Ontario)	91,836.06	-9	0.93	19.41	3.75	4.74	442	2.4	96.67	1.626406637	28857.59176
Dave's Hot Chicken (Fairfax)	86,916.60	-2.88	0.77	2.68	6.16	4.74	304	0.48	98.75	2.238037245	27306.67302
Dave's Hot Chicken (Fontana)	85,828.92	-22.01	0.65	20.81	3.72	4.76	392	0.12	99.23	1.71390105	26966.19926
Felcaro Pizzeria	50,717.44	3.17	1.58	15.59	5.43	4.04	98	1.91	96.51	4.051066875	15933.0796
Pincho Factory - Hialeah (FL)	49,639.41	-15.65	0.65	2.25	5.25	4.66	118	1.51	97.84	3.29293204	15590.0879
Dave's Hot Chicken (Pasadena)	48,277.37	-17.58	0.58	21.91	3.47	4.83	196	0.3	99.12	1.928082869	15167.05488
Pincho Factory - Coral Gables	42,152.51	-20.57	0.94	1.64	6.16	4.76	152	0.9	98.16	2.17079102	13239.74741
Pincho Factory - West Kendall (FL)	36,543.53	-14.36	0.72	1.87	5.01	4.61	104	2.46	96.82	2.750523257	11477.58394
Pincho Factory - Pembroke Pines (FL)	35,240.33	-20.87	0.78	2.29	5.21	4.91	106	0.83	98.39	2.602869305	11067.06315
Georgia Diner	30,720.07	-0.57	1.53	15.4	5.4	4.68	143	1.1	97.37	5.594139062	9853.86615
Pincho Factory - Pinecrest (FL)	30,664.49	-16.64	0.93	2.03	5.38	4.76	73	1.12	97.95	3.285145676	9630.14343
Pincho Factory - Westchester	30,277.87	-12.85	0.36	1.18	5.83	4.9	65	0.54	99.10	3.591034261	9508.7503
Olga's Kitchen (Ford Rd) (Canton)	28,168.28	3.72	0.65	8.13	5.89	4.68	106	0.06	99.29	2.0801403	8852.48152
Olga's Kitchen (Orchard Lake Rd)	26,952.17	-1.08	0.94	7.28	6.09	4.62	115	0.13	98.93	1.834569044	8469.9385
Pincho Factory - Sunrise	26,552.17	-16.03	1.18	2.19	5.24	4.71	83	0.98	97.84	2.50414857	8339.03826
Milan Pizzeria Panorama City	23,219.13	15.46	1.71	12.52	5.67	4.52	36	0.44	97.85	5.04872373	7298.29317
Pincho Factory - Flagler/Doral	22,834.65	-9.17	0.82	1.51	5.5	4.58	72	3	96.18	2.482561563	7172.7233
Olga's Kitchen (Washstenaw Ave)	22,594.33	19.2	1.21	8.47	5.79	4.59	94	0.26	98.53	1.881524068	7105.2264
Olga's Kitchen (47960 Grand River Ave)	20,651.08	-9.37	1.10	7.88	5.86	4.55	80	0	98.90	2.020649307	6487.96829
Olga's Kitchen (Allen Road) (Woodhaven)	20,276.56	8.68	0.63	7.71	6.02	4.62	86	4.11	95.26	1.845894737	6374.71514
Olga's Kitchen (Fairlane Ctr)	19,483.51	15.98	0.76	7.62	6.02	4.74	81	0	99.24	1.882870036	6127.03388
Milan's Pizza NoHo	19,207.87	-9.19	1.72	10.33	6.77	4.21	21	17.33	80.95	7.157517104	6030.91498
PRIMA PIZZA - 977 E 233rd St.	19,171.82	20.16	1.33	12.25	5.65	4.91	69	1.07	97.60	2.174965719	6029.99413
Checkers (3814)	18,185.77	35.68	3.32	14.33	4.3	5	53	4.48	92.20	2.685925663	5723.38343
Rally's (4092)	17,993.28	-2.02	1.97	1.72	6.26	4.86	89	0.13	97.90	1.582553846	5655.09889
Olga's Kitchen (S Telegraph Rd)	17,586.28	7.11	1.05	8	5.39	4.82	57	3.88	95.07	2.41511209	5528.29014
Wendy's (Boardwalk Dr) - (Ann Arbor)	16,938.40	-19.03	1.54	0	0	4.56	117	5.24	93.22	1.133247284	5320.50535
Olga's Kitchen (23380 Eureka Road)	15,362.20	2.6	1.19	8.51	5.81	4.76	70	0.04	98.77	1.71788283	4829.54888
Olga's Kitchen (Gratiot Ave)	14,965.55	2.99	1.75	8.89	5.89	4.78	49	0	98.25	2.390753313	4704.21809
Olga's Kitchen (West Grand River Ave)	14,996.06	-8.53	0.49	6.95	6.47	4.78	51	0.3	99.21	2.240286841	4585.50761
Olga's Kitchen (23 Mile Rd.)	14,426.62	0.29	0.88	7.66	5.94	4.6	49	0.04	99.08	2.304695905	4534.19143
Olga's Kitchen (Allen Road) (Telegraph Road)	13,732.87	14.17	0.54	8.17	5.89	4.71	63	0	99.46	1.638733865	4144.27019
Olga's Kitchen (Century Ave)	13,061.50	19.71	0.37	7.87	5.59	4.92	45	0	99.53	2.272054293	4109.65167
Wendy's (Howell)	12,949.44	-6.74	1.63	0	0	4.58	80	1.05	97.32	1.208357499	3880.54147
Checkers (3291)	11,749.64	6.88	1.40	0	0	4.9	43	0.3	98.30	2.138918658	3693.5363
Checkers (1068)	11,645.45	-4.48	2.28	0	0	4.81	80	0.5	97.22	1.139474084	3660.0667
All Nite Pizza	11,334.15	1.71	5.23	12.05	4.83	4.23	30	0.92	93.85	2.957371378	3563.23845
Olga's Kitchen (Alton Square)	10,686.81	7.16	1.49	8.14	5.54	4.58	49	1.07	97.44	1.707222683	3361.49293
Wendy's (Three Rivers)	9,624.84	-13.16	1.13	0	0	4.57	73	0.06	98.81	1.032069212	3023.19658
Solo Burgers & Wings	9,374.51	-22.43	1.03	10.63	7.3	4.44	13	4.9	94.07	5.644732795	2941.61396
Wendy's (Airport Rd) - (Jackson)	9,267.24	-14.11	2.66	0	0	4.61	98	3.76	93.58	7.402222868	2912.06653
Rally's (9772)	9,092.73	-2.67	1.20	2.37	7.26	4.96	39	0.39	98.41	1.825020942	2857.99755
Del Taco (Southgate)	8,743.11	13.31	1.37	0	0	4.85	57	16.23	82.40	1.200854458	2751.85852
Wendy's (Oremos)	8,487.03	1.23	1.34	0	0	4.68	51	0.04	97.80	1.302837947	2655.00279
Wendy's (Hartland Township)	8,087.08	6.34	1.24	0	0	4.64	60	0.53	98.23	1.055063632	2543.67085
Filmmore B	8,033.36	-6.76	3.91	15.78	5.42	4.15	21	0.88	95.21	2.994443333	2524.74812
Eleven B	7,096.53	62.11	0.38	12.46	5.85	5	5	1.31	98.31	11.1000368	2244.73003
Wendy's (Zeeb Rd) - (Ann Arbor)	6,678.20	-4.58	0.78	0	0	4.81	39	3.97	95.25	1.340395553	2098.36683
Rosemary Grill	6,471.83	-0.34	1.92	9.54	5.29	4.2	19	1.78	96.30	2.666316278	2035.04441
Rally's (9457)	6,409.53	-11.66	0.68	0	0	4.81	29	0.76	98.56	1.730080658	2011.89522
The Patio Restaurant	6,322.90	-4.52	3.62	11.49	7.4	4.75	12	1.71	94.67	4.124518267	1987.65734
Checkers (3641)	6,044.11	-17.29	0.72	0.38	6.29	4.92	25	0.19	99.09	1.892476586	1896.48699
South View Pizza	5,958.83	-15.44	2.18	9.56	5.31	5	7	3.72	94.10	6.663480324	1870.19009
Rally's (8246)	5,944.39	-24.05	0.12	0	0	4.81	33	0.59	99.29	1.41004028	1863.20642
Wendy's (Hastings)	5,705.95	-30.29	0.29	0	0	4.59	31	11.17	88.54	1.440802429	1787.2473
The Corner Grill	5,472.81	3.23	1.02	13.55	5.17	4.33	13	3.06	95.92	3.295377581	1722.16005
Wendy's (Livonia)	5,162.85	-21.54	5.26	0	0	4.58	41	0.93	93.81	0.9856978625	1619.19675
Checkers (3194)	4,973.25	-21.75	1.92	0	0	4.81	25	0.40	97.59	1.557178672	1558.58066
Checkers (5017)	4,737.98	-8.02	1.72	0	0	4.88	25	0.92	97.36	1.483513076	1487.76418
Rally's (4001)	4,639.81	2.06	0.59	0	0	4.85	24	3.5	95.91	1.513307272	1459.08038
Flyn's Eats L.L.C.	4,535.16	-5.47	2.21	20.35	4.11	4.75	9	0.41	97.38	3.94466466	1426.18578
Checkers (3115)	4,382.46	0.08	3.24	0	0	4.8	27	0.56	96.20	1.270551756	1378.15708
Antonio's Pizza Norfolk	4,327.72	-9.34	1.70	16.47	5.18	4.25	6	31.25	67.05	5.64606753	1360.32326
La Ideal mexican Taqueria	4,285.55	17.61	2.50	15.28	4.75	4.44	17	16.44	81.06	1.973312238	1353.25708
Rally's (4304)	4,211.14	-31.49	1.00	2.24	7.71	4.93	21	0.52	98.48	1.569708835	1317.94538
Checkers (3420)	4,173.00	-29.28	0.61	7.64	4.27	5	15	3.01	96.38	2.177686154	1306.27136
Wendy's (Ann Arbor Rd) (Jackson)	4,082.55	-2.95	1.82	0	0	4.5	13	3.9	94.38	2.458251564	1282.61983
Fork & Key	3,490.83	8.47	1.75	13.26	6.2	4.25	7	11.54	86.91	3.903631589	1101.02391
Wendy's (Mason)	3,382.71	-8.73	2.06	0	0	4.72	28	0.06	97.88	0.980706753	1062.14237
Tinos	3,235.35	174.95	8.48	11.26	7.64	5	7	19.36	72.16	3.617940278	1058.78421
Wendy's (Nowl)	3,365.88	-27.05	1.64	0	0	4.71	26	0.44	97.92	1.01335927	1052.69311
Bambino's Pizzeria & Deli	3,307.78	24.42	4.54	18.22	4.73	4.3	14	5.91	89.55	1.849467676	1047.84878
Jason James Pizza Btstro	3,244.49	-42.07	0.50	20.17	4.35	4.69	14	0.91	98.59	1.814805056	1012.83866
Rally's (7431)	3,212.36	-1.4	3.37	0	0	5	11	0.17	96.46	2.285955588	1009.70485
Rally's (4083)	3,164.45	-16.4	3.51	0	0	4.83	14	0.21	96.28	1.769328065	991.45069
Checkers (3278)	3,079.94	7.68	2.58	0	0	4.86	10	0.34	97.08	2.410906791	970.0185
Rally's (9640)	3,091.36	-15.03	0.42	0	0	4.8	9	0.54	99.04	2.688717896	968.28869
Supreme Deli	2,927.57	25.25	4.05	16.64	5.6	5	5	0.02	95.33	4.58327006	928.11169
Rally's (4406)	2,810.98	37.3	0	0	4.82	17	15	1.37	96.46	1.468914025	892.37727
Checkers (5041)	2,672.36	-3.24	3.32	8.62	3.77	5	16	2.26	94.42	1.307414039	841.19057
Dogwoods Pizza	2,681.49	-34.92	0.12	23.56	4.13	5	3	1.85	98.03	6.99697393	837.42806
NV Famous Deli	2,499.55	28.91	3.88	12.77	5.11	5.25	7	0	96.12	2.795129622	794.23671
Checkers (3350)	2,507.12	2.55	1.82	0	0	5	6	0.63	97.55	3.270860598	788.77338
Checkers (5874)	2,439.29	-11.38	0.70	0	0	4.93	15	0.91	98.39	1.272947054	764.67527

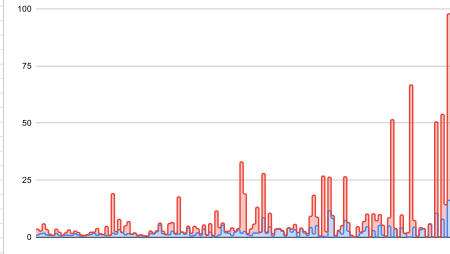
Sales/review vs Location



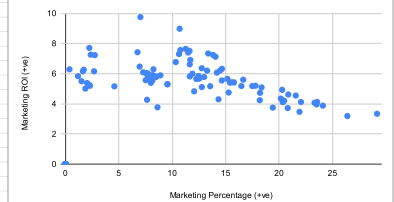
Total Sales vs Ratings



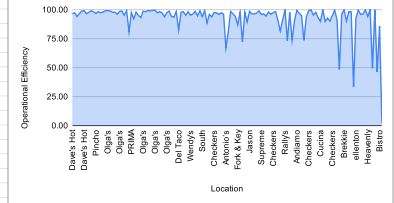
Downtime (-ve) Error rate (-ve)



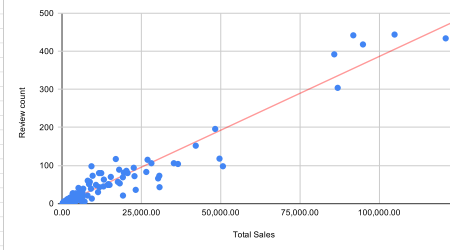
Marketing ROI (+ve) vs Marketing Percentage (+ve)



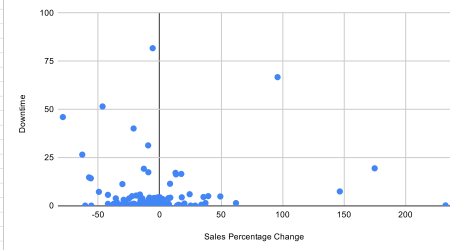
Operational Efficiency vs Location



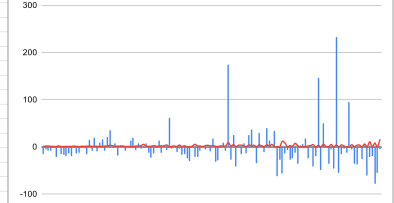
Sales vs Reviews



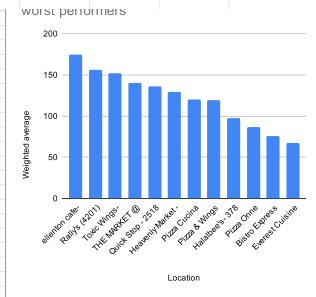
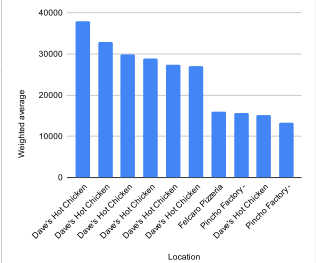
Downtime Vs Sales Percentage Change



Sales Percentage Change Error rate (-ve)



Location	Total Sales	Sales Percentage Change	Error rate (-ve)	Marketing Percentage (+ve)	Marketing ROI (+ve)	Rating (+ve)	Review Count (+ve)	Downtime (-ve)	Operational Efficiency	Sales per Review	weighted average
Schriefer's Armonk Deli	2,369.12	39.52	4.20	15.16	5.66	5	7	4.92	90.88	2.671640928	762.29806
I Love NY Pizza and Pasta	2,118.71	12.95	1.38	11.62	7.51	5	1	17.01	81.61	16.58477869	671.06131
72nd street gourmet deli corp	2,116.16	0.32	5.08	17.79	6.2	5	1	3.68	91.24	16.56481787	667.80517
Rally's (4000)	2,051.17	33.91	0.00	0	0	5	1	0.46	99.54	16.05609007	652.19405
Checkers (3320)	2,094.81	-62.95	0.32	0	0	4.8	7	26.45	73.23	2.342527848	645.07672
Checkers (3353)	1,962.51	-27.74	0.00	0	0	5	9	2.33	97.67	1.706897857	611.01039
Kennedy's Chicken 6 - Grand Concourse	1,871.03	-57.41	11.62	12.98	5.78	4.25	5	14.64	73.74	2.929196227	578.54045
Uptown Pizzeria II	1,790.75	-14.17	8.20	7.51	5.57	5	5	1.25	90.55	2.80351652	561.9752
Andiamo Wood Fired Pizza	1,751.25	-6.47	0.00	11.69	6.91	5	1	0.65	99.35	13.70838561	550.84354
Wendy's (Michigan Ave) - (Saltine)	1,769.36	-27.11	2.45	0	0	5	12	0.58	96.97	1.15417888	550.83683
Tacos Y Mas - Plano Rd.	1,665.09	-24.92	1.30	18.19	4.24	5	7	3.7	95.00	1.861992111	520.38421
Angies Fish and Wings - Sheridan	1,593.06	-12.85	7.31	11.84	5.82	5	1	19.13	73.56	12.47011037	500.65552
Una Mia Restaurant	1,599.09	-35.68	2.60	11.89	6	5	9	3.79	93.51	1.390912426	497.13446
Checkers (3145)	1,562.26	2.92	0.00	0	0	5	5	0.85	99.15	2.445802998	491.95995
Wok Wok	1,518.60	6.73	0.00	14.65	6.32	5	2	0	100.00	5.943627234	480.95718
Checkers (3619)	1,515.14	18.01	0.30	0	0	4.89	10	4.31	95.39	1.186017038	480.83906
352 Riverdale Deli	1,506.19	-24.34	1.79	20.86	4.62	5	4	0.36	97.85	2.947527955	470.7403
New Tiny's Grill	1,246.64	-1.65	2.58	11.64	6.62	5	8	4.26	93.16	1.219801701	394.05699
Cucina Pizza by Design	1,219.24	-42.07	4.52	10.76	7.57	5	2	5.59	89.89	4.77196633	376.41465
Wendy's (Schoolcraft)	1,124.89	-20.29	0.00	0	0	4.83	6	0.07	99.93	1.46756373	349.46078
Heroes Cafe - Miller Rd	952.10	146.59	2.86	13.36	7.34	5	2	7.36	89.78	3.726410832	334.68075
Halal N Out - 197 Havemeyer St	1,059.15	-49.43	0.00	21.56	4.55	5	2	7.14	92.86	4.145392325	324.69594
H-Yard Gourmet Deli	950.59	49.38	5.15	14.64	5.55	5	6	4.76	90.09	1.240166955	312.76057
Checkers # 3690	964.05	0	0.83	0	0	5	2	4.35	94.82	3.773181769	303.47437
Checkers (5875)	963.79	-36.92	0.00	0	0	5	3	0.32	99.68	2.514776108	295.05098
Cucina Pizza Bar - Orlando	896.55	-4.93	4.90	7.02	9.75	5	3	3.58	91.52	2.339329644	283.34542
Nob Hill Pizza & Shawarma	869.28	-46.43	0.00	26.39	3.19	5	1	51.46	48.54	6.804525592	266.80293
Big Belly's - 8940 Wornall Rd	651.53	232.62	3.68	10.69	8.98	5	4	0.11	96.21	1.275007063	259.47738
Brekkle Bagels (95 Delancey St)	831.97	-55.57	0.00	23.32	4.07	5	2	0	100.00	3.256235711	251.9535
Eat N' Run Cafe	782.97	-16.03	3.99	13.82	7.24	5	1	5.75	90.26	6.128910596	245.36762
Sub Machine-	754.68	-4.31	1.59	12.76	6.36	5	4	0	98.41	1.476865732	238.70609
Famous Burgers	740.31	-13.22	0.00	29.17	3.34	5	2	1.89	98.11	2.897488923	233.07576
Maggie's Cafe	531.66	95.95	0.00	23.51	3.96	5	2	66.67	33.33	2.080856615	192.71551
ellenton cafe-	550.02	-5.74	4.37	14.5	6.22	5	2	2.91	92.72	2.162715561	174.48357
Rally's (4001)	531.02	-36.54	0.31	0	0	5	5	0	99.89	0.8158851473	156.221
Toxic Wings- (Commack)	503.58	-37.36	3.19	14.18	6.07	5	1	0.93	95.88	3.934981622	152.20622
THE MARKET @ MERCEDES HOUSE	436.60	-1.13	3.74	17.49	5.18	5	2	0	96.26	1.708802615	139.92166
Quick Stop - 2518 Frankford Ave	442.51	-25.49	0.00	20.29	4.93	5	1	0.1	99.90	3.463867361	136.16381
Heavenly Market - 1175 2nd Ave	397.64	2.59	5.81	24.1	3.88	5	2	0	94.19	1.556317617	129.13533
Pizza Cucina	420.30	-60.57	0.00	6.75	7.42	5	1	0	100.00	3.290012546	120.47848
Pizza & Wings Express (West Way Rd)	387.08	-21.19	10.47	0	0	5	1	40.03	49.50	3.029873963	119.1185
Halalbee's- 378 Myrtle Ave.	317.76	-20.1	0.00	14.05	7.12	5	1	0	100.00	2.487352812	97.90573
Pizza Onne	316.73	-78.73	7.85	22.05	4.12	5	1	45.95	46.20	2.479290207	86.46377
Bistro Express	271.78	-55.96	0.00	18.36	5.09	5	1	14.17	85.83	2.127431858	75.87792
Everest Outsale	200.84	-5.64	16.11	20.48	4.2	5	1	81.69	2.20	1.572129716	67.70165



Correlation Table

	Total Sales	Sales Percentage Change	Error rate (-ve)	Marketing Percentage (+ve)	Marketing ROI (+ve)	Rating (+ve)	Review Count (+ve)	Downtime (-ve)
Total Sales	1.00			-0.05	0.19	-0.32	0.96	-0.15
Sales Percentage Change	-0.04	1.00		0.13	0.05	0.21	0.07	-0.05
Error rate (-ve)	-0.20	0.13	1.00	0.18	0.12	0.04	-0.18	0.46
Marketing Percentage (+ve)	-0.05	0.05	0.18	1.00	0.52	0.06	-0.07	0.30
Marketing ROI (+ve)	0.19	-0.14	0.12	0.52	1.00	-0.06	0.10	0.00
Rating (+ve)	-0.32	0.07	0.04	0.06	-0.06	1.00	-0.27	0.06
Review Count (+ve)	0.96	-0.05	-0.18	-0.07	0.10	-0.27	1.00	-0.15
Downtime (-ve)	-0.15	0.02	0.46	0.30	0.00	0.06	-0.15	1.00

Statistical Values

Metric	Coeff of variation	Mean	Standard deviation
Total Sales	1.7	12775.0	21636.6
Sales Percentage Change	-11.6	-3.3	37.7
Error rate (-ve)	1.2	2.1	2.4
Marketing Percentage (+ve)	0.9	8.5	7.8
Marketing ROI (+ve)	0.7	4.0	2.8
Rating (+ve)	0.0	4.8	0.2
Review Count (+ve)	1.8	48.2	87.0
Downtime (-ve)	2.3	5.2	12.0

