



RESTAURANT RATINGS PROJECT

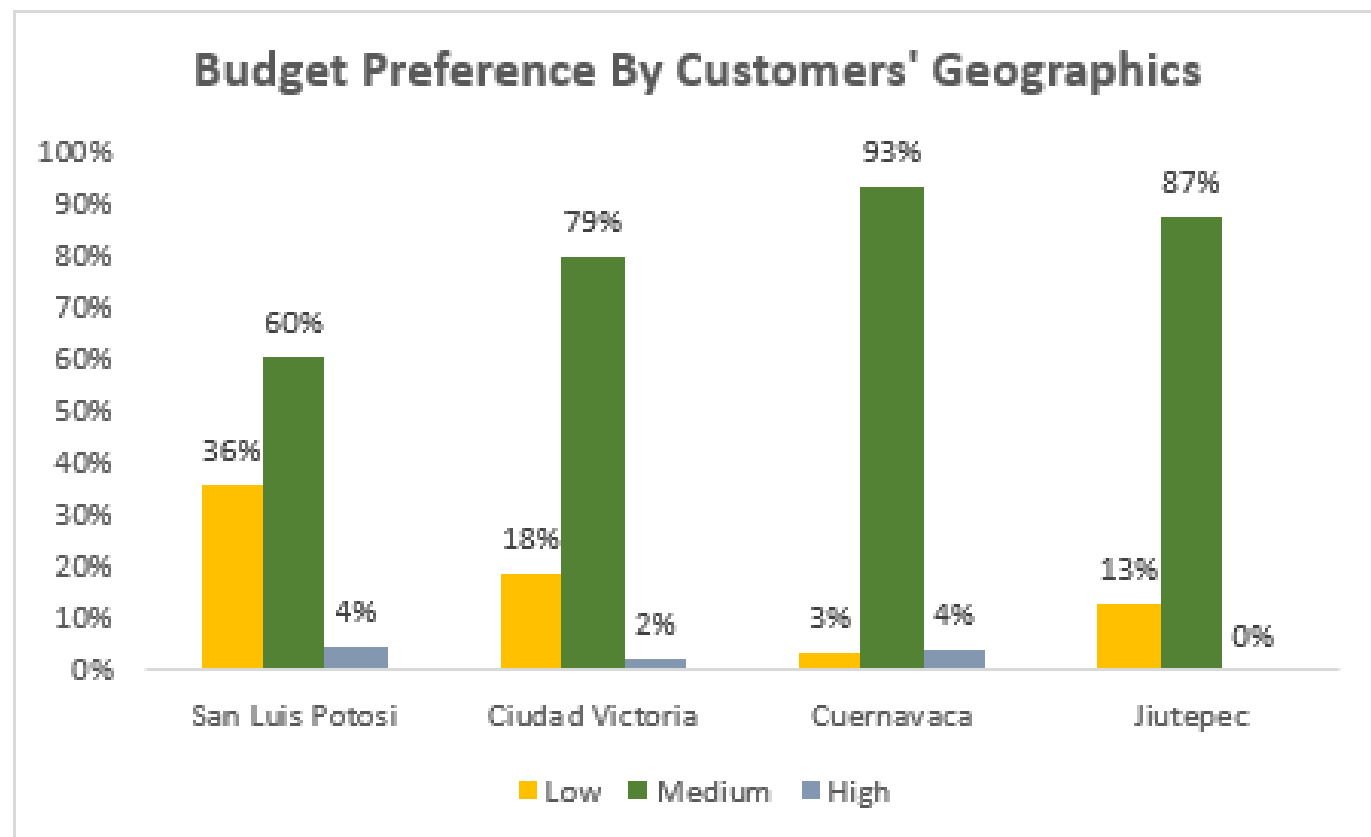
Source to Excel File of this project : [IreneM97/Excel-Projects: Analytics Projects Using Excel as the main tool \(github.com\)](https://github.com/IreneM97/Excel-Projects)

Background

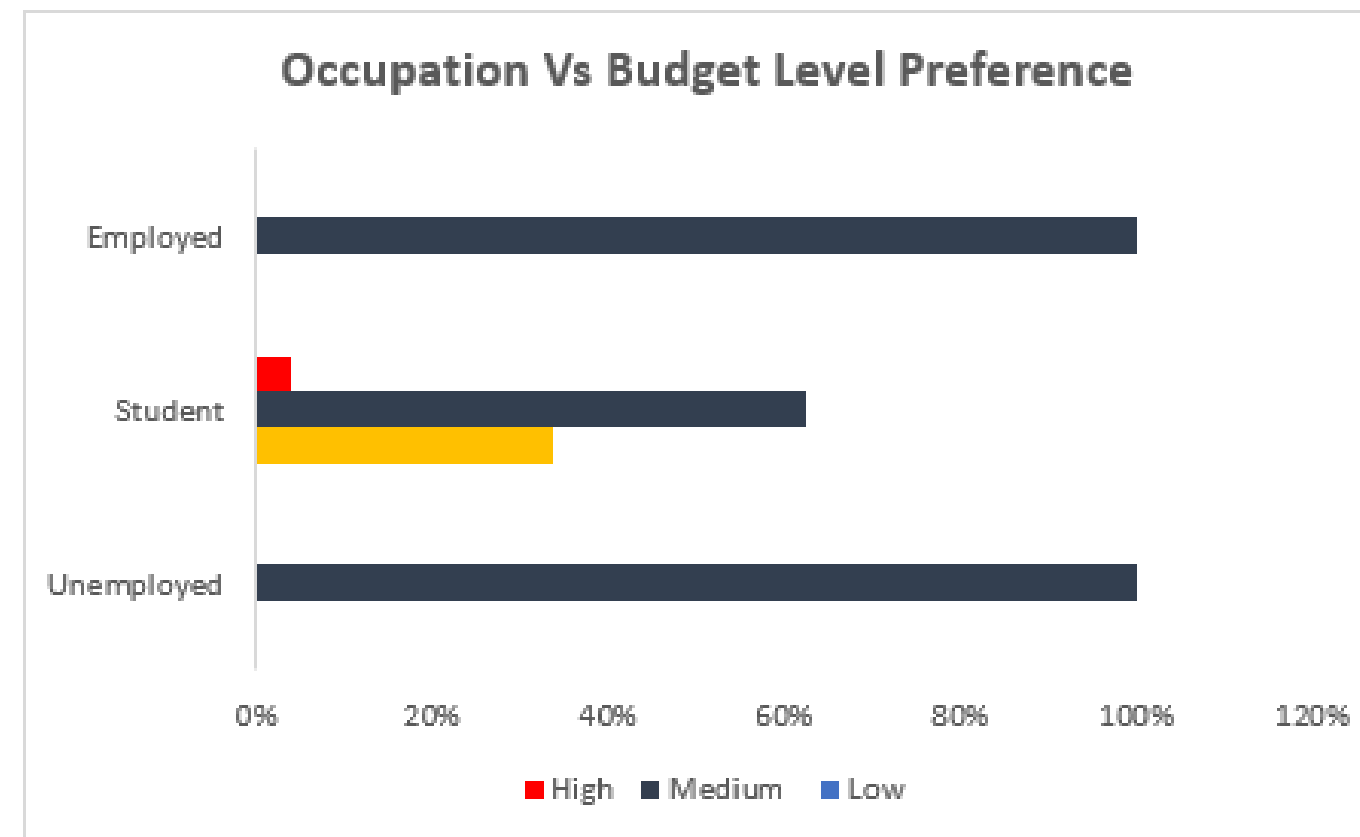
This data set is about restaurant ratings by real consumers in 4 different cities of Mexico from 2012, comes in 5 raw data tables such as consumers, ratings, consumers preferences, restaurants and restaurants cuisines ; including details about each restaurant and their cuisines, and each consumer and their preferences.

Objective

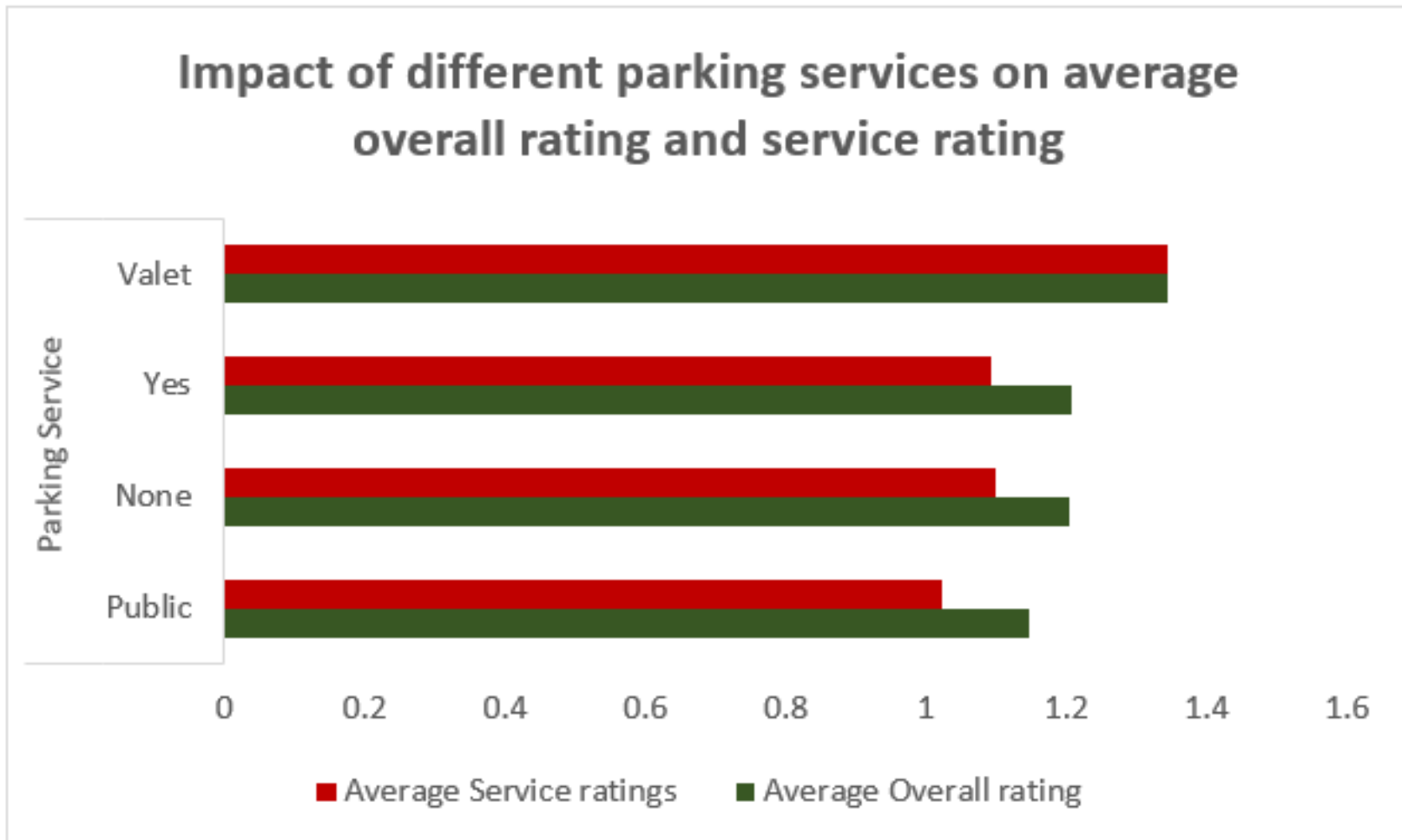
The purpose of this project is to analyze customers' preferences based on geographics, occupation as well as evaluating the impact of different amenities/services on customers' ratings. Most importantly, what kind of actions restaurants can should take for their services to achieve the highest ratings.



Regardless of geographics, majority of customers in all 4 cities prefer medium-ranged restaurants, most by around 90% of consumers from Cuernavaca and Jiutepec. Customers in San Luis Potosi are strong base of low-budget restaurants than those in any other cities and high-end restaurants are preferred by only 4% of customers living in Jiutepec and Ciudad Victoria.

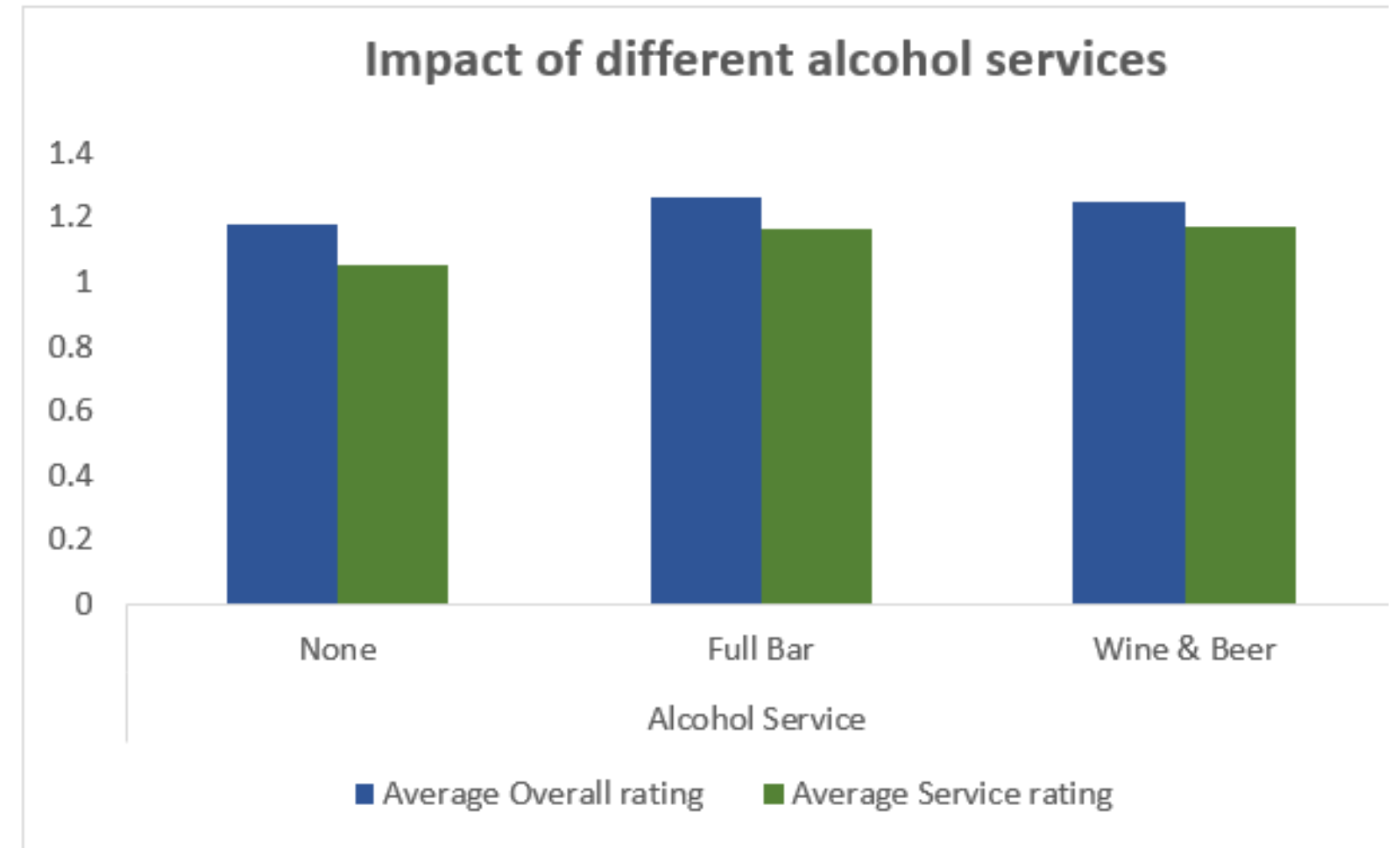


Among three occupation segments, 100% of unemployed and employed ones fully prefer medium ranged restaurants so do 62% of students. 34% of students favor low ranged restaurants and high-end restaurants are fancied by only 4% of them.

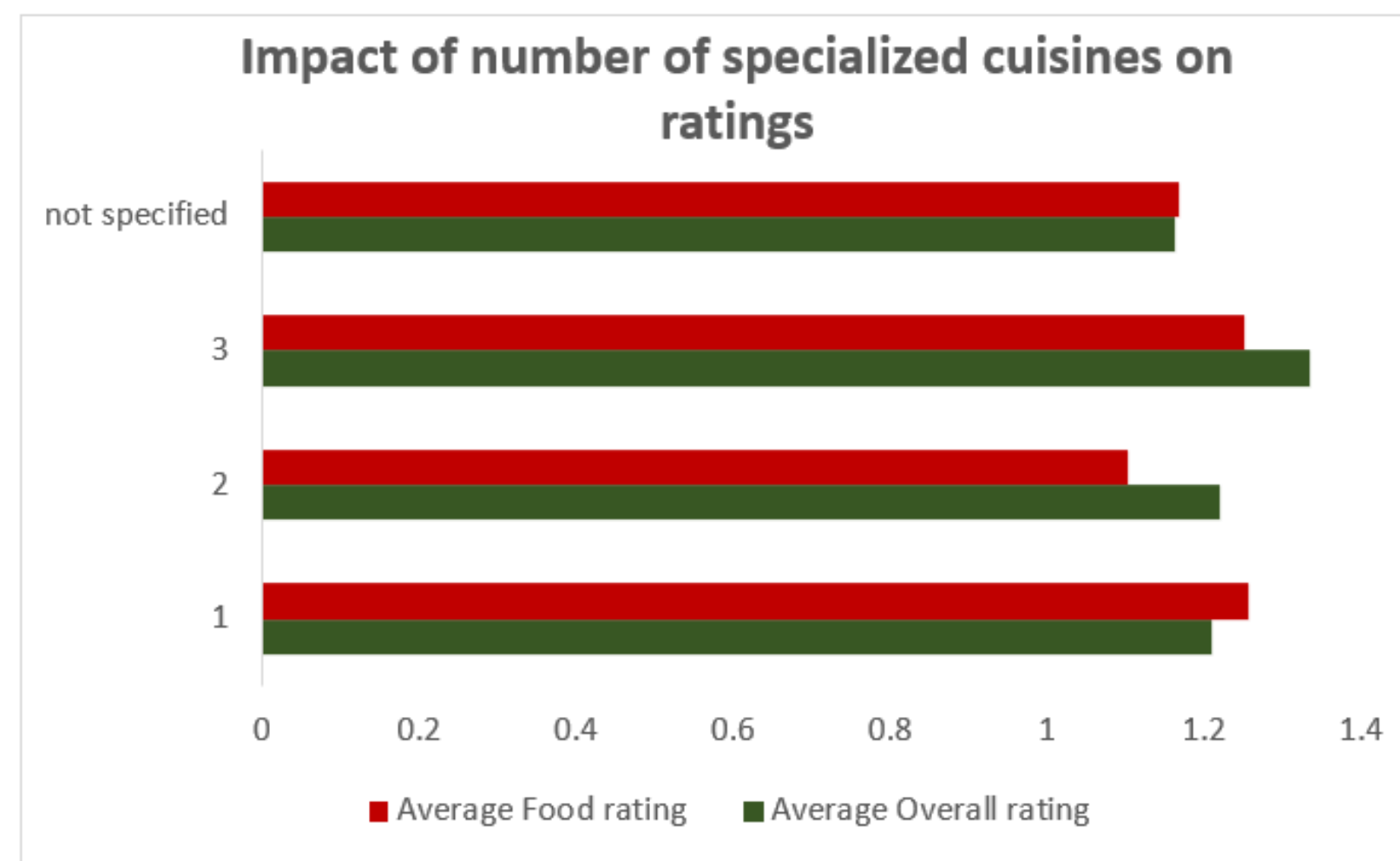
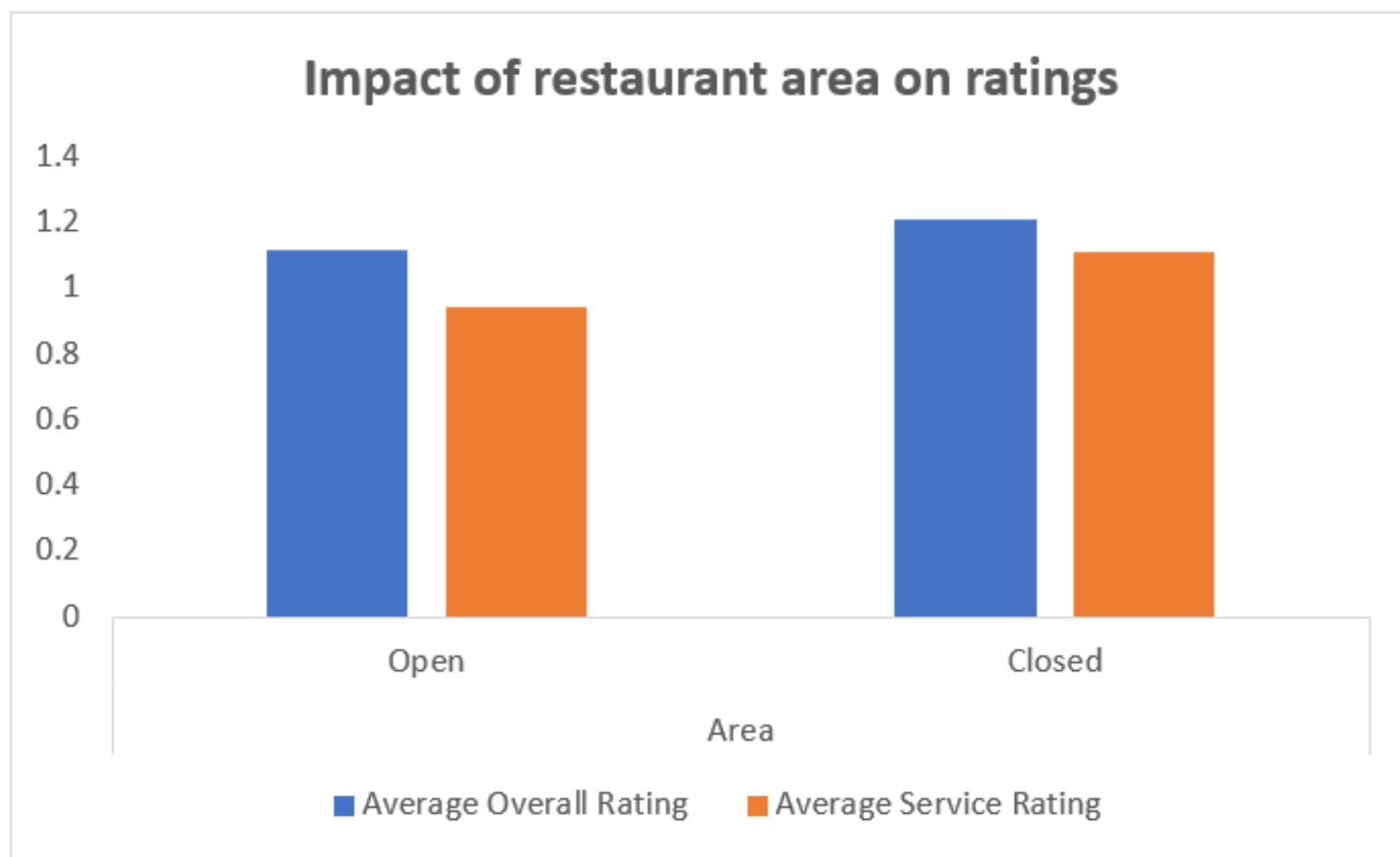


Parking Service plays a critical role in earning high ratings from client.

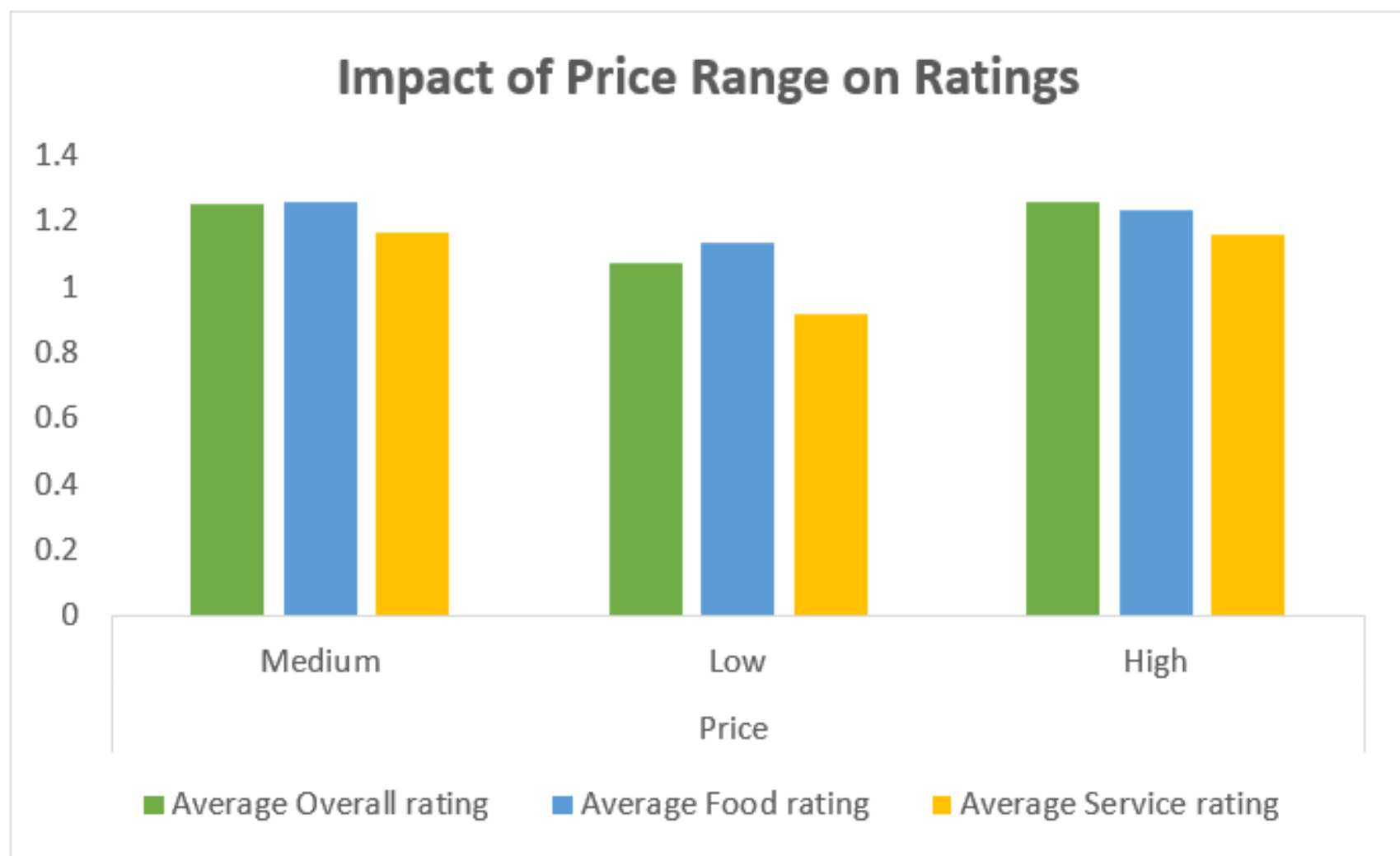
Restaurants with Public Parking got the lowest ratings, surprisingly having private parking and no-parking results in almost same ratings while restaurants with **Valet service earns the highest ratings**.



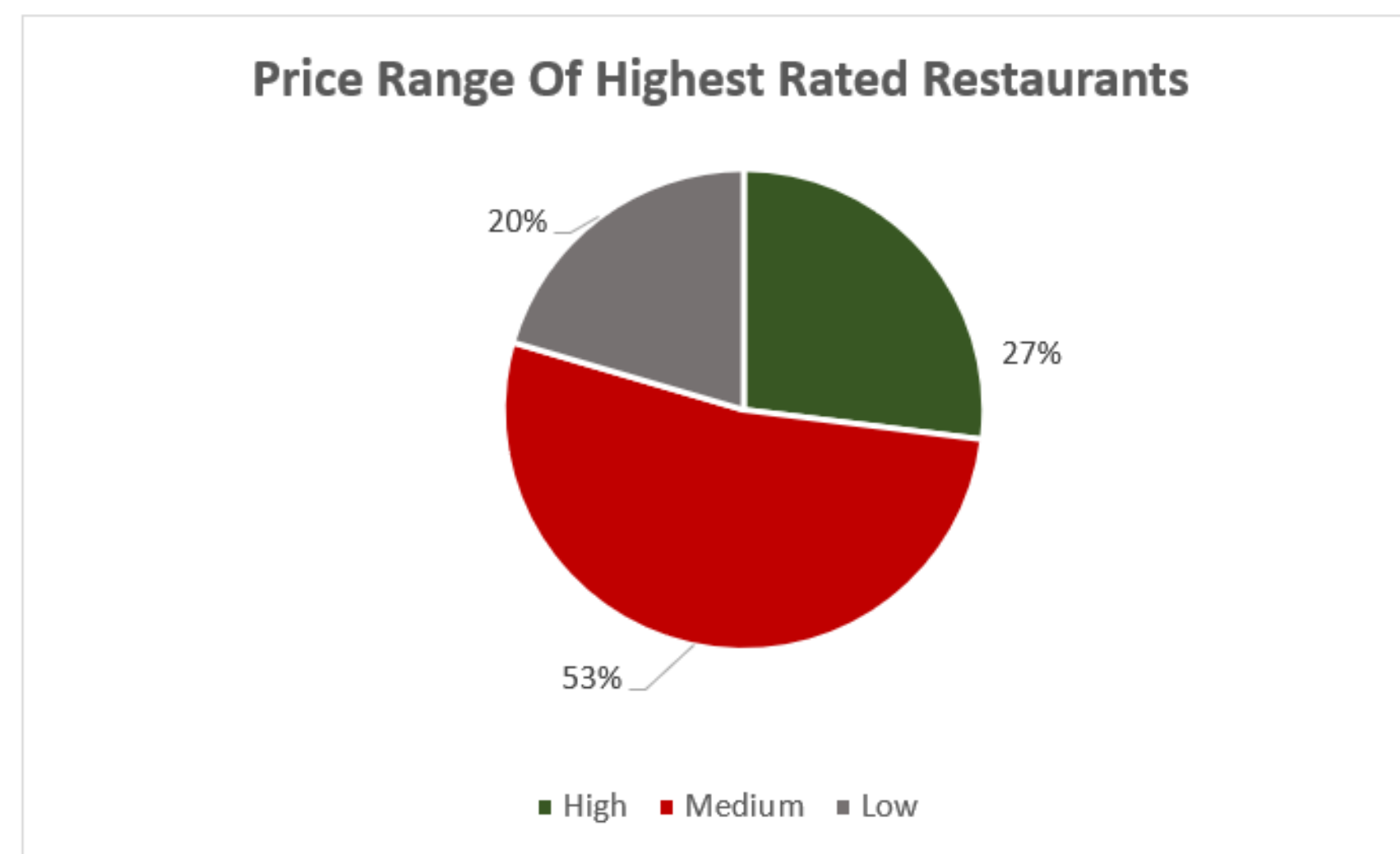
When it comes to alcohol, customers like restaurants that service full bar or partial with wine and beer more compared to no-alcohol restaurants.



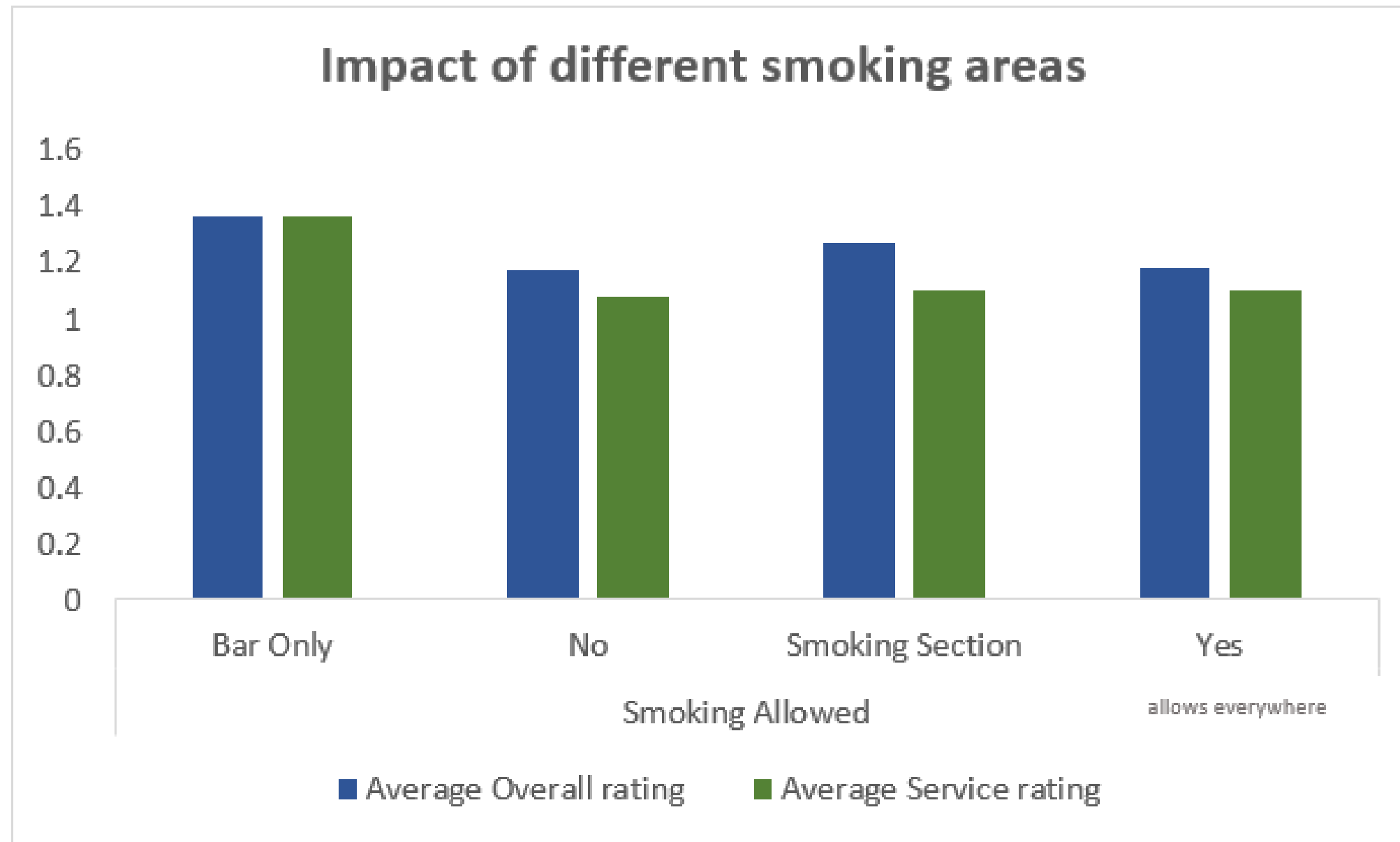
Customers tend to **prefer restaurants with high number of specialized cuisines** given that ones that offer 3 cuisine types earn the highest ratings while restaurants with no specific cuisine are at lowest.



Middle-ranged restaurants are likely to earn high ratings in overall, food and service aspects similar to high-end ones. Obviously, service rating in cheap-eat ones are the lowest which may be caused by lack of trained staffs as well as amenities provided.



Looking at price range of highest-rated restaurants, more than 50% are in medium-ranged, followed by 27% high-end and 20% cheap-eat ones. Restaurant owners should consider this insight in order to optimize the ratings.



Restaurants with **no-smoking areas** are **least favored by customers** with lowest ratings in overall and service in contrast to restaurants that allow smoking only in bar and smoking section getting highest ratings.

Recommended actions for restaurants to improve the rating

- Setting the price range to MEDIUM optimally
- Offering at least one specialized cuisine : the larger the variety, the higher the ratings.
- Allowing smoking only in specific areas of the restaurants (either in private smoking area or in bar)
- Offering alcohol service
- Having own parking lot (Providing valet is most preferred yet might not be feasible for all)
- Potential restaurant owners should consider locations in closed areas which might have less parking problems.