Tools Used

The tools utilized for this project include **Tableau** and **Microsoft Excel**. The analysis was conducted using two primary datasets: the **Orders dataset** and the **Restaurant dataset**.

Main Goal

The primary objective of this analysis is to determine which restaurants are the most popular and generate the highest revenue, and to understand the factors contributing to their success. This goal was investigated through four hypotheses:

1. **Cuisine Type and Popularity**
   The type of cuisine a restaurant serves may influence its popularity.

2. **Pricing and Popularity**
   The cost of meals may affect a restaurant's popularity. This relationship was examined through customer ratings and the number of reviews received.

3. **Cuisine Variety and Popularity**
   Restaurants offering a greater variety of cuisines (identified by multiple cuisine types separated by commas in the "Cuisine" column) may be more popular. This was measured using customer ratings.

Filters

Each visual on the Tableau dashboard is associated with specific filters, which are labeled for clarity:

- Filters are marked with a number in parentheses—for example, **(4)**—to indicate which visual they correspond to.

- For the **Cuisine Variety** metric, a value of **"True"** indicates that the cuisine string contains a comma (i.e., multiple cuisines are offered), whereas **"False"** means a single cuisine is served.

Conclusions

- The most popular cuisines identified include **Indian, North Indian, South Indian, Chinese, American, Sweets**, and **Beverages**.

- Highly rated restaurants (4 stars or higher) with over 1,000 reviews generally maintain menu prices between **$1 and $9.50**, indicating a competitive and attractive price point for a wide range of customers.

- Restaurants offering multiple cuisines are not only more common but also tend to surpass a sales threshold of **200**, unlike their single-cuisine counterparts.

Recommendations

- **Focus on High-Demand Cuisines**: Incorporate popular cuisines such as North Indian, South Indian, Chinese, Beverages, Desserts, Sweets, and American to attract a broader customer base.

- **Maintain Competitive Pricing**: Keep menu prices within the **$1–$9.50** range to appeal to a wider demographic, especially value-conscious customers.

- **Diversify the Menu**: To increase customer reach and sales, consider offering a variety of cuisines rather than focusing solely on one type.

- **Encourage Customer Reviews**: Implement strategies to increase the number of customer ratings and reviews, such as placing reminders on receipts or table signage, as higher engagement tends to correlate with popularity and credibility.