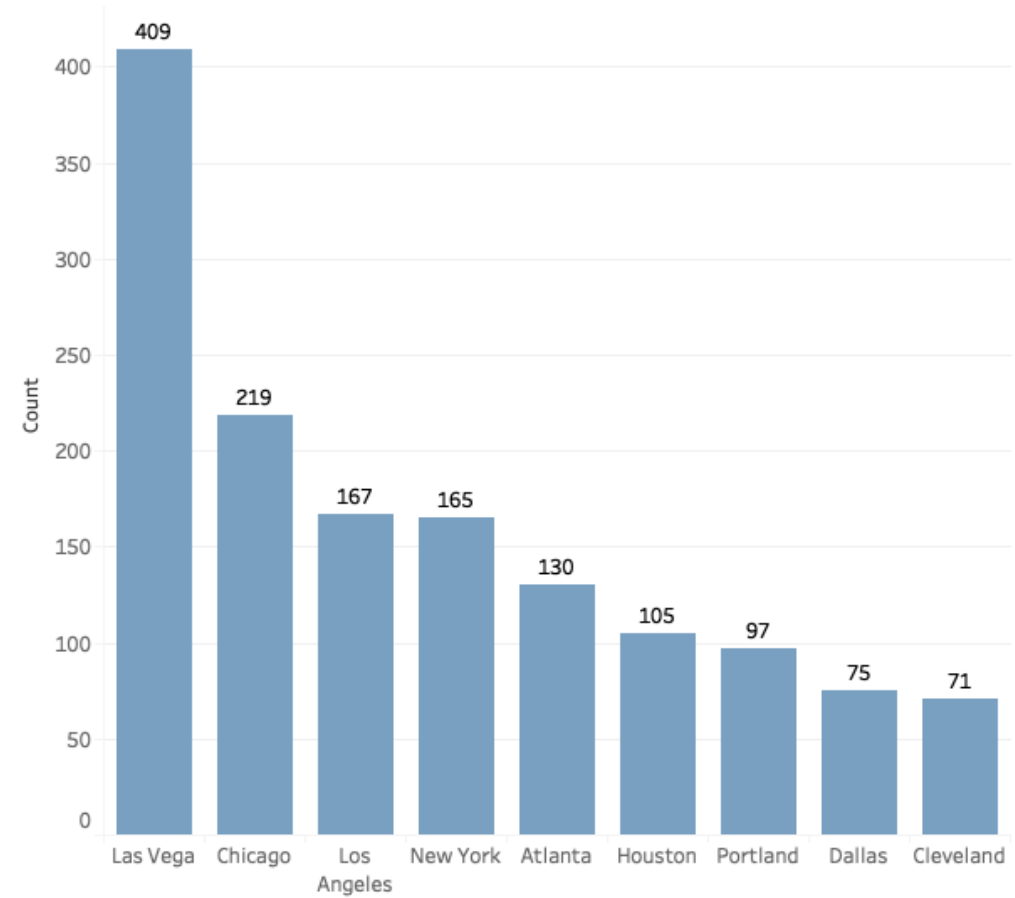


- Count of Total Review: 1525
- Count of City: 9
- About 27% of the review comes from Las Vegas
- For **Houston**, **Portland**, **Dallas**, and **Cleveland** we may need more reviews to understand business problems

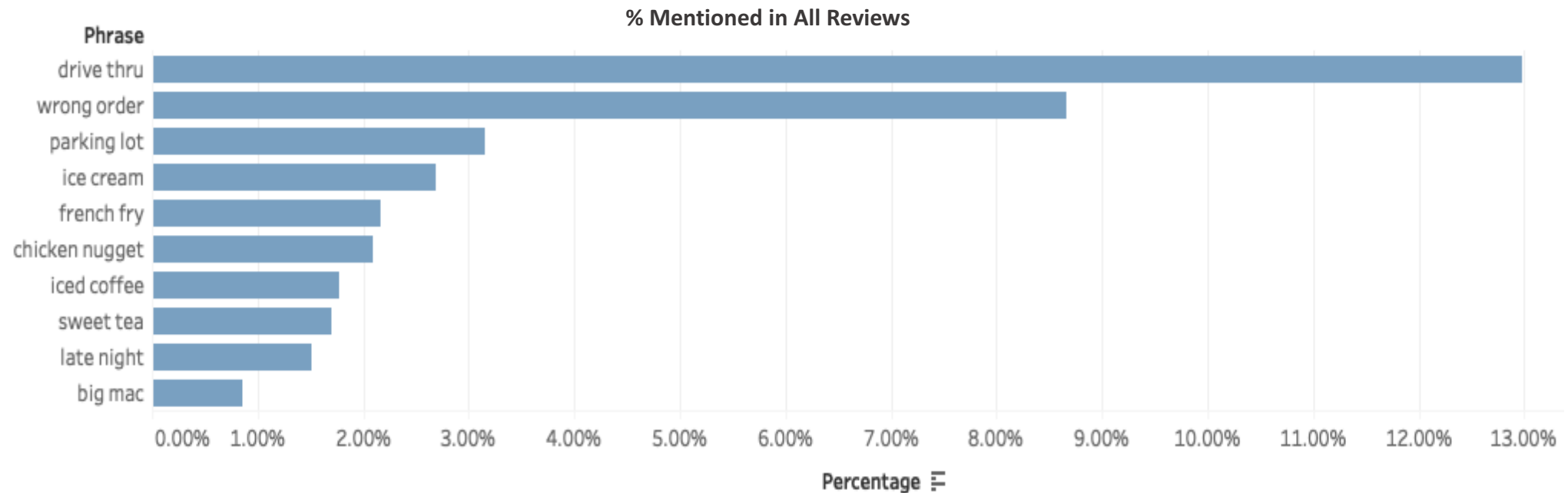
Review Count by City



## OVERVIEW – Potential Problems Across All Areas

### Problem Identification:

- Notice that **Drive Through** is the biggest problem across all areas followed by **Wrong Order**, then **Parking Lot**.
- Customers complaint about **French Fries**, **Chicken Nugget**, **Big Mac**, some of the bestsellers at McDonald. This May result from order frequency of these products or other quality control issues.
- Customers mention **Late Night** frequently, which may imply some management problems with late night shift.
- Ice products like **Ice Cream**, **Iced Tea**, or **Sweet Tea** appear frequently. Should handle these products more carefully.

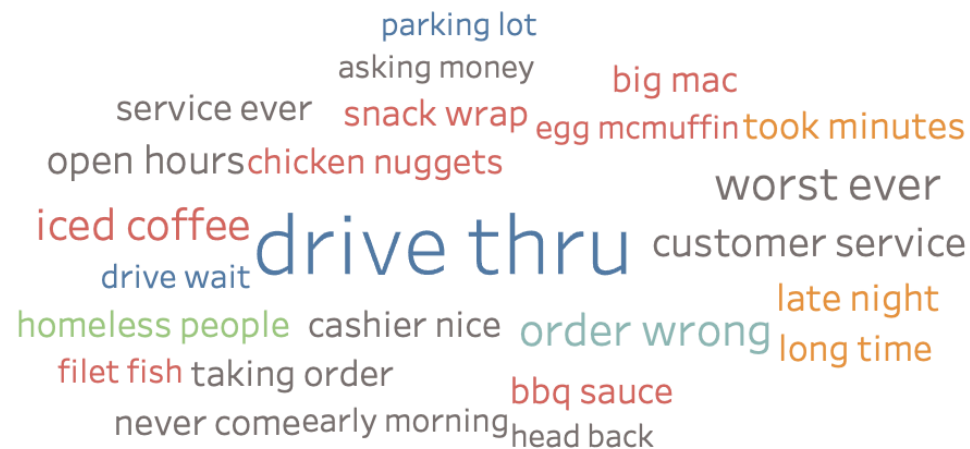


### Las Vegas



A word cloud for Las Vegas featuring terms related to fast-food service. The most prominent words are 'drive thru' in large blue text, 'big mac' in red, and 'chicken nuggets' in red. Other visible words include 'ice cream', 'late night', 'gas station', 'chicken sandwich', 'went drive', 'quarter pounder', 'order wrong', 'order right', 'sweet tea', 'las vegas', 'customer service', 'parking lot', 'good service', 'slow service', 'service quick', 'iced coffee', 'worst ever', 'taking order', 'dollar menu', and 'every time'.

### Los Angeles



A word cloud for Los Angeles with 'drive thru' as the largest word in blue. Other significant words include 'parking lot', 'big mac', 'snack wrap', 'egg mcmuffin', 'took minutes', 'worst ever', 'customer service', 'iced coffee', 'drive wait', 'homeless people', 'cashier nice', 'order wrong', 'late night', 'long time', 'filet fish', 'taking order', 'bbq sauce', 'never come', 'early morning', and 'head back'.

### Conclusion

The biggest problem for these three cities is “Drive Through”. Another concern may be the quality of some popular products. Notice that in LA, homeless people and waiting time could be problems.

### Chicago



A word cloud for Chicago where 'drive thru' is the largest word in blue. Other notable words include 'parking lot', 'double cheeseburger', 'service ever', 'bad service', 'wrong order', 'french fry', 'late night', 'place order', 'first time', 'behind counter', 'chicken nuggets', 'fries cold', 'order wrong', 'every time', 'worst ever', 'dollar menu', 'last time', 'many people', 'never back', 'iced coffee', 'order correct', 'customer service', 'check bag', 'asking money', 'open hours', 'chicken nuggets', 'worst ever', 'customer service', 'drive wait', 'homeless people', 'cashier nice', 'order wrong', 'late night', 'long time', 'filet fish', 'taking order', 'bbq sauce', 'never come', 'early morning', and 'head back'.

### New York

new york place dirty like coffee  
rush hour fish sandwich place pretty long lines  
bad service late night worst ever drive thru  
use restroom customer service homeless people  
fries always bad experience ice cream happy meal  
last time cash register people waiting order something  
big mac egg cheese lunch time

### Atlanta

late nights staff always well guess  
took minutes ice cream place order  
sausage egg parking lot egg McMuffin  
worst ever much better particular location  
order wrong drive thru customer service  
slow service across street northside hospital every time  
people working like nothing placed order  
never come went inside order meal

### Conclusion

NY is the special case among the 9 cities. The biggest problems for NY are dining environment, and customer service not drive through. Though the main problem for Atlanta is drive through, it could have quality control issue on some items like egg McMuffin, and sausage egg (not best sellers). Also, waiting time is a concern for both cities.

## Portland

order right  
hour drive never eat  
everything else take word  
waiting minutes ordered large  
egg mcmuffin drive thru  
went drive french fries customer service  
never back parking lot care less almost always  
decided stop fish sandwich  
apple slices  
ice cream  
went drive thru  
every time  
chicken sandwich  
second time  
cold fries

## Houston

morning rush  
two times went drive time come  
connected chevron chevron gas went drive thru  
thru line horrible service french fries  
check order drive thru mcchicken sandwich  
dollar menu  
sausage biscuit took minutes customer service  
every time order wrong take order dirty service  
drive thru line gas station  
play area

We can already see some problems through the data. However, we may need more reviews to verify. Especially in Dallas, it may suffer from some issues that other cities don't have, such as play area.

## Dallas

place order  
big fan stopped way stay away  
order wrong never back  
staff friendly order messed next time drive thru  
many times customer service location obviously  
looked like play area parking lot service good  
iced coffee messed order first time  
order sure wood trim belt line back around  
big mac

## Cleveland

long wait well never  
wait minutes order correct long time  
shake machine order right order said took minutes  
probably eat went window worst ever  
horrible service drive thru customer service  
ice cream wait times somewhere else staff rude  
cars line busy location taking orders mcd good  
going years basic mcd