

Nail Salon data across Northeast Ohio

- My family has owned a nail salon for the past six years and creating this project has helped them see where their nail salon has compared to the others across Northeast Ohio and how they can improve their business through decision-making.

Objective

- The objective of this project is to collect data on as many nail salons in Northeast Ohio in order to find the highest-rated salons in each city, the price range of services, and if population density correlates with the number of salons in the city.

Data source and collection

- CSV Folder:



nail salon.zip

- Web-scraping Google for info.
- Note salons' ratings out of five stars and the number of reviews.
- Input their services and place them in five categories:
 - Dip, regular, gel, acrylic, and feet services
- Finally, I noted down every included city's population size.
 - Create a separate 'cities' table with pop. Info.

Methodology

- The code:
 - <https://github.com/Khangnguyen04/Nail-Salon-Data/blob/main/Nail%20Salon%20Code>
- Gather the data in Excel, which is turned into a CSV file. Then, I can import this data into Microsoft SQL Server Management Studio.
- Insights I wanted to find:
 - How many cities are in the data and what cities are they?
 - Highest-rated salons with 4 or more stars and 50 or more reviews?
 - Cheapest salon in each city.
 - The city with the most salons.
 - If population size has a correlation with number of salons.
- COUNT for the number of cities and salons per city
- AVG for the average price ranges across the services.
- WHERE to filter out the data in each query to find the specific insight.

- JOIN to find the prices of each service and helped to find the cities' population and how many salons were in the city by joining the tables together.

Interpretation and Insights

- There were 42 cities.
- The highest-rated salon out of every city was Bronze Beauties Beauty Bar in Strongsville with 4.9 stars and 149 ratings.
- The cheapest salon out of the cities is King Nails in Strongsville
- Cleveland has the most salons with 46 and a population of 370,000.
- Cities with higher populations provide more nail salons than those with lower populations.

Visualizations on Tableau

- The first three visualizations made included the number of cities, average population size, and average price for service.
- Map showing the correlation between population size and the number of salons. The darker the color, the higher the population and salon rate
- Bar chart showing the comparison of population sizes between cities and again, the darker the color, the higher the population and salon rate.
- Another bar chart showing the average price per salon. The shorter bar is cheaper.
- The rating table shows the viewer the highest-rated salons per city and the number of reviews it has.

Summary

- This project took nearly one week with the workloads spaced out as such:
 - Day 1-3: Data gathering.
 - Day 4-5: SQL Queries.
 - Day 6: Build Visualization on Tableau and create the document.
- This was my first-time web-scraping the internet for a project and as tedious as it was, I found to enjoy the process since I knew what the outcome of it was. It made creating this project a bit sweeter knowing I put all the hard work into it myself.