Background

Caffeine Form is a company creating coffee cups from recycled material.

Caffeine Form sells cups to coffee shops through their website. They would prefer to partner directly with the shops.

The company believes that stores with more reviews will help them to better market their

product.

The company wants to focus on the types of shop that get the most reviews.

They now want a report on how types of shop and number of reviews are related.

Data

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| **COLUMN NAME** | **CRITERIA** |
| Region | Nominal. Where the store is located. One of 10 possible regions (A to J).  Missing values should be replaced with “Unknown”. |
| Place name | Nominal. The name of the store.  Missing values should be replaced with “Unknown”. |
| Place type | Nominal. The type of coffee shop. One of “Coffee shop”, “Cafe”, “Espresso bar”, and “Others”  Missing values should be replaced with “Unknown”. |
| Rating | Ordinal. Average rating of the store from reviews. On a 5 point scale.  Missing values should be replaced with 0. |
| Reviews | Continuous. The number of reviews given to the store.  Missing values should be replaced with the overall median number. |
| Price | Ordinal. The price range of products in the store. One of “$”, “$$” or “$$$”  Missing values should be replaced with ”Unknown”. |
| Delivery Option | Nominal. If delivery is available. Either True or False  Missing values should be replaced with False. |
| Dine in Option | Nominal. If dine in is available. Either True or False  Missing values should be replaced with False. |
| Takeout Option | Nominal. If take away is available. Either True or False  Missing values should be replaced with False. |

**Criteria**