**Data Analytics Project Report: Insights from Restaurant Reviews**

**Introduction:** During my internship, I was tasked with a data analytics project aimed at generating insights from customer reviews on a restaurant review platform. This project was executed using Microsoft Excel, and the objective was to analyze the reviews to uncover patterns and trends that could provide valuable insights for the business.

**Data Collection and Preparation:** I began the project by thoroughly reviewing the customer reviews data available. The initial step involved data entry, where I created relevant columns to structure the dataset effectively. The columns included:

* Customer Name
* Location
* Date
* Rating
* Review
* Customer Status
* Number of Followers
* Number of Ratings
* Number of Photos

I ensured that the necessary data was accurately filled into these columns. Additionally, I generated new columns from the existing data to enhance the depth of the analysis. These derived columns included:

* Year and Month (extracted from the Date column)
* State and City (derived from the Location column)

**Data Analysis:** After organizing the dataset, I utilized Excel's Pivot Table feature to group and analyze the data. The key groupings I created were:

1. **Top 5 Customers by Number of Followers**
2. **Top 5 Customers by Number of Ratings**
3. **Top 5 Customers by Number of Photos**
4. **Number of Customers Who Made Reviews by Month**
5. **Customers by Reviews**
6. **Customers by Status**
7. **Customers by State**

These groupings provided a clear view of the most active customers and the distribution of reviews across different time periods and locations.

**Dashboard Creation:** The insights generated from the Pivot Tables were then visually represented in a dashboard. The dashboard was designed to be interactive and user-friendly, featuring various charts, including bar, pie, and line charts, to depict the groupings.

In addition to the charts, I incorporated Key Performance Indicators (KPIs) to display total customers and average ratings prominently. A slicer was also added to the dashboard, enabling users to filter the data based on the year, further enhancing the interactivity and utility of the dashboard.

**Conclusion:** The final dashboard provides a clear and concise overview of customer engagement and behavior on the restaurant review platform, offering valuable perspectives for strategic planning and improvement.