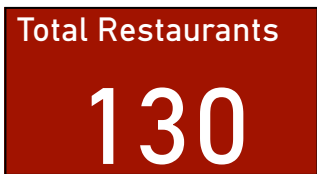




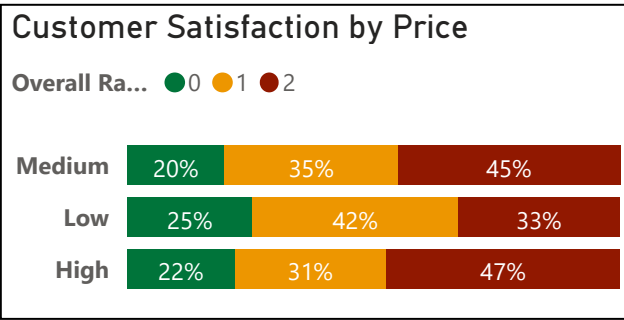
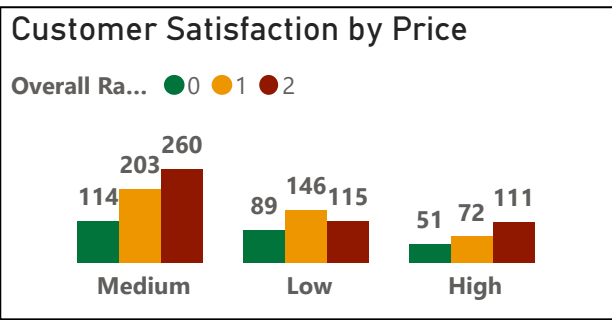
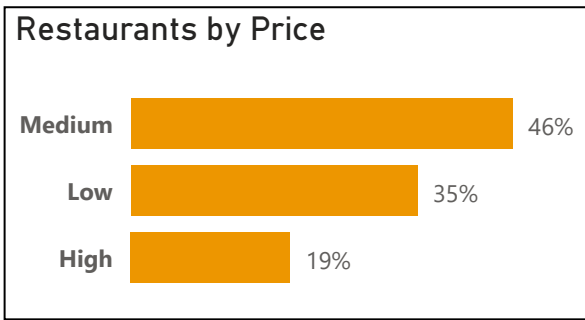
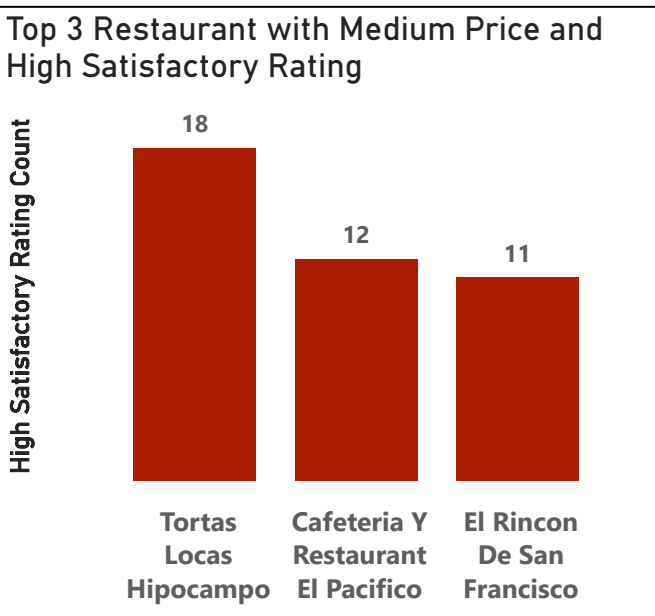
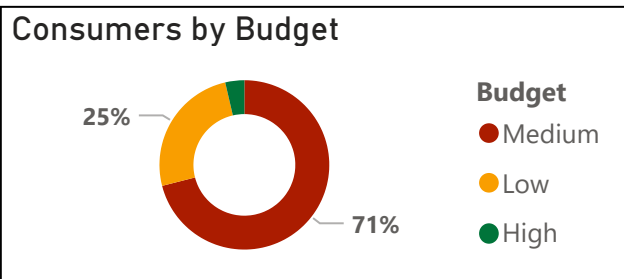
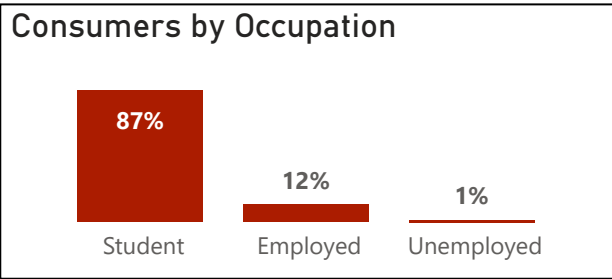
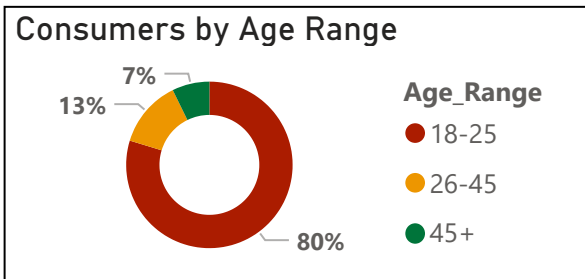
Maven Restaurant Challenge - Investment Analysis

Which are the potential restaurants for investment?



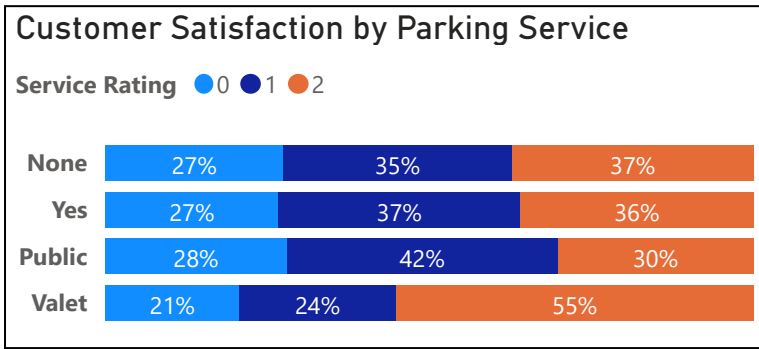
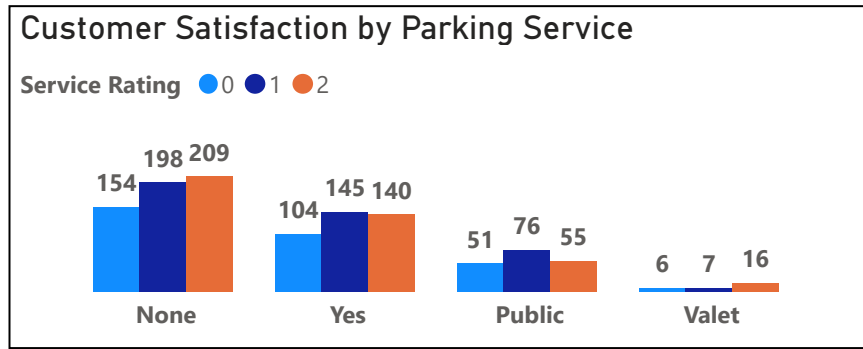
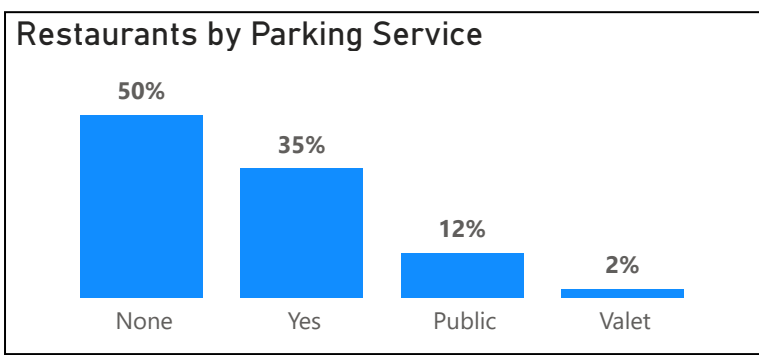
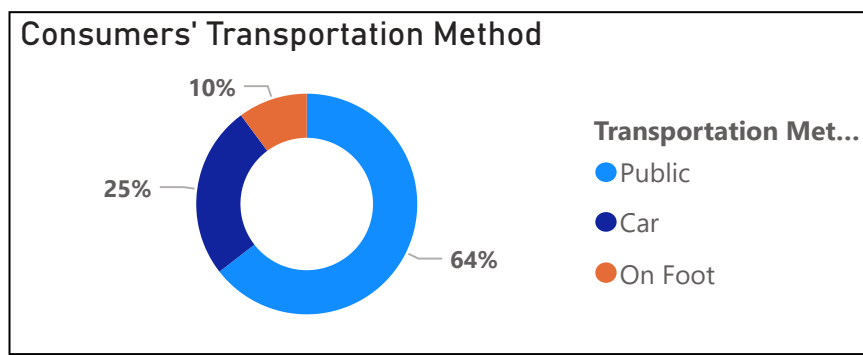
| Ratings | Interpretation |
|-------------------------|---|
| 0 = Unsatisfactory | : Consumers are not likely to return |
| 1 = Satisfactory | : 50/50 chance that consumer will return |
| 2 = Highly Satisfactory | : Consumers are most likely to keep returning |

Which is the potential price segment for investment?



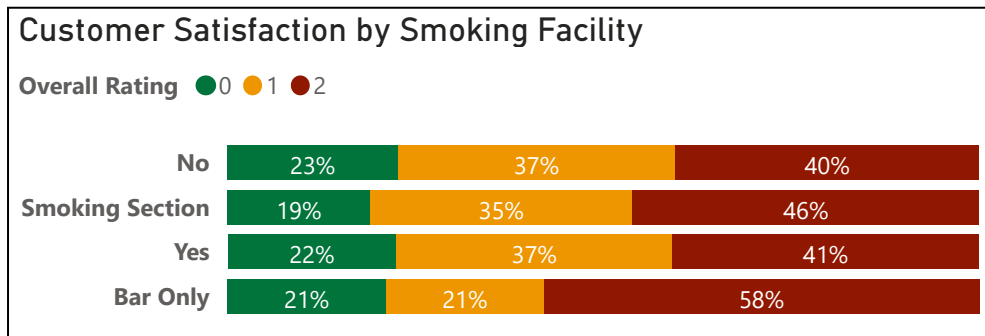
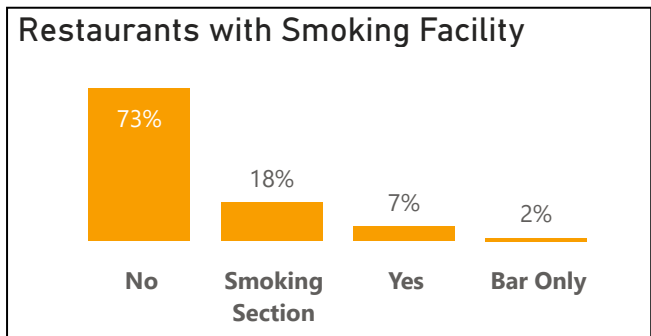
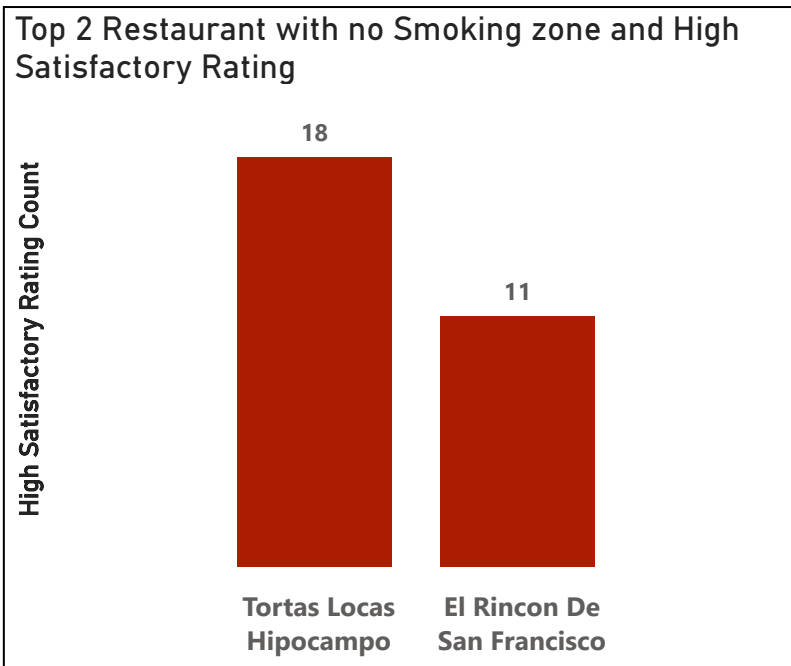
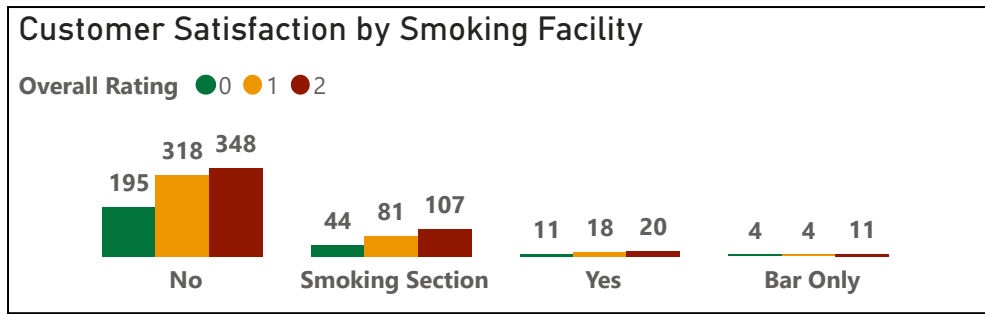
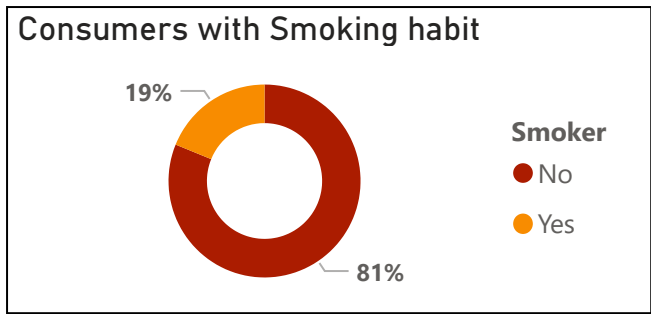
- Insights and Recommendation:**
- **80%** of total consumers' age is between 18-25 and **87%** of total consumer are **Student**. Moreover, **71%** of total consumer has **Medium** budget.
 - On comparison with demand, only 46% restaurant provide food with **medium** budget. Again, Medium budget foods have most of the consumer ratings (**577 ratings**) and among them **45%** ratings are "Highly Satisfactory" and **35%** ratings are "Satisfactory" which indicates they're **more likely to return** for another meal.
 - So, restaurants which serve **medium price** food are ideal for investment.

How important is parking service?



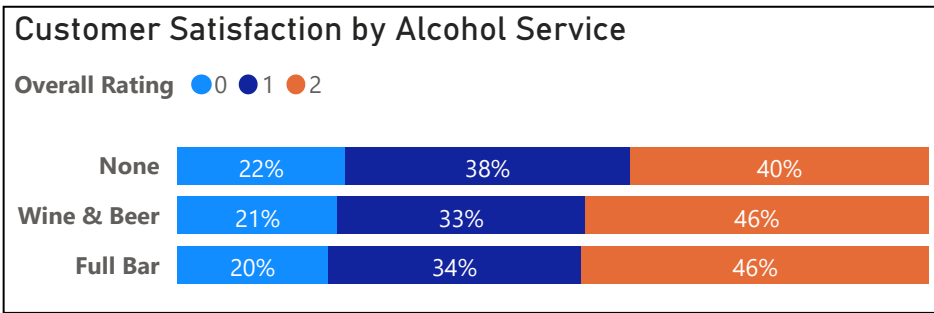
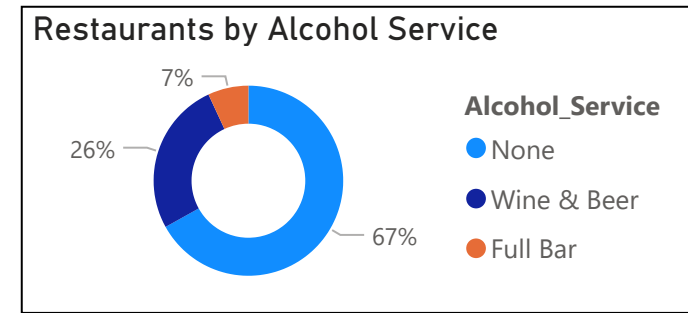
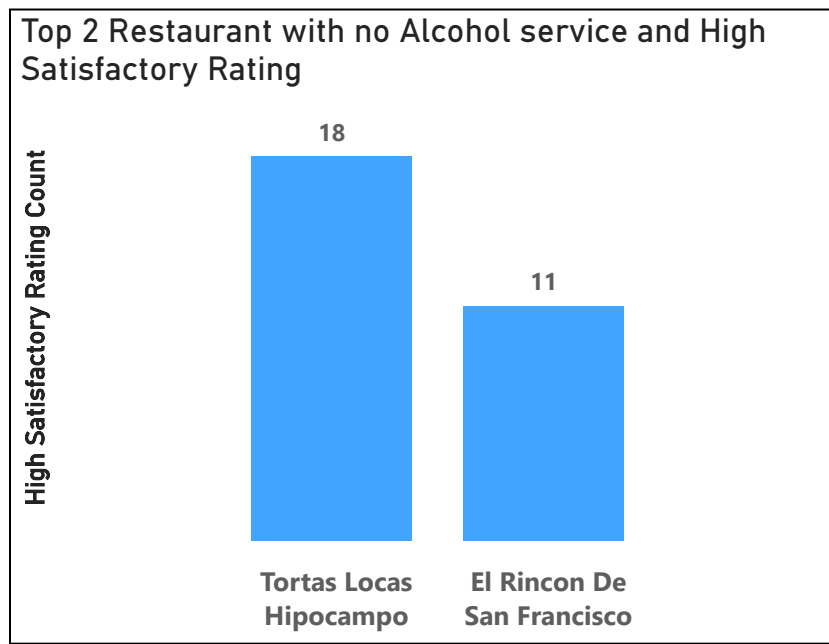
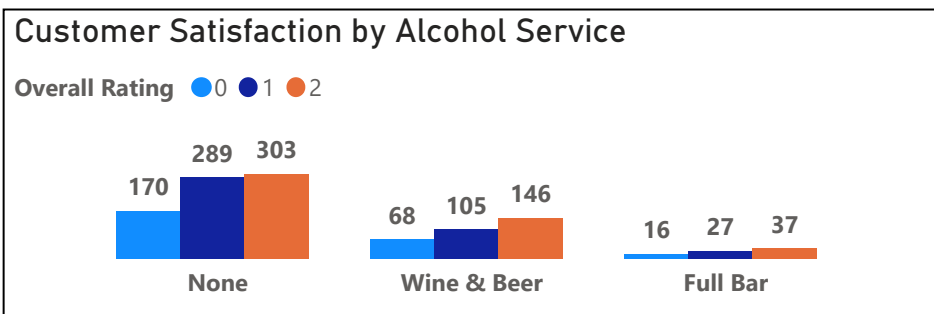
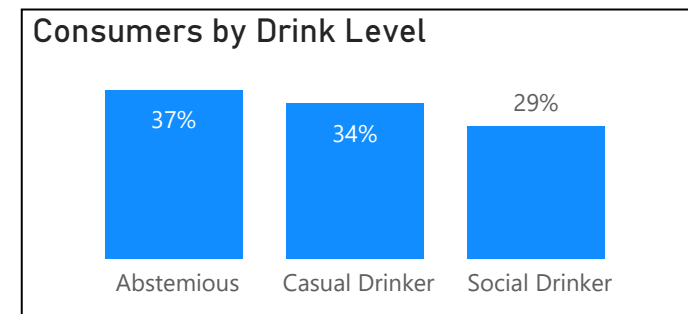
- Insights and Recommendation:**
- **74%** of total consumer don't use car and **50%** restaurant don't offer any parking service.
 - Restaurants with **no parking service** have most of the ratings (**561 Ratings**) and among them **37%** ratings are "Highly Satisfactory" and **35%** ratings are "Satisfactory" which indicates the consumers don't care about parking service that much.
 - So, restaurants with **no parking service** are ideal for investment.

Is Smoking zone important?



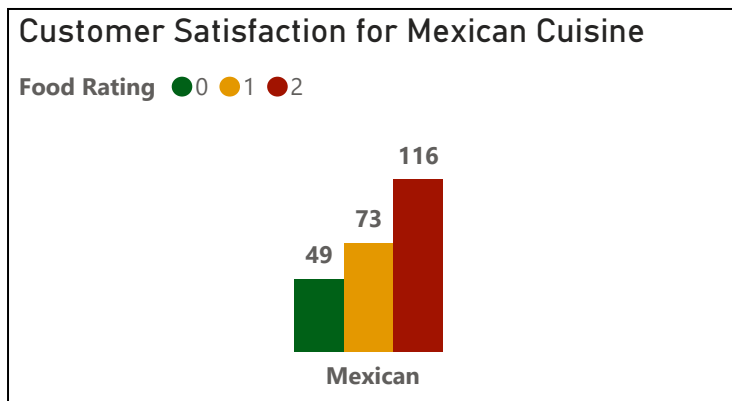
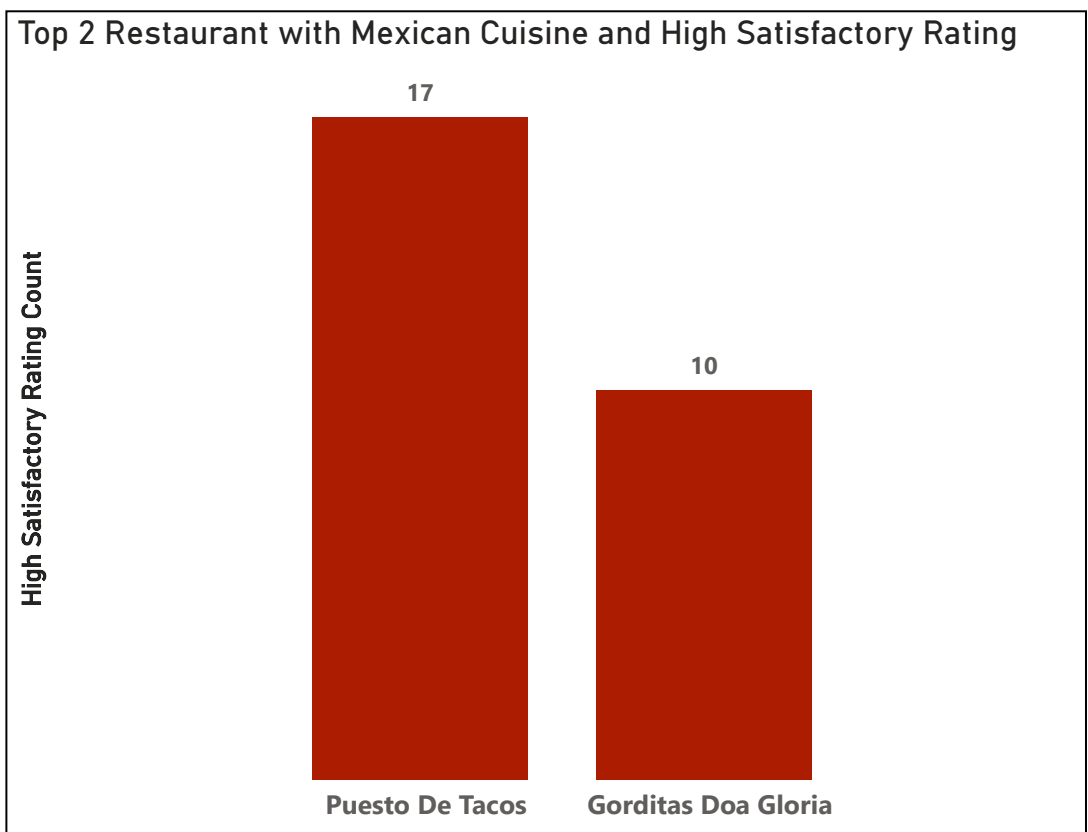
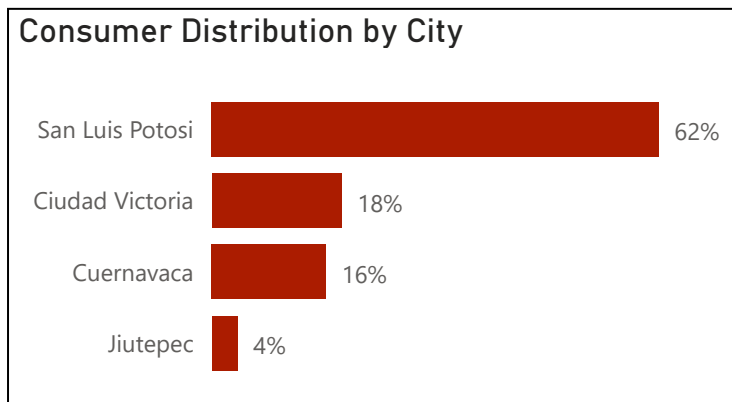
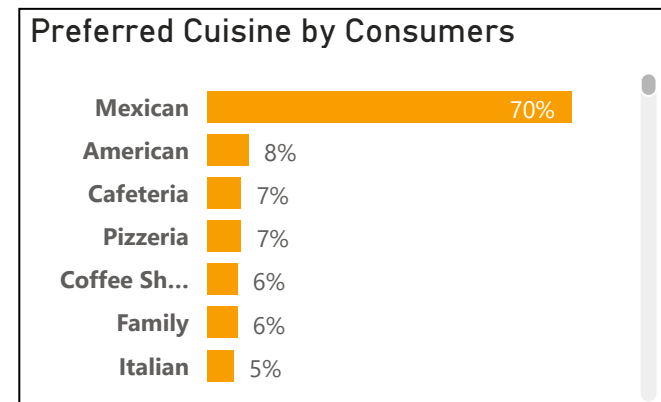
- Insights and Recommendation:**
- **81%** of total consumer don't smoke and **73%** restaurant don't have any smoking zone.
 - Restaurants with **no smoking zone** have most of the ratings (**861 Ratings**) and among them **40%** ratings are "Highly Satisfactory" and **37%** ratings are "Satisfactory" which indicates the consumers are more comfortable in restaurants with no smoking zone.
 - So, restaurants with **no smoking zone** are ideal for investment.

Should we invested in restaurants with Drink zone?



- Insights and Recommendation:**
- **37%** consumers are Abstemious drinker and **67%** restaurant don't serve alcohol.
 - Restaurants with **no alcohol service** have most of the ratings (**762 Ratings**) and among them **40%** ratings are "Highly Satisfactory" and **38%** ratings are "Satisfactory" which indicates the consumers are more comfortable in restaurants with no alcohol service.
 - So, restaurants with **no alcohol service** are ideal for investment.

Which Cuisine and location to focus on?



- Insights and Recommendation:**
- **70%** consumers prefer Mexican Cuisine and **62%** consumer is located at **San Luis Potosi**.
 - With comparison to demand only **12** restaurants serve **Mexican** cuisine.
 - Restaurants which serve **Mexican** cuisine also have most of the ratings (**238 Ratings**) and among them **49%** ratings are "Highly Satisfactory".
 - So, restaurants which are located at **San Luis Potosi** and serves **Mexican** cuisine are ideal for investment.

