



Individual Coursework Submission Form

Specialist Masters Programme

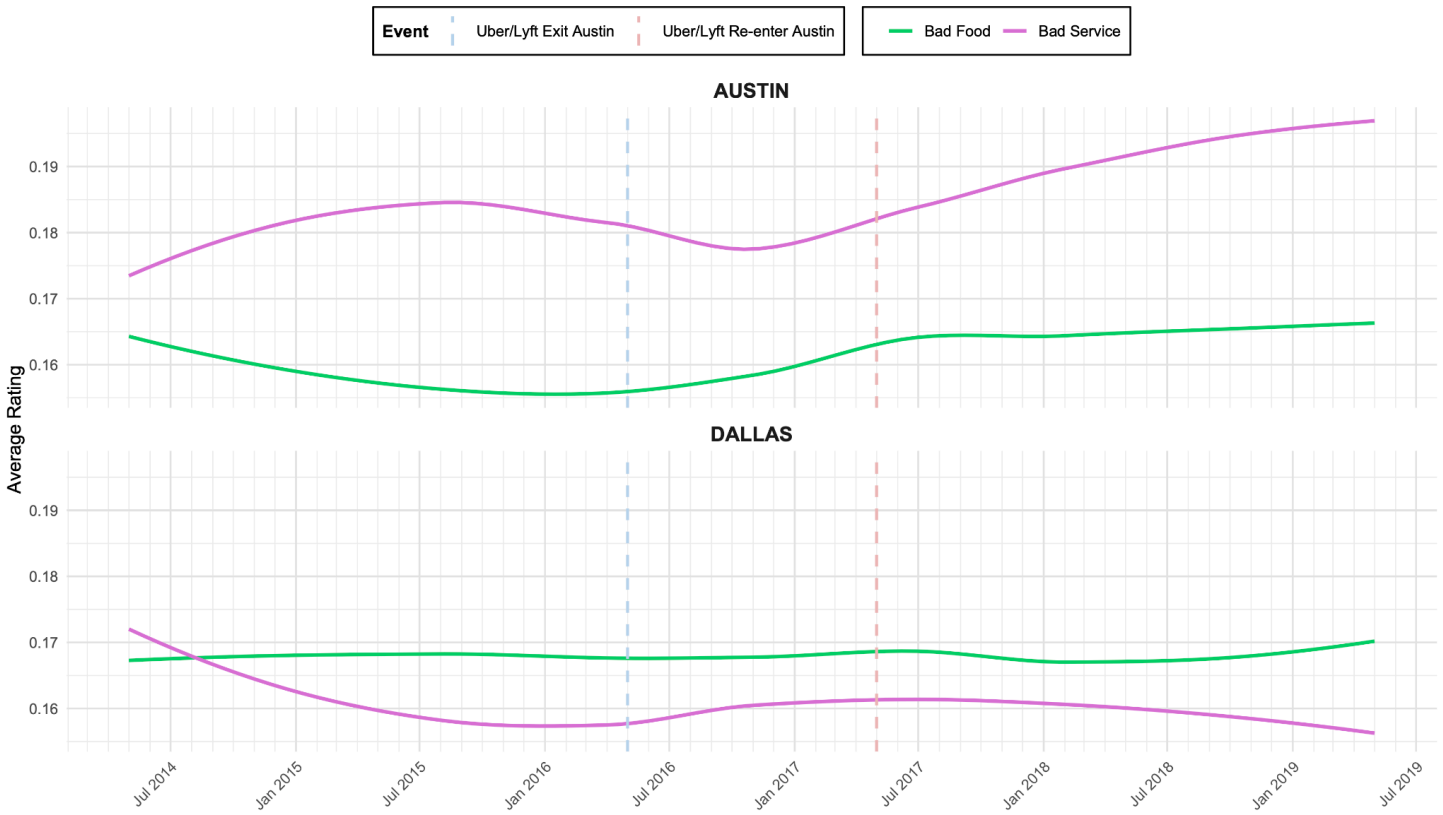
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Module Code: SMM635	
Module Title: Data Visualization	
Lecturer: Dr Simone Santoni	Submission Date: 04/12/2024
<p>Declaration:</p> <p>By submitting this work, I declare that this work is entirely my own except those parts duly identified and referenced in my submission. It complies with any specified word limits and the requirements and regulations detailed in the coursework instructions and any other relevant programme and module documentation. In submitting this work, I acknowledge that I have read and understood the regulations and code regarding academic misconduct, including that relating to plagiarism, as specified in the Programme Handbook. I also acknowledge that this work will be subject to a variety of checks for academic misconduct.</p> <p>We acknowledge that work submitted late without a granted extension will be subject to penalties, as outlined in the Programme Handbook. Penalties will be applied for a maximum of five days lateness, after which a mark of zero will be awarded.</p>	
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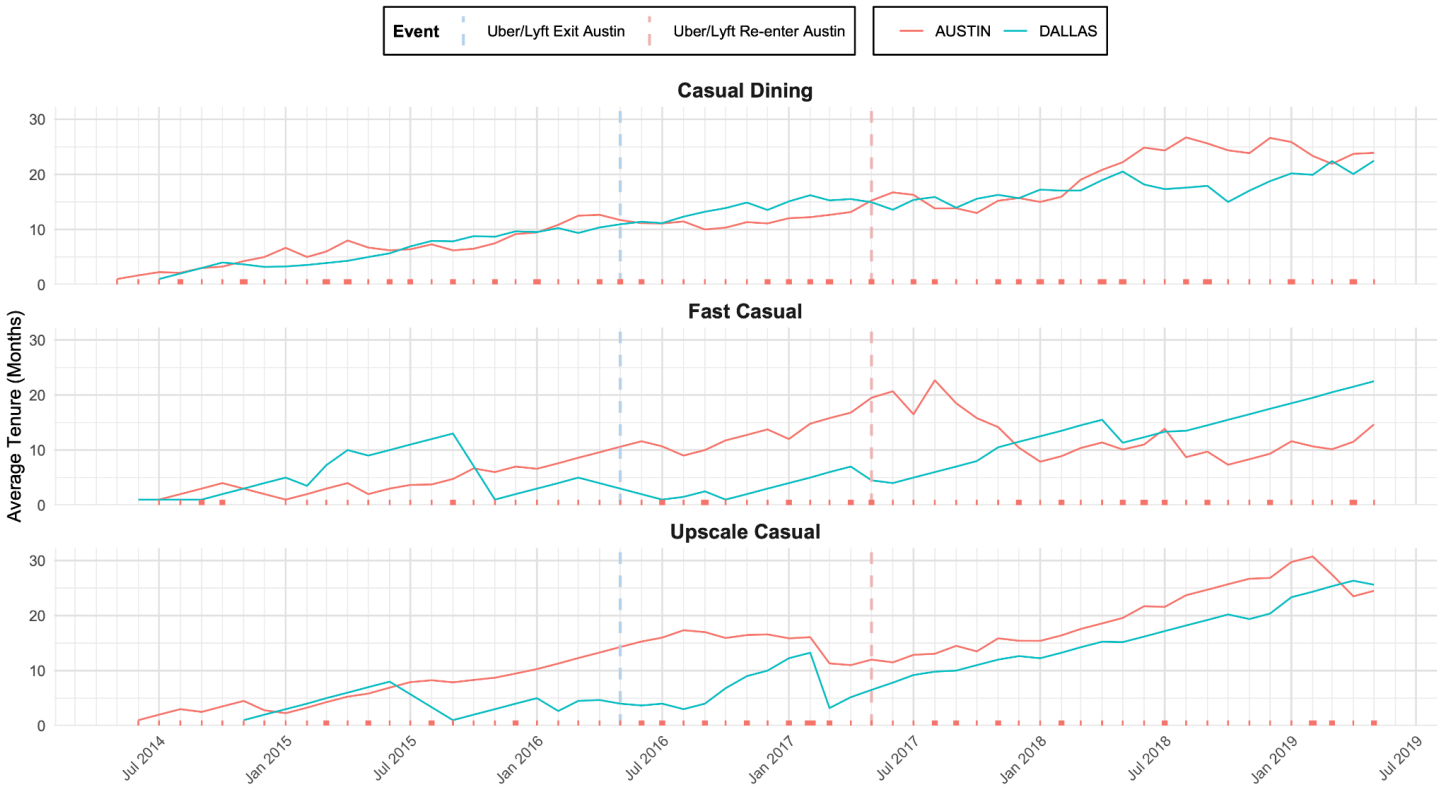
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Negative Reviews in Dallas and Austin Restaurants



How long do service workers last?
Rug plot represents volume of worker quits per month in Austin



The exit and re-entry of Uber and Lyft from Austin had a significant impact on the quality of service and food in local restaurants, primarily through changes in worker retention and turnover. After Uber and Lyft exited Austin in early 2016, average worker tenure in the restaurant industry began to rise across all three categories: casual dining, fast casual, and upscale casual. For example, in fast casual restaurants, average tenure in Austin increased steadily from around 10 months in early 2016 to over 20 months by mid-2017, surpassing Dallas, where tenure grew at a slower and steadier rate. This suggests that the absence of rideshare options reduced alternative employment opportunities, encouraging restaurant workers in Austin to stay in their positions longer. Longer tenure likely translated into more experienced staff, contributing to better service quality during this period. However, after rideshare services returned to Austin in mid-2017, worker turnover increased as some employees left for more flexible and potentially higher-paying rideshare jobs. This rise in turnover coincided with a noticeable increase in negative reviews for both food and service in Austin, suggesting that frequent staff changes contributed to declining quality in both aspects. In contrast, Dallas did not show similar trends, indicating that these changes in Austin were specifically tied to the dynamics surrounding Uber and Lyft. The re-entry of rideshare platforms in 2017 allowed economic mechanisms, such as, higher turnover and reduced worker tenure to diminish service and food quality in Austin's restaurants.

The rug chart shows a larger amount of quitting in Austin across all dining sectors following the reintroduction of rideshare services. For example, in casual dining, turnover events dramatically increased in 2017, peaking just after Uber and Lyft resumed operations. This did not cause average tenure to decrease in this timeframe, which suggests that the workers that are leaving have very short tenure (1-2 months). This phenomenon of workers quitting before they are properly trained further exemplifies the issue at hand. Turnover in Austin is leading to a perpetually 'under-trained' kitchen that cannot meet the standards of service and food quality that the patrons expect.

This concentration in turnover suggests that many restaurant workers likely left their jobs for the flexibility and potentially higher earnings offered by rideshare driving. In contrast, turnover events in Dallas remained relatively stable during the same period, underscoring the unique impact of Uber and Lyft's return on the Austin restaurant labor market.

The consequences of this increased turnover in Austin are evident in the negative reviews chart, where the percentage of reviews citing "Bad Service" began to rise noticeably after the re-entry of Uber and Lyft in 2017. In Austin, "Bad Service" reviews increased steadily from mid-2017 onward, surpassing Dallas, where no similar increase was observed. By mid-2019, "Bad Service" reviews in Austin had reached an average rating of nearly 0.19, compared to approximately 0.17 in Dallas. This suggests that the high turnover disrupted service quality in Austin restaurants, leading to more complaints from customers. Similarly, "Bad Food" reviews in

Austin also increased after 2017, albeit more gradually, which may reflect the challenges of maintaining food consistency amid frequent staff changes.

In summary, the exit of Uber and Lyft in 2016 appears to have improved worker retention in Austin's restaurants, likely benefiting service and food quality due to longer worker tenures. However, the re-entry of rideshare services in 2017 caused a significant increase in turnover, as workers left for rideshare opportunities. This higher turnover likely disrupted staffing stability, leading to a noticeable rise in negative reviews for service and food quality in Austin, as shown in the visualizations. Dallas, with unchanged rideshare regulations, experienced steadier trends in worker retention, turnover, and customer satisfaction. Food and service quality in Austin, Texas is negatively impacted by the availability of rideshare opportunities