Question 1

What can you learn from the highest rating restaurant? Do consumer preference have an effect on ratings

The highest rated restaurant is situated in the city that has the highest number of customers. This way they can exploit all the opportunities for the customers

Question 2

What are the customers demographics? Does this indicate a bias in the sample?

Out of the 138 consumers, a majority of the consumers are a young population aged 25 and below (110) consumers).

Also a majority of the population is single( 124 consumers out of 138).

A majority of the population is independent (113 consumers) and 113 consumers are students.

Question 3

Are there any demand and supply gaps you can exploit in the market?

Yes there are. There are some cuisines that consumers like that are not provided by these restaurants such as barbecue, hot dogs, Latin American, Afghan, Asian, dinner, Moroccan, sushi bagels, Australian, tex Mexican and many other dishes consumers prefer that these restaurants do not provide.

Question 4

If you were to invest in a restaurant, which characteristics will you be looking for?

To invest in a restaurant I will look at the location of the restaurant and accessibility of the restaurant. The restaurant should be located in an area where most of its customers can easy access it looking at the fact that most of the consumers use different mode of transport ( car, public, and on foot).

I will also invest looking at the city that has the highest number of consumers. This will help the restaurant to exploit the various preferences of the consumers and meet their demand.

Lastly, I will invest looking at the customer budget. Knowing the customer budget will help the restaurant to provide good and affordable services to the consumers.