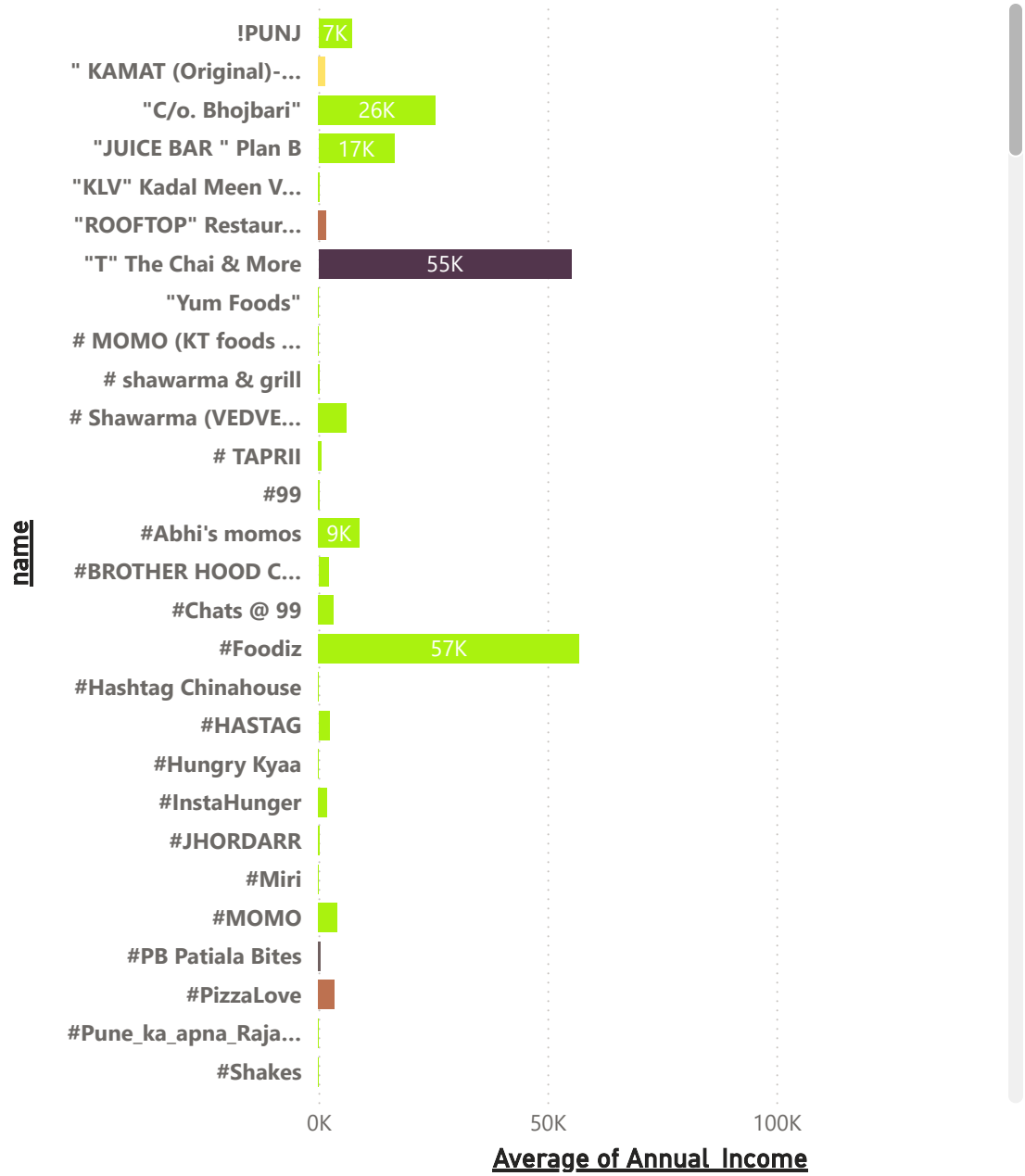


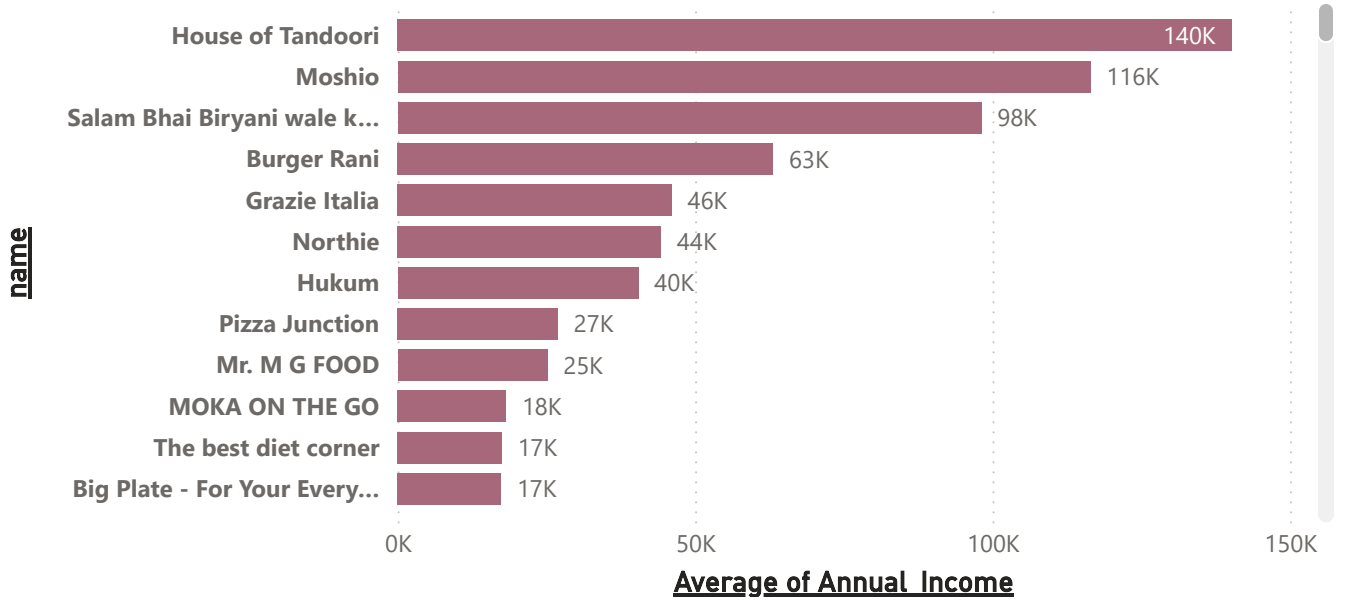
Average of Annual Income by name and rating

rating 0 1 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8 1.9 2 2.1 2.2



Average of Annual Income by name and rating

rating 5



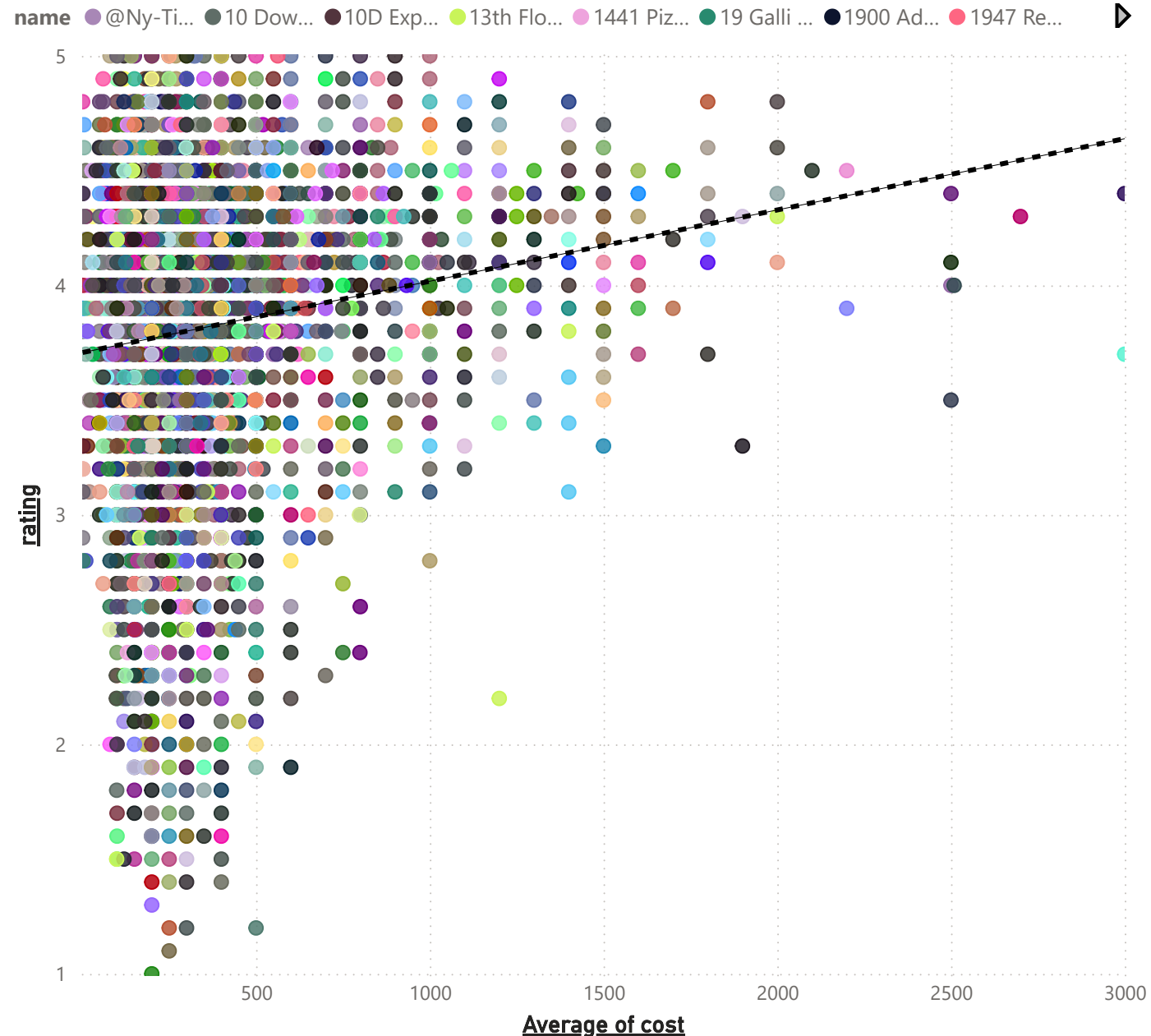
• The bar chart above focuses only on restaurants with a rating of 5.0. Top-rated restaurants typically have higher annual incomes compared to the lower-rated restaurants. This trend doesn't seem to be consistent though, "House

• The left bar chart shows the average annual income of all restaurants across ratings, ranged 0-5. The income changes vastly among restaurants, with no clear pattern that higher ratings always lead to a

Recommendations

• Customer Loyalty Programs- For top-rated restaurants, implementing customer loyalty programs could help maintain and potentially increase their future income. Focusing on customer

### Average of cost by name and rating

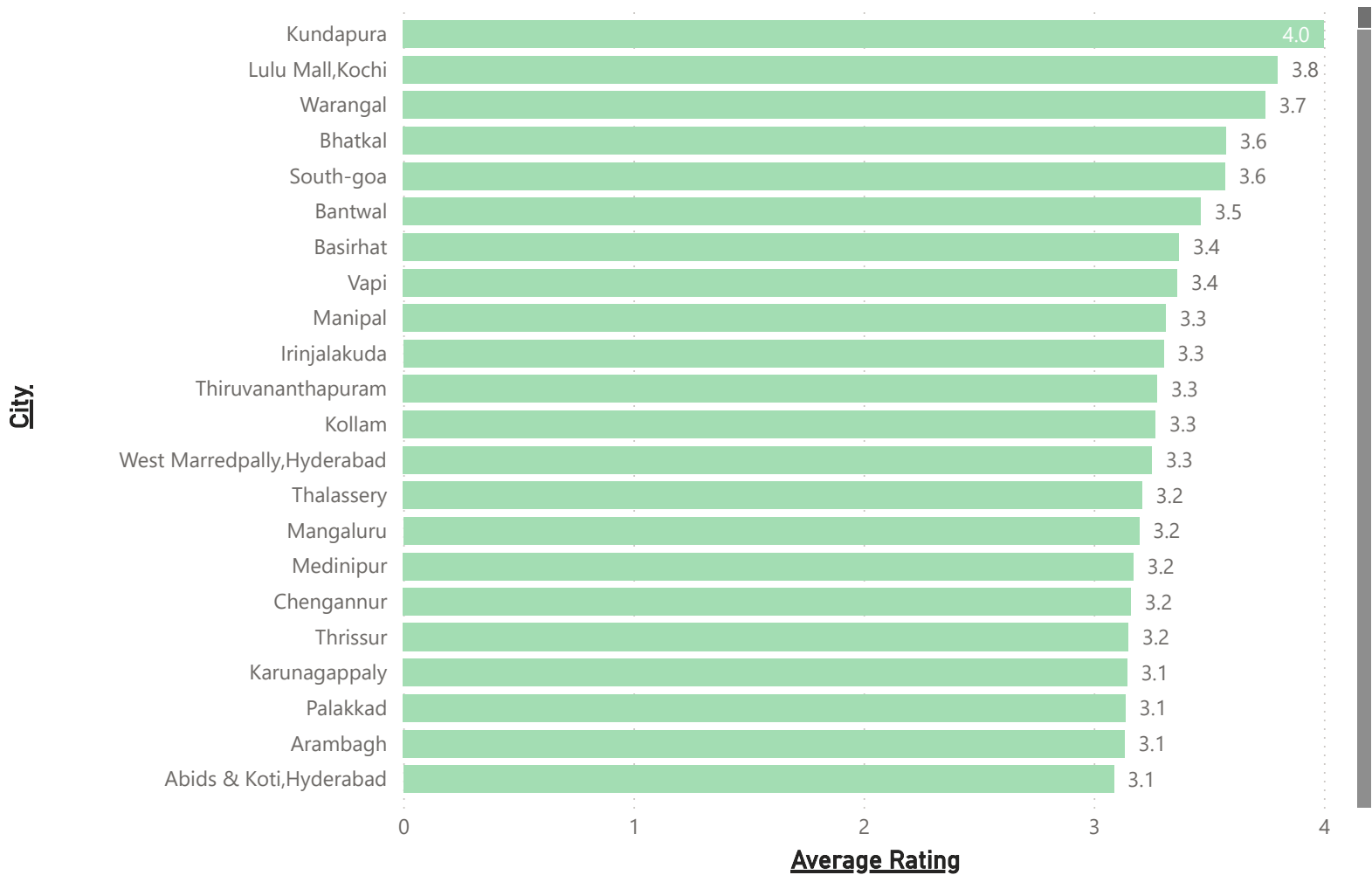


- This scatter plot shows the relationship between restaurant ratings and their average costs. The trend line in the chart indicates a positive correlation, suggesting that higher-cost restaurants are receiving higher ratings. Implied that maybe customers may associate higher costs with better quality or services.
- Also being shown in this chart is a cluster of data points around low-cost and high-ratings, indicating that some more affordable restaurants are more appreciated by customers. Possibly due to local preferences or exceptional service.

### Recommendations

- Pricing Strategies- Using pricing strategies to align with customer expectations and their perceived value. Higher-priced restaurants could justify their costs by emphasizing their quality and exceptional service.
- Highlight Values- Affordable restaurants with high ratings should highlight their value proposition in marketing campaigns, emphasizing amazing dining experiences at affordable prices. This could attract cost-conscious customers and increase their ratings and reputation.

Average Restaurant Rating by City



• This bar chart shows the average restaurant ratings across various cities. highlighting which cities have the highest and lowest average ratings. Top-rated cities have higher average ratings, indicating higher customer satisfaction, while lower-rated cities have lower average ratings, suggesting areas for improvement.

• The differences in ratings across the cities suggest that locals preferences and standards play a important role in

Recommendations

• City-Specific Strategies- Tailoring strategies to local preferences and standards could increase restaurant ratings.

• Benchmarking Best Practices- Cities that have higher average ratings can be used as benchmarks for the lower-rated cites to learn from the practices of the more successful restaurants in the higher rated cities, such as certain menu offerings, customer service, and marketing techniques