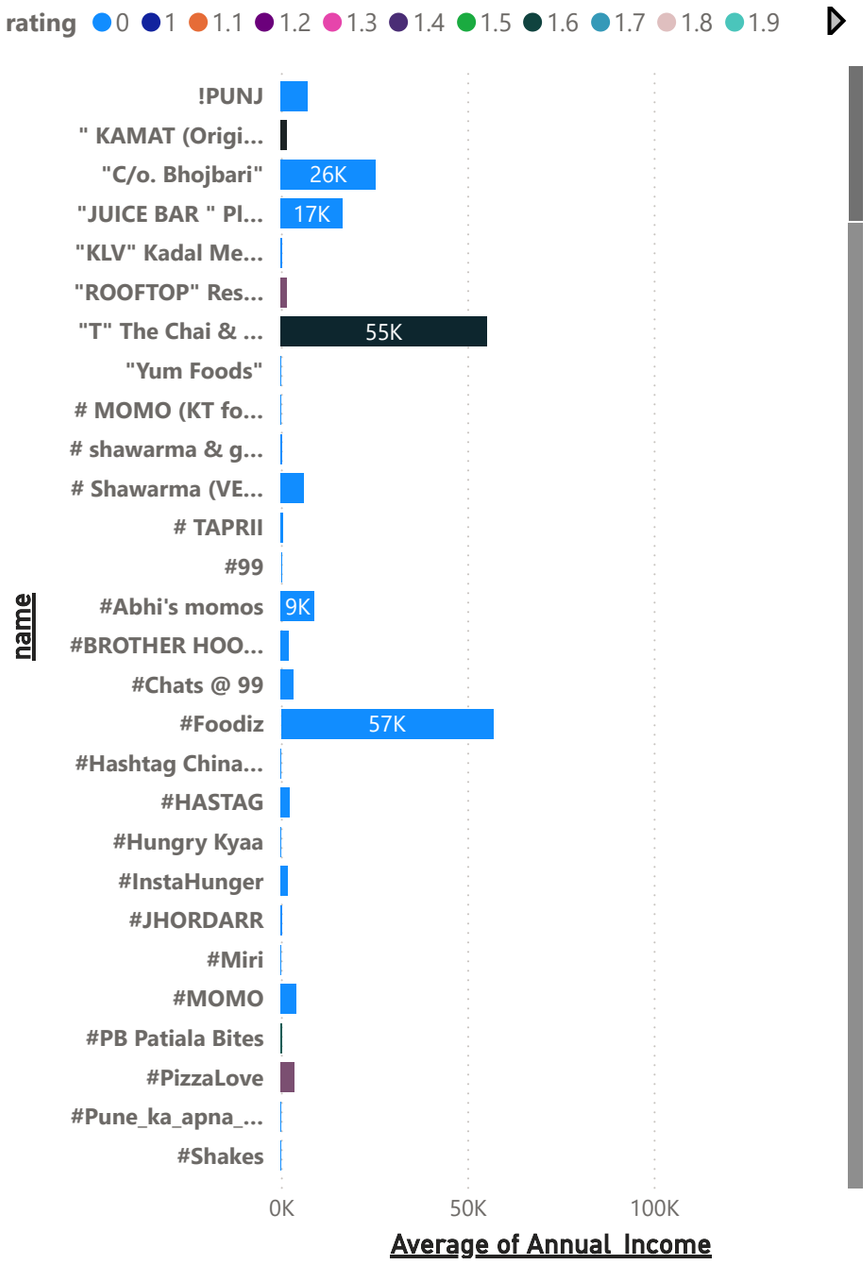
Average of Annual_Income by name and rating



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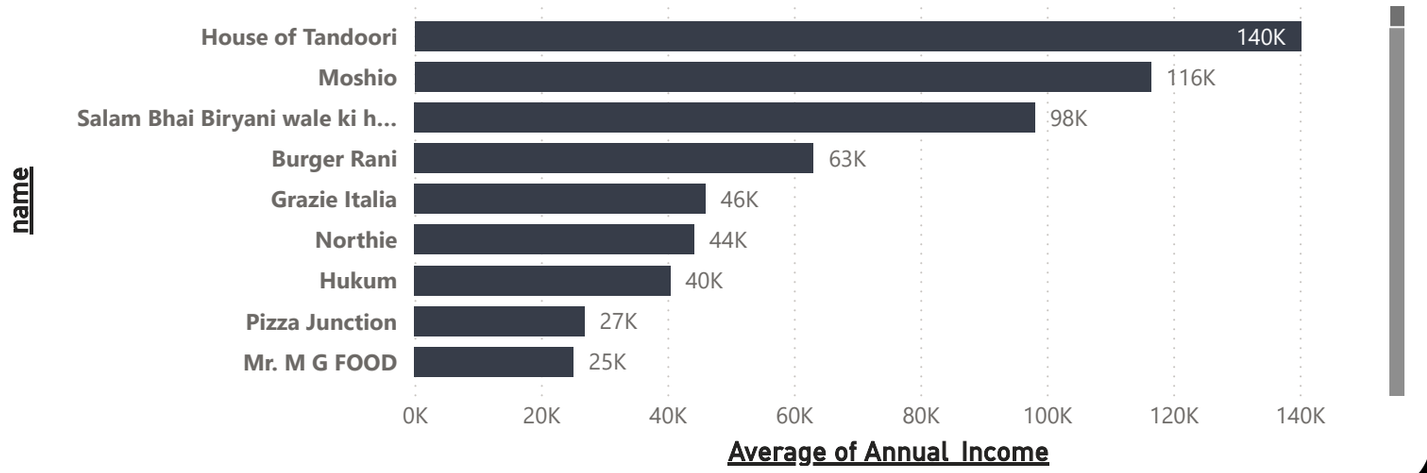


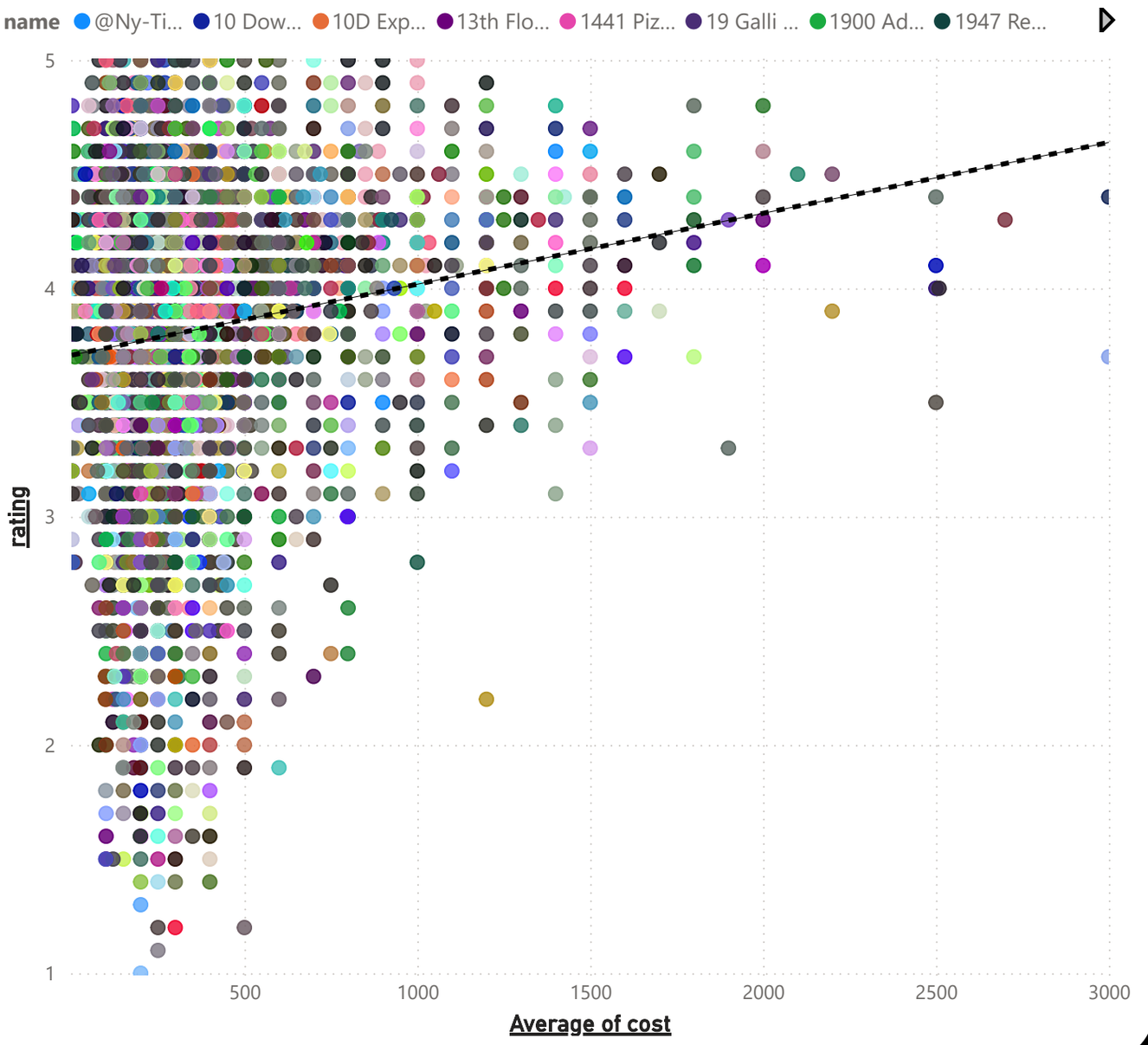
- The left bar chart shows the average annual income of all restaurants across ratings, ranged 0-5. The income changes vastly among restaurants, with no clear pattern that higher ratings always lead to a higher income. While ratings are important to the restaurant, it does not solely determine the restaurant's annual income.

- 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 of Tandori", is the at the top of the list with the highest annual income. While, restaurants like "Kebob Nation" or "Red Onion" have relatively lower incomes.

Recommendations

- Customer Loyalty Programs- For top-rated restaurants, implementing customer loyalty programs could help maintain and potentially increase their future income. Focusing on customer satisfaction and retention could boost their financial performance.
- Marketing and Promotion- For lower-rated restaurants, targeted marketing and promotions can help make them more visible and potentially attract more customers. Emphasizing their unique selling points and showcasing positive reviews can also boost ratings and income.

Average of cost by name and rating



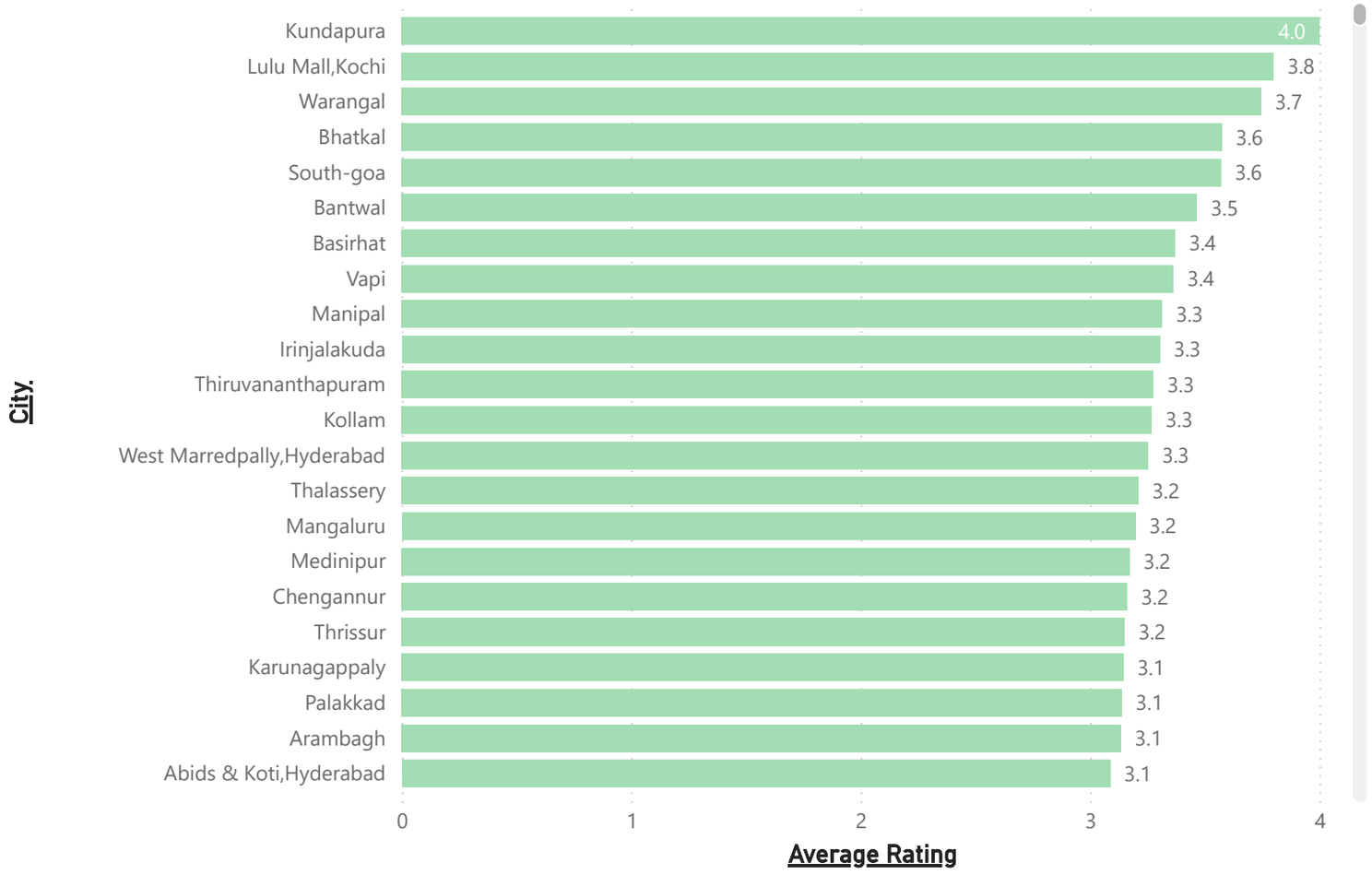
- This scatter plot shows the relationship between restaurant ratings and their average costs. The trend line in the chart indicates a positive correlation, suggesting that higher-cost restaurants are receiving higher ratings. Implying that maybe customers may associate higher costs with better quality 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 the customers satisfaction. A further understanding of these local nuances can help the restaurants tailor their offerings to better meet customer expectations.

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.