



Restaurant Investment Analysis



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Most Satisfied Consumer Demographics ?



Single
Status



**San-Luis
Potosi**



Medium
Budget



Student
Occupation



18-25
Age Group



No
Smokers?



Public
Transport



Mexican
Preferred Cuisine



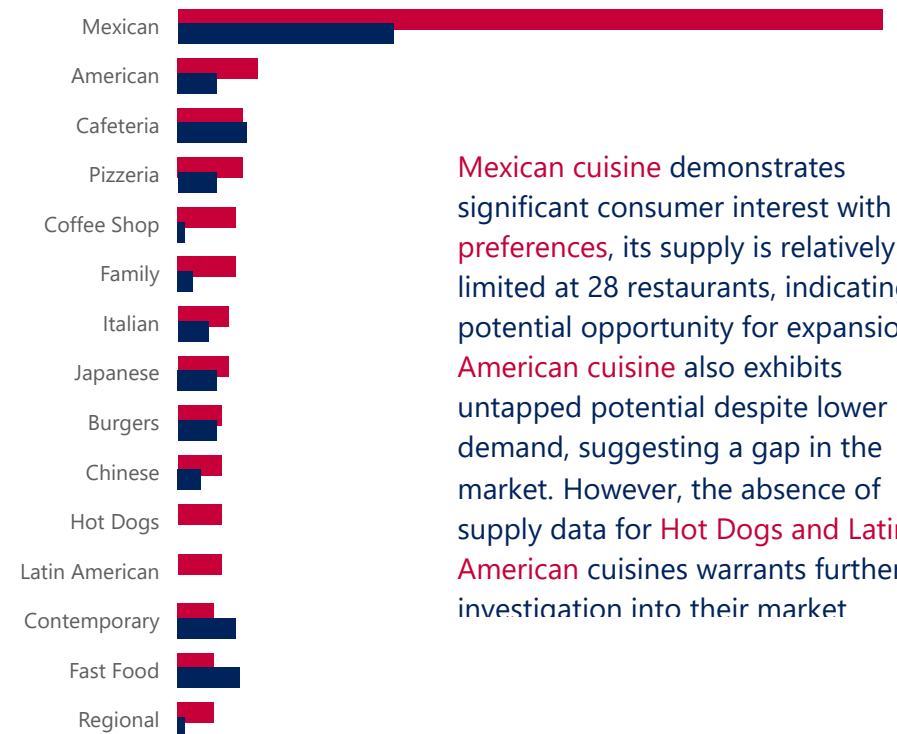
Abstemious
Alcohol?

Recommendations

Investing in a restaurant that caters to the preferences of highly satisfied customer segments, such as **students aged 18-25 with medium to low budgets**, involves choosing locations with no parking, **smoke-free environments**, and **convenient access to public transportation**. By adhering to these criteria, investors can tap into the successful attributes observed in top-rated restaurants while

Are There Demand and Supply Gaps in The Market ?

● Sum of Demand ● Sum of Supply



Mexican cuisine demonstrates significant consumer interest with **97 preferences**, its supply is relatively limited at 28 restaurants, indicating a potential opportunity for expansion. **American cuisine** also exhibits untapped potential despite lower demand, suggesting a gap in the market. However, the absence of supply data for **Hot Dogs and Latin American** cuisines warrants further investigation into their market

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What Are The Highest Rated Restaurants ?

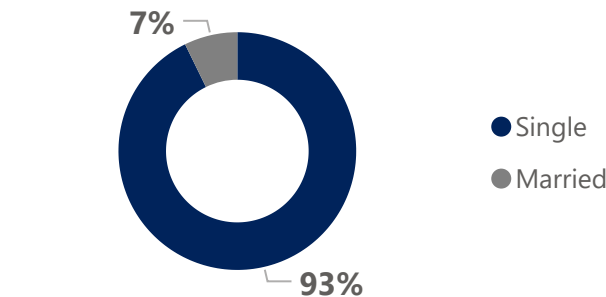
Restaurant Names	Sum of Overall Ratings	Sum of Food Ratings	Sum of Service Ratings
Emilianos	2.00	1.80	1.80
Michiko Restaurant Japones	2.00	2.00	1.60
Restaurant Las Mananitas	2.00	2.00	2.00
Cafe Punta Del Cielo	1.83	1.50	1.83
La Estrella De Dimas	1.80	2.00	1.60
Log Yin	1.75	1.75	1.00
Restaurante La Parroquia Potosina	1.75	1.75	1.75
La Cochinita Pibil Restaurante Yucateco	1.71	1.71	1.71
Mariscos El Pescador	1.69	1.69	1.46
El Rincon De San Francisco	1.67	1.47	1.60

City

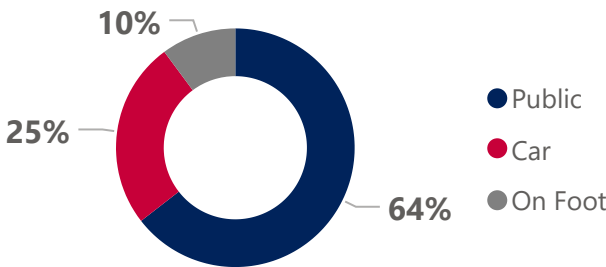
All

CONSUMER DEMOGRAPHICS

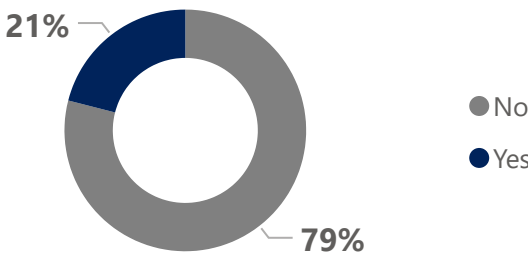
Consumers By Marital Status



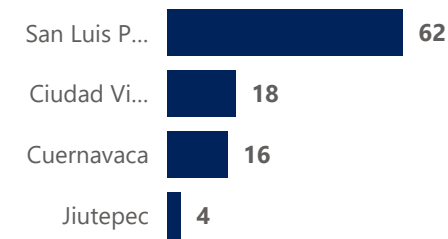
By Transport Mode



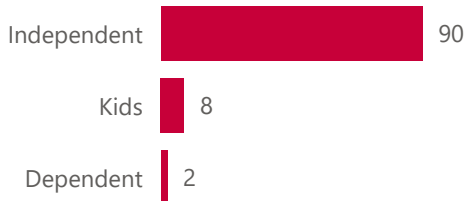
Smokers ?



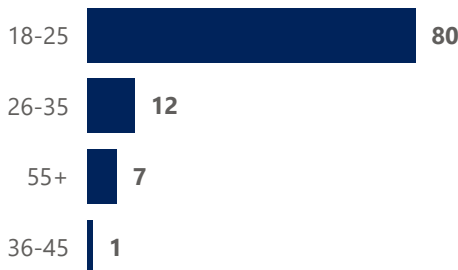
Consumers By City



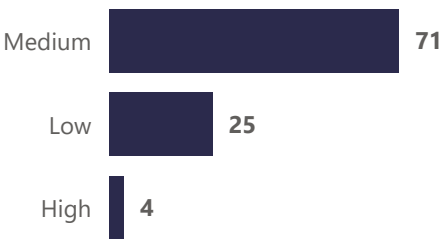
By Children



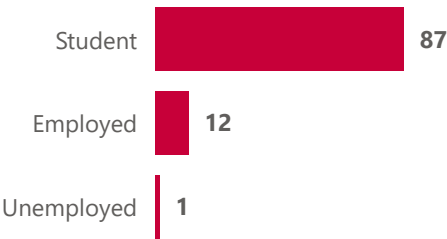
By Age Group



By Budget



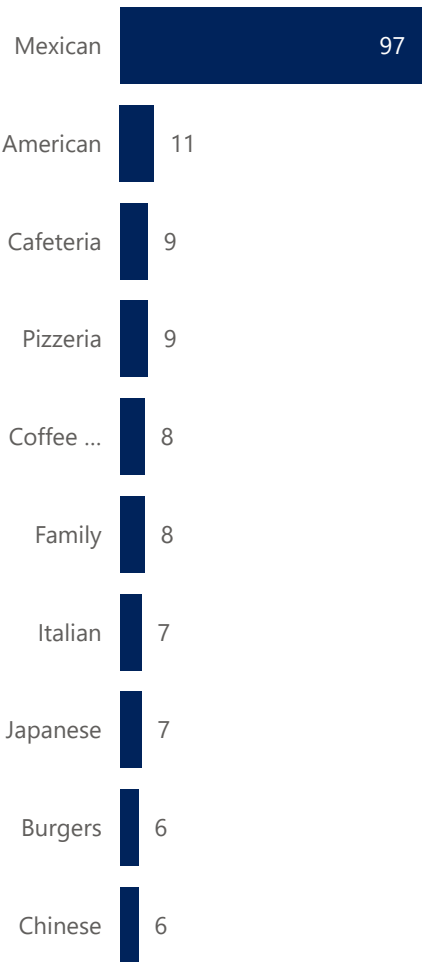
By Occupation



By Alcohol Consumption



Preferred Cuisines



Restaurants

130

Consumers

138

Cities

4

Restaurant Cuisines

23

Details Of Highest Rated Restaurants

Restaurant_Name	Sum of Avg_overall_rating	Sum of Avg_food_rating	Sum of Avg_service_rating	City	Cuisine	Price	Parking	Area	Alcohol_Service	S
Cafe Punta Del Cielo	1.83	1.50	1.83	San Luis Potosi	Cafeteria	Medium	None	Closed	None	
El Rincon De San Francisco	1.67	1.47	1.60	San Luis Potosi	Mexican	Medium	None	Closed	None	
Emilianos	2.00	1.80	1.80	San Luis Potosi	Brewery	Low	None	Closed	Wine & Beer	
La Cochinita Pibil Restaurante Yucateco	1.71	1.71	1.71	San Luis Potosi	Mexican	High	Yes	Closed	None	
La Estrella De Dimas	1.80	2.00	1.60	San Luis Potosi	Mexican	Medium	Public	Closed	None	
La Virreina	1.53	1.40	1.27	San Luis Potosi	Mexican	Medium	None	Closed	Wine & Beer	
Mariscos El Pescador	1.69	1.69	1.46	San Luis Potosi	Seafood	Medium	Yes	Closed	None	
Michiko Restaurant Japones	2.00	2.00	1.60	San Luis Potosi	Japanese	Medium	None	Closed	None	
Preambulo Wifi Zone Cafe	1.58	1.33	1.42	San Luis Potosi	Cafeteria	Medium	None	Closed	None	
Preambulo Wifi Zone Cafe	1.58	1.33	1.42	San Luis Potosi	Coffee Shop	Medium	None	Closed	None	
Restaurant Bar Hacienda Los Martinez	1.67	1.44	1.33	San Luis Potosi	Bar	Medium	Yes	Closed	Wine & Beer	

Demographic Profile of Consumers Who Rated the Top 15 Highest-Rated Restaurants (Using Average Rating ≥ 1.6)

Restaurant_Name	consumer_id	age_group	marital_status	occupation	children	city	preferred_cuisine	budget	transportation	drink_level	smoker
Cafe Punta Del Cielo	U1003	18-25	Single	Student	Independent	San Luis Potosi	Mexican	Low	Public	Social Drinker	No
Cafe Punta Del Cielo	U1006	18-25	Single	Student	Independent	San Luis Potosi	Mexican	Medium	Car	Social Drinker	Yes
Cafe Punta Del Cielo	U1086	18-25	Single	Student	Independent	San Luis Potosi	Italian	Medium	Car	Social Drinker	No
Cafe Punta Del Cielo	U1090	18-25	Single	Student	Independent	San Luis Potosi	Tex Mex	Medium	Car	Social Drinker	No
Cafe Punta Del Cielo	U1138	18-25	Single	Student	Independent	San Luis Potosi	Pizzeria	Medium	Public	Social Drinker	No
Emilianos	U1061	18-25	Single	Employed	Independent	San Luis Potosi	Mexican	Medium	Car	Social Drinker	No
La Cochinita Pibil Restaurante Yucateco	U1136	18-25	Single	Student	Independent	San Luis Potosi	Mexican	Low	Car	Social Drinker	Yes
La Estrella De Dimas	U1003	18-25	Single	Student	Independent	San Luis Potosi	Mexican	Low	Public	Social Drinker	No
La Estrella De Dimas	U1137	18-25	Single	Student	Independent	San Luis Potosi	Mexican	Low	Public	Social Drinker	No