Problem Statement

**Executive Summary:**  
*Starving Terps Inc*. (a makeshift firm’s name) is an analytics consulting company to help provide recommendations on opening a successful, local pizza place in College Park. The goal was to analyze existing pizza restaurants in the College Park area and identify trends that provided increased customer satisfaction. The primary goal was to identify attributes of successful pizza restaurants in the local area. The next step was to collect this information and store it in an MS SQL Server database and conduct a thorough analysis of restaurant attributes, customer reviews and ratings, and external service platforms that contribute to the success of these existing restaurants. Lastly, the analysis results were visualized in a Tableau dashboard to present as recommendations for the new restaurant’s planning process.   
  
  
**Data Description:**

All restaurant data was sourced from Trip Advisor. TripAdvisor was picked due to the availability of restaurant reviewer information availability and a strong history of restaurant reviews in the College Park area. The link to College Park Restaurants is referenced below:

<https://www.tripadvisor.com/Restaurants-g41078-College_Park_Maryland.html>

Starving Terps Inc. analyzed information from twenty pizza restaurants in the College Park area. Data were collected on several parameters such as parking availability, seating capacity, and Wi-Fi availability. Data were randomly collected for five reviews per restaurant. Review data included the review statement, review date, and restaurant rating left by the reviewer. The customer’s name, gender, and age were collected for each reviewer. In terms of service, data was collected on which delivery platforms were being used by restaurants. Lastly, data on menu information and cuisine options, menu price range, and whether the restaurant served alcohol or not was collected for the analysis.

## Findings and Recommendations:

All findings and recommendations are inferred from the Tableau visualization results

**Proximity to the University of Maryland:** Due to the local College Park demographic, there is a relationship between average restaurant ratings and proximity to the University of Maryland campus. The further the restaurant from the campus, the lower the rating gets. It is recommended to factor this in when picking a restaurant location.

**Delivery options:** There is a relationship between having more delivery options and getting an average customer score. Pizza joint customers have an affinity for getting their pizza delivered. It is recommended to leverage delivery platforms to reach a larger consumer base.

**WiFi:** Customers want wifi at their pizza restaurant and the average ratings show this. The average rating for a restaurant that has wifi is 3.95 while one that does not is 3.58. It is recommended that WiFi should be available at the new restaurants to satisfy this consumer need.

**Parking availability:** There is a significant impact on parking availability and restaurant scores. The average restaurant rating for a pizza restaurant with ample parking availability is 3.97 while restaurants with limited parking is 3.37. It is highly recommended to factor in parking availability in determining the new restaurant location.

**Alcohol option:** Average rating scores for restaurants with alcohol options are higher than those without (3.86 vs 3.43 out of 5). Customers seem to enjoy a drink with their pizza and it is recommended to have alcohol options to capture a higher rating.

**Seating capacity:** Seating capacity does not seem to have an effect on rating scores. Customers like cozy pizza restaurants with intimate ambiance as much as larger restaurants. It is recommended that seating capacity should not influence what location the restaurant should be opened in.

**Menu options:** Customers do not seem to care about extravagant menu options at pizza restaurants. They prefer good quality pizza and the basics that one would find at a pizza restaurant. It is recommended to focus on simple pizza options that are good quality than expanding the cruising options as that would not get more customers.

**Day of the Week:** Customers tend to prefer eating at pizza restaurants during the middle of the week (Wednesday and Thursday). This might be due to convenience factors and people being busy with work during those days and not having time to cook. It is recommended to focus on these days with deal options to entice customers.