



# Ndidia Restaurant

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Presented by  
Data Analytics Track

Date presented  
February 4, 2023

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# Analysis Report

## Introduction

At The Roothub HQ, there is a high influx of people (residents and visitors) who troop into the premises to work or learn on a daily basis. Getting food around the HQ is difficult as it is either too pricey or not good enough in terms of quality.

To help those who come around, the management has proposed to set up a restaurant- Ndidia within the premises.

## Objectives

Source for data of Nigerians in the food industry, analyze this data and show key trends and findings as it relates to starting and running a successful restaurant

# The Analysis Proper

We analyzed a dataset consisting of data collected from all levels of income. This dataset consists of 113 responses. From the total dataset, the trend showed that **most individuals** preferred meals from **500–2000** naira.

Total Number of people

113

Figure 1: Total Number of Respondents

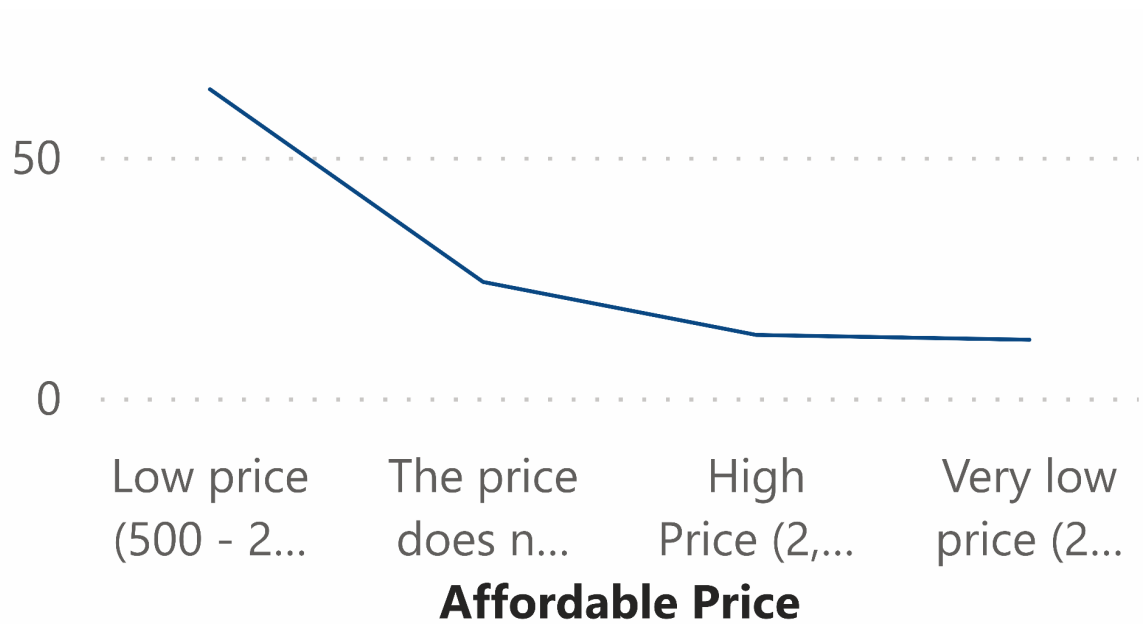
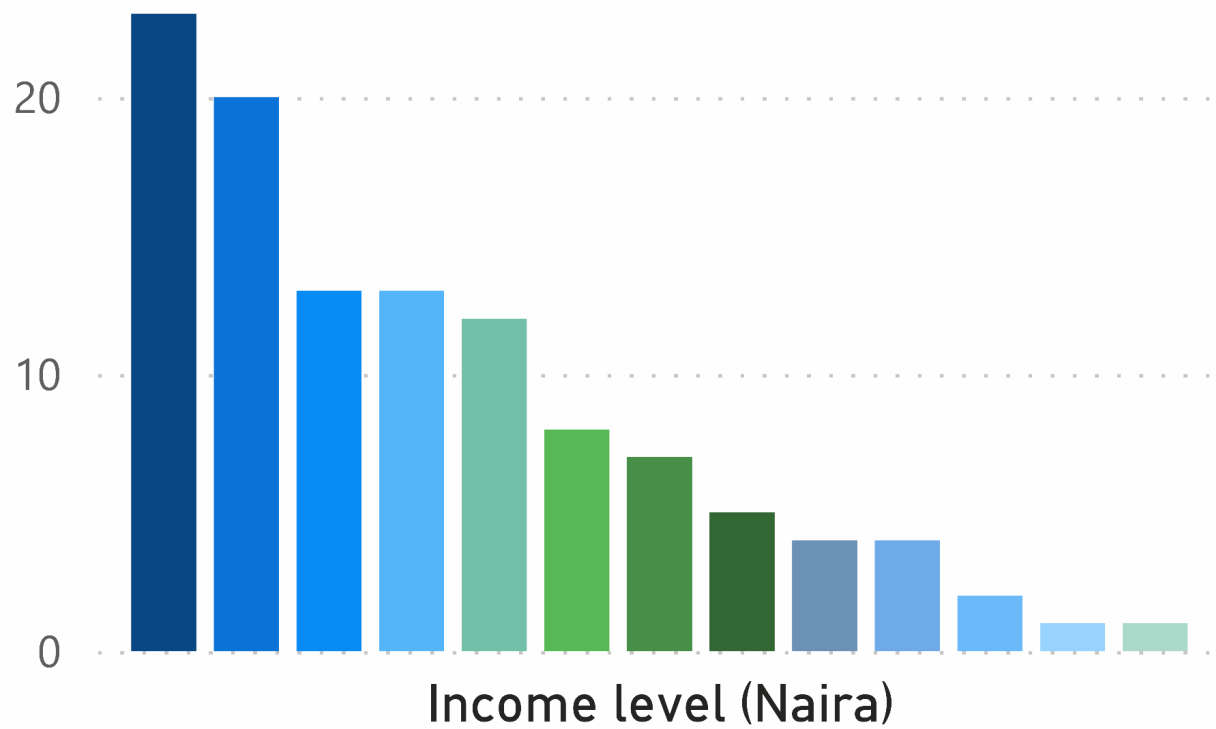


Figure 2: Graph of food prices

Income le... ● 20,001 - 30,000 ● 40,001 - 50,000 ►



**Figure 3: Graph of Income level**

# Specifics

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## Below 10,000 Monthly Income

- Majority Preferred staple foods
- Tied between card and cash payment options
- Low Price Range between N500–N2000 was preferred

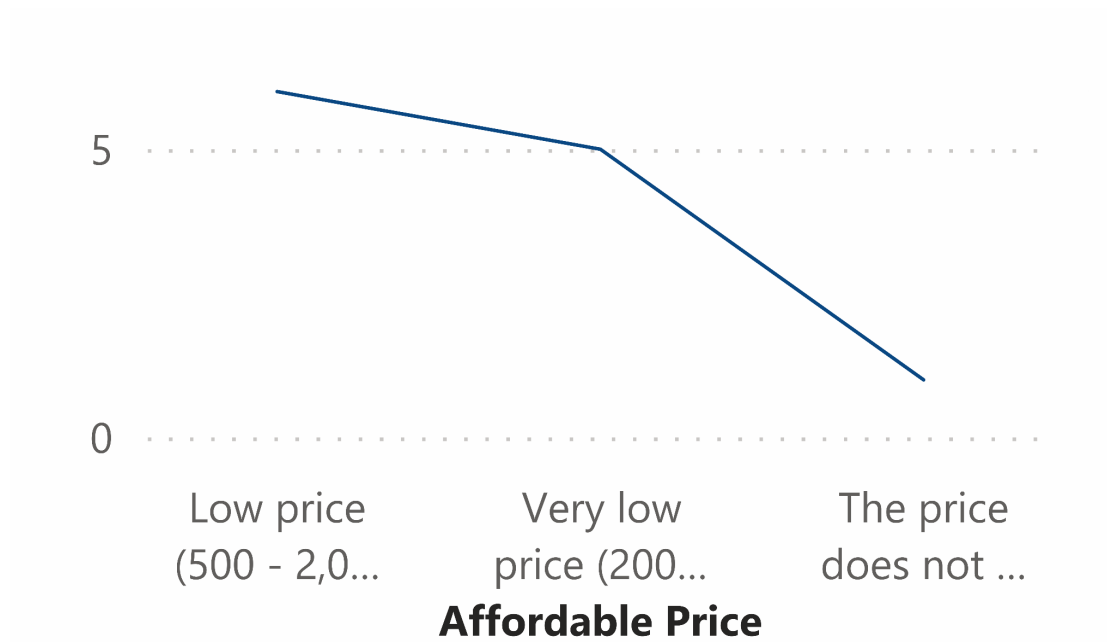
Menu_type	Count of Menu_type
▲	
All of the above	4
Local foods (soups, traditional dishes)	3
Staple food (rice, beans, etc)	5
Total	12

Figure 4: Menu type count

Total Number of people

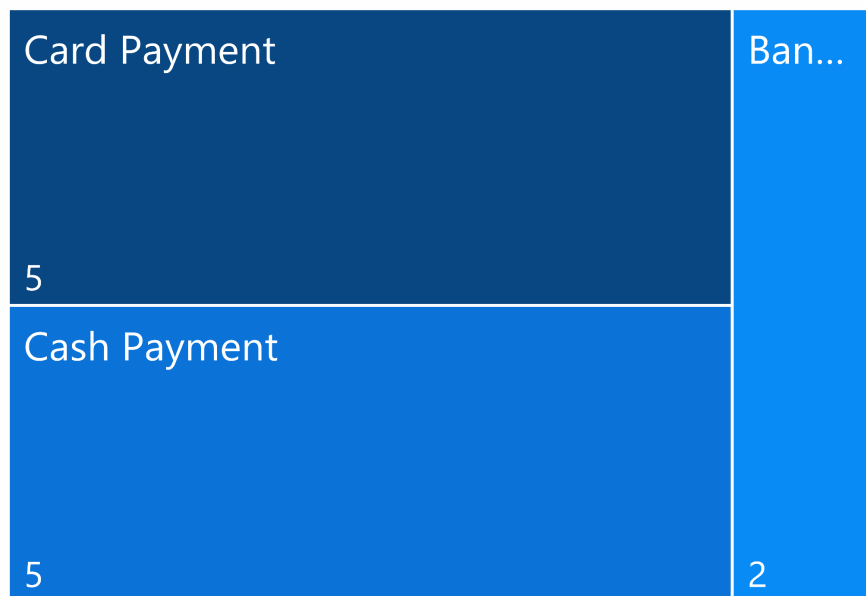
12

Figure 5: Number of Respondents



**Figure 6: Price Graph**

● Card Payment ● Cash Pay... ● Bank Transfer



**Figure 7: Choice of Payment**

## 20,000–30,000 Monthly Income

- Majority Preferred all varieties
- 44% preferred card payment. 31%– cash payment.
- A low Price Range between N500–N2000

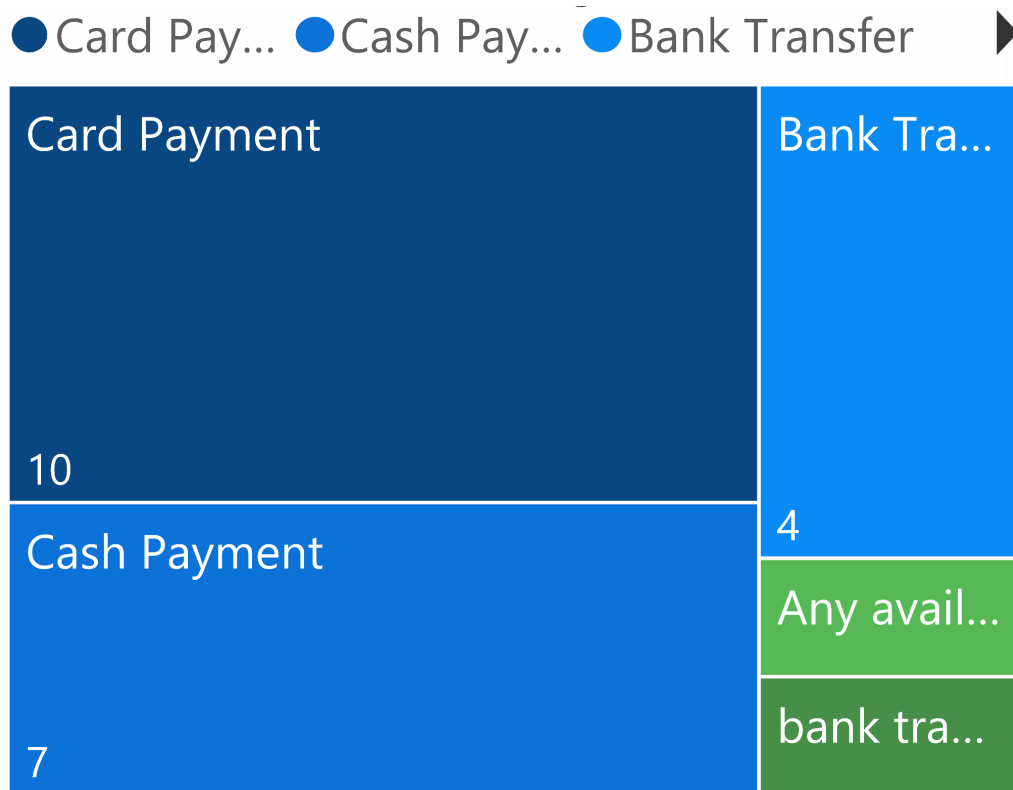
Menu_type ▲	Count of Menu_type
All of the above	10
International cuisines	2
Local foods (soups, traditional dishes)	3
Staple food (rice, beans, etc)	8
<b>Total</b>	<b>23</b>

**Figure 8: Menu Type Count**

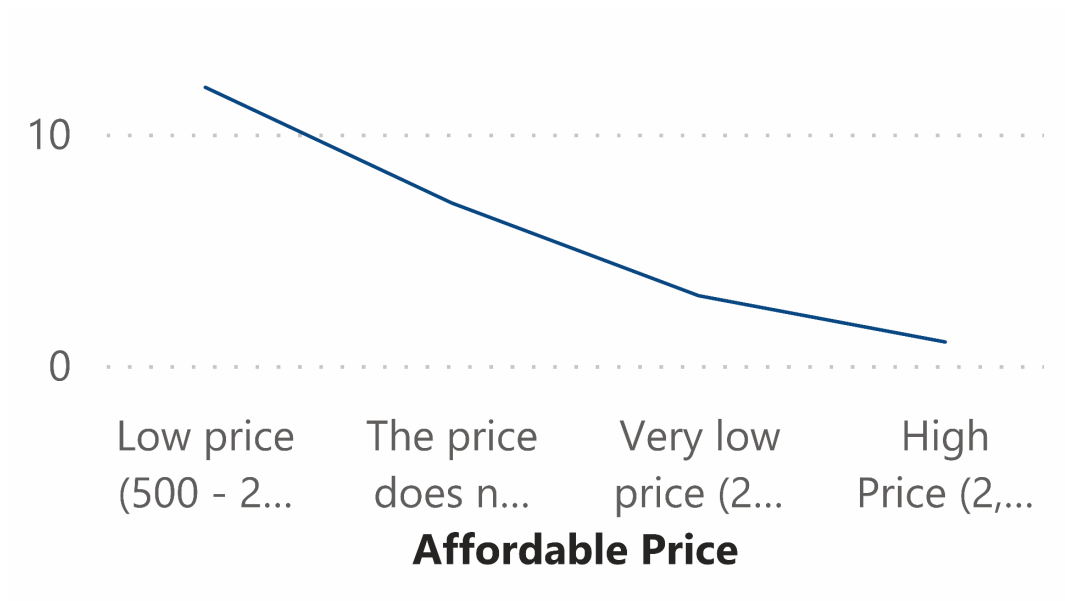
Total Number of people

23

**Figure 9: Number of Respondents**



**Figure 10: Choice of Payment**



**Figure 11: Price Graph**



## 40,000 – 50,000 Monthly Income

- Majority Preferred all varieties, ties between local foods and staple foods
- 50% preferred card payment. 30%- cash payment.
- A major number preferred meal Price Range between N500-N2000

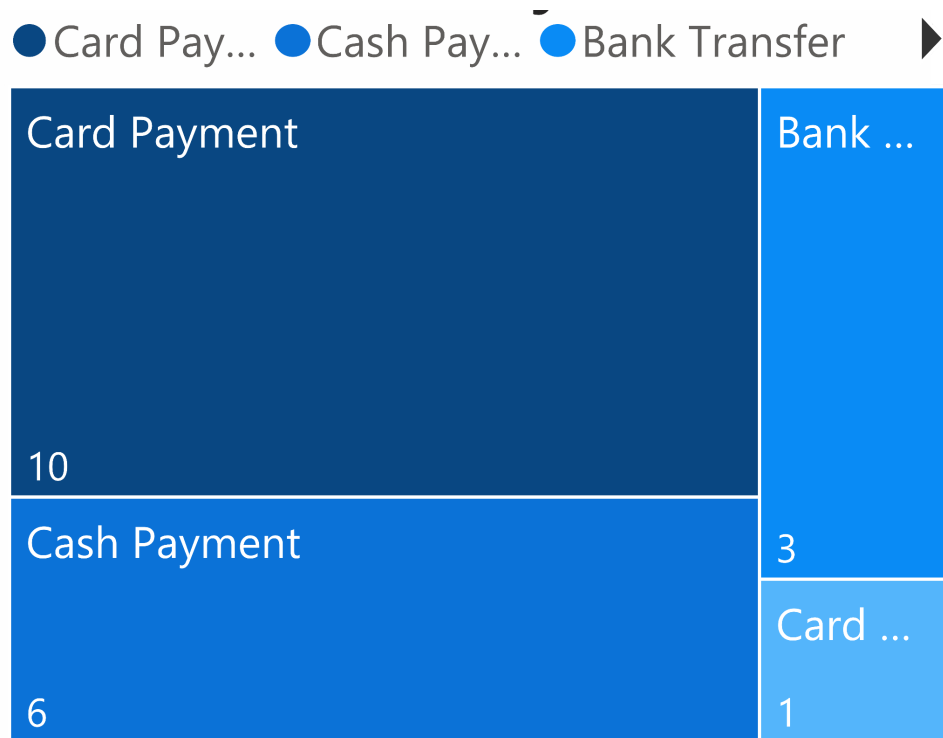
Menu_type ▲	Count of Menu_type
All of the above	7
International cuisines	1
Local foods (soups, traditional dishes)	6
Staple food (rice, beans, etc)	6
<b>Total</b>	<b>20</b>

**Figure 12: Preferred Menu Type**

Total Number of people

20

**Figure 13: Number of Respondents**



**Figure 14: Choice of Payment**



**Figure 15: Price/Line Graph**

## 200,000 – Above Monthly Income

- Majority Preferred all varieties, ties between local foods and staple foods
- 77% preferred card payment. 15%- cash payment.
- A major number were indifferent about the price range, a few would consider the high price and lower price.

### Number of Respondents

Menu_type ▲	Count of Menu_type
All of the above	6
International cuisines	1
Local foods (soups, traditional dishes)	3
Staple food (rice, beans, etc)	3
<b>Total</b>	<b>13</b>

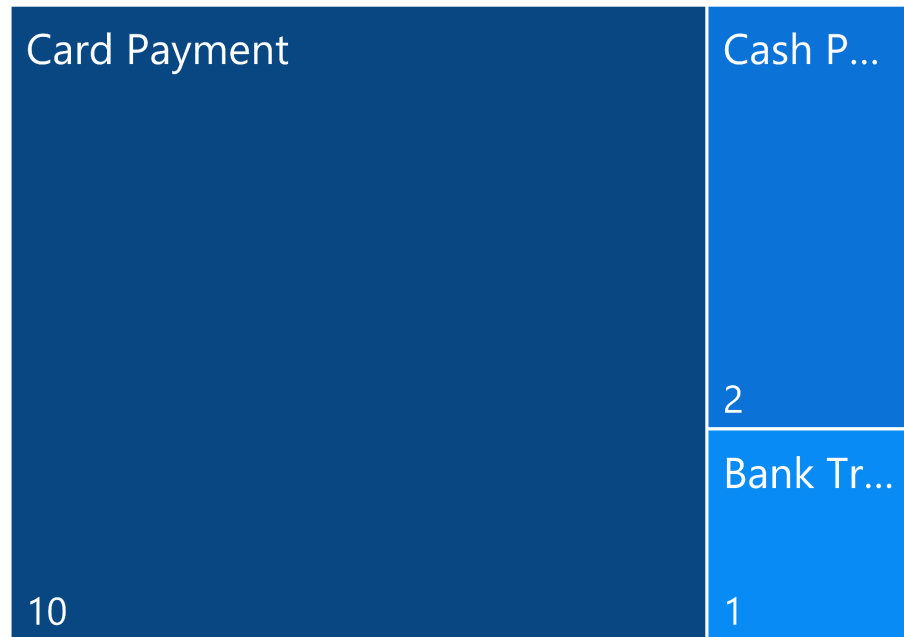
Figure 16: Menu Type Count

Total Number of people

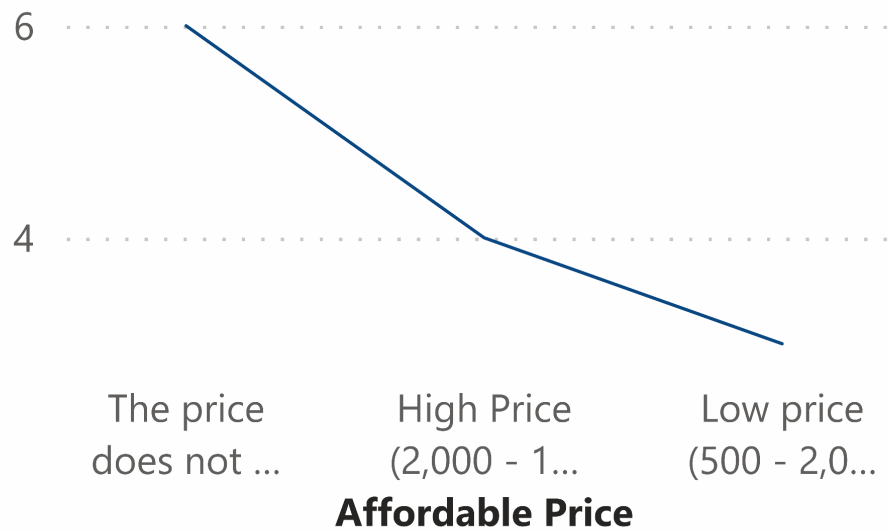
13

Figure 17: Number of Respondents

● Card Payment ● Cash Pay... ● Bank Transfer

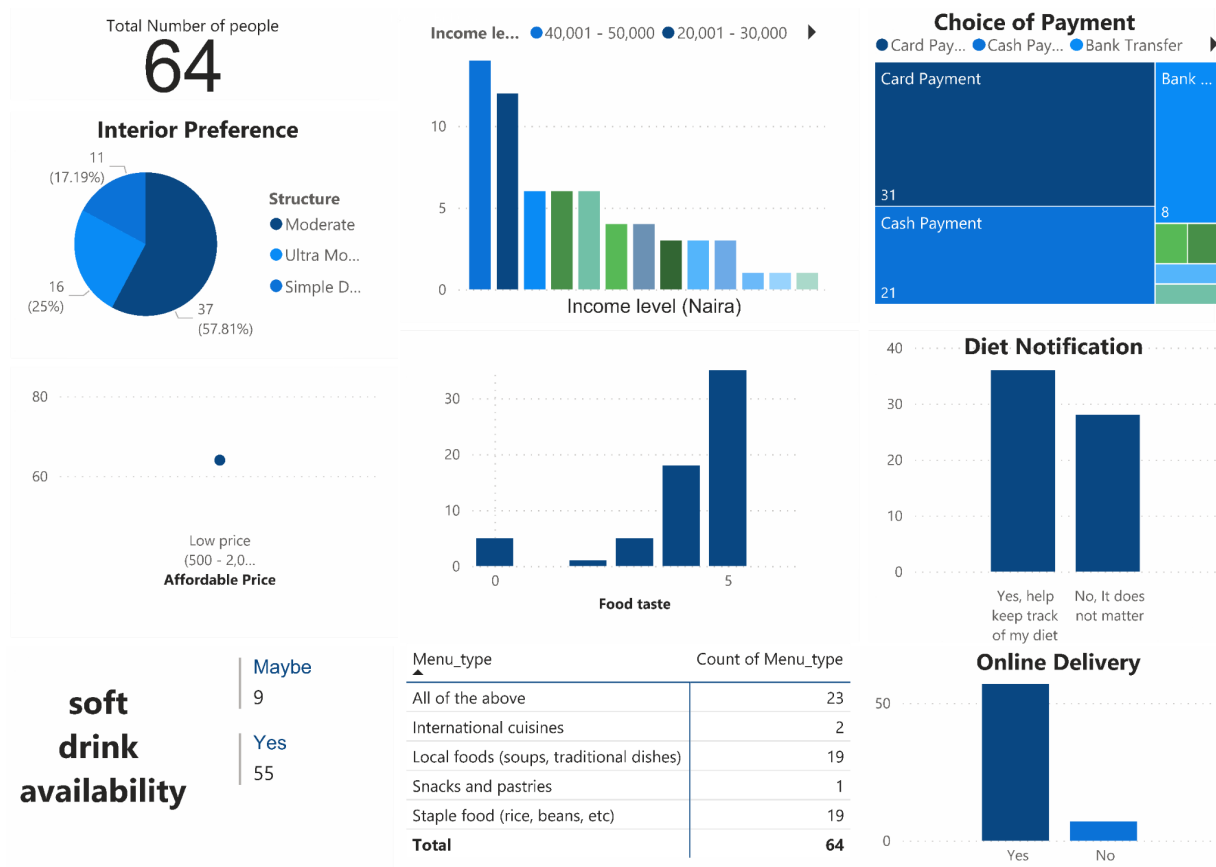


**Figure 18: Choice of Payment**



**Figure 19: Price/Line Graph**

# Choice of the Majority



**Figure 20: Dashboard**

→ Ensure availability of staple foods, local foods and international cuisines

→ Moderate interior decoration

→ Availability of card payment options

→ Availability of soft drinks

→ Tasty meals are very much essential

→ Build an app for online orders and delivery