

RESTAURANT RATING ANALYSIS



Total Consumers

138

Total Restaurants

130

Total Ratings Per Restaurant

1161

Avg Overall Rating

1.20

Avg Food Rating

1.22

Avg Service Rating

1.09

Budget

All

Cuisine

All

Restaurant Name

All

Consumer ID

All

Age Group

All

Top 7 Rated Restaurant



Top 5 Rating by consumer preference

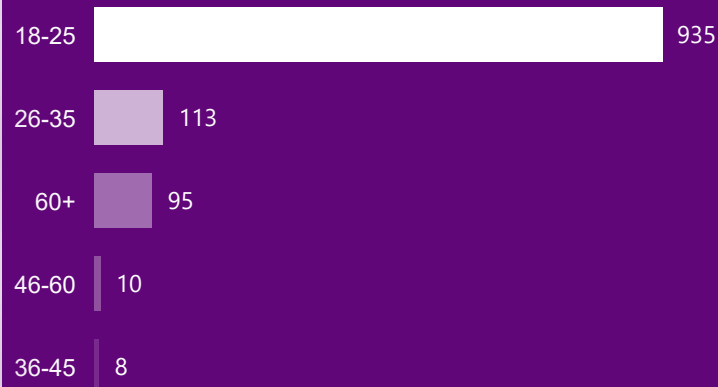


Avg Overall, Food and Service Rating

● Overall Rating ● Food Rating ● Service Rating

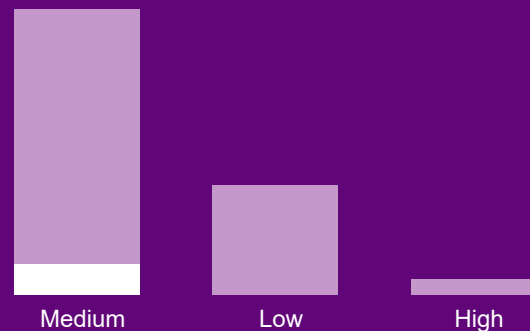


AGE GROUP DISTRIBUTION



Budget vs Marital Status (Demographic Cross)

● Married ● Single



Demand-Supply Gap by Cuisine



RESTAURANT RATING ANALYSIS



Total Consumers

138

Total Restaurants

130

Total Ratings Per Restaurant

1161

Avg Overall Rating

1.20

Avg Food Rating

1.22

Avg Service Rating

1.09

Budget

All

Cuisine

All

Restaurant Name

All

Consumer ID

All

Age Group

All

Rating by Area

1.210

1.118

Closed

Open

Rating by Price Level

1.256

1.253

1.074

High

Medium

Low

Rating by Alcohol

1.263

1.245

1.175

Full Bar

Wine & Beer

None

| Cuisine | Preferences per Cuisine | Restaurants per Cuisine | Demand-Supply Gap |
|-------------|-------------------------|-------------------------|-------------------|
| Mexican | 97 | 28 | 69 |
| Coffee Shop | 8 | 1 | 7 |
| American | 11 | 5 | 6 |
| Family | 8 | 2 | 6 |
| Hot Dogs | 6 | | 6 |
| Total | 330 | 112 | 218 |

| Restaurant Name | Average Overall Rating | Price | Area | Alcohol_Service | Cuisine |
|----------------------|------------------------|-------|--------|-----------------|-----------|
| El Mundo De La Pasta | 1.50 | High | Closed | None | American |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Armenian |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Bakery |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Bar |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Breakfast |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Brewery |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Burgers |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Cafeteria |
| El Mundo De La Pasta | 1.50 | High | Closed | None | Clubs |
| Total | 1.66 | | | | |

RESTAURANT RATING ANALYSIS



Total Consumers

138

Total Restaurants

130

Total Ratings Per
Restaurant

1161

Avg Overall
Rating

1.20

Avg Food Rating

1.22

Avg Service Rating

1.09

Budget

All

Cuisine

All

Restaurant
Name

All

Consumer ID

All

Age Group

All

INSIGHTS

1. Highest rated restaurants

The highest-rated restaurants are **Emilianos**, **Michiko**, and **Restaurant Las Mananitas**, all achieving perfect or near-perfect average ratings (2.00). **Consumer preference** strongly affects ratings. For example, **Japanese cuisine**, **Coffee Shop**, and **Contemporary** cuisine types top the list in consumer preference and also show high ratings. There is a **positive correlation between consumer preference and restaurant rating**—restaurants offering popular cuisines tend to perform better.

2. Consumer demographics

The **18–25 age group dominates** the consumer demographic, with 935 of 1380 respondents. Other age groups (26–35, 36–45, 46–60, 60+) are underrepresented. The dataset is **skewed toward younger consumers**, which may bias the overall ratings and preferences.

3. Demand and supply gaps

Mexican cuisine shows a significant **demand-supply gap** of 69 (97 preferences vs. 28 available restaurants).

Other cuisines like **Coffee Shop**, **American**, **Family**, and **Hot Dogs** also show notable gaps.

These gaps represent **underserved cuisine markets** that can be exploited.

4. Investment in a restaurant

High-rated restaurants generally fall under **high budget/price level**, **closed area**, **full Bar** or **wine & beer** alcohol service.

Top restaurants share similar characteristics -**premium pricing**, **private dining settings**, and **strong alcohol options**.

5. Budget Preferences vs Marital Status

Single consumers are more likely to have a **medium or low budget** preference.

Married consumers lean more toward **medium budgets**, suggesting slightly more financial flexibility.

RECOMMENDATIONS

1. Invest in top-rated cuisines like Japanese and Coffee Shop, as they align with consumer preferences.
2. Improve service quality—lowest average among ratings—to enhance overall customer experience.
3. Focus marketing efforts on the 18–25 age group, which dominates the consumer base.
4. Explore gaps in supply for Mexican, American, and Coffee Shop cuisines with high demand.
5. Consider restaurants that are "Closed" (enclosed spaces) as they have slightly higher ratings.
6. Offer alcohol services like "Full Bar" or "Wine & Beer" as they're associated with higher ratings.
7. Monitor price levels—high and medium-priced restaurants perform better in customer satisfaction.

CONCLUSIONS

Consumer preferences significantly influence restaurant ratings, especially for popular cuisines like Japanese and Coffee Shop. The dominance of younger consumers (ages 18–25) highlights a youthful, trend-driven market. There are clear demand-supply gaps in certain cuisines, creating strong opportunities for targeted expansion. Service quality remains the weakest link, needing urgent improvement to match food expectations. Closed-area dining and alcohol availability are linked to higher satisfaction. Restaurants that align with preferred budget ranges and customer expectations stand out. Overall, data-driven strategies focused on demand, service, and demographic alignment can greatly enhance competitiveness and long-term success.