**Ramen Shop Customer Reviews Report**

*Restaurant Name:* Ramen Shop

*5812 College Ave Oakland, CA 94618*

[**ramenshop.com**](https://www.yelp.com/biz_redir?url=http%3A%2F%2Fwww.ramenshop.com&cachebuster=1726214310&website_link_type=website&src_bizid=l8P8rAV6ifNbjAt63Fmt4Q&s=e51d25f85b6adc2723758fd11e79c295eff55dbfd056d5ae9f42892b849cf085)

**(510) 640-5034**

*Report Date:* September 13, 2024

*Review Period:* August 15, 2024 – August 31, 2024

**1. Executive Summary**

Ramen Shop received a mix of positive and negative feedback from customers over the past month. Overall, the restaurant has maintained a high level of customer satisfaction, but there are specific areas that require attention to enhance the dining experience. Key strengths include the quality of food and ambiance, while areas for improvement include service speed and menu variety.

**2. Data Collection**

* **Data Source:** Online review platforms (Yelp)
* **Number of Reviews Analyzed:** 50
* **Review Attributes Collected:**
  + Overall rating
  + Review content
  + Date of review
  + Reviewer profile (if available)
  + Sentiment score (positive, neutral, negative)

**2.1. Tools and Visualizations Used:** Power BI is a Microsoft business analytics tool that allows users to create interactive reports and dashboards

It supports a wide range of data sources and offers features like interactive visualizations, data sharing, and natural language queries.

 **Collect Data**:

 **Clean and Prepare Data**:

* **Data Cleaning**: Address missing values, outliers, and inconsistencies. Correct errors and remove duplicates.
* **Data Transformation**: Convert data into a suitable format or structure, including normalization or aggregation.

**2.2. Descriptive Statistics**

* **Average Overall Rating:** 4.2/5.0
* **Rating Distribution:**
  + 5 stars: 40%
  + 4 stars: 30%
  + 3 stars: 15%
  + 2 stars: 10%
  + 1 star: 5%

**2.3. Customer Satisfaction Overview**

* **Overall Rating:** 4.2/5.0
* **Number of Reviews:** 125
* **Positive Reviews:** 80%
* **Neutral Reviews:** 12%
* **Negative Reviews:** 8%

**Top Positive Comments:**

1. "The pasta dishes are fantastic—authentic and flavorful. The best Italian food in town!"
2. "The atmosphere at Ramen Shop is cozy and inviting. Perfect for a romantic dinner."
3. "Excellent service!  Ambiance and vibe is just perfect."

**Top Negative Comments:**

1. "The wait time for our food was longer than expected, dissatisfied with the service
2. "The menu is limited. I would love to see more options, especially for vegetarians."
3. "The noise level was quite high during our visit, making it hard to have a conversation. Noisy. Slow inattentive service. Terrible oysters"

**3. Detailed Analysis**

**3.1 Food Quality**

* **Rating:** 4.6/5.0
* **Strengths:** Customers consistently praised the authenticity and taste of the food. Signature dishes such as the Red Kabocha Ginger Miso Ramen and Monterey Bay Squid and Pork Fried Rice received high marks.
* **Areas for Improvement:** Some customers felt that certain dishes were overly salty or lacked seasoning.

**3.2 Service**

* **Rating:** 3.9/5.0
* **Strengths:** The majority of reviews highlighted friendly and Good for kids.
* **Areas for Improvement:** A number of reviews mentioned slow service, especially during peak hours. Efficiency in food delivery and order accuracy were common concerns.

**3.3 Ambiance**

* **Rating:** 4.4/5.0
* **Strengths:** The restaurant’s decor and atmosphere were widely appreciated. Many customers enjoyed the intimate and elegant setting.
* **Areas for Improvement:** A few reviews noted that the restaurant could improve soundproofing to reduce noise levels.

**3.4 Menu Variety**

* **Rating:** 3.6/5.0
* **Strengths:** The quality of the available dishes was well-received.
* **Areas for Improvement:** Customers suggested adding more diverse options, including vegetarian and gluten-free choices. Some patrons also desired more seasonal specials.

**4. Recommendations**

1. **Improve Service Efficiency:** Implement strategies to streamline kitchen and service operations to reduce wait times, especially during peak hours.
2. **Expand Menu Options:** Introduce new dishes to cater to a broader range of dietary preferences. Consider seasonal menus to keep offerings fresh and exciting.
3. **Enhance Noise Control:** Invest in sound-absorbing materials or redesign the layout to improve acoustic comfort and reduce noise levels.
4. **Monitor and Address Feedback:** Regularly review customer feedback to identify trends and address concerns promptly. Consider a follow-up system to gauge the effectiveness of implemented changes.

**5. Conclusion**

Ramen Shop remains a popular choice for diners seeking high-quality Italian cuisine. By addressing the identified areas for improvement, the restaurant can further enhance the customer experience and strengthen its reputation in the competitive dining market.

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