



Korean Restaurant Chain Market Entry Analysis

Team 310

Business Problem & Goal

A Korean restaurant chain is looking to expand into North America but faces uncertainty regarding:

- Regional demand for Korean cuisine
- Key success factors
- Competitive landscape

Goal: Deliver actionable recommendations for an optimized, risk-minimized expansion strategy.





Why It Matters

- **Informed Market Entry:** Reduces risk by using data-driven decision-making rather than guesswork.
- **Customer-Centric Strategy:** Insights from Yelp reviews ensure alignment with North American dining expectations.
- **Competitive Edge:** Identifying optimal locations and service differentiators enhances success.

Data Justification

Yelp

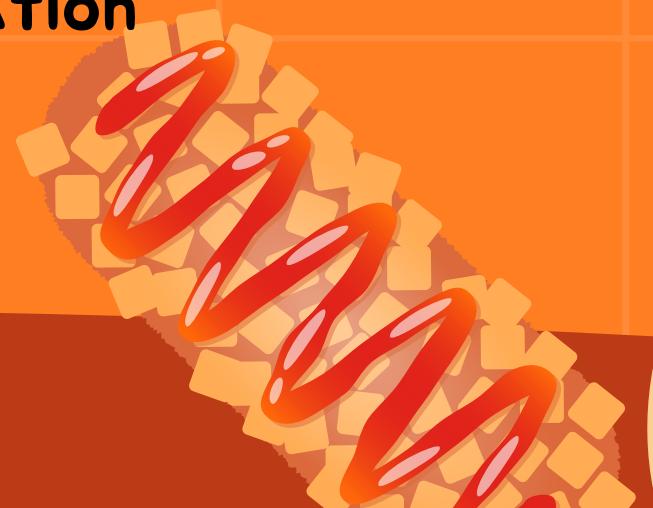
Provides real-world insights on customer sentiment, preferences, and competition.

- Businesses in 'Restaurants' and 'Korean' categories.
- Reviews with more than 10 votes

U.S Census

Offers demographic patterns to match target customer profiles with location selection.

- Demographics: Age, race, and sex distribution for target markets by zip code.
- 20-44, Asian population

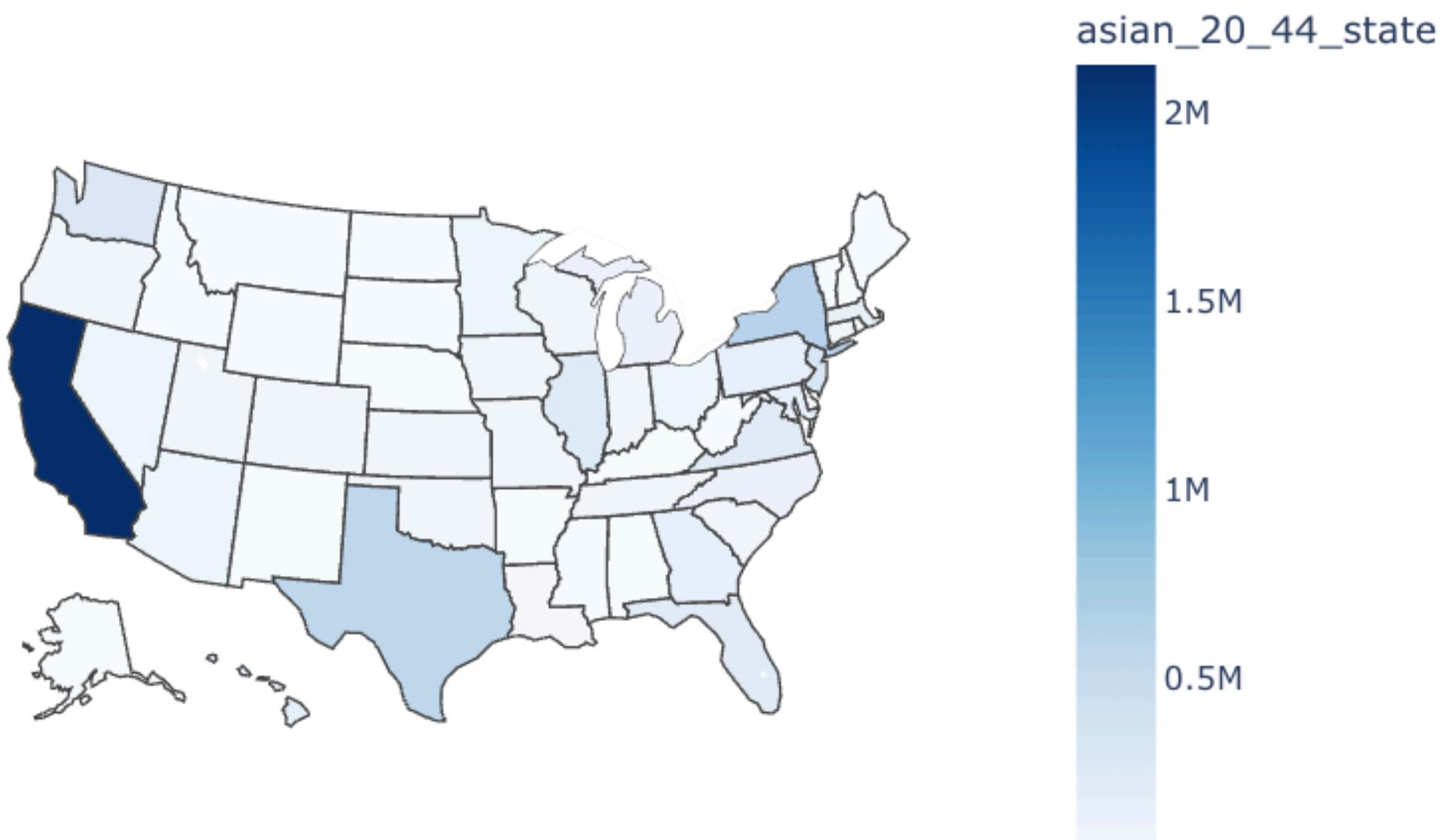


EDA

Exploratory Data Analysis

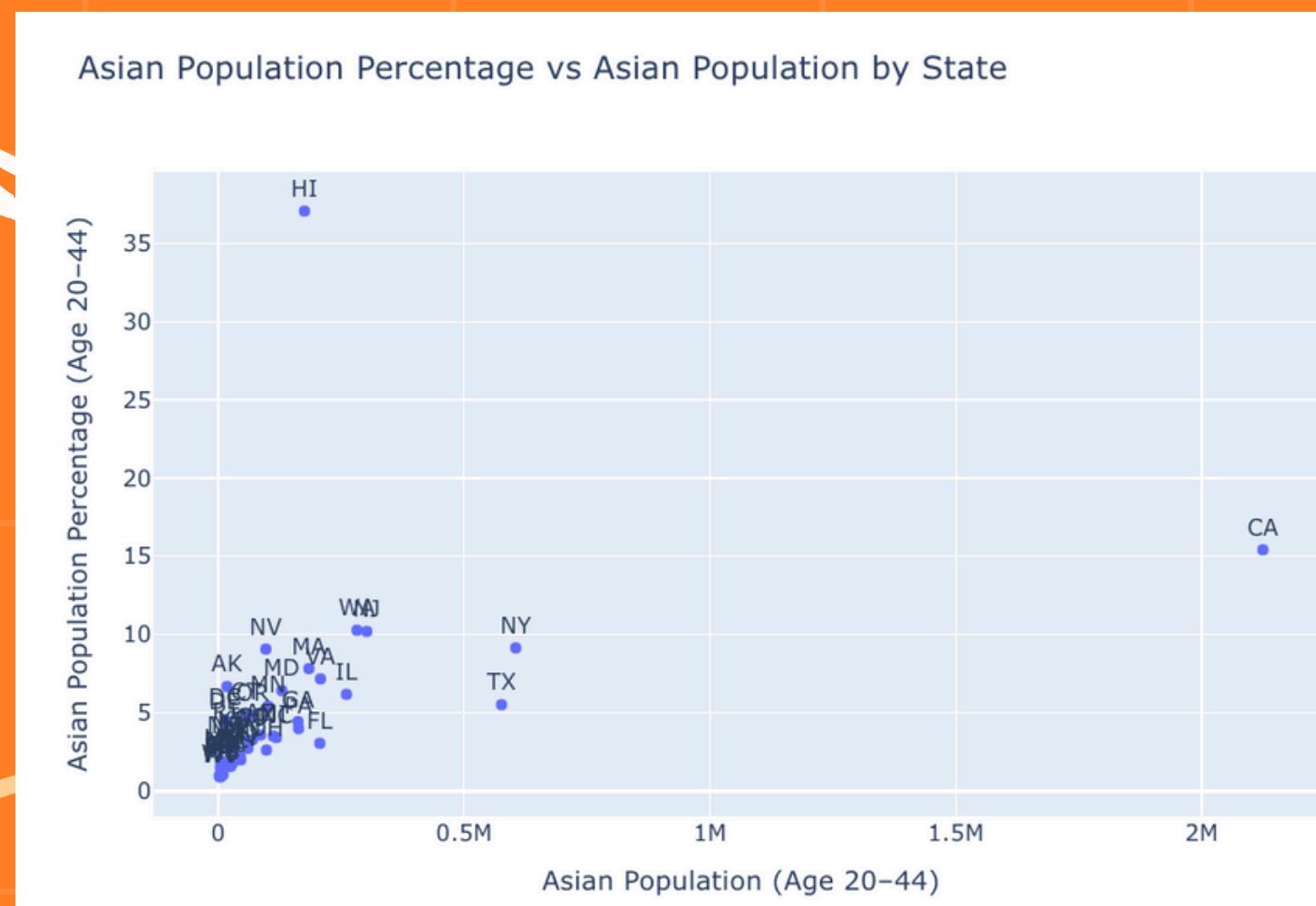


Asian Population (Age 20–44, Approx) by State



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Exploratory Data Analysis



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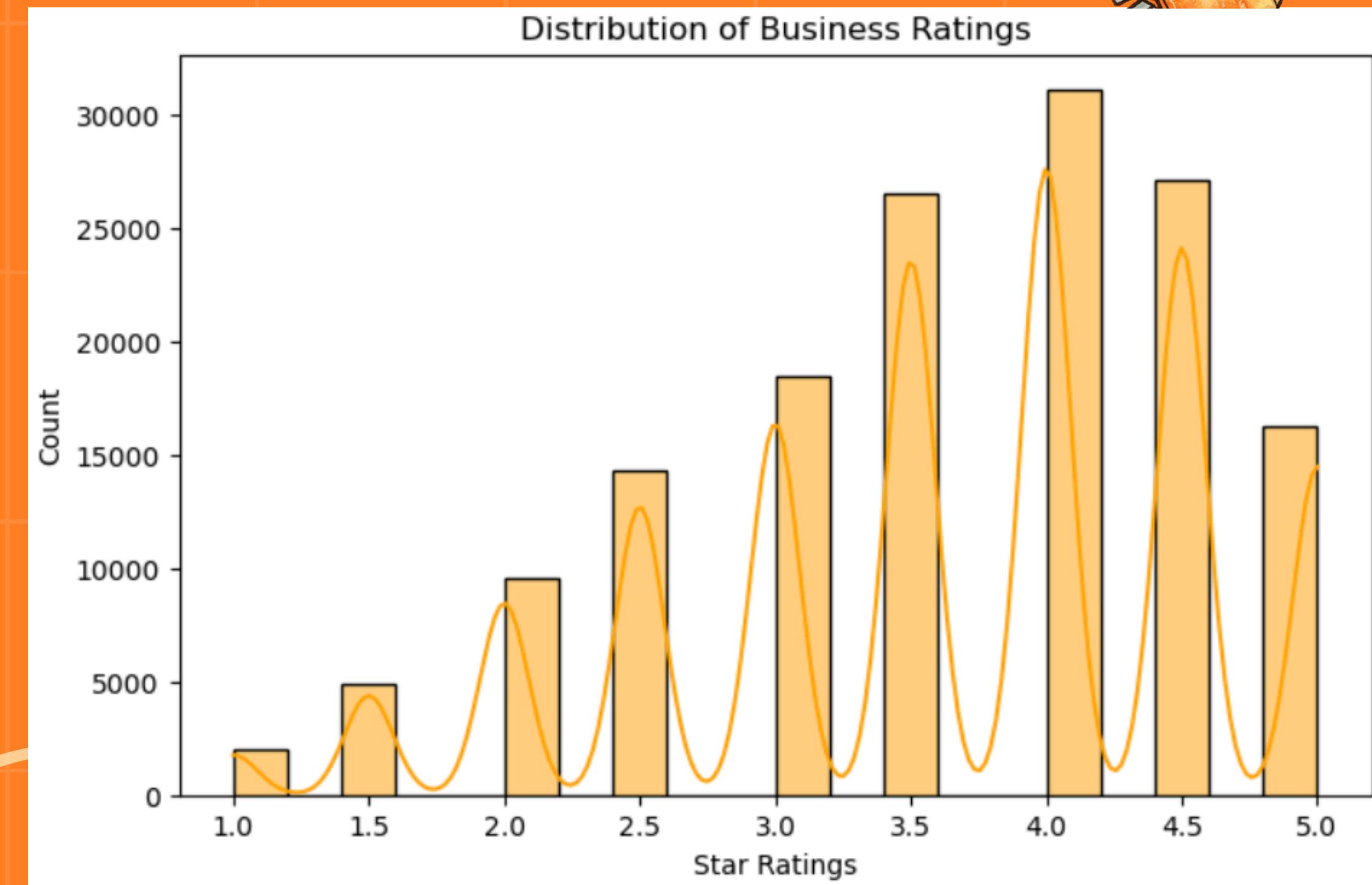
Exploratory Data Analysis

- Total Number of Reviews: 56328
 - Total Number of Tokens: 2568020
 - Vocabulary Size: 49519
 - Average Review Length: 45.59 words
 - Number of Unique Customers: 41439
 - Number of Businesses Covered: 497
 - Number of Regions Covered: 14
 - Average Stars per Review: 4.01
 - Average Votes per Review:
{'useful': 1.19, 'funny': 0.344, 'cool': 0.61}



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Exploratory Data Analysis



Top 15 & Bottom 15 Restaurants

Top 15 Restaurants by State:

		name	state	avg_stars	total_reviews
0		Choi's Oriental Market	CA	4.5	31150
1		Secret Bao	CA	4.5	21895
2		East Beach Tacos	CA	4.5	742152
3		Kogilicious	CA	4.0	16512
4		Kimchi Korean BBQ	CA	4.0	100776
5		Gangnam Style Restaurant Tampa	FL	5.0	361
6		Fuzion Spice	FL	5.0	6400
7		Ginger's Cafe	FL	5.0	36
8		Dooriban	FL	4.5	47300
9		Soul Of Korea	FL	4.5	57596
10		Wings & Rice	AZ	4.0	55687
11		Bushi	AZ	4.0	14036
12		KOGI Korean BBQ	AZ	4.0	12099
13		Kampai Sushi	AZ	4.0	7565
14		Kimchi Time	AZ	4.0	140220

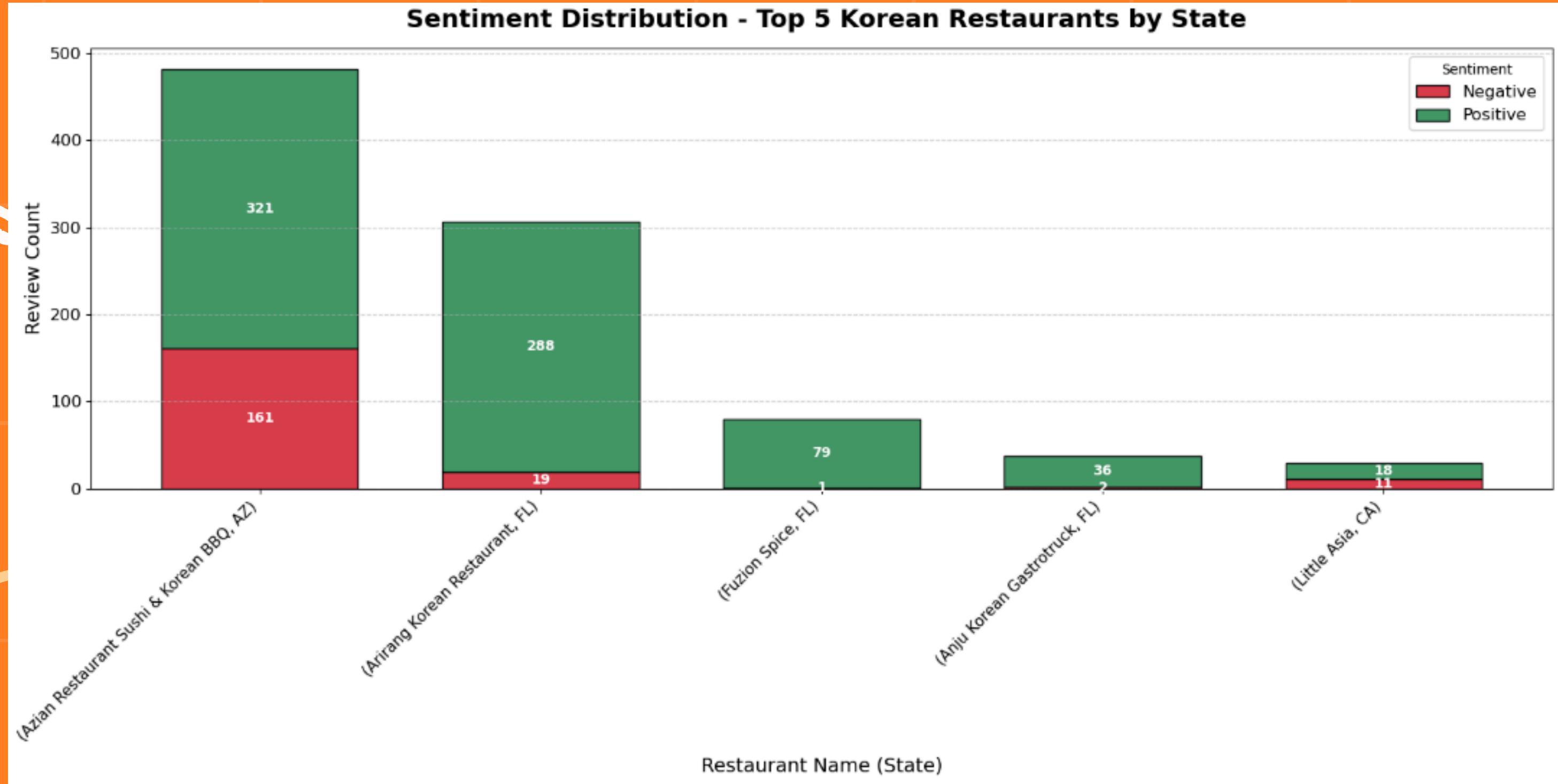


Bottom 15 Restaurants by State:

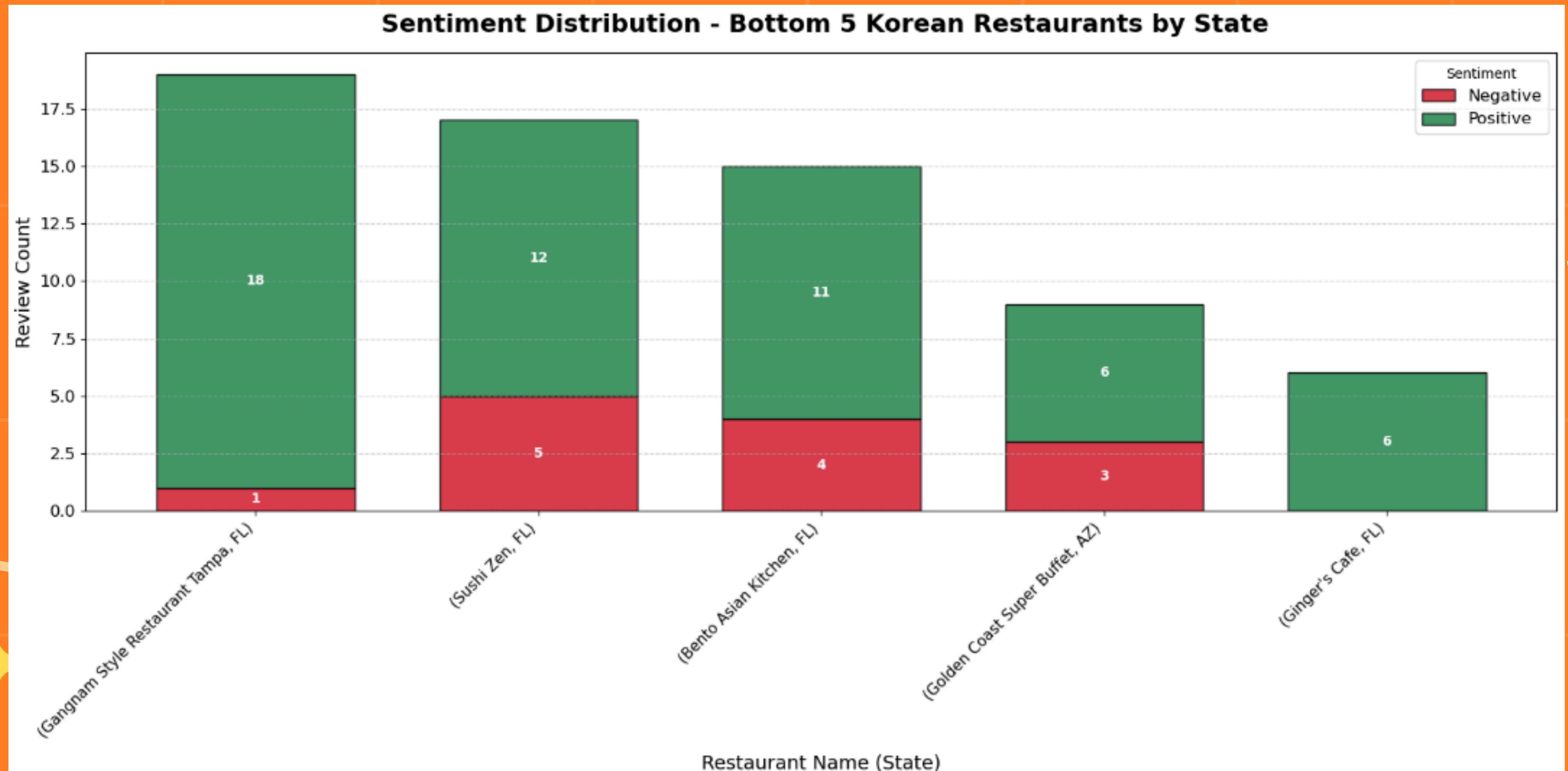
		name	state	avg_stars	total_reviews
0		Little Asia	CA	2.5	841
1		iGrill Korean BBQ	CA	2.5	4550
2		Cafe Int'l	CA	3.0	3021
3		iGrill Korean BBQ	CA	3.5	1558
4		Sushiya Express	CA	3.5	27384
5		Sushi Zen	FL	2.5	289
6		Rice Market and Restaurant	FL	3.0	9682
7		Pei Wei Asian Kitchen	FL	3.0	21744
8		Bento Asian Kitchen	FL	3.0	225
9		Han Il Kwan Korean Restaurant	FL	3.5	100
10		Golden Coast Super Buffet	AZ	2.0	81
11		Azian Restaurant Sushi & Korean BBQ	AZ	2.5	225094
12		Takamatsu	AZ	3.0	148520
13		Sushi Garden	AZ	3.0	2650
14		Great Wall China	AZ	3.0	18900



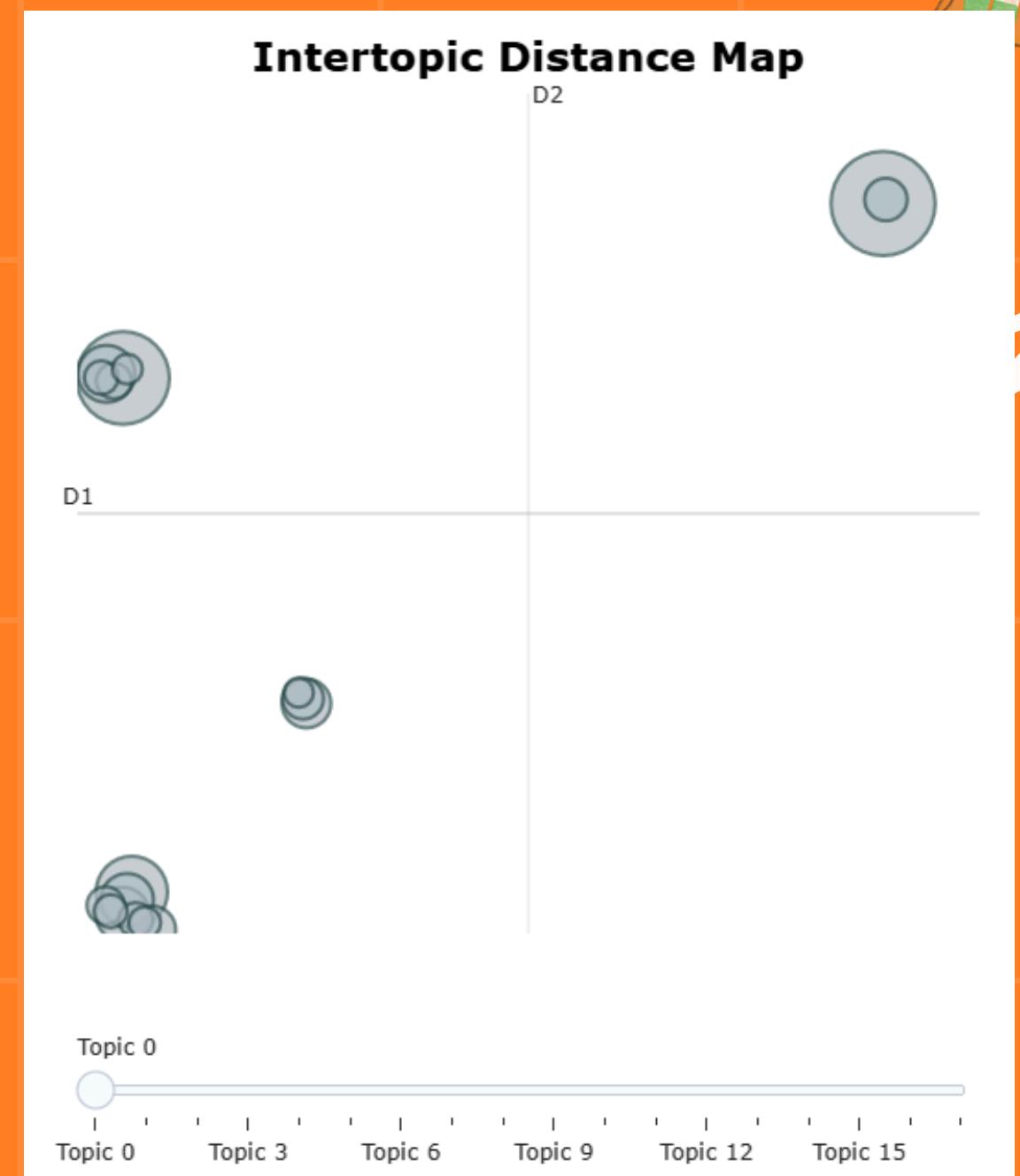
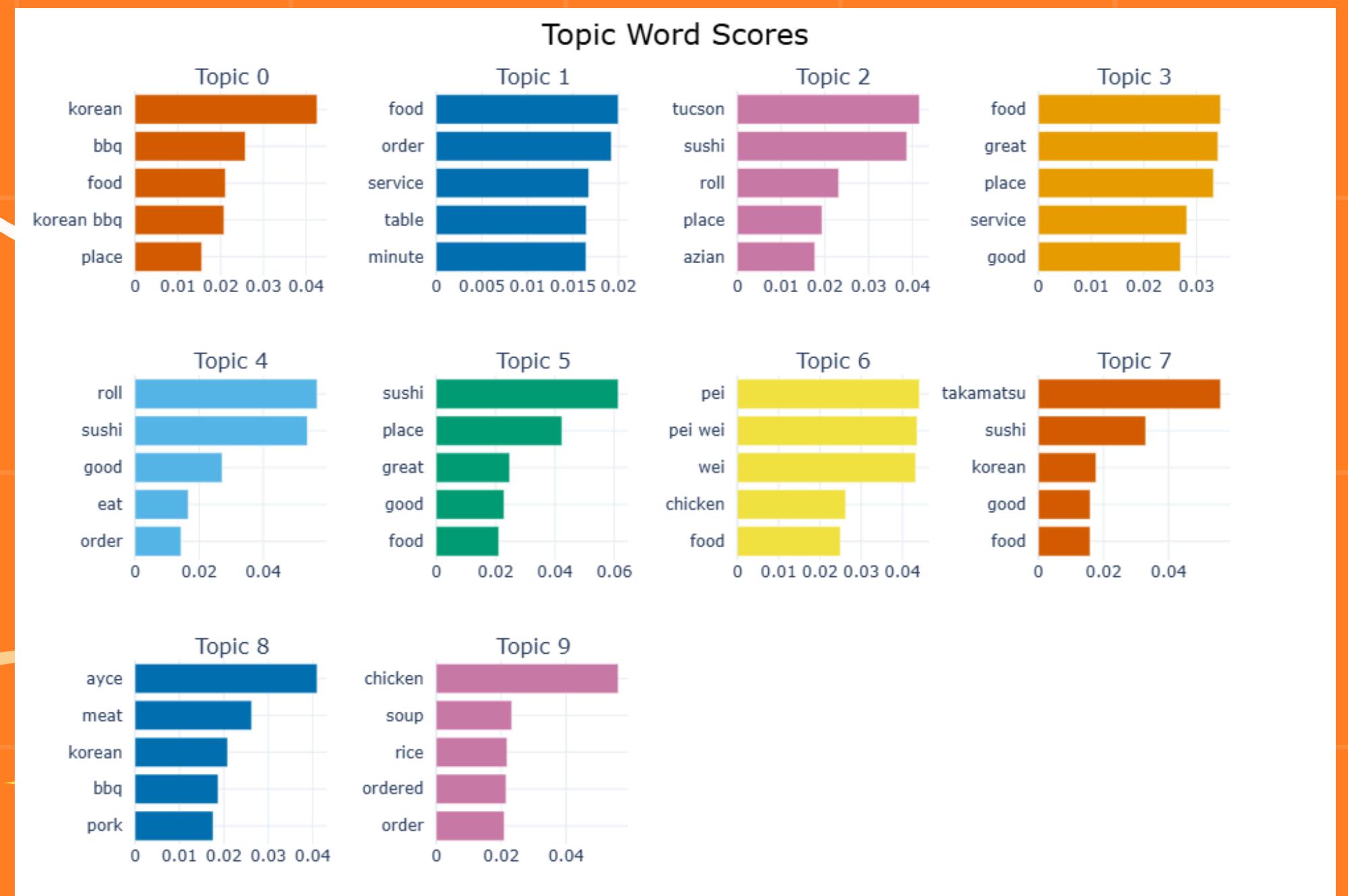
Sentiment Distribution



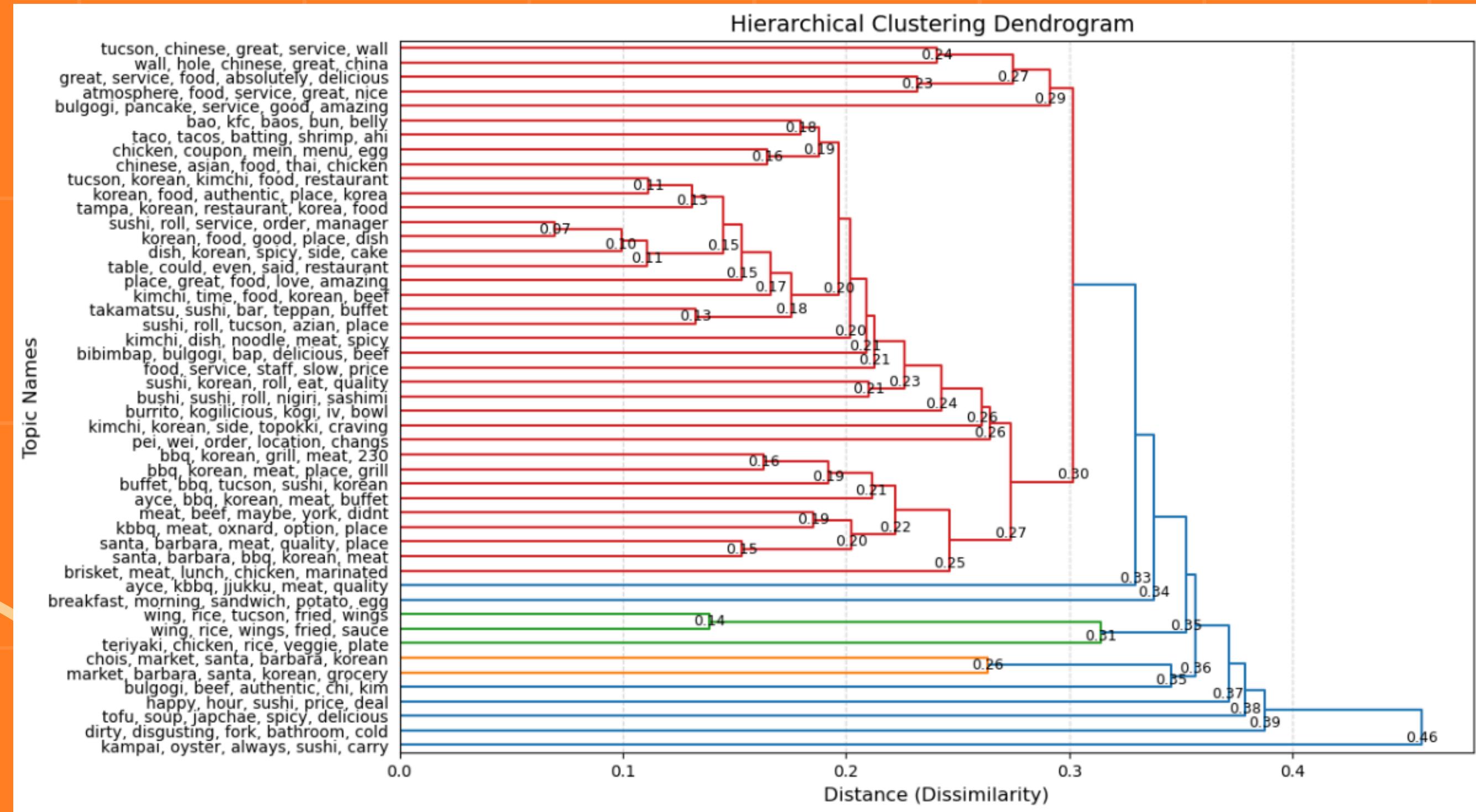
Sentiment Distribution



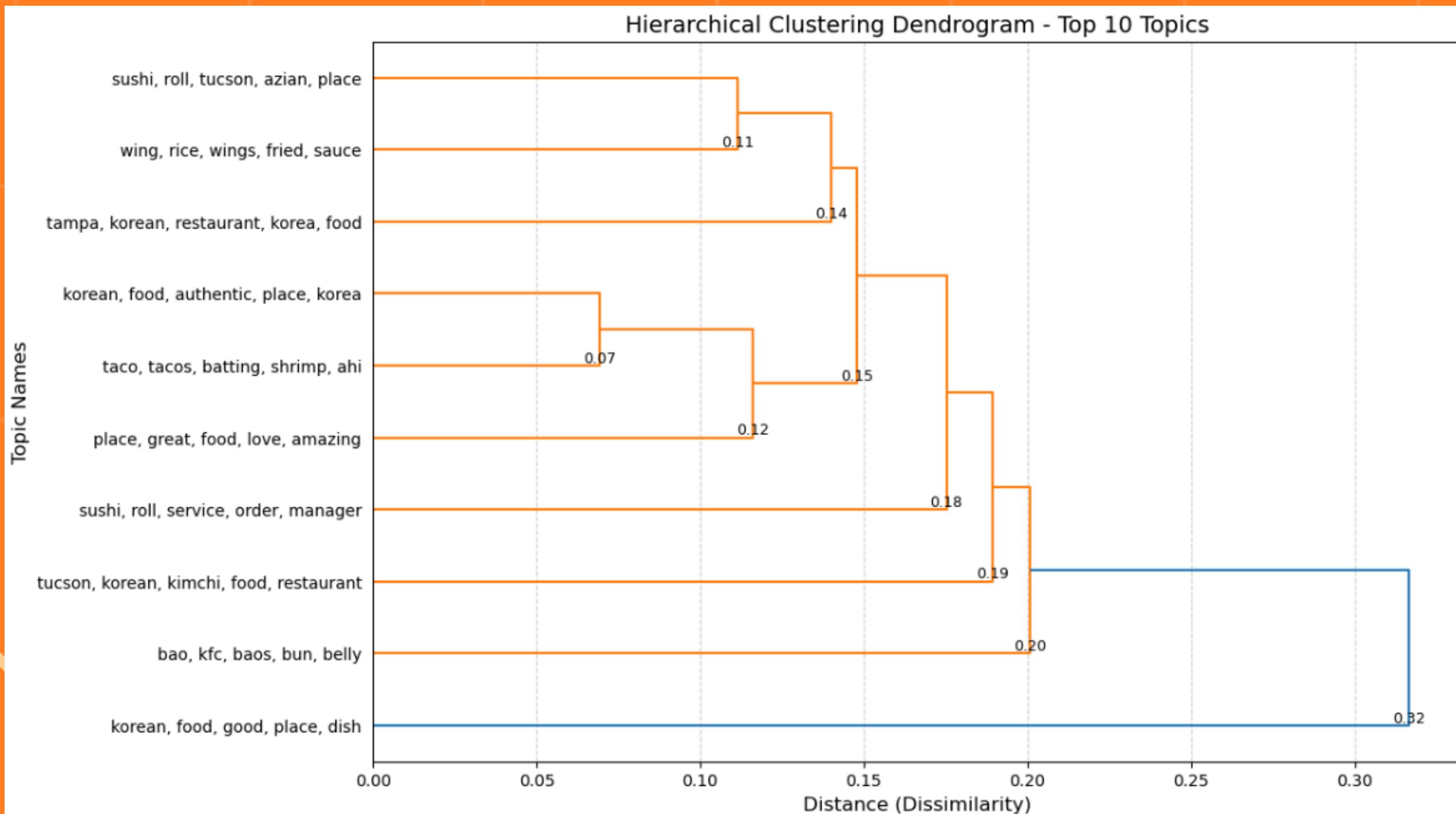
BERTopic



Hierarchical Clustering

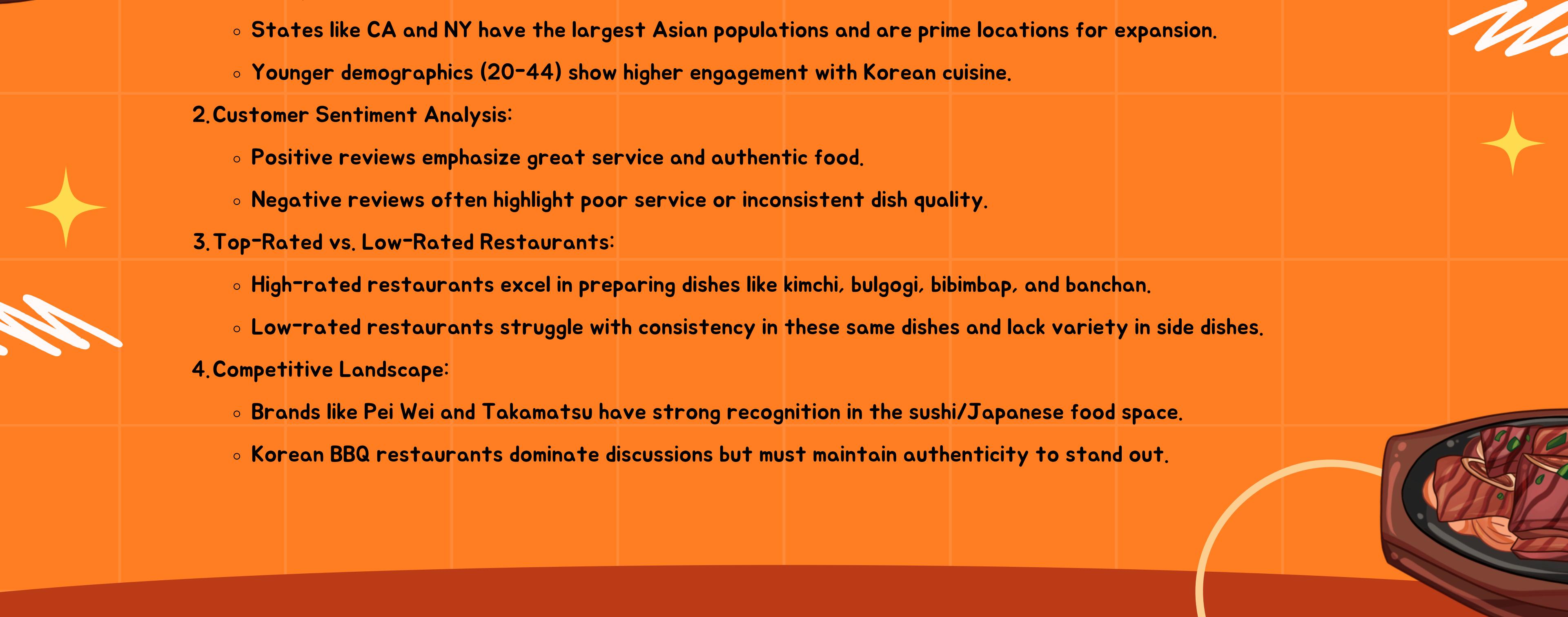


Hierarchical Clustering





Results & Insights



1. Demographic Analysis:

- States like CA and NY have the largest Asian populations and are prime locations for expansion.
- Younger demographics (20-44) show higher engagement with Korean cuisine.

2. Customer Sentiment Analysis:

- Positive reviews emphasize great service and authentic food.
- Negative reviews often highlight poor service or inconsistent dish quality.

3. Top-Rated vs. Low-Rated Restaurants:

- High-rated restaurants excel in preparing dishes like kimchi, bulgogi, bibimbap, and banchan.
- Low-rated restaurants struggle with consistency in these same dishes and lack variety in side dishes.

4. Competitive Landscape:

- Brands like Pei Wei and Takamatsu have strong recognition in the sushi/Japanese food space.
- Korean BBQ restaurants dominate discussions but must maintain authenticity to stand out.

Results & Insights

1. Market Selection:

- A Korean restaurant can gain a first-mover advantage in NY: 11220, 11377, HI: 96797, 96818, and TX: 77407, where Asian populations are dense, while AZ: 85281, CA: 92126, 95035, and FL: 33647 have established and emerging Korean restaurant markets, making them more competitive.

2. Menu Recommendations:

- Highlight popular dishes like kimchi(392 mentions), bulgogi(294 mentions), bibimbap(109 mentions), and banchan(93 mentions) in marketing campaigns also incorporate All You Can Eat (ayce) - Based on NER
- Ensure consistent and quality preparation of these dishes to maintain customer satisfaction.

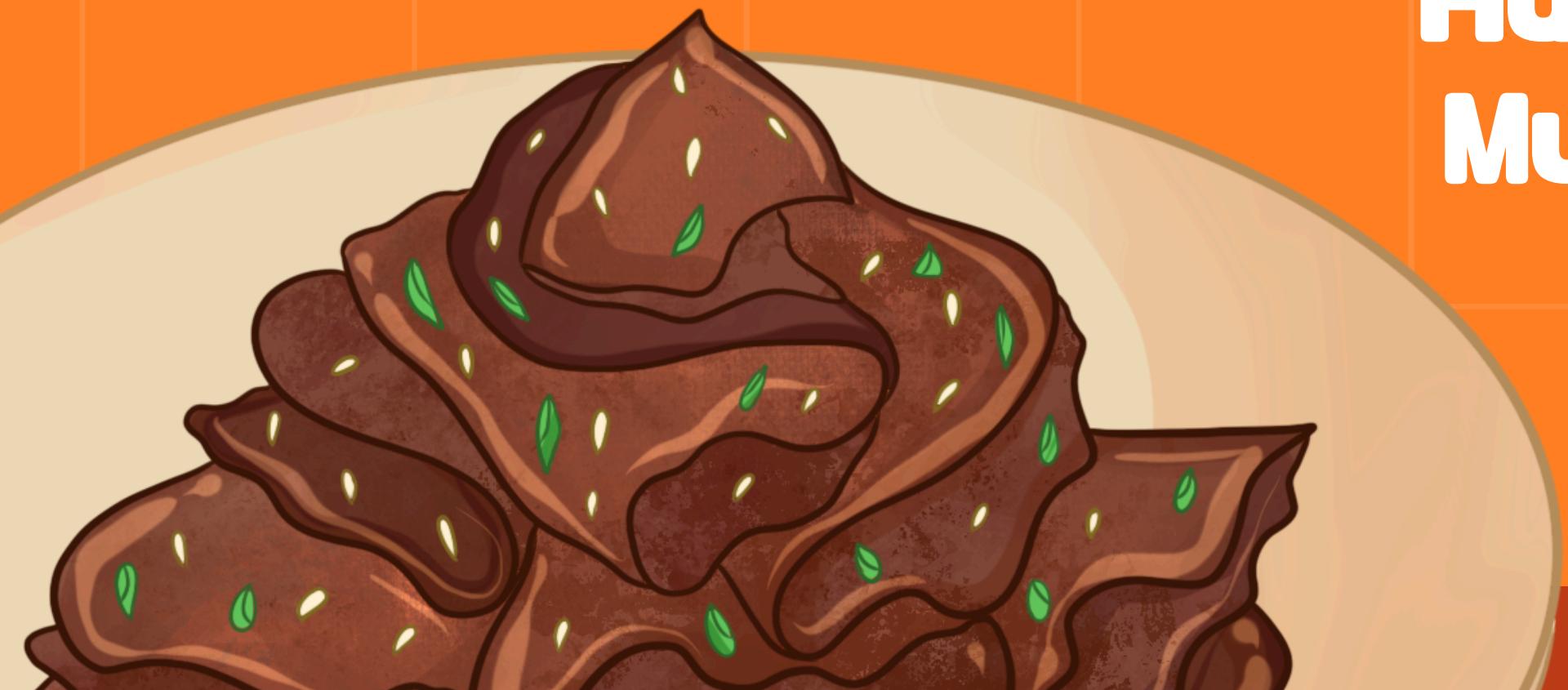
3. Service Improvements:

- Invest in staff training to enhance service quality as it significantly impacts reviews.
- Address common pain points such as order accuracy and responsiveness to customer concerns.

4. Marketing Strategy:

- Emphasize authenticity in Korean cuisine to attract customers seeking traditional flavors.
- Leverage the popularity of sushi and Japanese cuisine by offering fusion options or collaborating with well-known brands like Pei Wei.

Thank You



Hungry
Much?

