Restaurant Consumer Behaviour Analysis: Summary Report

This analysis examines restaurant industry dynamics across 3 Mexican states (San Luis Potosí, Morelos, Tamaulipas), covering 130 restaurants and 138 consumers. Key findings reveal significant supply-demand gaps in popular cuisines, low service quality ratings, and distinct consumer preferences among the predominantly student demographic. The report identifies opportunities for market expansion and service improvement while highlighting critical data limitations.

Key Metrics

1. Market:
   - Total Restaurants-130
   - Total Cuisines-23
   - Cities Covered-4
2. Consumers:
   - Total Consumers-138
   - Mostly Students at the consumers
   - Primary Age Group (18-25)
3. Performance:
   - Avg. Overall Rating-1.20
   - Avg. Service Rating-1.09
   - Top Restaurant Rating-2.00 (Emilianos)
4. Economics:
   - Total Cuisine Gap-218 units
   - Largest Gap (Mexican)-302 units
   - Medium-Price Preference-66% of consumers

Critical Insights

1. Supply-Demand Imbalance

- Mexican cuisine shows largest gap (302 units) despite having most suppliers (28)
- Fast Food, Bar, and Cafeteria have critical gaps >300 units
- No cuisine categories show oversupply

2. Consumer Behaviour Patterns

- 82% of consumers are students with medium budgets
- 59% use public transportation, suggesting grab-and-go opportunity

- 65% prefer no alcohol service (matches 67% restaurant offering)
- 64% avoid franchise restaurants

3. Service Quality Issues

- Service ratings (1.09/2) lag behind food ratings (1.22/2)
- Top 3 restaurants all score exactly 2.00 (Emilianos, Michiko, Las Mañanitas)

4. Geographic Concentration
- San Luis Potosí dominates: 67% consumers, 80% restaurants
- Cuernavaca shows untapped potential (only 7% market share)
- 80% restaurants in "Closed" areas (likely malls/shopping centers)

Strategic Recommendations

1. Address Cuisine Gaps

- Launch fast-casual Mexican concepts targeting students
- Develop bar/cafeteria hybrid models in high-footfall areas
- Introduce premium fast-food options in Cuernavaca

2. Improve Service Quality

- Implement staff training programs focusing on service
- Introduce customer feedback systems for real-time improvement
- Benchmark against top-rated restaurants (Emilianos, Michiko)

3. Optimize Operations

- Expand grab-and-go options for public transport users
- Reduce full-bar investments (only 7% of restaurants)
- Re-evaluate franchise models (64% consumer preference against)

4. Geographic Expansion

- Target open-area locations in Cuernavaca (currently underserved)
- Develop mid-price concepts in Ciudad Victoria
- Test high-end options in San Luis Potosí's "Closed" areas

Limitations

1. Geographic Bias: 67% data from San Luis Potosí

2. Time Factors: No seasonality or daypart in the dataset

Conclusion

The Mexican restaurant market shows significant growth potential, particularly in fast-casual Mexican and bar/cafeteria segments. Prioritizing service quality improvements and student-focused, medium-priced concepts in high-demand areas presents the strongest opportunity. Future analysis should address current data gaps through customer spending surveys and time-based demand tracking.