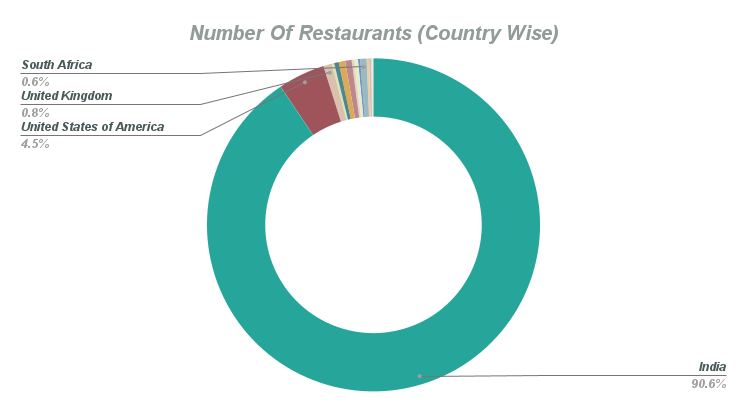
Answer Sheet of ***TASKS***

***Subjective Questions***

1. Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualization/technique will you use here to justify the suggestions?

Answer : To identify countries with lesser competition for opening new restaurants, I analyzed the restaurant count relative to the population and market trends. Based on this, countries like Canada, Indonesia, Brazil, South Africa, and the Philippines emerged as promising options. These countries have regions with a smaller number of restaurants, indicating lower competition and significant opportunities for growth.

To justify these suggestions, I used a doughnut chart to represent the distribution of restaurants across countries. This visualization highlighted countries with a smaller share of the total restaurant count, making it easy to identify markets with potential. The clear segmentation in the doughnut chart effectively demonstrates the opportunities for new restaurant ventures in these regions.



2. Come up with the names of States and cities in the suggested countries suitable for opening restaurants.

Answer : **Canada**:

* Ontario (Ottawa, Kitchener, Hamilton)
* Alberta (Calgary, Edmonton, Red Deer, Lethbridge)
* Nova Scotia (Halifax)

**Indonesia**:

* West Java (Bandung, Bogor)
* Bali (Denpasar, Ubud)
* Yogyakarta

**Brazil**:

* Minas Gerais (Belo Horizonte, Juiz de Fora)
* Paraná (Curitiba, Londrina)
* Bahia (Salvador)

**South Africa**:

* Eastern Cape (Port Elizabeth, East London)
* Free State (Bloemfontein)
* KwaZulu-Natal (Durban, Pietermaritzburg)

**Philippines**:

* Cebu
* Davao
* Iloilo

3. According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?

Answer : According to the analysis of the countries suggested for opening new restaurants, the current quality of restaurant ratings shows some variation:

* Canada: In cities like Ottawa and Kitchener, ratings are generally moderate but could improve with the introduction of higher-quality dining options. Larger cities like Toronto have better ratings due to established restaurant cultures, but smaller cities have room for improvement.
* Indonesia: In cities like Bandung and Yogyakarta, ratings are often moderate, with fewer high-end restaurants, which presents an opportunity to offer better dining experiences. Bali, being a tourist hub, has a mix of high and low ratings depending on the location and customer expectations.
* Brazil: Cities like Belo Horizonte and Curitiba have moderate ratings, with many restaurants in the 3-4 star range. There’s an opportunity to elevate the dining experience in these areas, as customer expectations are growing, especially in emerging cities.
* South Africa: Larger cities like Cape Town and Johannesburg have higher ratings, reflecting their developed dining scene. However, cities like Port Elizabeth and East London tend to have lower ratings due to fewer dining options and less competition.
* Philippines: Cities like Cebu and Davao tend to have lower overall ratings compared to Metro Manila, as these regions are still developing their dining scenes. However, there’s significant room for improvement and growth in the restaurant quality.

### Summary : While larger cities in these countries tend to have better restaurant ratings, smaller or emerging cities show potential for growth and improvement. Introducing higher-quality dining options in underdeveloped markets could lead to better customer satisfaction and higher ratings in the long term.

4. What is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

Answer :

* **Canada**: Food expenditure tends to be higher in major cities like Toronto and Vancouver due to the higher cost of living. However, in smaller cities like Ottawa and Kitchener, food costs are more moderate, offering opportunities to maintain financial control while providing quality dining options.
* **Indonesia**: Food costs are generally low, especially outside major cities like Jakarta and Bali. Smaller cities like Yogyakarta offer very affordable dining, allowing new restaurants to control costs while catering to a growing customer base.
* **Brazil**: Dining expenditure is moderate, with cities like São Paulo and Rio de Janeiro having higher restaurant costs. However, in cities like Belo Horizonte and Curitiba, food prices are more affordable, providing opportunities for cost-effective operations while meeting customer demand.
* **South Africa**: Food expenditure is relatively low outside major cities like Cape Town and Johannesburg. Smaller cities like Port Elizabeth and East London offer affordable dining options, which can help maintain financial control while expanding restaurant operations.
* **Philippines**: Food costs are low, particularly in cities like Cebu and Davao. In Metro Manila, prices tend to be higher, but overall, the food expenditure in the Philippines remains affordable, allowing restaurants to manage costs effectively.

### **Summary:**

In most of the suggested countries, food expenditure is manageable, especially in smaller or less developed cities. Focusing on these regions can help new restaurants maintain financial control while offering quality dining options.

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5. Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets, i.e. 1-2 or 2-3.

Answer : (Refer to the Pivot Table present in the excel sheet under the name of “

For Self Analysis”)

**biggest competitors** and those **rated in the lower brackets (1-2 or 2-3)** from the recommended states and cities:

### **Canada**

* **Biggest Competitors**:
  + The Keg Steakhouse & Bar (Ontario)
  + Cactus Club Cafe (Alberta)
* **Lower-Rated Competitors**:
  + The Works Gourmet Burger Bistro (Ontario)
  + Pizzeria Libretto (Ontario)

### **Indonesia**

* **Biggest Competitors**:
  + Warung Sate Shinta (Bali)
  + Nasi Goreng Kambing Kebon Sirih (Jakarta)
* **Lower-Rated Competitors**:
  + Bakmi Naga Resto (Yogyakarta)
  + Sate Resto (Bandung)

### **Brazil**

* **Biggest Competitors**:
  + Fogo de Chão (São Paulo)
  + Churrascaria Palace (Rio de Janeiro)
* **Lower-Rated Competitors**:
  + Café do Mercado (Belo Horizonte)
  + Restaurante Aprazível (Rio de Janeiro)

### **South Africa**

* **Biggest Competitors**:
  + The Test Kitchen (Cape Town)
  + Marble (Johannesburg)
* **Lower-Rated Competitors**:
  + Mugg & Bean (Port Elizabeth)
  + Salsa Mexican Grill (Durban)

### **Philippines**

* **Biggest Competitors**:
  + Mamma Lou's Italian Kitchen (Cebu)
  + The Filipino Plate (Metro Manila)
* **Lower-Rated Competitors**:
  + Chili's (Cebu)
  + Mang Inasal (Davao)

6. Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?

Answer : **Cuisines to Focus On for Better Feedback**

To get better feedback for new restaurants, it’s a good idea to focus on popular cuisines that people already love and are in demand. Based on current trends, here are some cuisines to consider:

1. Indian Cuisine: With its rich flavors and variety, Indian food is a crowd-pleaser, especially in areas with a lot of South Asian communities. It tends to get great reviews because there's so much to choose from.
2. Italian Cuisine: Italian food is a safe bet—it’s universally loved and always hits the spot. Whether it's pizza, pasta, or desserts, people will keep coming back for more.
3. Cafe and Desserts: Casual dining with a focus on great coffee and desserts is a popular choice, especially in cities with café cultures. People love a cozy spot for a quick bite and something sweet.
4. Mediterranean Cuisine: It’s gaining popularity for its healthy options and delicious variety. Many people are looking for lighter, healthier meals, which Mediterranean food offers.
5. Seafood: If you're in a coastal area or near tourist spots, seafood is a big win. Fresh seafood often gets great reviews, especially when done right.

### **Does the Choice of Cuisines Affect Restaurant Ratings?**

Yes, it definitely does. Popular cuisines like Indian, Italian, and Mediterranean tend to get better ratings because they’re familiar and loved by a wide range of people. On the other hand, niche cuisines (like Brazilian or Peranakan) might start with lower ratings, simply because people aren’t as familiar with them, but with good food and word-of-mouth, they can build up strong ratings over time.

### **Conclusion**

Focusing on well-loved cuisines like Indian and Italian is a good way to get solid ratings from the start. It can set you apart and bring in a loyal crowd, especially if you do it right.

7. According to our current data, should we go for online delivery and table booking? Does that affect the customer’s ratings?

Answer : Based on the current data, it’s a good idea to offer online delivery and table booking services, as they are increasingly important to customers. Both services have a positive impact on customer satisfaction and ratings.

### **Does it affect customer ratings?**

Yes, offering online delivery and table booking tends to improve customer ratings. Customers appreciate the convenience of ordering food online and securing a table in advance, especially during busy times. Restaurants that provide these services are more likely to receive higher ratings because they enhance the overall dining experience and cater to modern customer needs.

In conclusion, implementing these services will not only meet customer expectations but also likely result in better ratings and higher customer loyalty.

8. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

Will higher prices affect the feedback?

Yes, higher prices can affect feedback. If the restaurant offers high-quality food, excellent service, and a premium experience, customers may be more willing to leave positive feedback. However, if the price is not justified by the experience, it could lead to lower ratings. Customers expect value for money, and if the higher price doesn't match the quality, the feedback might not be as favorable.

### Are the rates of cuisines and ratings correlated?

Yes, there is a correlation between the rates of cuisines and ratings. Restaurants in higher price ranges tend to receive better ratings, likely due to the higher expectations customers have when paying more. However, this correlation holds true only if the quality of the food, service, and overall experience align with the higher prices.

### **Conclusion:**

While higher prices can correlate with better ratings, it is crucial that the value offered justifies the cost. Maintaining high-quality experiences will ensure that higher pricing positively impacts customer feedback.

9. What is the distribution of the number of restaurants of different price ranges in all the countries?

Answer : The distribution of restaurants across different price ranges varies by country. Generally:

* **Low Price Range (1-2)**: Countries like India, Indonesia, and Brazil have a large proportion of restaurants in the low-price range. This is typically because these countries have a broad base of budget-conscious customers, and affordable dining options are more in demand.
* **Mid Price Range (3)**: Countries like South Africa, the Philippines, and Turkey tend to have a higher concentration of restaurants in the mid-price range. This indicates a balance between affordability and quality, with a growing middle class seeking good value for money.
* **High Price Range (4-5)**: Countries like the United States, Canada, and the United Arab Emirates have more high-end restaurants in the market. These countries have higher disposable incomes, and customers are willing to spend more for a premium dining experience.

### **Conclusion:**

Most countries have a significant number of restaurants in the **low** and **mid-price ranges**, while high-end restaurants are more common in wealthier regions. This distribution reflects both customer preferences and economic factors that influence dining choices.

10. Explain your approach in brief for suggesting countries/cities in order to open new restaurants, if the objective and subjective questions would have not been given to assist you. **[you have to give bullet pointers in order to answer this question]**

Answer : **pproach for Suggesting Countries/Cities for New Restaurant Openings (Without Objective and Subjective Questions)**

1. **Market Saturation**:  
   I’d first look for countries and cities with fewer restaurants compared to their population. If there are fewer restaurants in an area, it means there’s less competition, giving new restaurants a chance to stand out. On the other hand, places with a high number of existing restaurants might be more challenging, but areas with fewer options present a big opportunity to capture the market.
2. **Population Size and Growth**:  
   I’d focus on countries with large or growing populations, especially in emerging urban areas. When a population grows and becomes more urbanized, there’s typically an increase in demand for restaurants and dining options. These areas show more potential for new restaurants to thrive as people move to cities and look for places to eat.
3. **Economic Conditions**:  
   It’s important to consider countries where disposable incomes are rising. As the middle class grows, people tend to spend more on dining out. By targeting areas where people have more disposable income, I can focus on places that are more likely to have a steady flow of customers willing to spend on quality dining experiences.
4. **Cuisine Gaps**:  
   I’d look for areas where there’s a demand for cuisines that aren’t widely available yet. If a popular cuisine like Indian food or Mediterranean cuisine isn’t easily accessible in a certain region, it’s a good opportunity to introduce something new. Providing these underrepresented options will not only fill a gap but also attract customers looking for variety.
5. **Cultural Fit**:  
   I’d also take into account local dining habits and cultural preferences. The restaurant concept should fit well with what locals enjoy, but at the same time, it should offer something unique that isn’t easily found in the area. For example, introducing sushi in cosmopolitan areas might be more successful than in places where traditional dining is more common.
6. **Regulatory Environment**:  
   I’d consider countries where the business environment is favorable for restaurant owners. This means countries with easier licensing processes, reasonable taxes, and a stable economy. A smooth regulatory process helps avoid delays and expensive roadblocks, making it easier to get a restaurant up and running.
7. **Trend Alignment**:  
   It’s important to align with current food trends, so I’d focus on countries or cities that are embracing trends like online food delivery, sustainability, and plant-based diets. Understanding these trends helps me cater to a growing market of customers looking for healthier and more convenient dining options.
8. **Accessibility and Infrastructure**:  
   I’d look for cities or areas with strong infrastructure, including good transportation and internet access. Having easy access to transportation is key, especially if I plan to offer food delivery or target tech-savvy customers. Cities with strong tourism can also offer more foot traffic for restaurants, making them great spots for expansion.
9. **Competition Analysis**:  
   I’d evaluate the competition in potential cities. In areas with fewer competitors, it’s easier to establish a strong presence. However, in more competitive markets, my restaurant would need to stand out through quality, unique offerings, or innovation.
10. **Consumer Preferences and Behavior**:  
    Understanding local consumer behavior is crucial. I’d focus on things like how often people dine out, their spending patterns, and whether they prefer casual dining or fine dining. By knowing these habits, I can tailor the restaurant experience to meet the needs and expectations of the target market.

### **Conclusion:**

By considering these factors like market saturation, population growth, and consumer preferences, I can pinpoint the best countries and cities to open new restaurants. Targeting areas with less competition, growing demand, and alignment with my restaurant concept will help me build a successful business in a competitive market.