# **Tasks**

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**Objective Questions**:

1. What is the total no. of tables present in the data?
   * 2
2. What is the total no. of attributes present in the data?
   * **20**
3. How many categorical columns are there in the data? [Search about categorical and continuous data, and try to answer this question]
   * 12
     1. RestaurantName
     2. City
     3. Address
     4. Locality
     5. LocalityVerbose
     6. Cuisines
     7. Currency
     8. Has\_Table\_booking
     9. Has\_Online\_delivery
     10. Is\_delivering\_now
     11. Switch\_to\_order\_menu
     12. Country
4. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.
   * Cuisines with blank values are removed using the feature that is “Go-To Special” which helps us check and remove the blanks or any inconsistent values.
   * Deleting the blank rows as the data is too large, it will not have much effect on the data as it.
   * Checked and removed any duplicates.
5. Using the LookUp functions, fill up the countries in the original data using the country code.
   * =VLOOKUP(C2,'country description'!A:B,2,0)
6. Create a table to represent the number of restaurants opened in each country.

|  |  |
| --- | --- |
| **Country** | **Count of RestaurantID** |
| Australia | 24 |
| Brazil | 60 |
| Canada | 4 |
| India | 8652 |
| Indonesia | 21 |
| New Zealand | 40 |
| Philippines | 22 |
| Qatar | 20 |
| Singapore | 20 |
| South Africa | 60 |
| Sri Lanka | 20 |
| Turkey | 34 |
| United Arab Emirates | 60 |
| United Kingdom | 80 |
| United States of America | 425 |
| **Grand Total** | **9542** |

1. Also, the management wants to look at the number of restaurants opened each year, so provide them with something here.

|  |  |
| --- | --- |
| **Year** | **Count of Restaurant** |
| 2010 | 1079 |
| 2011 | 1096 |
| 2012 | 1022 |
| 2013 | 1059 |
| 2014 | 1049 |
| 2015 | 1023 |
| 2016 | 1026 |
| 2017 | 1086 |
| 2018 | 1102 |
| **Grand Total** | **9542** |

1. What is the total number of restaurants in India in the price range of 4?
   * 388
2. What is the average number of voters for the restaurants in each country according to the data?
   * **157**

|  |  |
| --- | --- |
| **Country** | **Average of Votes** |
| Australia | 111 |
| Brazil | 20 |
| Canada | 103 |
| India | 137 |
| Indonesia | 772 |
| New Zealand | 243 |
| Philippines | 407 |
| Qatar | 164 |
| Singapore | 32 |
| South Africa | 315 |
| Sri Lanka | 146 |
| Turkey | 431 |
| United Arab Emirates | 494 |
| United Kingdom | 205 |
| United States of America | 428 |
| **Grand Total** | **157** |

1. Calculate the average rating for all the restaurants that have price\_range < 4 and provide online delivery. Use only the “IF” function, Logical Operators, and Aggregation functions to solve this problem. **[Note: Don’t use Conditional aggregation in this question.]** 
   * 3.3
   * =ROUND(AVERAGE(IF((S:S<4)\*(P:P="Yes"),V:V)),1)
2. Using Conditional formatting highlight the rows of restaurants that are located in the countries or cities that you’ve suggested to the management for opening new restaurants.
   * Used conditional formatting -New Rules-Format only cell that contains- Australia, Canada, Singapore, Sri Lanka
   * Because of low restaurant count and rating
3. Create a new customized price column that consists of the abbreviation/symbol of the currency along with the Average\_cost\_for\_two value. [Use string operations to do this task]
   * Open a new worksheet.
   * Create a table of exchange rates for different countries using the **Stock** tab from the **Data** ribbon.
   * Use the **VLOOKUP** function to pull the corresponding exchange rates into a new column in your raw data, using the country as the lookup value.
   * In the new column, apply the formula =U2\*N2 to calculate the value, and format the result to display with the appropriate currency symbol.
4. How can you create an array formula in Excel or Google Sheets to count the number of restaurants listed that do not offer online delivery, are in the lowest price range, and have an average cost for two people less than or equal to 250 Indian Rupees?
   * 1830
   * =SUM(IF((P:P="No")\*(S:S=1)\*(U:U<=250),1,0),1,1)

**Subjective Question:**

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?

|  |  |  |  |
| --- | --- | --- | --- |
| **Country** | **Count of RestaurantID** | **Average of Rating** | **Average of Votes** |
| Philippines | 22 | 4.5 | 407 |
| Turkey | 34 | 4.3 | 431 |
| Indonesia | 21 | 4.3 | 772 |
| New Zealand | 40 | 4.3 | 243 |
| United Arab Emirates | 60 | 4.2 | 494 |
| South Africa | 60 | 4.2 | 315 |
| United Kingdom | 80 | 4.1 | 205 |
| Qatar | 20 | 4.1 | 164 |
| United States of America | 425 | 4.0 | 431 |
| Sri Lanka | 20 | 3.9 | 146 |
| Brazil | 60 | 3.8 | 20 |
| Australia | 24 | 3.7 | 111 |
| Canada | 4 | 3.6 | 103 |
| Singapore | 20 | 3.6 | 32 |
| India | 8652 | 2.8 | 137 |
| **Grand Total** | **9542** | **2.9** | **157** |

**Analysis and Approach**

* + To determine the best location for opening a new restaurant, the following factors were considered:
  + **High Rating with Low Competition:**  
    The ideal location would be where the average rating is high, but the number of existing restaurants is relatively low. This would help in ensuring a better customer experience with lower competition, leading to higher success rates.
  + **Criteria for Selection:**  
    Based on the analysis, the first criterion was the **average rating** of restaurants, which should be between **3.5 and 4.0**. The countries meeting this condition are:
    1. Sri Lanka
    2. Australia
    3. Singapore
    4. Canada
  + **Second Criterion – Low Restaurant Count:**  
    To reduce competition and improve the chances of success, countries with a lower number of existing restaurants were considered. After eliminating countries with a high restaurant count, the following countries emerged as the most promising options for expansion:
    1. Sri Lanka
    2. Singapore
    3. Canada
    4. Australia

These four countries—**Sri Lanka, Singapore, Canada, and Australia**—are therefore identified as the best locations for opening a new restaurant.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Values** |  |  |
| **Country** | **City** | **Average of Average cost of two In Rs.** | **Count of RestaurantID** | **Average of Rating** |
| **Australia** | Lorn | ₹ 1,694.04 | 1 | 3.6 |
|  | Armidale | ₹ 1,694.04 | 1 | 3.5 |
|  | Macedon | ₹ 1,694.04 | 1 | 3.5 |
|  | Beechworth | ₹ 1,694.04 | 1 | 4.6 |
|  | Mayfield | ₹ 1,694.04 | 1 | 2.9 |
|  | East Ballina | ₹ 1,694.04 | 1 | 4.1 |
|  | Middleton Beach | ₹ 2,541.06 | 1 | 3.8 |
| **Grand Total** |  | **₹ 844.65** | **9542** | **2.9** |

**Analysis and Approach**

* + To determine the best cities for opening a restaurant in the suggested countries, three key factors were considered:
    1. **Higher Average Cost for Two:**  
       A higher average cost for two indicates that customers are willing to spend more, which can help generate better revenue for the restaurant.
    2. **Low Restaurant Count:**  
       Cities with fewer existing restaurants present less competition, providing a better opportunity for success and market penetration.
    3. **Above Average Rating (Rating > 3.5):**  
       Cities with restaurants that have a rating above 3.5 suggest a strong customer satisfaction, making them more attractive for expansion.
  + Based on the analysis of these factors, the following cities were identified as the best locations for opening restaurants:
    1. **Sri Lanka:** Colombo
    2. **Singapore:** Singapore
    3. **Canada:** Vineland Station
    4. **Australia:** Palm Cove, Tanunda, East Ballina
  + These cities offer a combination of high potential revenue, low competition, and strong customer satisfaction, making them ideal for restaurant expansion.

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

|  |  |
| --- | --- |
| **Country** | **Average of Rating** |
| Singapore | 3.6 |
| Canada | 3.6 |
| Australia | 3.7 |
| Sri Lanka | 3.9 |
| **Grand Total** | **3.8** |

**Analysis and Approach**

* + The dataset reveals that the average ratings for restaurants in the countries under consideration range from **3.6 to 3.9**.
  + **Sri Lanka** has the highest average rating at **3.9**, indicating a strong level of customer satisfaction.
  + **Singapore** has the lowest average rating at **3.6**, but still performs well compared to global standards.
  + Despite the difference in ratings, all the countries exhibit **positive trends**, with ratings between 3.6 and 3.9 suggesting generally good restaurant quality across the board.
  + **Sri Lanka**, with the highest rating, may be seen as a market with more well-established or upscale restaurants, or perhaps a country with higher standards in dining.
  + **Singapore**, although having the lowest rating (3.6), still stands out in a positive light compared to global averages. A rating of 3.6 may suggest that while the majority of restaurants are of good quality, there could be specific areas (such as service consistency or food quality) where customer satisfaction could be further enhanced.
  + The variation between the highest and lowest ratings is not significant, indicating that the restaurant industries in these countries are generally strong, although there might still be opportunities for improvement in certain markets.

1. Also, what is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

|  |  |
| --- | --- |
| **Country** | **Average of Average cost of two** |
| Australia | ₹ 2,039.91 |
| Canada | ₹ 3,070.45 |
| Singapore | ₹ 13,192.34 |
| Sri Lanka | ₹ 692.55 |
| **Grand Total** | **₹ 4,984.37** |

**Analysis and Approach**

Based on the analysis of restaurant ratings and food expenditure across the suggested countries:

* + **Cost Considerations:**  
    The cost of opening a restaurant or dining out will vary significantly depending on the **local economic environment**, the **type of restaurant**, and the **target customer base**. These factors must be carefully considered when choosing the right location.
  + **Mid-Range Market Focus:**  
    To manage expenditure effectively, it would be beneficial to focus on **mid-range markets** in both **Sri Lanka** and **Singapore**. These markets offer a balance between affordability for customers and quality experiences, making them ideal for controlling costs while still attracting a steady customer base.
  + **Cost Control Strategies:**  
    By managing **inventory**, controlling **labor costs**, and selecting **optimal locations**, profitability can be maintained in both **high-expense countries** (like Singapore) and **lower-cost countries** (like Sri Lanka).
  + **Expenditure Range:**  
    The **overall average cost for two** is Rs. **4984**, with costs ranging from **Rs. 293 to Rs. 13,192**.
    1. **Sri Lanka** has the **minimum average cost** for two at **Rs. 293**.
    2. **Singapore** leads with the **maximum average cost** for two at **Rs. 13,192**.  
       Thus, the expenditure on food for opening a restaurant in these countries will range from **Rs. 13,192**, depending on the specific location and market segment.

1. 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.

|  |  |  |
| --- | --- | --- |
| **Country** | **City** | **Average of Rating** |
| **Australia** | Armidale | 3.5 |
|  | Dicky Beach | 3.6 |
|  | Flaxton | 3.5 |
|  | Forrest | 3.7 |
|  | Hepburn Springs | 3.8 |
|  | Inverloch | 3.7 |
|  | Lakes Entrance | 3.8 |
|  | Lorn | 3.6 |
|  | Macedon | 3.5 |
|  | Middleton Beach | 3.8 |
|  | Phillip Island | 3.7 |
|  | Victor Harbor | 3.6 |
| **Canada** | Chatham-Kent | 3.7 |
| **Singapore** | Singapore | 3.6 |
| **Sri Lanka** | Colombo | 3.9 |
| **Grand Total** |  | **3.7** |

**Analysis and Approach**

* + **Competitive Landscape:**  
    The biggest competitors for opening restaurants are cities with average ratings between **3.5 and 4.0**. These cities have well-established restaurants that provide a solid customer base, making them key players in the market. Competing in these locations will give us the opportunity to gain a stronger foothold in the market and attract a wider range of customers.
  + **Leveraging Strengths and Addressing Weaknesses:**  
    To establish a strong market presence and compete with these highly rated restaurants, we need to leverage their strengths while addressing the weaknesses of lower-rated establishments. Focusing on areas such as quality consistency and customer satisfaction will help differentiate our restaurant.
  + **Quality Consistency:**  
    When competing with high-rated restaurants, maintaining **consistent quality** is crucial. Both food quality and service must meet high standards consistently. Customer reviews in **Sri Lanka** and **Singapore** particularly highlight the importance of **service quality** and **value for money**, so ensuring these aspects will be vital for success.
  + **Innovative Menu:**  
    To stand out in the competitive market, we should offer an **innovative menu**. This could include fusion cuisines, creating a **signature dish**, or focusing on **health-conscious options** like plant-based or sustainable dishes. These unique offerings will help attract customers looking for something fresh and different.
  + **Strategic Location:**
    1. In **Sri Lanka**, setting up in **tourist hotspots** like **Colombo** can drive foot traffic and attract both local and international customers.
    2. In **Singapore**, it’s important to choose **trendy districts** or **business areas** that appeal to both locals and tourists. Locations with high visibility and accessibility will help maximize customer engagement.
  + **Restaurants with Ratings 1-2:**  
    There are no cities in the suggested countries with restaurant ratings between **1-2**.

|  |  |
| --- | --- |
| Country | (Multiple Items) |
|  |  |
| **Row Labels** | **Count of City** |
| 2-3 | 5 |
| 3-4 | 40 |
| 4-5 | 23 |
| **Grand Total** | **68** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Country** | **Group Rating** | **City** | **Count of City** | **Average of Rating** |
| **Australia** | **2-3** | Mayfield | 1 | 2.9 |
|  |  | Montville | 1 | 2.4 |
|  |  | Paynesville | 1 | 2.6 |
| **Sri Lanka** | **2-3** | Colombo | 2 | 2.5 |
| **Grand Total** |  |  | **5** | **2.6** |

* + **Restaurants with Ratings 2-3:**  
    Cities with restaurant ratings in the **2-3** range are present in the suggested countries.
  + **Strategies to Improve Restaurants in the 2-3 Rating Range:**
    1. **Service Excellence:**  
       Restaurants in the **2-3 rating range** often fail due to poor service. To stand out, it's crucial to focus on **service excellence**. By training staff, improving customer engagement, and offering **personalized experiences**, you can create a positive reputation that helps elevate your rating.
    2. **Ambience:**  
       Many lower-rated restaurants struggle with ambiance or cleanliness. Creating a **comfortable** and **aesthetically pleasing environment** can significantly improve the dining experience, leading to better reviews and higher ratings.
    3. **Value for Money:**  
       Offering a **quality menu at an affordable price** can attract customers dissatisfied with lower-rated, overpriced restaurants. Providing good value for money can help position your restaurant as an attractive alternative, driving customer loyalty and improving ratings.

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

|  |  |
| --- | --- |
| **Country and Cuisines** | **Average of Rating** |
| **Australia** |  |
| **Beechworth** |  |
| Pizza, Bar Food | 4.6 |
| **East Ballina** |  |
| Cafe | 4.1 |
| **Huskisson** |  |
| Breakfast, Modern Australian | 4.1 |
| **Palm Cove** |  |
| Mediterranean, Seafood | 4.4 |
| **Tanunda** |  |
| Modern Australian, Australian | 4.4 |
| **Trentham East** |  |
| Australian | 4.1 |
| **Canada** |  |
| **Vineland Station** |  |
| Italian, Mediterranean, Pizza | 4.3 |
| **Singapore** |  |
| **Singapore** |  |
| Bakery | 4.2 |
| Italian | 4.1 |
| **Sri Lanka** |  |
| **Colombo** |  |
| Seafood | 4.9 |
| Juices, Desserts | 4.5 |
| American, Fast Food, Steak, Beverages | 4.2 |
| Continental, American, Seafood | 4.2 |
| Middle Eastern, Arabian | 4.2 |
| Desserts, Bakery | 4.2 |
| Fast Food | 4.1 |
| Continental, American | 4.1 |
| Desserts, Ice Cream | 4.1 |
| **Grand Total** | **4.3** |

**Approach and Analysis**

* To draw in a larger customer base, it’s crucial to focus on offering local and popular cuisines tailored to the preferences of each region. Below is a summary of the most popular culinary choices by location:
  + **Singapore:** Italian cuisine and baked goods are widely popular, with an increasing demand for innovative fusion concepts.
  + **Canada:** Italian, Mediterranean, and pizza options lead the way, catering to a variety of diverse tastes.
  + **Australia:** Preferences lean toward pizza, Mediterranean dishes, seafood, and modern Australian cuisine.
  + **Sri Lanka:** American-style dishes, fast food, steak, and continental options are favoured, with an emphasis on a diverse beverage selection.
* By creating a menu that reflects these regional preferences while prioritizing quality, consistency, and personalized customer service, restaurants can boost satisfaction, foster loyalty, and achieve better ratings.

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

* Based on the data, the countries identified for potential expansion currently lack online delivery and online booking options.

|  |  |  |
| --- | --- | --- |
| Has\_Table\_booking | No |  |
| Has\_Online\_delivery | No |  |
|  |  |  |
| **Country** | **Average of Rating** | **Average of Votes** |
| Australia | 3.7 | 111 |
| Canada | 3.6 | 103 |
| Singapore | 3.6 | 32 |
| Sri Lanka | 3.9 | 146 |
| **Grand Total** | **3.7** | **98** |

* **Impact of Online Services:**  
  Countries that incorporate online delivery and online booking tend to experience higher ratings and increased customer votes. These services appear to have a positive influence, as the average ratings and votes are consistently higher in regions where such options are available. Conversely, countries that do *not* offer these online services have lower average ratings and votes.

|  |  |  |
| --- | --- | --- |
| Has\_Table\_booking | Yes |  |
| Has\_Online\_delivery | Yes |  |
|  |  |  |
| **Country** | **Average of Rating** | **Average of Votes** |
| India | 3.6 | 471 |
| United Arab Emirates | 4.3 | 635 |
| **Grand Total** | **3.6** | **474** |

* **Case Study—India:**  
  For example, in India, restaurants with online services have an average rating of **3.5**, compared to **2.4** for those without. This clearly demonstrates that online services have a positive effect on customer satisfaction and restaurant performance.

|  |  |  |
| --- | --- | --- |
| Has\_Table\_booking | All |  |
| Has\_Online\_delivery | All |  |
|  |  |  |
| **Country** | **Average of Rating** | **Average of Votes** |
| Australia | 3.7 | 111 |
| Brazil | 3.8 | 20 |
| Canada | 3.6 | 103 |
| India | 2.8 | 137 |
| Indonesia | 4.3 | 772 |
| New Zealand | 4.3 | 243 |
| Philippines | 4.5 | 407 |
| Qatar | 4.1 | 164 |
| Singapore | 3.6 | 32 |
| South Africa | 4.2 | 315 |
| Sri Lanka | 3.9 | 146 |
| Turkey | 4.3 | 431 |
| United Arab Emirates | 4.2 | 494 |
| United Kingdom | 4.1 | 205 |
| United States of America | 4.0 | 431 |
| **Grand Total** | **2.9** | **157** |

* **Strategic Recommendation:**  
  Given this trend, implementing online booking and delivery options in the suggested countries presents a promising opportunity. It would not only introduce a new business model but also meet customer expectations, potentially boosting ratings, customer satisfaction, and market reach.

1. 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?

|  |  |  |
| --- | --- | --- |
| **Cuisines** | **Average of Rating** | **Average of Average cost of two In Rs.** |
| Afghani | 1.5 | ₹ 512.50 |
| Afghani, Mughlai, Chinese | 1.0 | ₹ 500.00 |
| Afghani, North Indian | 1.0 | ₹ 900.00 |
| Vietnamese | 4.1 | ₹ 923.51 |
| Vietnamese, Fish and Chips | 4.3 | ₹ 1,986.76 |
| Western, Asian, Cafe | 4.2 | ₹ 1,325.00 |
| Western, Fusion, Fast Food | 3.2 | ₹ 5,082.12 |
| World Cuisine | 4.9 | ₹ 194.66 |
| World Cuisine, Mexican, Italian | 4.4 | ₹ 364.98 |
| World Cuisine, Patisserie, Cafe | 4.2 | ₹ 255.49 |
| **Grand Total** | **2.9** | **₹ 844.65** |

From the analysis of the graph, it is evident that as the average rating of cuisines increases, the average cost for two also tends to rise.

* **Insights:**  
  Cuisines with higher ratings (above 3.5) consistently show higher average costs. This suggests a trend where higher-rated cuisines are associated with higher price points.
* **Correlation Analysis:**  
  Using the formula **=CORREL(V:V,AA:AA),** the correlation coefficient was calculated at **0.308232581910829**.
* **Interpretation:**  
  This positive correlation indicates a relationship between the average cuisine rating and the average cost for two. However, the relationship is not very strong—while higher ratings generally correspond with higher prices, the connection is relatively modest.
* **Conclusion:**  
  There is a tendency for more highly-rated cuisines to have higher average costs, but this is not a definitive or heavily pronounced trend.

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

|  |  |
| --- | --- |
| Price\_range | 1 |
|  |  |
| **Country** | **Count of RestaurantID** |
| Australia | 4 |
| Brazil | 2 |
| India | 4295 |
| New Zealand | 3 |
| United Kingdom | 4 |
| United States of America | 130 |
| **Grand Total** | **4438** |

|  |  |
| --- | --- |
| Price\_range | 2 |
|  |  |
| **Country** | **Count of RestaurantID** |
| Australia | 14 |
| Brazil | 7 |
| Canada | 3 |
| India | 2858 |
| Indonesia | 1 |
| New Zealand | 4 |
| Philippines | 1 |
| Qatar | 1 |
| Singapore | 1 |
| South Africa | 4 |
| Sri Lanka | 6 |
| Turkey | 11 |
| United Arab Emirates | 9 |
| United Kingdom | 28 |
| United States of America | 165 |
| **Grand Total** | **3113** |

|  |  |
| --- | --- |
| Price\_range | 3 |
|  |  |
| **Country** | **Count of RestaurantID** |
| Australia | 5 |
| Brazil | 16 |
| India | 1111 |
| Indonesia | 20 |
| New Zealand | 17 |
| Philippines | 12 |
| Qatar | 5 |
| Singapore | 5 |
| South Africa | 17 |
| Sri Lanka | 11 |
| Turkey | 18 |
| United Arab Emirates | 29 |
| United Kingdom | 32 |
| United States of America | 107 |
| **Grand Total** | **1405** |

|  |  |
| --- | --- |
| Price\_range | 4 |
|  |  |
| **Country** | **Count of RestaurantID** |
| Australia | 1 |
| Brazil | 35 |
| Canada | 1 |
| India | 388 |
| New Zealand | 16 |
| Philippines | 9 |
| Qatar | 14 |
| Singapore | 14 |
| South Africa | 39 |
| Sri Lanka | 3 |
| Turkey | 5 |
| United Arab Emirates | 22 |
| United Kingdom | 16 |
| United States of America | 23 |
| **Grand Total** | **586** |

1. 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]**

Approach for Identifying Target Countries and Cities for Restaurant Expansion:

* 1. **Country Selection Criteria:**
     1. Evaluate countries based on key factors such as:
        1. **Average Rating > 4:** Indicates customer satisfaction and demand.
        2. **Low Count of Restaurants:** Suggests market opportunities and less competition.
        3. **High Average Votes:** Reflects popularity and engagement with customers.
  2. **City Identification within Selected Countries:**
     1. Focus on cities that meet the following criteria:
        1. **Higher Average Cost for Two:** Suggests a customer base with higher spending potential, which can drive revenue growth.
        2. **Lower Restaurant Count:** Indicates less competition and greater market opportunities.
        3. **Ratings Above Average (Rating > 3.5):** Demonstrates strong customer demand and satisfaction.
  3. **Culinary Preference Analysis:**
     1. Once target cities are identified, determine the most popular and highly rated cuisines within these areas.
     2. Prioritize cuisines with both high customer demand and higher average costs, as these align with profitable market opportunities.
     3. Catering to popular, in-demand cuisines will not only attract customers but also ensure long-term business success by meeting existing consumer preferences.

This strategic, data-driven approach ensures targeted market entry by focusing on optimal locations, high demand, and consumer trends to maximize revenue potential and customer satisfaction.

