# **Objective Questions**

**1.What is the total no. of tables present in the data?**

Ans: 2

**2.What is the total no. of attributes present in the data?**

Ans: 20

**3.How many categorical columns are there in the data? [Search about categorical and continuous data, and try to answer this question]**

Ans:10

**4.The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.**

Ans:

After analysing the provided data, I noticed that some cities were missing latitude and longitude values. To rectify this, I followed these steps:

* Initially, I identified cells where latitudes and longitudes were mistakenly recorded as 0. I utilized the "Find and Replace" feature to change these values to blank cells.
* Next, I employed a combination of the **IF** and **ISBLANK** functions along with **AVERAGEIF** to ensure all necessary values were present and accurately accounted for.
* By filtering the data based on country, I discovered that only three countries—India, Indonesia, and Sri Lanka—had missing longitude and latitude data.

**Formula Used:**

**Latitudes:**

**=IF (ISBLANK (K2), IFS (D2="India”, AVERAGEIF ($D: $D,"India”, $K: $K), D2="Indonesia", AVERAGEIF ($D: $D, "Indonesia", $K: $K), D2="Sri Lanka", AVERAGEIF ($D: $D, "Sri Lanka", $K: $K), D2="New Zealand", AVERAGEIF ($D: $D, "New Zealand", $K: $K)), K2)**

**Longitudes:**

**=IF(ISBLANK(I2), IFS (D2="India", AVERAGEIF($D:$D,"India",$I:$I),D2="Indonesia",AVERAGEIF($D:$D,"Indonesia",$I:$I),D2="Sri Lanka",AVERAGEIF($D:$D, "Sri Lanka",$I:$I)),I2)**

**Note**: You can locate the corrected values in the filtered sheet under columns labelled "**Longitude (Corrected**)" and "**Latitude (Corrected).**"

**Year:**

To analyse the data based on specified conditions, I noted that the date format was not in the correct order. To address this, I utilized the LEFT function to extract the year part of the date into a new column, which I named "Opening Year."

**Formula**:

**=LEFT(X2,4)**

**Note**: You can locate the "**Opening Year**" column in the sheet named "**Filtered**."

**5.Using the Lookup functions, fill up the countries in the original data using the country code.**

Ans:

To conduct the analysis based on country using the provided data, I observed that only country codes were available. However, in another sheet titled "**Country**" the corresponding country codes and names were listed. To retrieve the country names and incorporate them into the analysis, I utilized the **VLOOKUP** function. This allowed me to match the country codes with their respective names and populate them into a new column labelled **"Country**" in the "**Filtered"** sheet.

**Formula:**

**=XLOOKUP (C2, Country!$A$2:$A$16,Country!$B$2:$B$16,0)**

**Note:**

* All inconsistent columns have been rectified and updated in the **"Filtered**" sheet.
* To simplify our analysis, we referenced all values, including the rectified ones, into the "**Final**" sheet.
* This consolidation allows for a streamlined and comprehensive analysis of the data.

**6.Create a table to represent the number of restaurants opened in each country**.

Ans:

To create number of restaurants opened in each country we used **Countif** function

**Formula:**

**=COUNTIF(Final!$D:$D,"Country")**

**Restaurants Opened in Each Country**

|  |  |
| --- | --- |
| Country | Restaurants Opened |
| 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 | 434 |
| Total | 9551 |

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

Ans:

* We've generated a pivot table using the data from the "**Final**" sheet, specifically from the range **Final!$A$1:$W$9552**, and placed it into a new sheet called **"Restaurant Analysis**."
* Within this pivot table, we've arranged the "**Opening year**" in the rows section and "**Restaurant id**" in the columns section.
* By adjusting the value field settings to **"Count**," we can observe the frequency of restaurant openings over time.
* Following the creation of the pivot table, we've proceeded to generate a line chart to visualize the yearly pattern of restaurant openings.
* This chart enables us to identify any trends or fluctuations in restaurant openings throughout the years.

**8.What is the total number of restaurants in India in the price range of 4?**

Ans:

388

**Formula:**

**COUNTIFS (Final! $D: $D, "India", Final! $Q: $Q,"4")**

**9.What is the average number of voters for the restaurants in each country according to the data?**

Ans:

* I have created a Pivot table in the **"Restaurant Analysis**" sheet, sourcing data from the "**Final**" sheet within the range **Final! $A$1: $W$9552**.
* In this Pivot table, I have assigned "**Country**" to the rows section, and for the values, I have selected "**Number of votes**."
* To summarize the data appropriately, I have adjusted the field setting to calculate the average number of votes per country.

**Average Number of Voters in Each Country**

|  |  |
| --- | --- |
| Country | Average Voters |
| 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 |

.

**10.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.]**

Ans: 3.27

* To achieve this without Conditional Aggregation we used **Average** and **If** Functions

**Formula:**

**AVERAGE (IF ((Final! Q2:Q9552<4) \* (Final! N2:N9552="Yes"), Final! U2: U9552))**

**11.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]**

Ans:

To generate a customized price column in the "**Country**" sheet, I first applied specific exchange rates to convert each country's currency to **INR** (Indian Rupee). Then, in the "**Filtered**" sheet, I utilized the **IFS** function to convert prices into the "**Average Cost for two (INR)"** column based on these exchange rates**.**

**Formula:**

**=IFS(C2=1,Country!$C$2\*U2,C2=14,Country!$C$3\*U2,C2=30,Country!$C$4\*U2,C2=37,Country!$C$5\*U2,C2=94,Country!$C$6\*U2,C2=148,Country!$C$7\*U2,C2=162,Country!$C$8\*U2,C2=166,Country!$C$9\*U2,C2=184,Country!$C$10\*U2,C2=189,Country!$C$11\*U2,C2=191,Country!$C$12\*U2,C2=208,Country!$C$13\*U2,C2=214,Country!$C$14\*U2,C2=215,Country!$C$15\*U2,C2=216,Country!$C$16\*U2)**

**12.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?**

Ans: 1695

**Formula:**

**SUM (IF ((Final! N2:N9552="No") \*(Final! Q2: Q9552=1) \*(Final! T2: T9552<=250), 1,0))**

# **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?**

Ans:

**Visualization Used:**

* I have generated a Pivot table from the "**Final Sheet**" where I've grouped data by Country and Cities in the Rows section.
* In the Values section, I have included Price Range, Votes, and Rating, which I have adjusted to display averages using the value field settings.
* Additionally, I have added Restaurant Id to the Values section to count the number of restaurants in each country.
* Furthermore, I have implemented a slicer based on countries for easier navigation.

**Criteria Used for Analysis**:

|  |  |  |  |
| --- | --- | --- | --- |
| Country | Price Range (INR) | Average Rating | Average Voters |
| Australia | <=1400 | 3.7 | 111 |
| Brazil | <=2300 | 3.8 | 20 |
| Canada | <=2300 | 3.6 | 103 |
| India | <=800 | 2.8 | 137 |
| Indonesia | <=1600 | 4.3 | 772 |
| New Zealand | <=3600 | 4.3 | 243 |
| Philippines | <=2400 | 4.5 | 407 |
| Qatar | <=5100 | 4.1 | 164 |
| Singapore | <=9655 | 3.6 | 32 |
| South Africa | <=2000 | 4.2 | 315 |
| Sri Lanka | <=800 | 3.9 | 146 |
| Turkey | <=280 | 4.3 | 431 |
| United Arab Emirates | <=4000 | 4.2 | 494 |
| United Kingdom | <=5300 | 4.1 | 205 |
| United States of America | <=2500 | 4.0 | 428 |

**Analysis:**

Here are some countries where we can consider opening restaurants based on the existing competition. To identify potential cities, we applied the following criteria:

* **Standardized Currency**: We converted all currencies to a single standard currency, INR, to facilitate analysis. This ensures consistency, as exchange rates vary between countries.
* **Price Range**: Determined based on the average expenditure in each country. This helps in comparing affordability across different locations.
* **Average Votes**: Considered as an indicator of popularity and customer engagement.
* **Average Rating**: Used to assess the overall quality and satisfaction level of existing restaurants.
* **Count Function**: Employed to tally the number of restaurants in each area, aiding in the selection of cities with lower competition.

**Suggested Countries**:

|  |  |
| --- | --- |
| Australia | Brazil |
| Canada | Indonesia |
| Philippines | New Zealand |
| Qatar | Singapore |
| South Africa | Sri Lanka |
| Turkey | United Arab Emirates |
| United Kingdom | United States of America |

Note: You can find this analysis in the Sheet Named **“Criteria”.**

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

The table provided displays average expenditure, average voters, average rating, and the number of restaurants in various cities. Based on these characteristics, specific cities have been selected for consideration.

For example, in Australia, Beechworth has been chosen as a potential location for a new restaurant. Upon closer examination, it's noted that the average number of voters in Beechworth is twice the country average. This suggests a higher volume of people visiting restaurants in the city. Additionally, both the average expenditure and average rating in Beechworth align closely with the country average.

Similar analyses have been conducted for cities in other countries using slicers to recommend potential locations for restaurant openings.

**Note:** Slicer has been used in the sheet named “Criteria” for our analysis.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **City** | **Average of Average\_Cost (INR)** | Average of  **Votes** | **Average of Rating** | **Count of Restaurant** |
| **Australia** | **1318** | **111** | **3.7** | **24** |
| Armidale | 1095 | 25 | 3.5 | 1 |
| Balingup | 1095 | 21 | 3.2 | 1 |
| Beechworth | 1095 | 237 | 4.6 | 1 |
| Dicky Beach | 383 | 29 | 3.6 | 1 |
| East Ballina | 1095 | 56 | 4.1 | 1 |
| Flaxton | 1642 | 37 | 3.5 | 1 |
| Forrest | 1095 | 29 | 3.7 | 1 |
| Hepburn Springs | 739 | 143 | 3.8 | 2 |
| Huskisson | 1095 | 40 | 4.1 | 1 |
| Inverloch | 383 | 100 | 3.7 | 1 |
| Lakes Entrance | 383 | 97 | 3.8 | 1 |
| Lorn | 1095 | 18 | 3.6 | 1 |
| Macedon | 1095 | 31 | 3.5 | 1 |
| Mayfield | 1095 | 11 | 2.9 | 1 |
| Middleton Beach | 1642 | 176 | 3.8 | 1 |
| Montville | 1642 | 193 | 2.4 | 1 |
| Palm Cove | 1642 | 381 | 4.4 | 1 |
| Paynesville | 6568 | 16 | 2.6 | 1 |
| Penola | 1095 | 19 | 3.4 | 1 |
| Phillip Island | 1095 | 351 | 3.7 | 1 |
| Tanunda | 1642 | 339 | 4.4 | 1 |
| Trentham East | 1095 | 87 | 4.1 | 1 |
| Victor Harbor | 1095 | 96 | 3.6 | 1 |

**Suggested Cities:**

|  |  |
| --- | --- |
| Country | Cities |
| Australia | Palm Cove, Beechworth, Philip Island |
| Brazil | Rio de Janerio, Sio Paulo |
| Canada | Chatham-Kent |
| Indonesia | Bogor, Tangerang |
| New Zealand | Auckland |
| Philippines | Pasig City, Makati City, Quezon City |
| Qatar | Doha |
| Singapore | Singapore |
| South Africa | Randburg, Johannesburg, Sandton |
| Sri Lanka | Colombo |
| Turkey | Ankara, Istanbul |
| United Arab Emirates | Sharjah, Dubai |
| United Kingdom | London, Edin Burgh |
| United States of America | Tampa Bay, Pensacola, Augusta |

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

Ans:

From the suggested countries the average rating of the restaurants is given below.

**Average Rating of the Restaurants in Each Country**

|  |  |
| --- | --- |
| Country | Average Rating |
| Australia | 3.7 |
| Brazil | 3.8 |
| Canada | 3.6 |
| Indonesia | 4.3 |
| New Zealand | 4.3 |
| Philippines | 4.5 |
| Qatar | 4.1 |
| Singapore | 3.6 |
| South Africa | 4.2 |
| Sri Lanka | 3.9 |
| Turkey | 4.3 |
| United Arab Emirates | 4.2 |
| United Kingdom | 4.1 |
| United States of America | 4.0 |

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

Ans:

To maintain control over our financial spending, it's prudent to examine the average expenditure across different countries. This helps us gain a clearer understanding of our financial landscape.

**Average Expenditure of Each Country**

|  |  |
| --- | --- |
| Country | Average Expenditure |
| Australia | ₹ 1,318 |
| Brazil | ₹ 2,257 |
| Canada | ₹ 2,226 |
| Indonesia | ₹ 1,490 |
| New Zealand | ₹ 3,561 |
| Philippines | ₹ 2,378 |
| Qatar | ₹ 5,084 |
| Singapore | ₹ 9,655 |
| South Africa | ₹ 1,855 |
| Sri Lanka | ₹ 641 |
| Turkey | ₹ 237 |
| United Arab Emirates | ₹ 3,748 |
| United Kingdom | ₹ 5,057 |
| United States of America | ₹ 2,163 |

**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.**

Ans:

The table provided contains data on restaurants along with their respective ratings and votes. We can utilize this information to identify our biggest competition and less competition.

For our biggest competition, we look for restaurants with both higher ratings and a larger number of votes, indicating a significant customer base. In the case of Sri Lanka, "Ministry of Crab" stands out as the biggest competition due to its highest rating and substantial number of votes, suggesting it attracts a large number of visitors.

On the other hand, for less competition, we focus on restaurants with high numbers of votes but lower ratings. These establishments may indicate a potential opportunity for us due to their popularity despite lower satisfaction levels. In Sri Lanka, "Elite Indian Restaurant" fits this category, with high voter turnout but a comparatively lower rating, suggesting potential for less competition.

By utilizing the slicer feature, similar analyses can be performed to identify both biggest and less competition restaurants in other countries.

**Note**: You can find this in the sheet named “**Country1**”.

|  |  |  |
| --- | --- | --- |
| **Restaurants** | **Average of Rating** | **Average of Votes** |
| **Sri Lanka** | **3.87** | **146.45** |
| Colombo | **3.87** | **146.45** |
| Arabian Knights | 4.2 | 158 |
| Burger's King | 4.1 | 199 |
| Butter Boutique | 4.2 | 49 |
| Cafe Beverly | 4.1 | 58 |
| Cafe Shaze | 3.8 | 81 |
| Carnival Ice Cream | 4.1 | 122 |
| Chinese Dragon Cafe | 3.4 | 118 |
| CIOCONAT Lounge | 3.7 | 157 |
| Cricket Club Cafe | 4.2 | 171 |
| Elite Indian Restaurant | 2.4 | 240 |
| Malay Restaurant | 3.5 | 80 |
| Ministry of Crab | 4.9 | 203 |
| Queen's Cafe | 2.5 | 93 |
| Simply Strawberries By Jagro | 4.5 | 146 |
| T.G.I. Friday's | 4 | 166 |
| The Commons | 4 | 209 |
| The Manhattan FISH MARKET | 4 | 196 |
| The Paddington | 3.6 | 83 |
| The Sizzle | 4.2 | 286 |
| Upali's | 4 | 114 |

**Biggest and Less Competition**

|  |  |  |
| --- | --- | --- |
| Country | Biggest Competition | Less Competition |
| Australia | 1918 Bistro & Grill, Flaxton Gardens, Three Anchors | Pier 70, Poets Cafe |
| Brazil | A Figueira Rubaiyat,  Coco Bambu | Cantinho da Gula,  Divino Fogí£o |
| Canada | Lake House Restaurant, Tokyo Sushi | Consort Restaurant |
| Indonesia | 3 Wise Monkeys,  Flip Burger,  Lucky Cat Coffee & Kitchen | Momo Milk |
| New Zealand | Big Fish Eatery, Burger Liquor, Caffe L'affare | De Fontein Belgian Beer Café, Tucks and Bao |
| Philippines | Balay Dako, Guevarra's, Locavore | Cafe Araballe |
| Qatar | Gymkhana,  Gokul Gujarati Restaurant,  The Manhattan FISH MARKET | 7st by Mumbai Spices,  Indian Coffee House |
| Singapore | Al'frank Cookies,  Fratini La Trattoria | Makansutra Gluttons Bay,  Potato Head Folk |
| South Africa | Cafe Del Sol Botanico,  Geet Indian Restaurant,  Jarryds | La Parada,  Rocomamas |
| Sri Lanka | Ministry of Crab,  Simply Strawberries by Jagro | Elite Indian Restaurant,  Queen's Cafe |
| Turkey | Draft Gastro Pub,  Gaga Manjero,  Starbucks | Liva,  Huqqa |
| United Arab Emirates | AB's Absolute Barbecues,  Denny's,  Punjab Grill, SpiceKlub | Kamat,  Peking Chinese Restaurant |
| United Kingdom | Bao, Flat Iron,  Solita, Dishoom | Damascena Coffee House,  Pepe's Piri Piri |
| United States of America | Ingleside Village Pizza,  Mama's Fish House,  Marukame Udon | Frick's Tap,  Los Agaves |

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

Ans:

Understanding cuisines is crucial, as food preferences vary significantly from one country to another due to differing culinary traditions. Hence, we've chosen to highlight top-rated cuisines from each country to provide insight into these diverse culinary landscapes.

The table provided pertains to Turkey and includes data on primary cuisines, ratings, votes, average expenditure, and the count of restaurants offering each cuisine. Based on this information, Turkish cuisine has been recommended for consideration in Turkey. This suggestion is driven by the fact that Turkish cuisine has an above-average number of votes, accompanied by a commendable rating, all while falling within the average expenditure range.

Similarly, using slicers, I have extended recommendations for cuisines in other countries following a similar analytical approach.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Row Labels** | **Average of Rating** | **Average of Votes** | **Average of Average\_Cost(INR)** | **Restaurants** |
| **Resto Bar** | 4.9 | 522 | ₹ 363 | 1 |
| Burger | 4.3 | 870 | ₹ 251 | 1 |
| Café | 4.3 | 408 | ₹ 149 | 7 |
| Deserts | 4.7 | 1308 | ₹ 126 | 2 |
| Italian | 3.7 | 661 | ₹ 474 | 1 |
| Kebab | 4.4 | 154 | ₹ 201 | 10 |
| Patisserie, Coffee and Tea | 3.4 | 115 | ₹ 140 | 1 |
| Pizza | 4.7 | 104 | ₹ 112 | 1 |
| Restaurant Café | 4.0 | 790 | ₹ 248 | 4 |
| Steak | 4.1 | 97 | ₹ 1,116 | 1 |
| Turkish | 4.2 | 446 | ₹ 181 | 2 |
| World Cuisine | 4.5 | 415 | ₹ 312 | 3 |
| Grand Total | 4.3 | 431 | ₹ 237 | 34 |

**Preferable Cuisines in Suggested Countries**

|  |  |
| --- | --- |
| Country | Cuisines |
| Australia | Pizza, Mediterranean, Australian |
| Brazil | Gourmet Fast Food, Burger, Deserts, Juices |
| Canada | Japanese, Italian |
| Indonesia | Asian, Deserts, Sunda, Indonesian, Western |
| New Zealand | Taiwanese, Street Food, Mediterranean, European, American |
| Philippines | American, Filipino, Japanese, Sea Food |
| Qatar | Chinese, North Indian, Sea Food |
| Singapore | Chinese, Italian, French |
| South Africa | African, American, Mediterranean |
| Sri Lanka | Sri Lanka, Middle Eastern, Continental |
| Turkey | Deserts, Turkish |
| United Arab Emirates | Arabian, Goan, International |
| United Kingdom | Thai, British, Indian |
| United States of America | Mediterranean, Hawaiian, Italian, Japanese |

* To ensure better feedback for newer restaurants and potentially improve ratings, it's essential to focus on cuisines that have shown a positive correlation with higher ratings.
* The choice of cuisines can significantly impact restaurant ratings, as it directly influences customers' dining experiences.
* By Focusing on Cuisines, we can introduce new Cuisines based on Customer preferences so we can have loyal Customer base.

**Note**: You can find the above chart in Sheet Named “**Cuisine Analysis**”.

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

Ans:

Based on the information depicted in the pie charts, it's clear that table bookings and online deliveries from restaurants in the countries represent a minor fraction.

* Given the insights into our competitors' utilization of online delivery and table booking services, it's advisable for us to follow suit.
* The data suggests that only a limited number of restaurants provide both options, indicating the need for a cautious approach before fully integrating online delivery services.
* We should reserve table booking services for peak hours to ensure a seamless experience for customers.
* In response to increasing ratings and demand, it becomes imperative for us to implement comprehensive online booking services.
* Certainly, neglecting to accommodate customers during their preferred times ultimately impacts customer ratings

**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?**

Ans:

To ascertain the potential impact of pricing on ratings, we've calculated the correlation between price range and average rating in the Cuisine Analysis Sheet. The resulting correlation value, approximately 0.63, indicates the degree of association between these factors.

A correlation value of around 0.63 between price range and average rating suggests a moderately strong positive correlation between these two variables. This indicates that there is a tendency for restaurants with higher price ranges to have higher average ratings, and vice versa.

**Interpretation:**

**Positive correlation:** The positive correlation coefficient indicates that as the price range increases, the average rating also tends to increase. Conversely, as the price range decreases, the average rating tends to decrease.

**Strength of correlation:** A correlation coefficient of approximately 0.63 indicates a moderately strong correlation between price range and average rating. While not perfect, it suggests a clear trend where changes in one variable (price range) are associated with changes in the other variable (average rating).

**=CORREL (B2:B117, F2:F117)**

In practical terms, this correlation suggests that customers often perceive higher-priced

restaurants as providing better quality or more favourable dining experiences, leading to higher average ratings. However, it's essential to remember that correlation does not imply causation, so other factors may also influence both price range and average rating independently.

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

Ans:

I generated a pivot table where the rows display different price ranges, and the values represent the count of restaurants falling into each respective price range category.

**Distribution of Restaurants across Price Range**

|  |  |
| --- | --- |
| Price Range | Restaurants |
| 1 | 4444 |
| 2 | 3113 |
| 3 | 1408 |
| 4 | 586 |

**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]**

Ans:

If objective and subjective questions were not provided to guide the suggestion of countries or cities for opening new restaurants, the approach would focus on data- driven analysis and visualization techniques. Here's a brief explanation of the approach:

* **Data Cleaning**: The first step would involve cleaning and preprocessing the available data related to potential locations. This includes removing any inconsistencies, errors, or missing values to ensure the accuracy and reliability of the data.
* **Data Preparation**: Next, the cleaned data would be prepared for analysis. This may involve aggregating data from multiple sources, organizing it into a structured format, and identifying relevant variables for analysis.
* **Pivot Tables**: Pivot tables would be created to summarize and analyse the data from different perspectives. This could involve aggregating data by country, city, cuisine type, expenditure levels, online delivery and other relevant factors to identify patterns and trends.
* **Restaurant Analysis**: The data would be analysed to identify countries or cities with a high demand for dining out, a growing restaurant industry, and favourable cities for new restaurants.
* **Cuisine Analysis**: Analysing the popularity of different cuisines in various countries would help identifying in what type of cuisines we want to keep them in our new restaurants.
* **Expenditure Analysis**: Understanding the spending patterns and average expenditure on dining out in different countries would help determine the affordability and potential profitability of opening a new restaurant in those locations.