



# OUTLINE



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# About data

- Dataset is about dining restaurant and the reviews of customers.
- Dataset is clean and doesn't need preprocessing.
- Dataset is 129880 record.
- The most important field in our data is Satisfaction field.

# Changes which I do

- I add calculate field (Age classifications) from Age field which I see they will help in making decisions.

Field Name	Field ID
Age classifications	calc_pczkc1ocdd

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Formula 


```
1 CASE
2   WHEN Age <= 2 THEN "Early Childhood"
3   WHEN Age > 2 AND Age <= 6 THEN "Late Childhood"
4   WHEN Age > 6 AND Age <= 12 THEN "Middle Childhood"
5   WHEN Age > 12 AND Age <= 19 THEN "Adolescence"
6   WHEN Age > 19 AND Age <= 39 THEN "Youth"
7   WHEN Age > 39 AND Age <= 59 THEN "Adulthood"
8   WHEN Age >= 60 THEN "Elderly"
9   ELSE "Unknown"
10 END
11
```

# Changes which I do

- I add calculate field (Distance category) from (Distance from home) field which I see they will help in making decisions.

Field Name	Field ID
Distance category	calc_e83qf4aedd

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Formula 

```
1 CASE
2   WHEN Distance from Home <= 1000 THEN "Close"
3   WHEN Distance from Home > 1000 AND Distance from Home <= 4000 THEN "Medium"
4   WHEN Distance from Home > 4000 THEN "Far"
5   ELSE "Unknown"
6 END
7
```



Record Count  
**129,880**

Ambiance ▾

Type of Dining ▾

Gender ▾

id

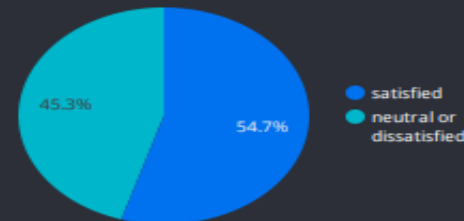
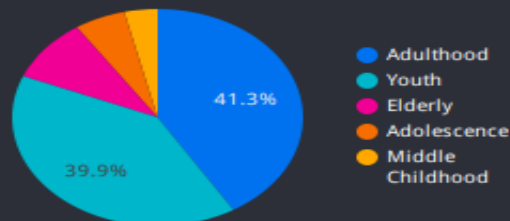
## Dashboard for Dining Restaurant

Food and Drink Quality

Equals ▾

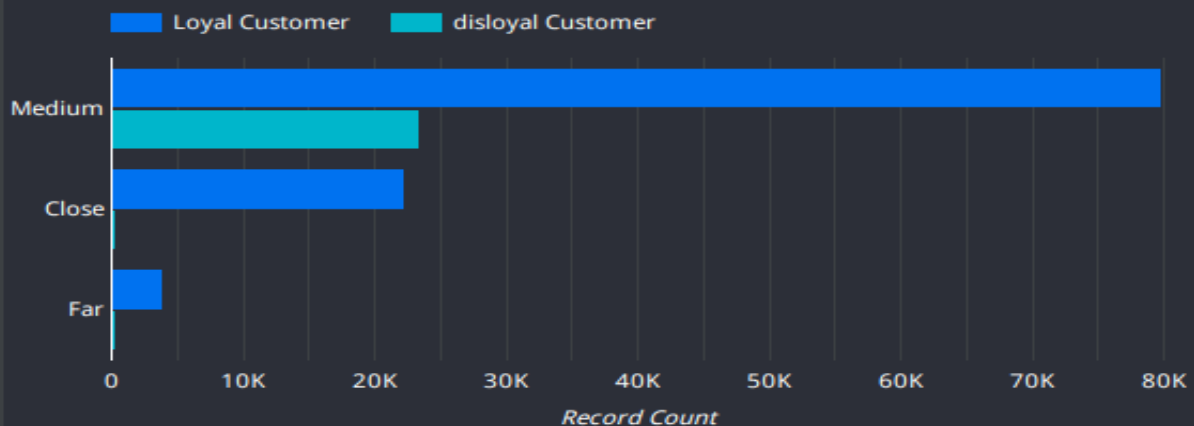
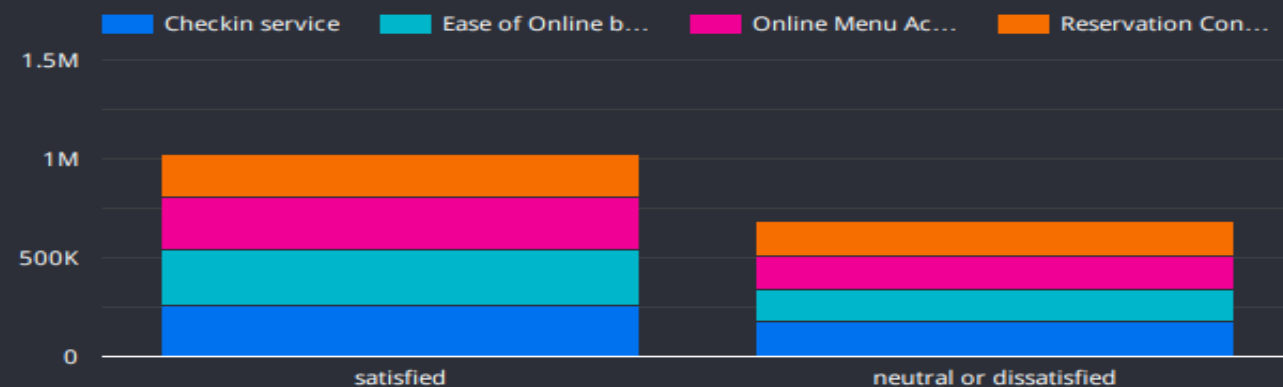
Wait Time for a Table

Equals ▾



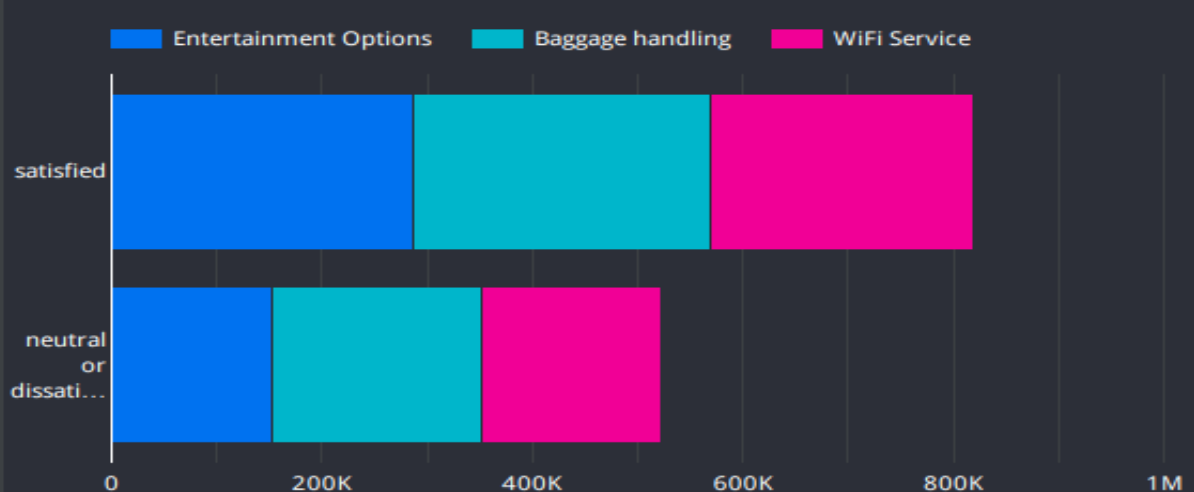
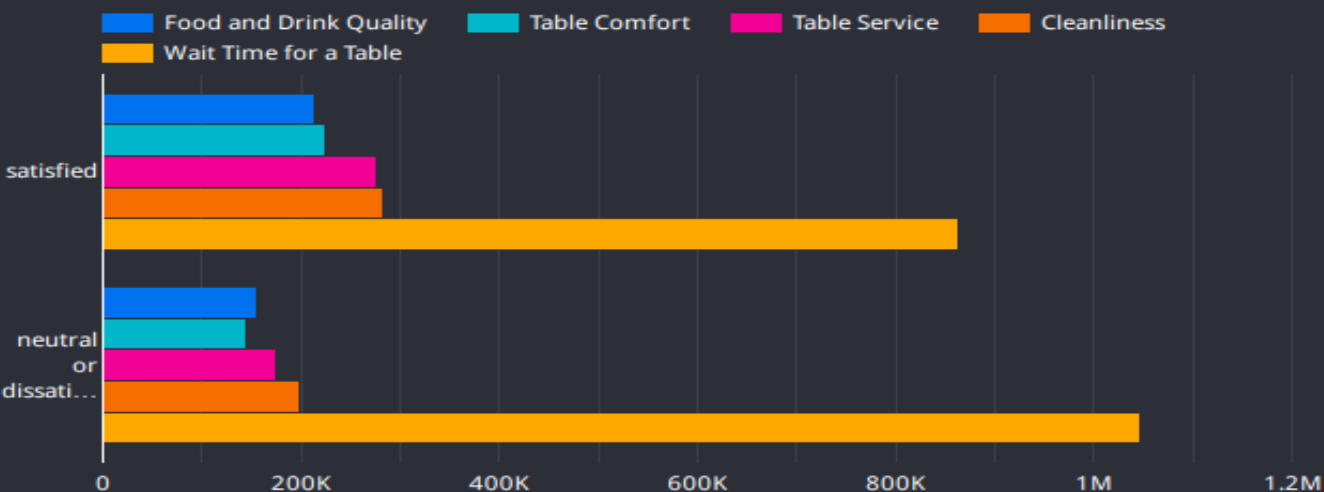
To what extent does Reservation and online services affect customer satisfaction?

To what extent does distance affect loyalty?



To what extent does table services affect customer satisfaction ?

To what extent does the reception and handling service affect customer satisfaction ??





# Controllers and Filters

- I use filter with rates of **Food and Drink Quality** and **Wait Time for a table** number of seconds the customer wait to get a table because I realized that these are the most important factors in customer satisfaction.
- I use drop-down list in **Ambiance** , **Type of Dining** and **Gender** to enable stockholders to choose what he need to know about any factor of them and its effect on customer satisfaction.
- I use input controller for **ID** of customer to help the decision maker to reach certain customer's information.

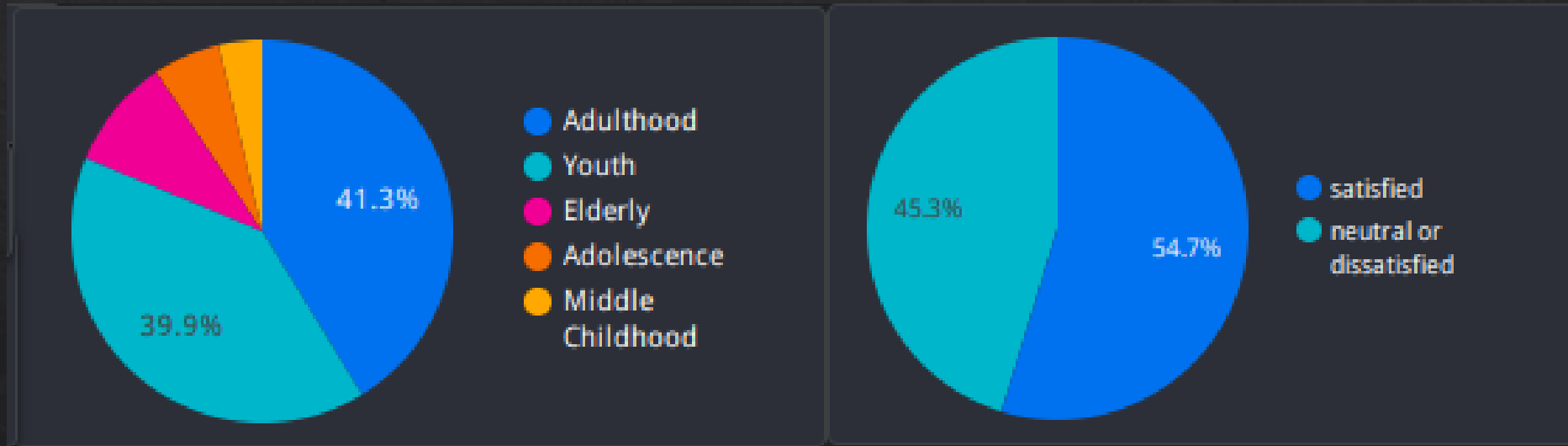
Ambiance	▼
Type of Dining	▼
Gender	▼
id	
Enter a value	

Food and Drink Quality	
Equals	▼ Enter a value

Wait Time for a Table	
Equals	▼ Enter a value

# Pie charts

- I use pie chart to make it easy to appear the result of any change has happened in the dashboard on the **customer satisfaction**.
- I use pie chart in **Age Classification** to show any changes in the dashboard when I choose which age group to target..

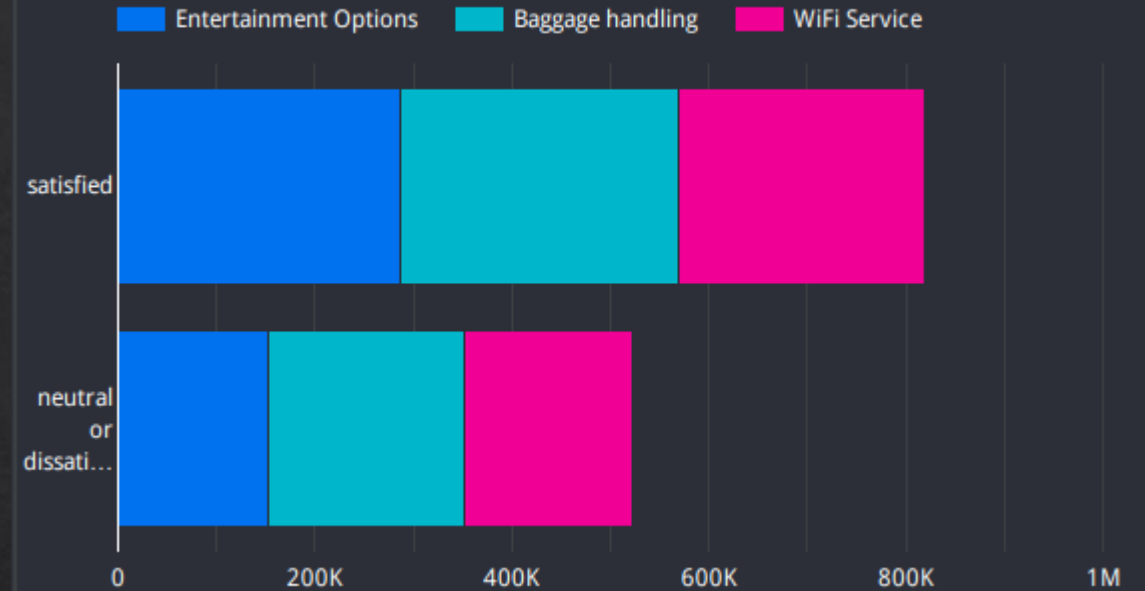




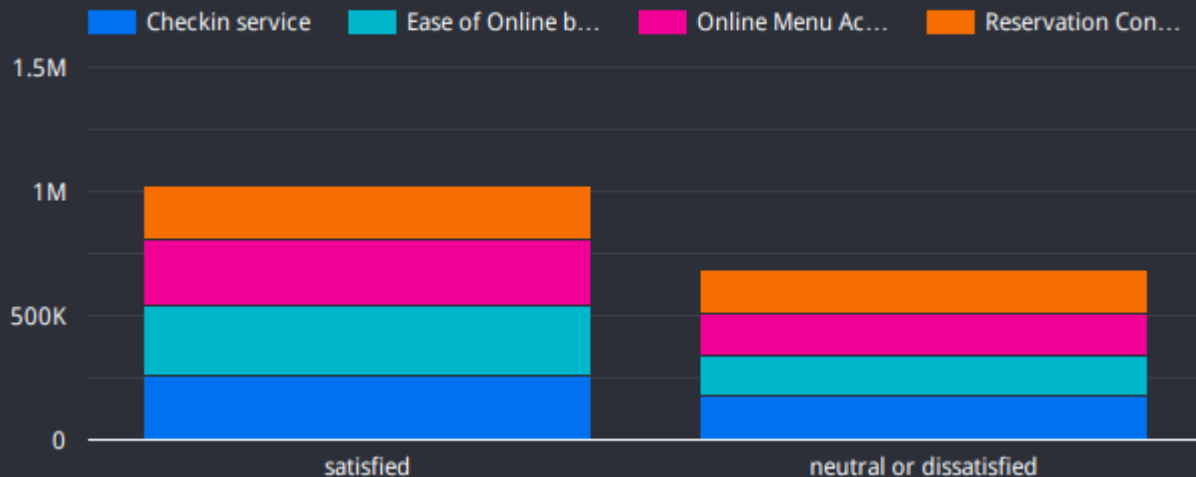
# Bar chart

- I used stacked bar chart to show the effect of services such as table , reservation or handling on customer satisfaction.
- It will help stockholders to know if there is an issue with any of service.

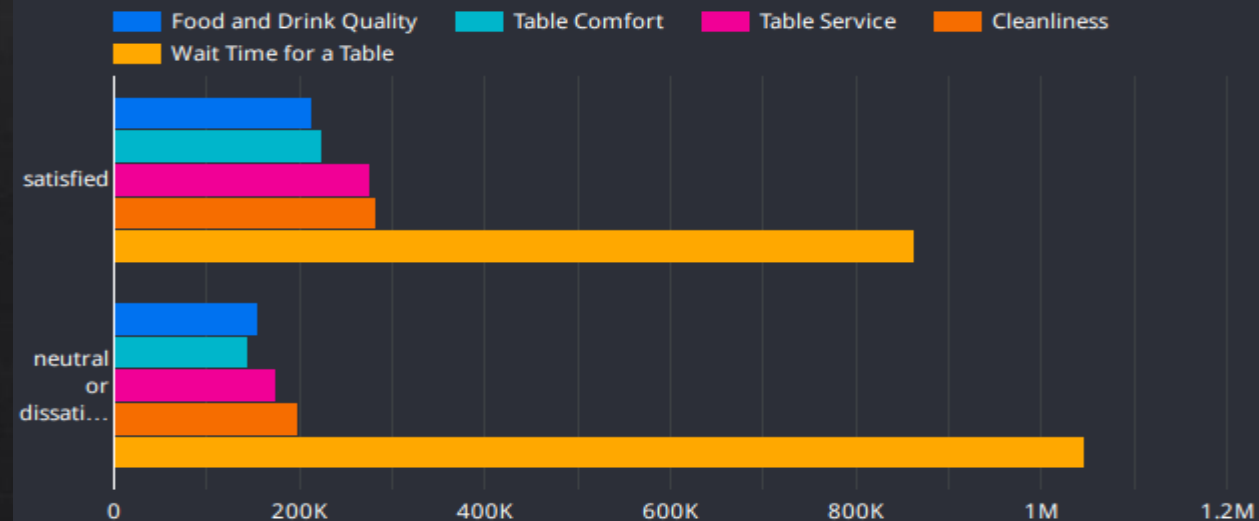
To what extent does the reception and handling service affect customer satisfaction ??



To what extent does Reservation and online services affect customer satisfaction?

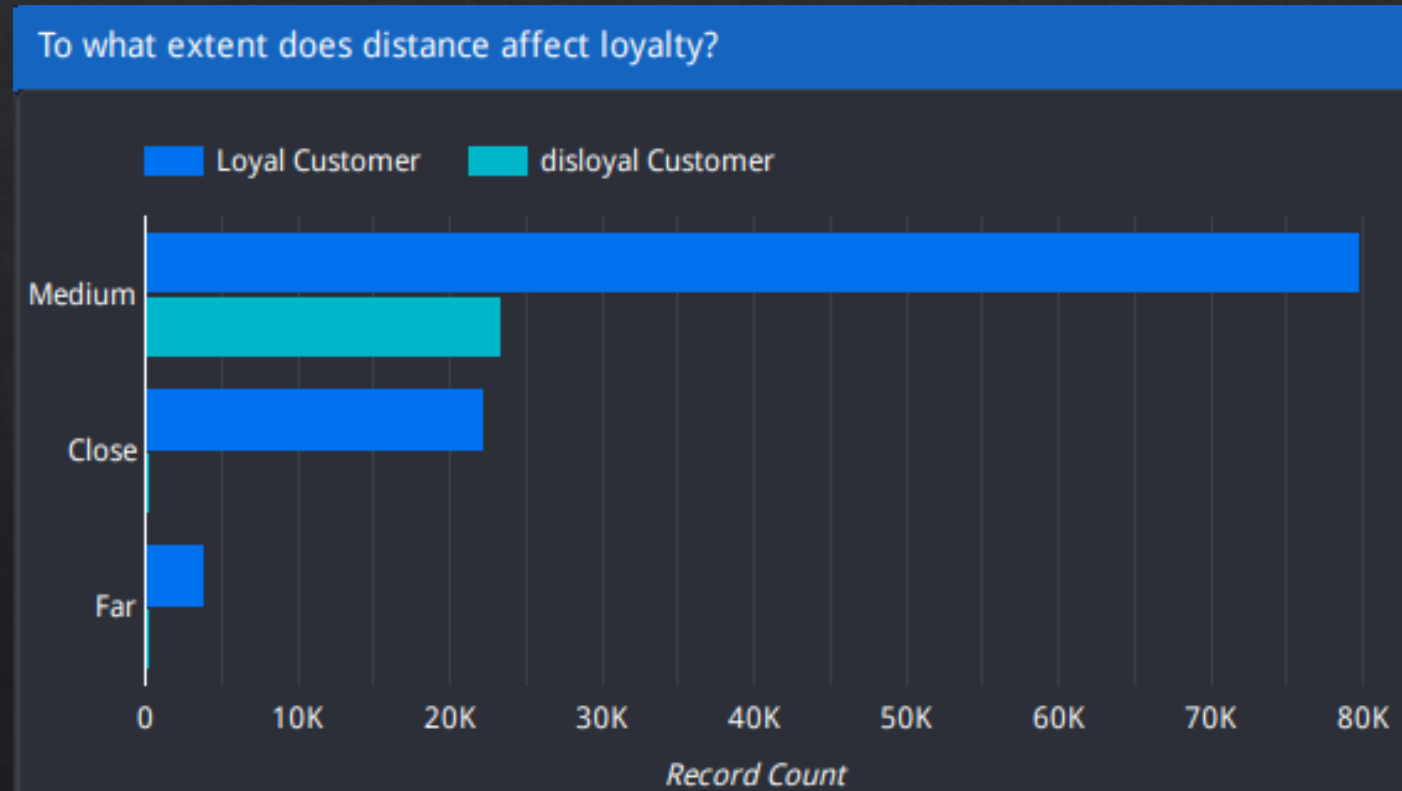


To what extent does table services affect customer satisfaction ?



# Bar chart

- I use **Distance category** to show the effect of distance on loyalty of the customer.



# Insights



- One of the **most** factor of customer satisfaction if **quality of food and drink**.
- The **most** of customers are **Youth** and **Adulthood**.
- **Most** of customers from **medium destines** then **close** and **little** from **far** .
- **Most** of customers **wait a lot of time until take a table** this is very important factor has to been solved.
- The restaurant receives **twice** as many customers who come for **business** dinners as for **personal** dinners.
- **Entertainment options** is so related to customer satisfactions and all **Reservation and online services**.

# Challenges which I faced



- In my personal opinion, the data is **incomplete**.
- There should be a column about the **dishes** served so that we know the most common dishes.
- the date so that we know at what **time** of the day there is crowding in the restaurant and we also know the **working seasons** throughout the **year** and the best **months** and the best **days**.