**Reflection Paper on Group 7 Presentation – Marisa Lala**

This paper aims to provide a personal insight into the Group 7 Presentation “Opening a Successful Chinese Restaurant: Location and Advertising Strategies; Analysis of Chinese Restaurants around Boston”

**I. Introduction - The goal of the Project**

Group 7 used the Safegraph dataset to analyze the trends of Chinese Restaurants in the Boston area by dividing them into two groups, Chinese Restaurants in Chinatown and Chinese Restaurants outside Chinatown. By studying the number of visits, dwell time, and distance from customers' homes, they aim to identify the best area to open a restaurant. By studying the customer’s movement before and after going to a restaurant, they aim to identify the best spots for advertisement.

**II. Code Assessment**

Group 7 joined Places data to Patterns data and then filtered into the category\_tags with “China and Chinese” to find all the Chinese restaurants in the database. To divide the restaurants outside and inside Chinatown, they filtered between the chosen latitudes and longitudes. Then they counted the number of visits for every restaurant and decided to exclude Chinese restaurants with monthly visits below 30 as they could be nonprofitable, not popular, or no longer operational. Using ggplot they compared the number of visits and the dwell time of restaurants in and out of Chinatown to determine which is more favorable to open a restaurant. While the number of visits indicated that customers frequent more Chinatown restaurants the dwell time was not indicative enough to draw conclusions. Since the dwell time did not provide enough information group 7 decided to use the distance from home to POIs to see if that was a factor in choosing the restaurant. Using the mean of the distance\_from\_home they plotted a graph showing the average distance to Chinese restaurants. Even from this analysis group 7 was not able to conclude whether the distance from home was affecting the restaurant choice. To determine where the advertisement should be placed group 7 used the frequency of brands. The code chunk for this section was not available in the Html file but the result was presented in the PowerPoint presentation.

***Some considerations on the Coding part***

*1. Coordinate Selection*

The coordinates that the group choose to define as China Town are latitude 42.346 to 42.354 and longitude -71.069 to -71.056. Through google search results the area group 7 selected as Chinatown is larger than the actual Chinatown presented in Google Maps. The risk is that there might be restaurants included by mistake in the analysis and this selection might affect the result. However, if a restaurant is in the proximity of Chinatown can we assume that is influenced by Chinatown? And what is the limit to defining a restaurant as “close to Chinatown”; might it be a 5 minutes walk, a 7 minutes walk, a 10 minutes walk?

*2. Filtering the main category with Chinese and China*

To select the Chinese restaurants from all the other restaurants and eating places group 7 filtered with Chinese and China. However, there are restaurants that have a fusion style. For example, “Lee Chen’s Mexican Grill & Chinese Food”. According to the filtering, this is included in the selection however the restaurant does not offer only Chinese food. Following this line of thought “Asian” restaurants were not included even though they offer Chinese food.

*3. Excluding shops with less than 30 visits*

Group 7 decided to exclude shops with less than 30 visits because it might indicate that the shop was not profitable. What if the number of shops with less than 30 visits was significant and was located in Chinatown? Did group 7 just deleted information that could indicate that Chinatown is not that profitable?

III. **Strengths and Weaknesses of the Project** *A. Strengths*

a. Theprojectcontainsverygoodvisuals.Thegraphsareconstructedverywellandtheinformationwas very clear and easy to understand.

1. TheanalysisofthePopularityofChineserestaurantswithinandoutsideChinatownwasverydetailed. More research was done on the outliers that came out on the popularity graphs, indicating that restaurants in Chinatown are more popular. The effect of clustered brands that sell the same products is discussed very often in marketing and it is also suggested as a strategy to have more customers. I think this project showed evidence that supported that marketing strategy.
2. The aim of the project was interesting from a business perspective.

*B. Weaknesses*

1. Group 7 recommended advertising near the brands that customers of Chinese restaurants favor. While the frequency of visitors shown in the presentation was higher for Dunkin’, McDonald’s, Starbucks ect this does not mean that these brands are the ones that Chinese customers prefer. In the dataset, there is no link between the visitors or the number of visits across different brands. This means that maybe customers of Chinese restaurants might not go to McDonalds’ even though according to the weighted frequency it is one of the popular places.
2. To determine the popularity of the Chinese restaurants it was used only location as Safegraph data had only that factor. However, there are other factors that customers take into consideration when choosing a restaurant. One of them is price. There might be restaurants that offer quality food at a higher price resulting in a better profit. Another factor might be the food authenticity or even the design of restaurants. So the number of visits is actually affected by much more than just the location.

**IV. Conclusion**

Group 7 was able to conclude that businesses that operate in Chinatown have more visitors than businesses outside of Chinatown. However, there are other factors that affect the number of visits to a restaurant other than the location. Due to Safegraph limitation, the analysis was not complete. Regarding the advertisement strategies their analysis was brief and was based only on the weighted frequency of all brands, therefore not presenting convincing recommendations.