Group 7

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• What is your specific area of interest?

Our group plans to explore the consumer pattern of Restaurants and Other Eating Places. More specifically, we decided to focus on Restaurants which offer Chinese Food.

Three aspects of the consumer behavior of visitors to the restaurants. Firstly, we want to get a general pattern of the consumers to the restaurants and other eating places in Boston.

We would try to answer the questions about the basic information of the consumers, like which restaurants are more popular, when is the most popular period of visits, how many times are consumers returning to the same restaurants and how far the consumers travel for food.

Our second task is to explore the changes in consumer behavior from January to August 2022. We want to analyze the differences between the consumer patterns of different periods.

Our third goal is to find the connections between restaurants and other industries through the consumers’ actions. We will use the data of the visitors’ other destinations on the same day they visited the restaurants to get insight into relationships between the restaurants and other industries.

• Why is it more important than other areas?

Eating outside is one of the most common and popular activities, which makes it valuable to analyze the behavior of those who went the restaurants and other eating places. By performing analysis on their cell phone tracking data, we could get insights into people’s consumption habits when it comes to eating outside.

• Why is the cell phone tracking data fit for your interest?

The cell phone tracking data provides information on the POI’s industry and location. It also provides tracks of consumer behavior, including their destinations and time of visits, which allows us to find the shared characteristics of the consumers and the connections between different POIs.