RESTAURANTS ANALYSIS IN MEXICO

Top Rated Resturant Cuisine

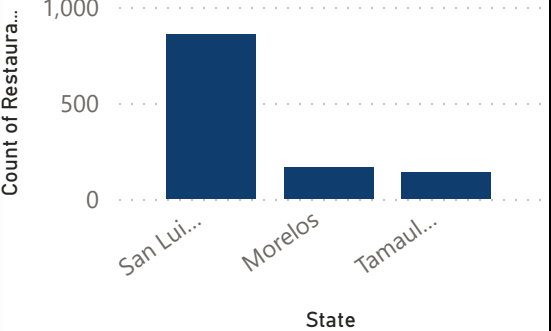| Name	Cuisine	Sum
Cafeteria Y Restaurant El Pacifico	Cafeteria	
Cafeteria Y Restaurant El Pacifico	Contemporary	
El Rincon De San Francisco	Mexican	
Gorditas Doa Gloria	Mexican	
La Cantina Restaurante	Bar	
La Cantina Restaurante	Brewery	
La Posada Del Virrey	International	
Puesto De Tacos	Mexican	
Restaurant Oriental Express	Chinese	
Total		

Top 5 Resturants By Overall Ratings

Name: Tortas Lo..., Puesto D..., Cafeteria ..., La Cantin..., Restauran...
X axis: Sum of Overall_Rating (0 to 50)

Number Of Restaurant By City

● Count of Franchise ● Count of Name
Y axis: Count of Fran... (0 to 100)
X axis: City — San ..., Ciud..., Cuer..., jiute...

Restaurant_ID by State

Y axis: Count of Restaura... (0 to 1,000)
X axis: State — San Lui..., Morelos, Tamaul...

Restaurant Pricing

Y axis: Count of Consumer_ID (0 to 100)
X axis: Budget — Medium, Low, Not Specifi..., High

Restaurant_ID by Franchise

22 (16.92%)
108 (83.08%)

Franchise
● No
● Yes

Restaurant Cuisine

Cuisine: Mexican, Bar, Cafeteria, Fast Food, Brewery
X axis: Count of Restaurant_ID (0 to 20)
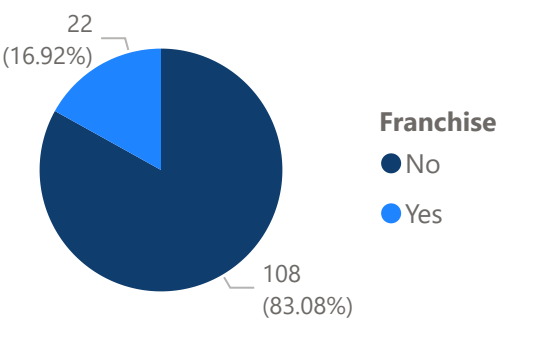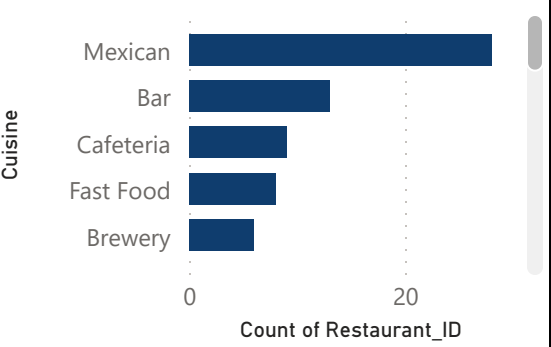
Restaurant By Alcohol Service

Alcohol_Service: None, Wine & Beer, Full Bar
X axis: Count of Restaurant_ID (0 to 100)

Restaurant by Price

14 (14....)
47 (49.47%)
34 (35.79%)

Price
● Medium
● Low
● High

Restaurant by Area

0.13K (10.9...)
1.03K (89.06%)
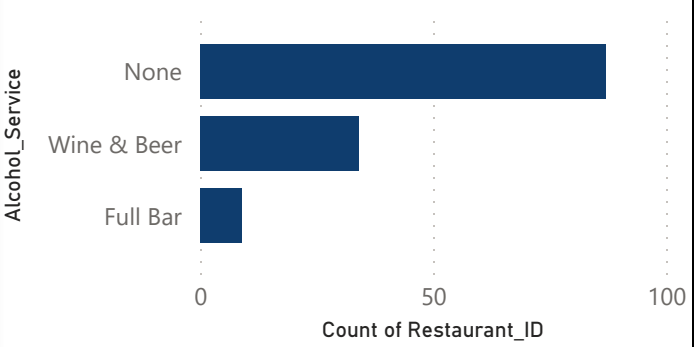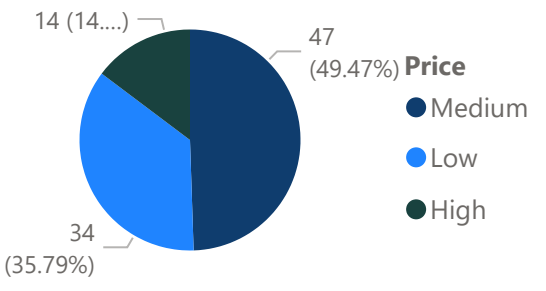
Area
● Closed
● Open
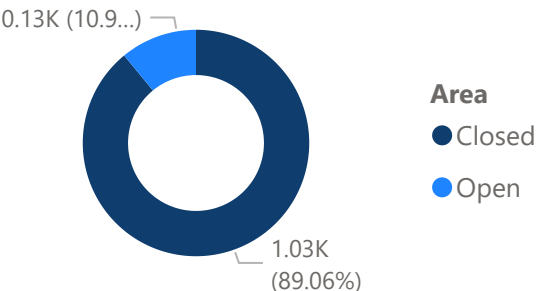
Restaurant Name By price

Name: Vips, La Estrell..., Abondan..., Arrachel...
X axis: Count of Price (0 to 2)

Restaurant by Smoking

Y axis: Count of Restaur... (0 to 100)
X axis: Smoking_Allowed — No, Smoking Section, Yes, Bar Only
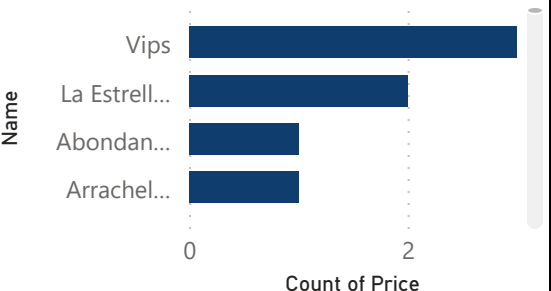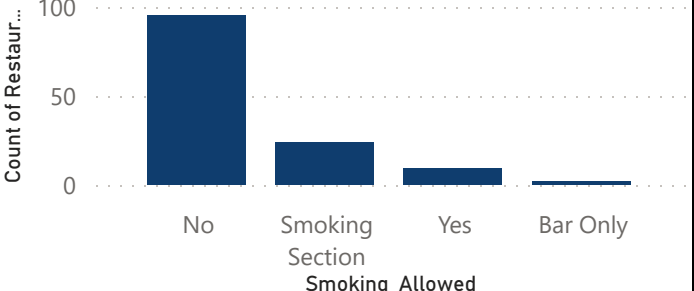
CUSTOMER ANALYSIS BY DEMOGRAPHY
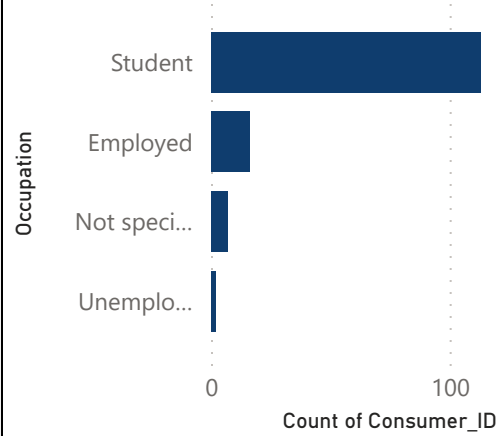
330
Total Customers
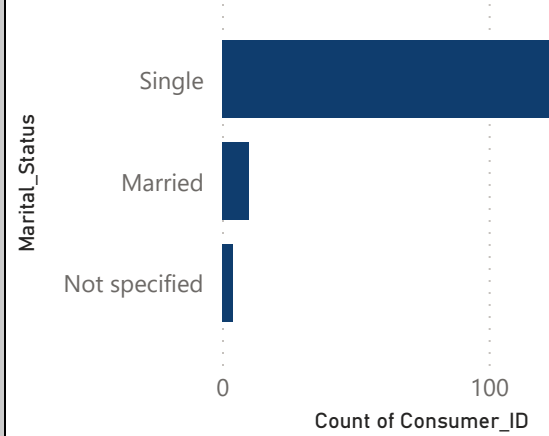
130
No of Resturant

23
No of Cuisine

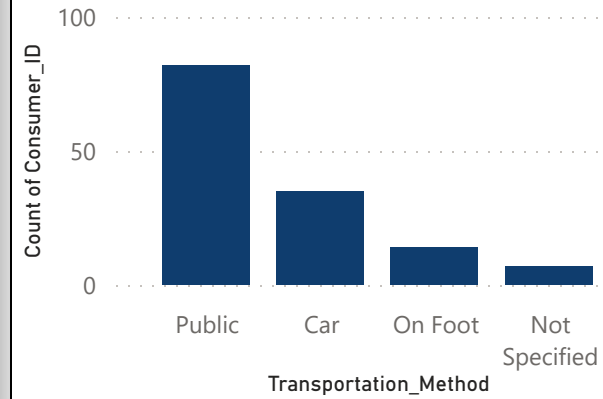## Consumer's Occupation

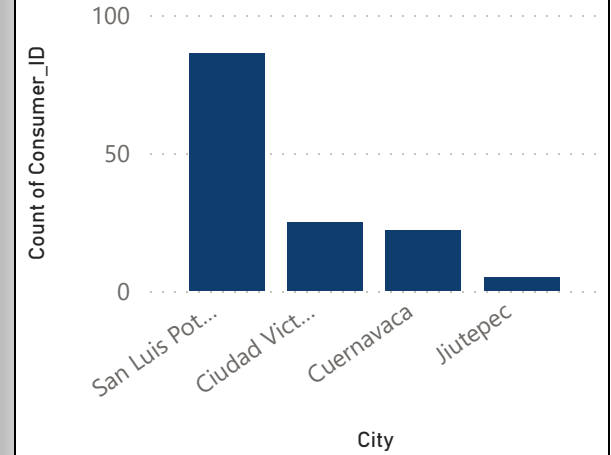## Consumer's Marital Status

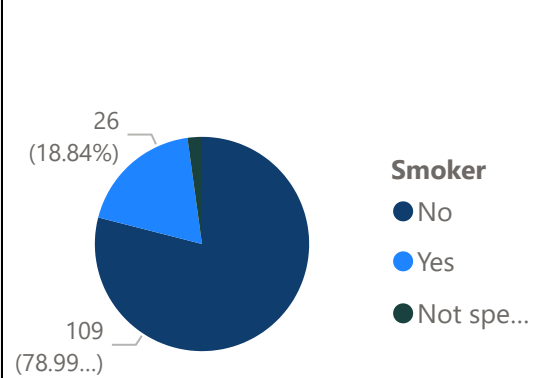## Consumer's Transportation Method

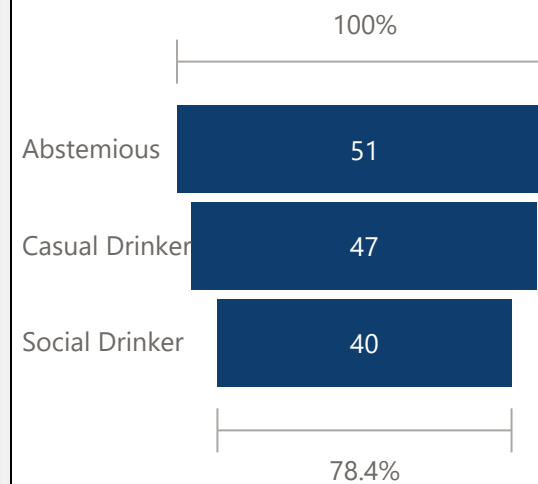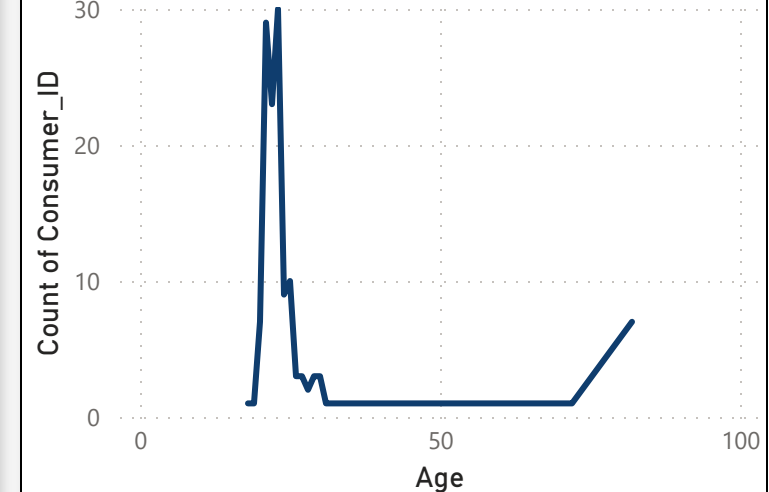## No of Consumer_ID by City

No of Customers by Smoker

Smoker
- No
- Yes
- Not spe...

26 (18.84%)
109 (78.99...)

Customers By Budget
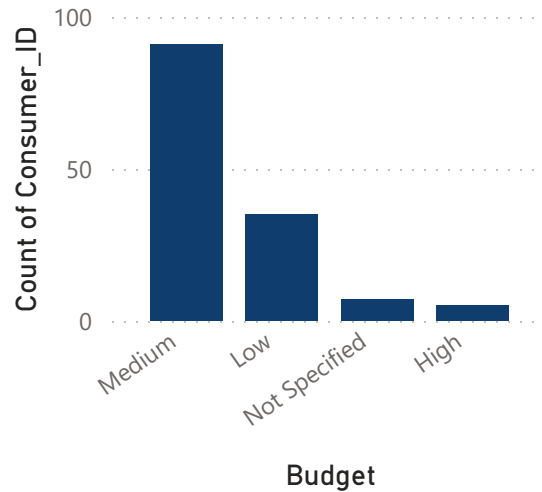
No Of Customer's by Drink Level

100%

Abstemious	51
Casual Drinker	47
Social Drinker	40

78.4%

Count of Consumer_ID by Age

RESTAURANTS ANALYSIS

*130 Restaurants were surveyed in 4 cities in Mexico with Saint Luis Potosi has the highest number of restaurants.
The most preferred and commonly served cuisine is the Mexican cuisine.

*The top rated restaurant was Tortas Locas Hipocampo in Saint Luis Potosi. The cuisine served in the restaurant in fast-food.

*Most restaurants are in closed areas, do not have a parking lot or parking services have medium pricing and do not have franchises.

*Alcohol serving and smoking are not prioritized in these restaurants

*Investing in a restaurant, there would be need to get a location with large population of students and easily accessible. The main cuisine should be Mexican while the pricing should be reasonable on an average.

*Opening a restaurant in Juitepec which has only 2 restaurant will be great.

*Saint Luis Potosi is a high rated restaurant which caters for middle-age people, who are employed and have a high budget.

*A family-friendly restaurant can also be considered.

Customer Demographic Analysis
*Saint Luis Potosi has the highest number of consumers.
*Most consumers are students who are single , in their 20s and have a medium sized budget.
*Most customers are abstentious drinkers and do not smoke.
*The data seems to be biased as it contains responses majorly from young people.