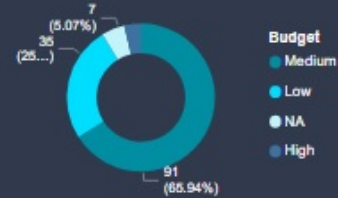


CONSUMER ANALYSIS

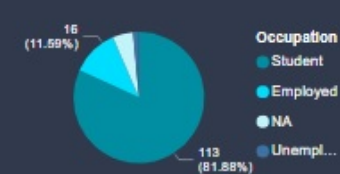
Total Consumers by Age Group



Total Consumers by Budget



Total Consumers by Occupation



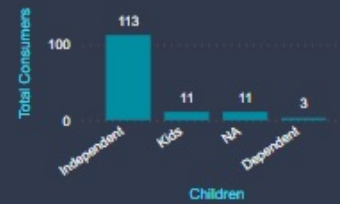
Total Consumers by Transportation Method



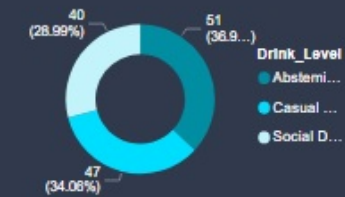
Total Consumers by City



Total Consumers by Children



Total Consumers by Drinking Preference



Overview

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Cuisine Analysis

Restaurant Performance

Key Takeaways and Insights



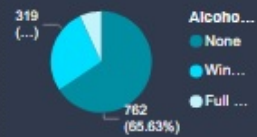
Mexican

97

Preferred Cuisine

CUISINE ANALYSIS

Order List by Alcohol_Service



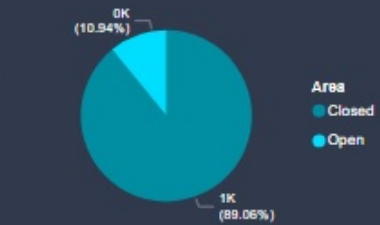
Order List by Franchise



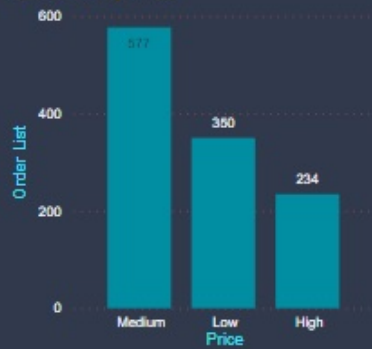
Order List by Children



Order List by Area



Order List by Price



Order List by City



Order List by Age Group



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Total Restaurants

130

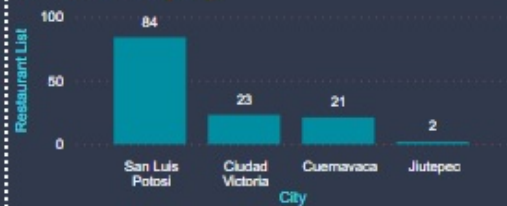
Restaurant List by Alcohol Service



Restaurant List by Smoking Permits



Restaurant List by City



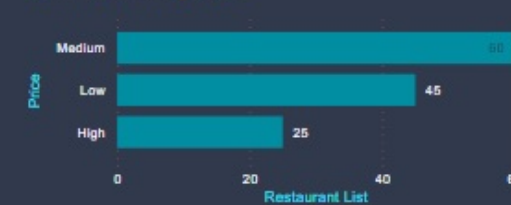
RESTAURANT PERFORMANCE

Restaurant Name	Total Orders
Tortas Locas Hipocampo	36
Puesto De Tacos	32
Cafeteria Y Restaurant El Pacifico	28
Gorditas Doa Gloria	25
La Cantina Restaurante	25
Restaurant La Chalita	24
Vips	24
Restaurante Marisco Sam	22
Restaurante El Cielo Potosino	21
Restaurant Oriental Express	20
La Posada Del Virrey	18
Restaurante Tiberius	18
Crudalia	17
Koye Sushi	17
Luna Cafe	17
Restaurante El Chivero S.A. De C.V.	17
Cafe Chaires	15
El Herradero Restaurante And Bar	15
El Rincon De San Francisco	15
La Virreina	15
La Estrella De Dimas	14
Restaurante Versailles	14
Total	1161

Restaurant List by Area



Restaurant List by Price



Restaurant List by Parking



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KEY TAKEAWAYS AND INSIGHTS

- The city of San Luis Potosi has the most restaurants in Mexico and 62% of consumers prefer to dine in restaurants in this place. The cuisine reports suggests that a whopping 74% of total orders are placed in restaurants belonging to the city. Thus, San Luis is the restaurant hub of the country and other competitors have a lot to do in terms of providing stiff competition.
- As expected, Mexican cuisine is the preferred choice for most consumers among all restaurants in the country.
- Most Consumers belong to the age category of 20-25 and are part of the student community.
- Approximately 90% of the total consumers have medium budgets. Restaurants should introduce more budget friendly meals to maximize revenue
- Majority of the customers prefer to travel by public transport. Restaurants which can be accessed only by public transport should make arrangements for enabling public transport access to attract more customers.
- The top 3 restaurants with highest orders received are Tortas Locas Hipocampo, Puesto De Tacos and Cafeteria Y Restaurant El Pacifico based in San Luis Potosi.



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