

Data Analytics Capstone II

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The Dataset: Ramen Ratings

This dataset is an export of "The Big List" (of reviews) from The Ramen Rater, a product review website for hardcore ramen fans.

There are over 2500 reviews, converted to a CSV format. Each record in the dataset is a single ramen product review. Review numbers are contiguous: more recently reviewed ramen varieties have higher numbers. Brand, Variety (the product name), Country, and Style (Cup? Bowl? Tray?) are pretty self-explanatory. Stars indicate the ramen quality, as assessed by the reviewer, on a 5-point scale.

[\[SOURCE\]](#)



Data Columns

Review #	Brand	Variety	Style	Country	Stars	Top Ten
Review numbers are contiguous; more recent reviews have higher review numbers	Brand of ramen	Product name	Cup / Pack / Tray, etc	Country of ramen origin	Reviewer rated out of 5	Year and Rank if Ramen made reviewer's Top Ten Ramen list

Hypotheses

As a lover of spicy food and former college student, I've had my fair share of ramen and picked up some basic knowledge along the way. I wanted to test out some hypotheses based on my own preferences.



01.

Samyang noodles will be among the top 10 most highly rated ramen brands.

02.

Southeast Asian countries will have the most variety of ramen.

03.

The most highly rated style of ramen will be 'Pack'.

Analysis: Brand Rating

After cleaning the dataset to remove any “unrated” rows, I grouped the data by brand.

At first, I filtered the data to include only brands with more than 10 rated varieties / reviews. I also filtered by brands with more than 50 reviews.

Samyang Foods appeared on both lists, with a solid average Star rating of ~4.07 over 51 reviews.

#	Brand	Reviews (<10)	Average Stars
1	MyKuali	24	4.95
2	Yamachan	11	4.57
3	Vit's	13	4.21
4	KOKA	25	4.21
5	ABC	12	4.21
6	Takamori Kosan	14	4.16
7	Mi Sedaap	12	4.15
8	Deshome	13	4.13
9	Indomie	53	4.07
10	Samyang Foods	51	4.07

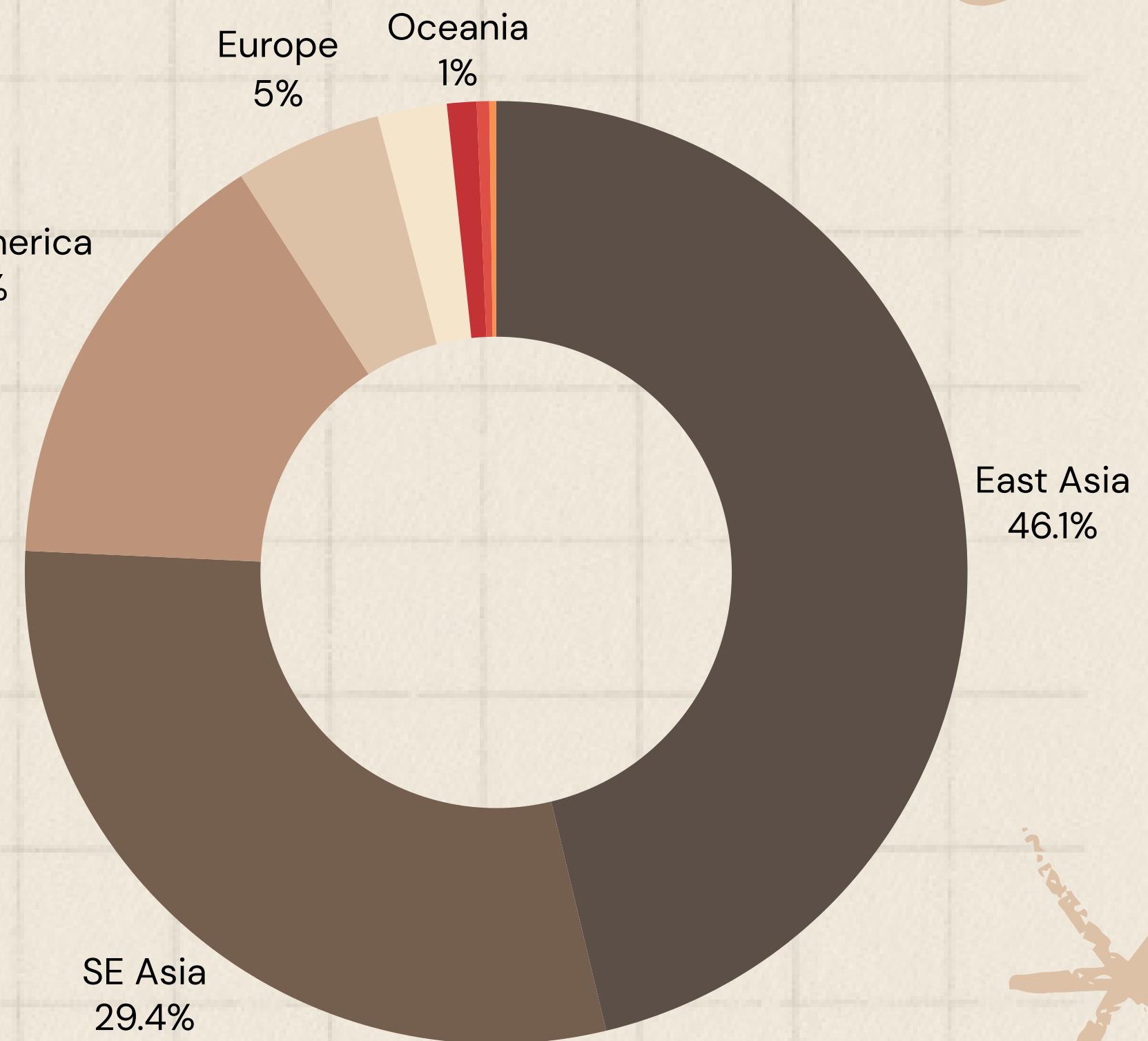
#	Brand	Reviews (<50)	Average Stars
1	Indomie	53	4.07
2	Samyang Foods	51	4.07
3	Paldo	66	4.02
4	Nongshim	98	4.00
5	Nissin	381	3.92
6	Myojo	63	3.80
7	Mama	71	3.63
8	Maruchan	76	3.55

Analysis: Variety by Region

I then grouped the countries by region. East Asian countries by far had the most variety of ramen, making up over 46% of the dataset, followed by South East Asian countries, with 29%.

#	Region	Varieties
1	East Asia	1189
2	Southeast Asia	758
3	North America	390
4	Europe	130
5	South Asia	61
6	Oceania	26
7	South America	11
8	Scandinavia	6
9	Africa	3
10	Middle East	3

North America
15.1%

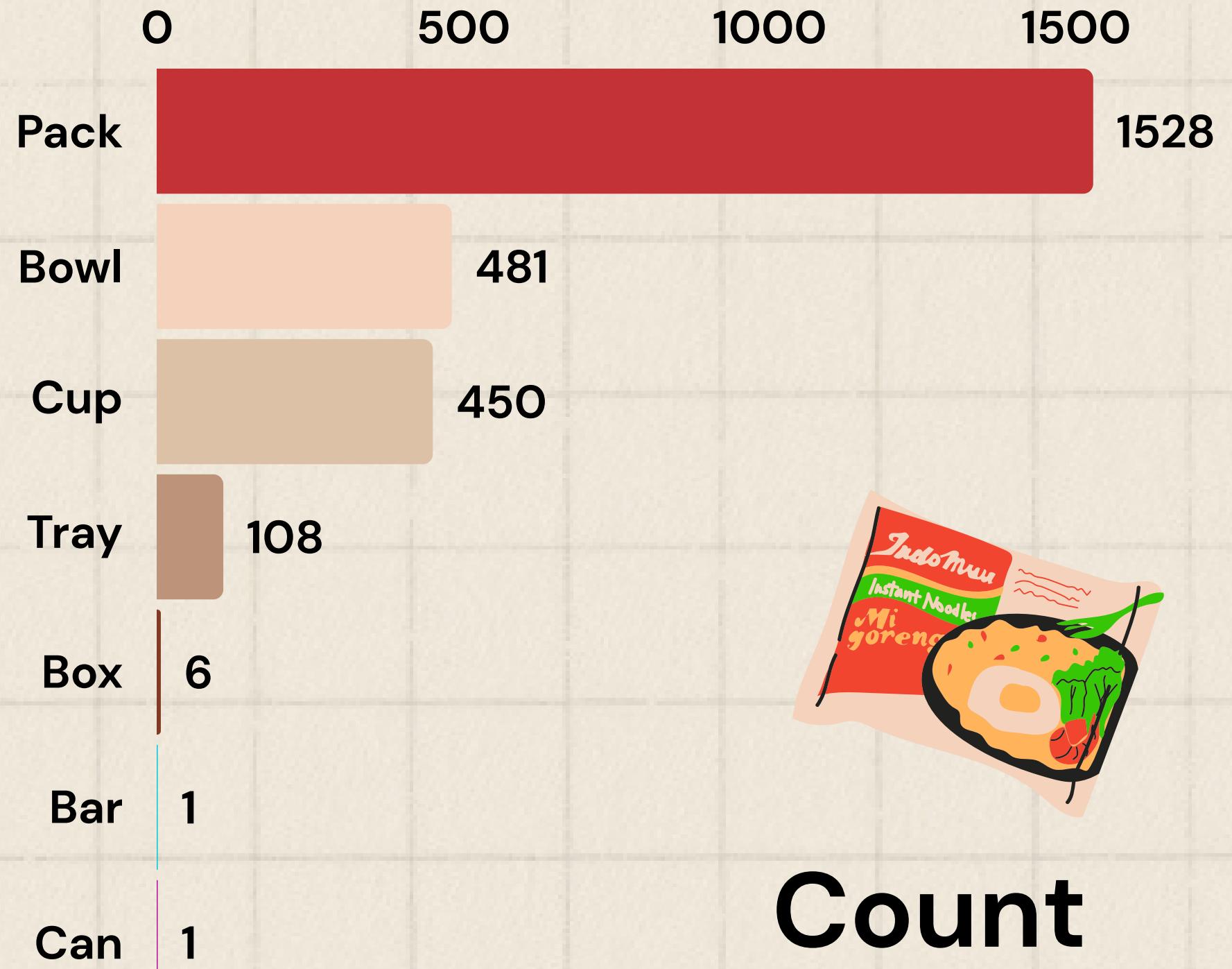


Analysis: Rating by Style

When analyzing the average star rating by style, there were a few styles with very small sample sizes which skewed the data.

From the three styles that had a larger sample size, "Pack" had the highest amount of reviews as well as highest average star rating of 3.70.

Style	Count	Average Stars
Bar	1	5.00
Box	6	4.29
Pack	1528	3.70
Bowl	481	3.67
Tray	108	3.55
Can	1	3.50



Count

The “Bar” Ramen

Brand: Komforte Chockolates

Variety: Savory Ramen

Link: [\[Amazon\]](#)



Top Ten Rankings

2012 – 2016

2012

Rank	Brand	Variety
1	Indomie	Special Fried Curly Noodle
2	Indomie	Mi Goreng Jumbo Barbecue Chicken
3	Nissin	Yakisoba Noodles Karashi
4	Sapporo Ichiban	Chow Mein
5	Mi Sedaap	Kari Spesial
9	Myojo	Hyoubanya No Chukasoba Oriental
10	Nongshim	Shin Ramyun Black

2013

Rank	Brand	Variety
1	Prima Taste	Singapore Laksa La Mian
2	Prima Taste	Singapore Curry La Mian
3	Indomie	Mi Goreng Rendang (Import)
4	Nongshim	Jinjja Jinjja Flamin' Hot & Nutty
6	Myojo	Ippeichan Yakisoba
9	Paldo	Kokomen Spicy Chicken
10	Mama	Instant Noodles Shrimp Creamy Tom Yum Flavour ...

2014

Rank	Brand	Variety
1	MyKuali	Penang White Curry Noodle
4	Sapporo Ichiban	Otafuku Okonomi Sauce Yakisoba
5	Samyang Foods	Maesaengytangmyun Baked Noodle
6	Paldo	Cheese Noodle
7	Mamee	Chef Curry Laksa Flavour
8	Prima Taste	Singapore Chilli Crab La Mian
9	Nongshim	Soon Veggie Noodle Soup
10	Mama	Instant Noodles Yentafo Tom Yum Mohfai Flavour

2015

Rank	Brand	Variety
1	MyKuali	Penang Red Tom Yum Goong Noodle
4	CarJEN	Nyonya Curry Laksa
6	Mamee	Chef Gold Recipe Mi Kari Seribu Rasa
7	MyKuali	Penang Hokkien Prawn Noodle (New Improved Taste)
8	Mama	Oriental Style Instant Noodles Green Curry Fla...
9	Maruchan	Gotsumori Sauce Yakisoba
10	A-Sha Dry Noodle	Veggie Noodle Tomato Noodle With Vine Ripened ...

2016

Rank	Brand	Variety
1	Prima Taste	Singapore Laksa Wholegrain La Mian
5	Prima Taste	Singapore Curry Wholegrain La Mian
7	Wugudaochang	Tomato Beef Brisket Flavor Purple Potato Noodle
8	Prima	Juzz's Mee Creamy Chicken Flavour
9	Tseng Noodles	Scallion With Sichuan Pepper Flavor
10	MAMA	Instant Noodles Coconut Milk Flavour

Most Awarded Country:
Singapore (7)

Most Awarded Brand:
Prima Taste(5)

Results

2 out of 3 of my hypotheses were correct. My mistake on the second one was forgetting about Japan's crazy ramen history.



- ✓ 1. Samyang noodles will be among the top 10 most highly rated ramen brands.
- ✗ 2. Southeast Asian countries will have the most variety of ramen.
- ✓ 3. The most highly rated style of ramen will be 'Pack'.

Conclusion

There are many, many varieties of ramen out there. I wasn't surprised to see some household names like Indomie and Samyang top the charts for best ramen brands.

Even though East Asian countries have the largest variety of ramen, Southeast Asian ramen brands dominate the Top Ten List, making up 56.8% of the entire list.

As a lover of spicy foods, it would have been really interesting if the ramen had a Spice rating, to do more analysis on the popularity and taste of spicy noodles.

From the results, I now have some new brands to try out the next time I'm grocery shopping.



End

Jenny Duong