

NYC Investment Analysis for Thai and Mexican Restaurants

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BUSINESS PROBLEM & GOAL

- **Through data driven analysis:**
 - determine either a Thai or Mexican style restaurant represents a better investment.
 - Identify which price points and restaurant services best represent growth opportunity.

DATA

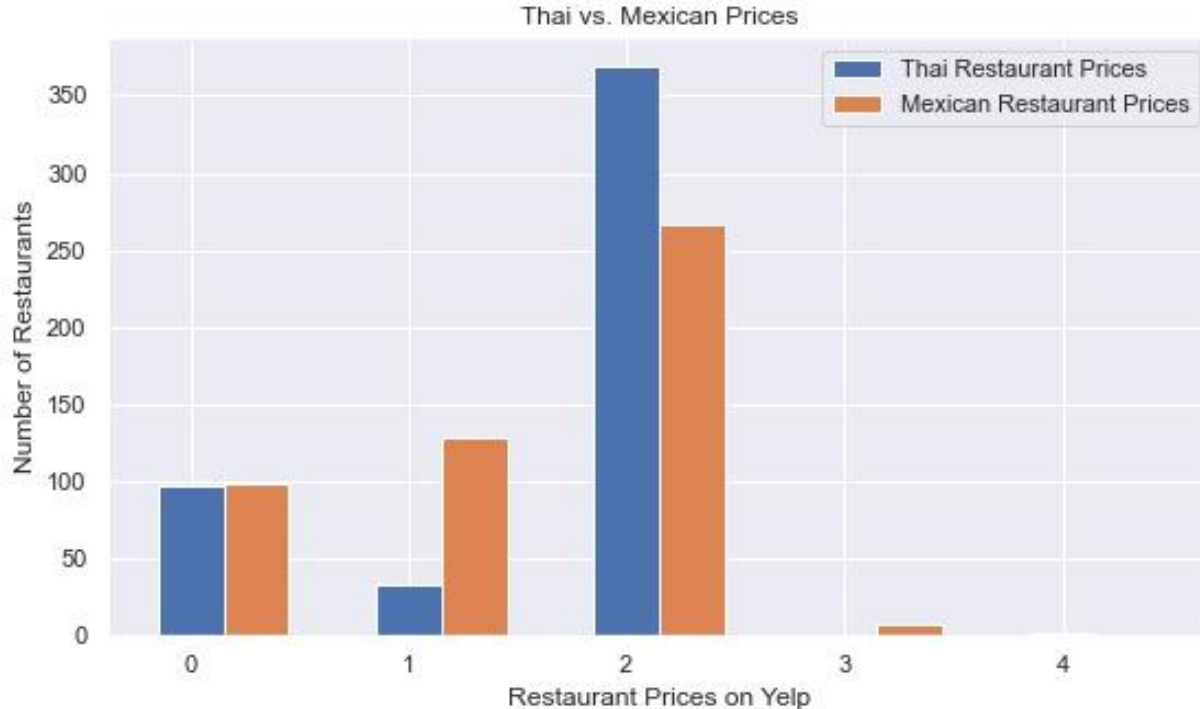
- Yelp API
 - Business data
 - Review data per business
- ~1000 NYC based restaurants
 - 500 Thai
 - 500 Mexican
- Business Data Columns:
 - Price
 - Rating
 - Review Count
 - Services
 - Zip Code



yelp* developers

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Price Point Analysis

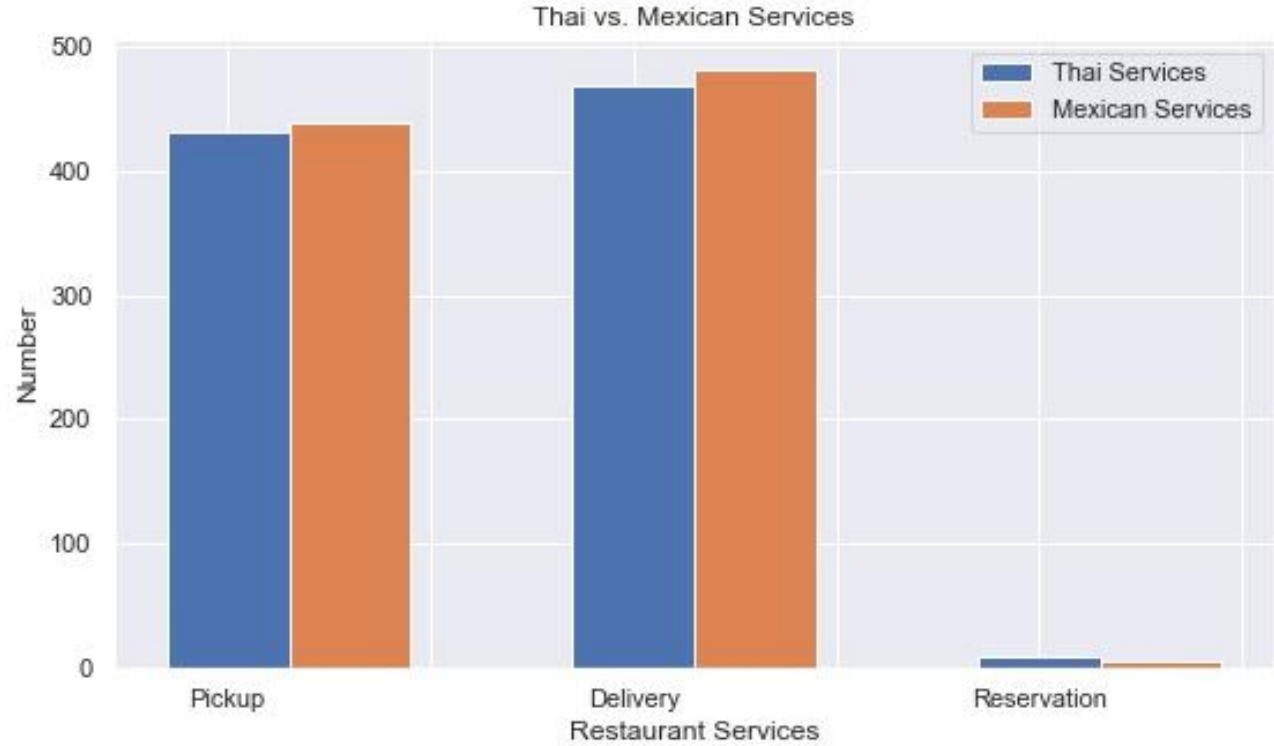


- Most restaurants from data fall within \$ to \$\$ price range
- Creates opportunity for more upscale restaurant

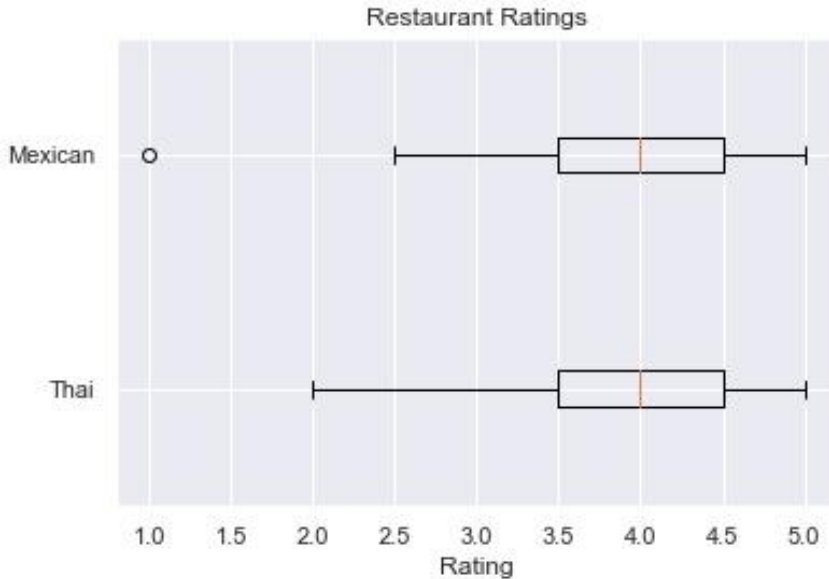
*0 x-axis label represents data with prices not provided

Restaurant Services Analysis

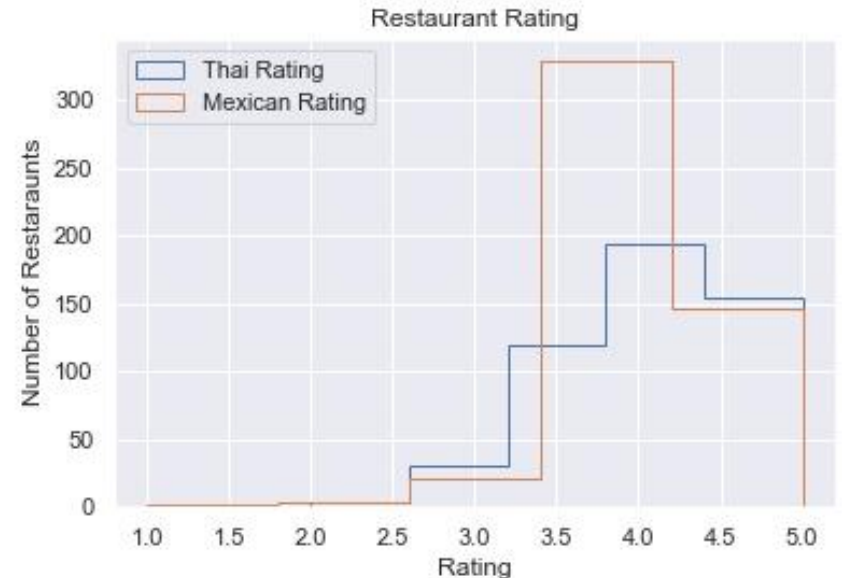
- Most restaurants offer pickup and delivery options
- More room to grow for dine-in and reservation restaurant types
- Demand for these services are likely to grow post COVID-19



Rating Analysis



- Ratings for both types of cuisines are similar (mean and median = 4.0)

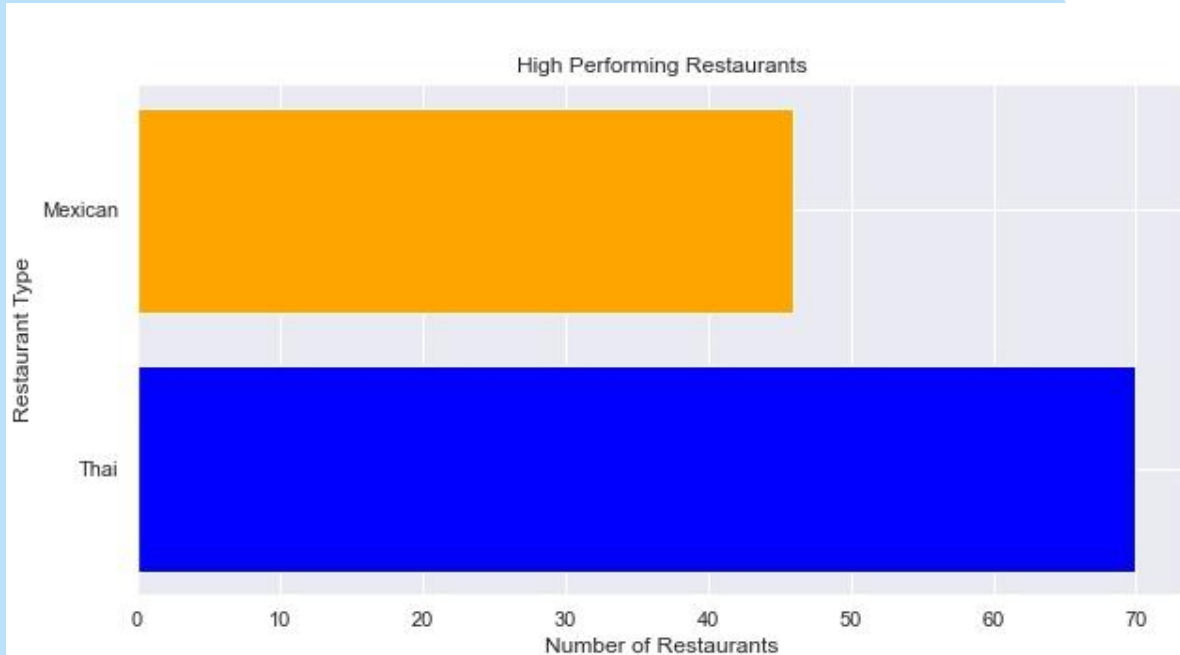


- Requires deeper analysis in order to make a decision between both cuisine types

So how do we decide between the two?



High Performing Restaurants



- High performing restaurants metrics:
 - 4.5+ rating
 - 100+ reviews
- Fewer high performing mexican restaurants
- Less competition/
Increased opportunity for higher quality Mexican restaurant

Key Takeaways

1

Better opportunity
for Mexican
restaurants.

2

Restaurants at a higher
price point have less
competition due to low
volume.

3

Offer dine-in
experience which
allows making
reservations.

Next Steps

1. Thorough analysis on costs of running a restaurant (e.g. ingredient costs, staff costs, real-estate, licensing, etc.)
2. Numerical price data in order to have a more detailed analysis
3. Get full text of each review to allow further analysis on customer satisfaction