

Executive Summary Document

What we created?

We have developed an interactive visualization for displaying the states which sell the maximum number of Tacos. Along with this, we have created USA heat map to show the mean prices of Tacos in different states of USA. We have created similar metrics for burritos as well.

Why ?

We wanted to see the distribution of taco and burrito restaurants and their prices across the different states in USA. We used these distributions to derive the bellow insights:

1. Being a favorite dish in many parts of the country, we wanted to see the popularity of Tacos and burritos in different states.
2. We wanted to create a correlation between the prices of tacos/burritos and the states

Who?

1. New Taco/burrito franchise can use the count distribution to determine the competition they will see while opening up a new restaurant
2. The new business owners would likely require the baseline pricing of tacos/burritos before setting up stores and the visualization will help with that.

Business Case :

This report can be used business analyst and managers to derive insights on what changes they can make to their pricing in order to gain more customer foothold.

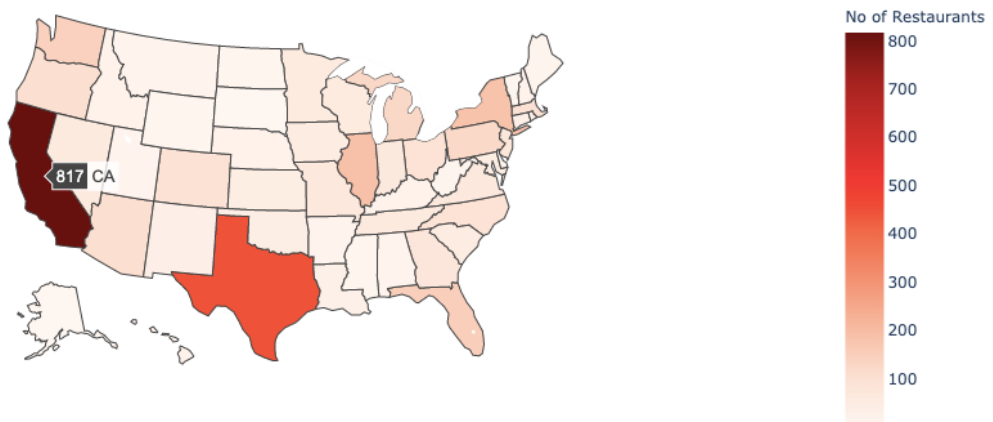
They can get an idea of the general competition they will see in a particular state if they have to establish a Taco/Burrito place

Insights established :

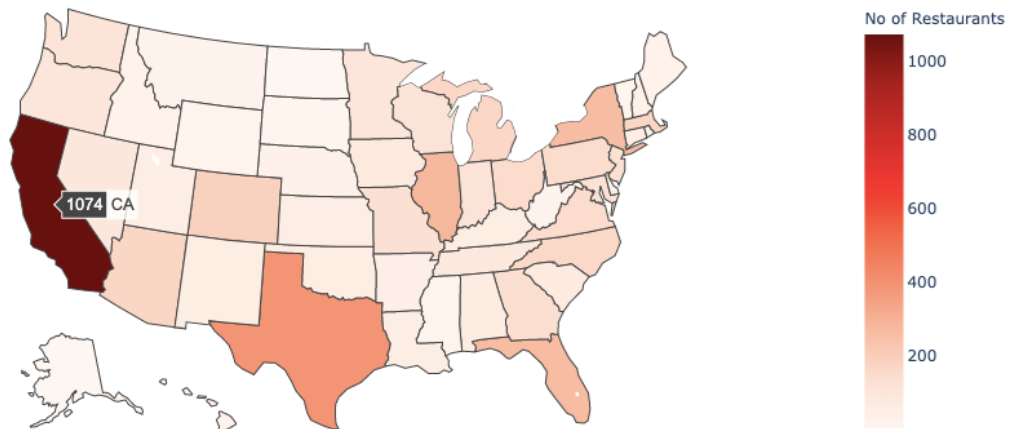
1. California has the maximum number of Taco and Burrito Places as compared to other states
2. North Dakots state has the most expensive Tacos
3. Maine state has the most expensive Burritos

Screenshots:

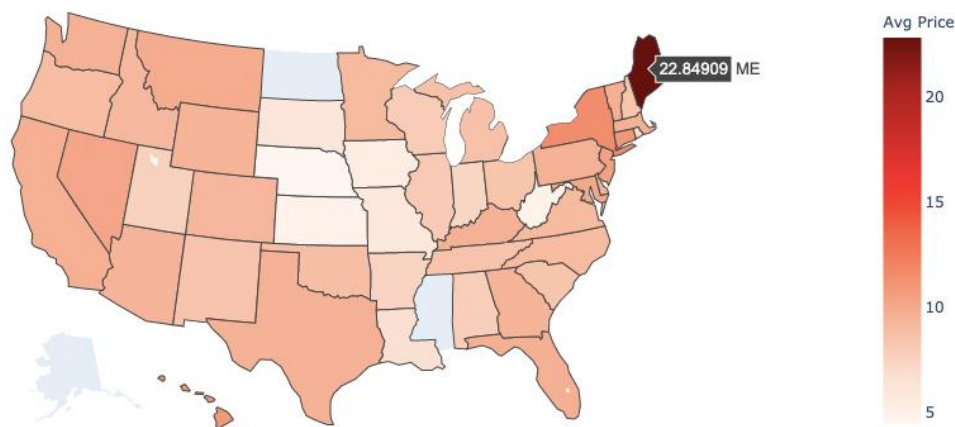
Taco Restaurants Distribution in USA



Buritto Restaurants Distribution in USA



Buritto Average Pricing in USA



Taco Average Pricing in USA

