**TACOO TACO BURRITO**

**Team Members: Adelia Manuel, Iretemi Adelaja, Marisa Ortiz, Natasha Jadagu**

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We were tasked with a series of data and a request to tell a story, something which could provide a valuable point of view. Mexican food and Mexican culture has had a turbulent beginning with the United States, only recently becoming more accepted and even popularized within the last 50 years. With so many Mexican restaurants now in the game, it's important for any companies who have an interest in the market to understand any trends that might occur.

Trends can possibly be found anywhere. With the data given, we could have focused on a “who” question, a “what”, a “where” or even a “how”. For the project, we decided to examine a possible relation between population, Hispanic population, diverse population, and the number of restaurants that served tacos/burritos. A layer deeper we wish to examine the difference between the role of chains and of independent restaurants.

To use the data, we needed to cut a significant amount to be able to read it. We selected a program decided random

Judging Criteria:

* **Purpose**Communicated a clear understanding of the problem
* **Framework**Mapped the task to a Data Science problem
* **Data Use**Effectively used data, acquired additional data
* **Models & Analytics**Effective application of analytics
* **Validation**Assessed quality of solutions & models
* **Impact**Clear description of the impact the solution has on solving the problem
* **Oral Presentation**Effectiveness, Engagement and Team Performance

[**https://americanhistory.si.edu/food/resetting-table/mexican-food-revolution**](https://americanhistory.si.edu/food/resetting-table/mexican-food-revolution)

**Description**

One thing that brings everyone together is food, and in Texas that means burritos and tacos. A list of 19,439 restaurants and similar businesses with menu items containing burritos and tacos from across the US has been compiled for users to mine the data and derive insights

“We are specifically looking for submissions that tell a story and deliver value.

Some questions to consider as you work today:

- How do you derive insights, statistics, and meaning which support your project's story?

- Which methods do you plan on using while mining, manipulating, and enhancing the data?

- What will the final product look like? How will you shape your workflow and data usage, given the constrained timeline of the datathon?

- How well does your model handle new datasets and evolve to encourage future use?”

**You can use this data to discover which parts of the country** [**offer the most for Mexican food aficionados**](https://datafiniti.co/tacos-vs-burritos/)**. E.g.:**

* **What is the ratio of burritos and tacos on restaurant menus from each city?**
* **What is the ratio of burritos and tacos on restaurant menus from cities with the most restaurants per capita (10,000 residents)?**
* **What is the ratio of cities with the most authentic Mexican restaurants per capita (10,000 residents)?**
* **Which cities have the most authentic Mexican restaurants?**
* **Which cities have the most Mexican restaurants?**
* **Which Mexican restaurants have the most locations nationally?**

Telling a story: We can use the who, what, when, where, why and how for ideas.

Questions we can answer from the data:

Who sells: What’s the percentage of chains vs independent restaurants who sells tacos. Do the restaurants who do sell tacos specialize in Mexican or Mexican/Latin-fusion? External data needed: Would a restaurant that specializes in Mexican/Latin do better than a chain restaurant?

What kind of tacos: Type of tacos aren’t in the data so what are these restaurants putting into their tacos? External: Do they use local ingredients? Do they use unconventional ingredients? Would a taco stand using unconventional ingredients do well in a place where traditional tacos are normal?

External data needed. When did they become popular? Is this only a trend? Can a company expect a long term investment?

Where are these restaurants located? California is noted for its historically strong history to Mexico (as does the SouthWest), but how does that affect the current taco market today? External data needed: Can only chains survive selling tacos outside of these historically Mexican states? Would a chain survive in an area that is popular with independent taco-selling restaurants?

How much competition is there? This can be separated from state to city space. How much are the tacos sold for? How much variety is offered? Is the variety mostly from chains or restaurants that specialize in Mexican/Latin? To tacos tend to cost more if there’s less local competition? How much could a company expect to sell a taco for?

Why tacos? This would have to be based on observations from the questions asked before. Do non-Mexican/Latin restaurants sell tacos because of how popular they are? Is it to provide variety? Is it variety because there are no other taco locations around or is it for competition against other taco sellers?

* **Chains vs Independent across cities**