Project - Identify and Recommend Restaurants to Restaurant Consolidator

Domain: Marketing

Problem Statement A restaurant consolidator is looking to revamp its B-to-C portal using intelligent automation tech. It is in search of different matrix to identify and recommend restaurants. To make sure an effective model can be achieved it is important to understand the behaviour of the data in hand.

Import Liabraries

import pandas as pd
import numpy as np
import seaborn as sns

import matplotlib.pyplot as plt

import numpy as np

from wordcloud import WordCloud

Import Dataset

data = pd.read_excel('/content/data.xlsx')

data.head(5)

7	Re	staurant ID	Restaurant Name	Country Code	City	Address	Locality	Locality Verbose	Longitude	Latitude	Cuisines	Average Cost for two	Currency	T boo
	0	7402935	Skye	94	Jakarta	Menara BCA, Lantai 56, Jl. MH. Thamrin, Thamri	Grand Indonesia Mall, Thamrin	Grand Indonesia Mall, Thamrin, Jakarta	106.821999	-6.196778	Italian, Continental	800000	Indonesian Rupiah(IDR)	
	1	7410290	Satoo - Hotel Shangri-La	94	Jakarta	Hotel Shangri-La, Jl. Jend. Sudirman	Hotel Shangri-La, Sudirman	Hotel Shangri-La, Sudirman, Jakarta	106.818961	-6.203292	Asian, Indonesian, Western	800000	Indonesian Rupiah(IDR)	
	2	7420899	Sushi Masa	94	Jakarta	Jl. Tuna Raya No. 5, Penjaringan	Penjaringan	Penjaringan, Jakarta	106.800144	-6.101298	Sushi, Japanese	500000	Indonesian Rupiah(IDR)	
	3	7421967	3 Wise Monkeys	94	Jakarta	Jl. Suryo No. 26, Senopati, Jakarta	Senopati	Senopati, Jakarta	106.813400	-6.235241	Japanese	450000	Indonesian Rupiah(IDR)	
	4	7422489	Avec Moi Restaurant and Bar	94	Jakarta	Gedung PIC, JI. Teluk Betung 43, Thamrin, Jakarta	Thamrin	Thamrin, Jakarta	106.821023	-6.196270	French, Western	350000	Indonesian Rupiah(IDR)	
	√													•
lext	steps:	Generat	e code with da	ta	View rec	ommended plo	ots New in	teractive sheet						

1.1 Perform preliminary data inspection and report the findings as the structure of the data, missing values, duplicates cleaning variable names etc.Based on the findings from the previous questions identify duplicates and remove them.

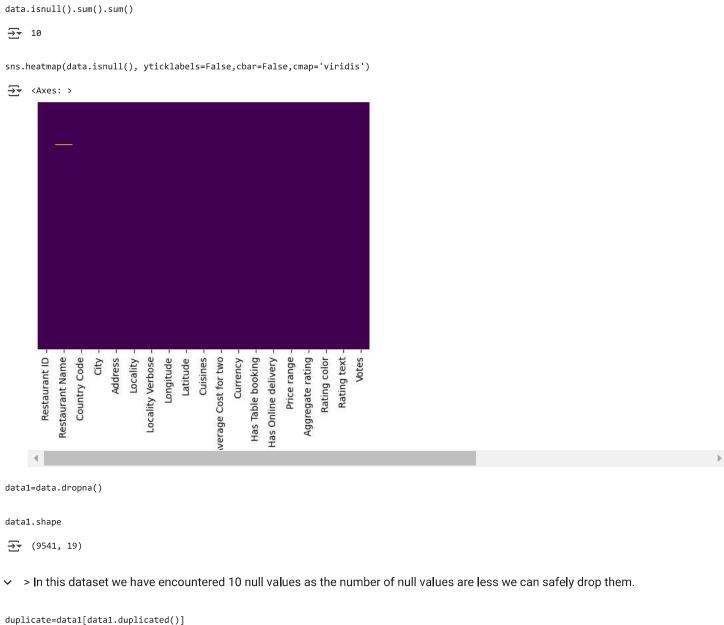
data.shape

→ (9551, 19)

data.columns

```
'Average Cost for two', 'Currency', 'Has Table booking', 'Has Online delivery', 'Price range', 'Aggregate rating',
          'Rating color', 'Rating text', 'Votes'],
         dtype='object')
```

1.2 Based on the findings from the previous questions identify duplicates and remove them.



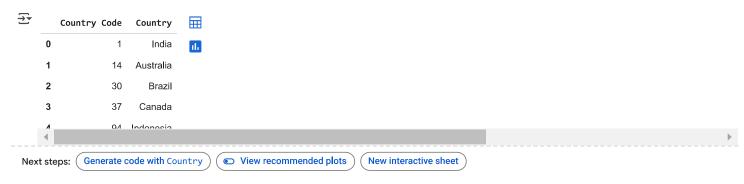
duplicate



- > We havent encountered any duplicate values.
- Importing Country code file and Merging with existing dataset

Country = pd.read_excel('/content/Country_Code.xlsx')

Country.head(5)



Merge the file

```
data2 = pd.merge(data1, Country, on = 'Country Code', how = 'left')
```

data2.head(5)

_		Restaurant ID	Restaurant Name	Country Code	City	Address	Locality	Locality Verbose	Longitude	Latitude	Cuisines	Average Cost for two	Currency	T boo
	0	7402935	Skye	94	Jakarta	Menara BCA, Lantai 56, Jl. MH. Thamrin, Thamri	Grand Indonesia Mall, Thamrin	Grand Indonesia Mall, Thamrin, Jakarta	106.821999	-6.196778	Italian, Continental	800000	Indonesian Rupiah(IDR)	
	1	7410290	Satoo - Hotel Shangri-La	94	Jakarta	Hotel Shangri-La, Jl. Jend. Sudirman	Hotel Shangri-La, Sudirman	Hotel Shangri-La, Sudirman, Jakarta	106.818961	-6.203292	Asian, Indonesian, Western	800000	Indonesian Rupiah(IDR)	
	2	7420899	Sushi Masa	94	Jakarta	Jl. Tuna Raya No. 5, Penjaringan	Penjaringan	Penjaringan, Jakarta	106.800144	-6.101298	Sushi, Japanese	500000	Indonesian Rupiah(IDR)	
	3	7421967	3 Wise Monkeys	94	Jakarta	Jl. Suryo No. 26, Senopati, Jakarta	Senopati	Senopati, Jakarta	106.813400	-6.235241	Japanese	450000	Indonesian Rupiah(IDR)	
	4	7422489	Avec Moi Restaurant and Bar	94	Jakarta	Gedung PIC, JI. Teluk Betung 43, Thamrin, Jakarta	Thamrin	Thamrin, Jakarta	106.821023	-6.196270	French, Western	350000	Indonesian Rupiah(IDR)	
	4													•
Next	ste	os: Generat	e code with da	ta2) (View re	commended p	lots New i	interactive she	et					

After merging the files country name column is added as last column

9541 non-null

9541 non-null

data2.info()

Longitude

Latitude

<class 'pandas.core.frame.DataFrame'> RangeIndex: 9541 entries, 0 to 9540 Data columns (total 20 columns): # Column Non-Null Count Dtype Restaurant ID 0 9541 non-null int64 Restaurant Name 9541 non-null object Country Code 9541 non-null int64 City 9541 non-null object Address 9541 non-null object Locality 9541 non-null object Locality Verbose 9541 non-null object

float64

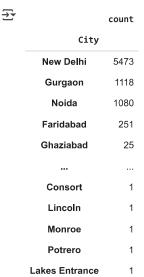
float64

```
Cuisines
                                 9541 non-null
                                                  object
      10 Average Cost for two 9541 non-null
                                                  int64
                                 9541 non-null
      11 Currency
                                                  object
      12 Has Table booking
                                 9541 non-null
                                                  object
      13 Has Online delivery
                                 9541 non-null
                                                  object
      14 Price range
                                 9541 non-null
                                                  int64
      15 Aggregate rating
                                 9541 non-null
                                                  float64
                                 9541 non-null
      16 Rating color
                                                  object
                                 9541 non-null
      17 Rating text
                                                  object
      18 Votes
                                 9541 non-null
                                                  int64
                                 9541 non-null
      19 Country
                                                  object
     dtypes: float64(3), int64(5), object(12)
     memory usage: 1.5+ MB
data2.columns = data2.columns.str.replace(' ','_')
data2.columns
→ Index(['Restaurant_ID', 'Restaurant_Name', 'Country_Code', 'City', 'Address',
             Locality', 'Locality_Verbose', 'Longitude', 'Latitude', 'Cuisines',
            'Average_Cost_for_two', 'Currency', 'Has_Table_booking', 'Has_Online_delivery', 'Price_range', 'Aggregate_rating',
            'Rating_color', 'Rating_text', 'Votes', 'Country'],
           dtype='object')
data2.isnull().sum().sum()
→ 0
```

2.1 Explore the geographical distribution of the restaurants, finding out the cities with maximum / minimum number of restaurants.

data2['Country'].value_counts() ₹ count Country India 8651 **United States** 425 **United Kingdom** South Africa UAE 60 Brazil 60 New Zealand 40 Turkey 34 Australia 24 **Phillipines** 22 Indonesia 21 Sri Lanka 20 Qatar 20 20 Singapore Canada 4

data2['City'].value_counts()

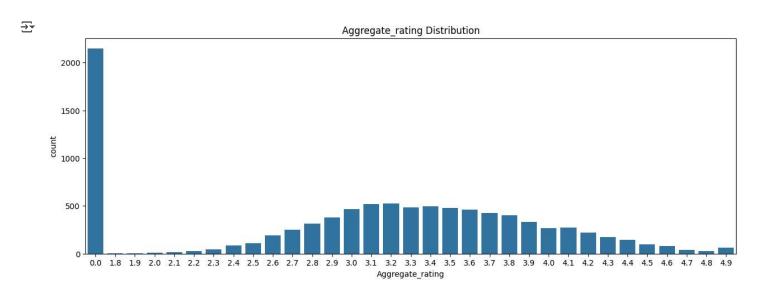


140 rows × 1 columns

> As we can observe that this data set contains high number of restaurants from India and Delhi have the highest number of restaurants.

2.2 Explore how ratings are distributed overall.

```
df = pd.DataFrame(data2)
plt.figure(figsize=(15, 5))
sns.countplot(x='Aggregate_rating', data=df)
plt.title('Aggregate_rating Distribution')
plt.show()
```



As we can observe maximum number of customers havent rated restraunts as 0.0 is maximum. Where as per distribution the bell curve peaks at 3.2.

```
Color_counts = df['Rating_color'].value_counts()

# Generate the word cloud
wordcloud = WordCloud(width=800, height=400, background_color='white').generate_from_frequencies(Color_counts)

https://colab.research.google.com/drive/1AZMJUiU9V3lyMKHwCFwDfH9TLVI2OyGt#scrollTo=Wzs-pxFkeRt_&printMode=true
```

```
# Display the word cloud
plt.figure(figsize=(10, 5))
plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")  # Hide the axis
plt.show()
```





As per word cloud Orange colour rating is in majority which means average customer isnt very pleased and White is second in rank which means a lot of them havent rated.

```
Text_counts = df['Rating_text'].value_counts()

# Generate the word cloud
wordcloud = WordCloud(width=800, height=400, background_color='white').generate_from_frequencies(Text_counts)

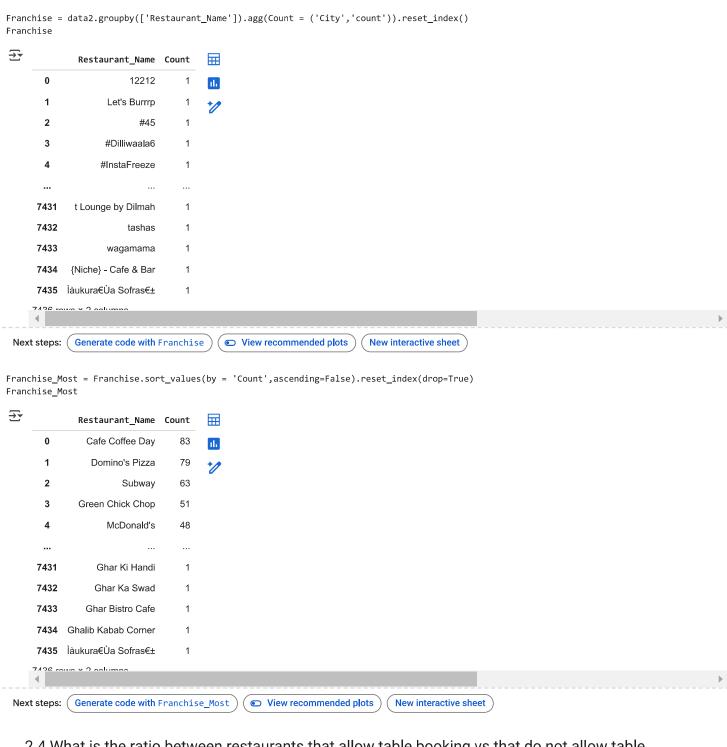
# Display the word cloud
plt.figure(figsize=(10, 5))
plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off") # Hide the axis
plt.show()
```



Not rated Average Good Good

As we can see most of the rating is Average

2.3 Restaurant franchise is a thriving venture. So, it becomes very important to explore the franchise with most national presence.



2.4 What is the ratio between restaurants that allow table booking vs that do not allow table booking

Ratio between restaurants that allow table booking vs. those that do not allow table booking
Booking_table=data2.groupby('Has_Table_booking').Restaurant_ID.count()
Booking_table

300KT	ng_table	
_		Restaurant_ID
	Has_Table_booking	
	No	8383
	Yes	1158
	4	

```
print('Ratio between restaurants that allow table booking vs. those that do not allow table booking:', round((Booking_table.Yes/Booking_table.No),2))

Provided Ratio between restaurants that allow table booking vs. those that do not allow table booking: 0.14

# Graphical representation of above ration - Pie Chart
plt.title('Booking Availability')
plt.pie(Booking table,labels<'Table Booking Not Allowed', 'Table Booking Allowed'),explode=(0.1,0),shadow=True, autopct='%1.2f%')
plt.show()

**Table Booking Not Allowed**

**Booking Availability**

Table Booking Not Allowed**

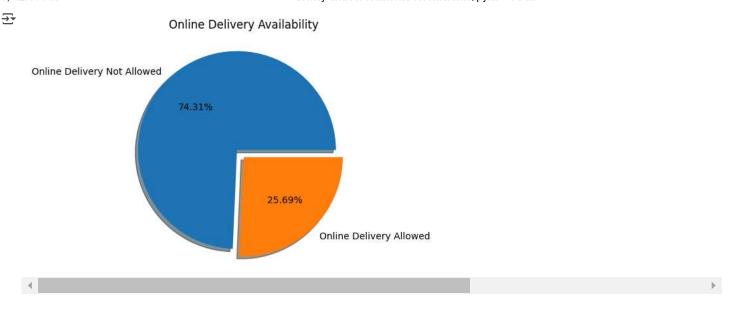
**Table Booking Allowed**

**Table Boo
```

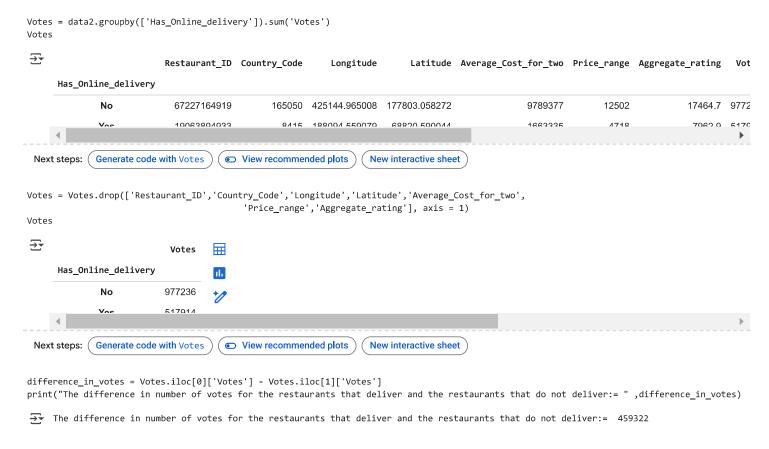
We can see in above graph only 12.14% restaurants allow table booking and 87.86 restaurants not allow table booking

2.5 What is the percentage of restaurants providing online delivery

online_delivery=data2.groupby('Has_Online_delivery').Restaurant_ID.count() online_delivery **₹** Restaurant_ID Has_Online_delivery No 7090 2451 Yes print('Percentage of restaurants providing online delivery:', round((online_delivery.Yes/online_delivery.sum()),4)*100) Percentage of restaurants providing online delivery: 25.69 # Graphical representation via Pie Chart plt.title('Online Delivery Availability') $\verb|plt.pie(online_delivery, labels=('Online_Delivery_Not_Allowed', 'Online_Delivery_Allowed'), explode=(0.1,0), shadow=True, labels=('Online_Delivery, labels=('Online_Delive$ autopct='%1.2f%%') plt.show()



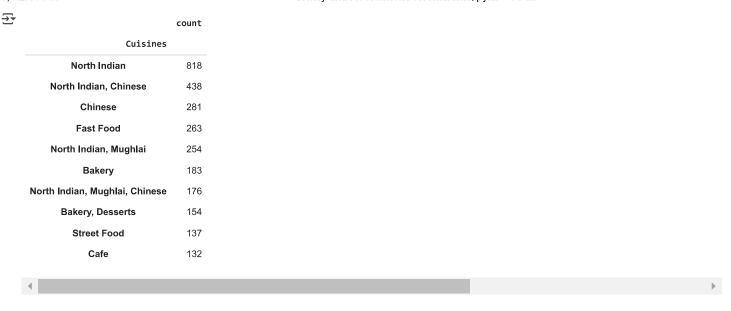
- > We can see in above graph only 25.69% restaurants provide online delivery and 74.31 restaurants not provide online delivery
- 2.6 Is there a difference in no. of votes for the restaurants that deliver and the restaurant that don't



As we can see above there is difference of 459322 votes between Yes and No for online delivery

2.7 What are the top 10 cuisines served across cities

```
data2.groupby("Restaurant_Name")["Cuisines"].max().value_counts().head(10)
```



Based on above information we can say that North Indian cuisine is at number 1 and and no2. is chinese

2.8 What is the maximum and minimum no. of cuisines that a restaurant serves? Also, what is the relationship between No. of cuisines served and Ratings

```
Max_Min_Cuisines = data2.groupby(['Restaurant_Name','Cuisines']).agg( Count = ('Cuisines','count')).reset_index()
Max_Min_Cuisines = Max_Min_Cuisines.sort_values(by = 'Count', ascending = False).reset_index(drop=True)
Max_Min_Cuisines.rename(columns={'Count':'Restaurant_Count'}, inplace=True)
Max_Min_Cuisines
₹
               Restaurant_Name
                                                             Cuisines Restaurant_Count
        0
                Cafe Coffee Day
                                                                 Cafe
        1
                  Domino's Pizza
                                                       Pizza, Fast Food
                                                                                      78
        2
                        Subway
                                American, Fast Food, Salad, Healthy Food
                                                                                      62
        3
               Green Chick Chop
                                      Raw Meats, North Indian, Fast Food
                                                                                      47
                     McDonald's
                                                      Fast Food, Burger
                                                                                      44
      7934
                  Fusilli Reasons
                                                                Italian
      7935
                 Funkey Monkey
                                               Breakfast, Coffee and Tea
      7936
                Funk House Cafe
                                                     Cafe, Italian, Salad
      7937
                    Funduz Cafe
                                                            Fast Food
      7938 Ìàukura€Ùa Sofras€±
                                                         Kebab, Izgara
 Next steps: (
              Generate code with Max Min Cuisines
                                                    View recommended plots
                                                                                  New interactive sheet
Max_Min_Cuisines=pd.DataFrame(data2.groupby('Restaurant_Name').Cuisines.count()).reset_index()
```

Max_Min_Cuisines=pd.DataFrame(data2.groupby('Restaurant_Name').Cuisines.count()).reset_index(
Max_Min_Cuisines.sort_values(by = 'Cuisines', ascending = False)



> Based on above information we can say that Caffee day is highest cuisines served which is 83 and Least cusines serve by restaurants count is 1

data3=data2["Cuisines"].value_counts()
data3

	cou
Cuisines	:
North Indian	g
North Indian, Chinese	5
Chinese	3
Fast Food	3
North Indian, Mughlai	3
Continental, Mexican, North Indian, Chinese	
Cafe, Mexican, Italian, Continental	
Cafe, Continental, Italian, Street Food	
Cafe, Lebanese, Italian	
Cafe, Continental, Desserts, Ice Cream, Italian, Beverages	;
1825 rows × 1 columns	

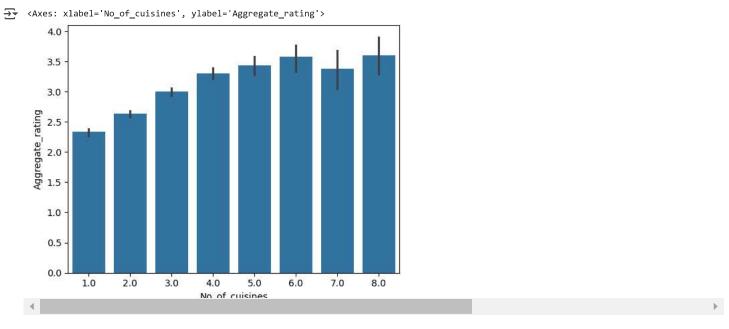
data2["No_of_cuisines"]=data1["Cuisines"].str.strip().str.split(',').apply(len)
data2.head(5)

	Restaurant_ID	Restaurant_Name	Country_Code	City	Address	Locality	Locality_Verbose	Longitude	Latitude	Cuisines		
0	7402935	Skye	94	Jakarta	Menara BCA, Lantai 56, Jl. MH. Thamrin, Thamri	Grand Indonesia Mall, Thamrin	Grand Indonesia Mall, Thamrin, Jakarta	106.821999	-6.196778	Italian, Continental		1
1	7410290	Satoo - Hotel Shangri-La	94	Jakarta	Hotel Shangri-La, Jl. Jend. Sudirman	Hote l Shangri-La, Sudirman	Hotel Shangri-La, Sudirman, Jakarta	106.818961	-6.203292	Asian, Indonesian, Western		1
2	7420899	Sushi Masa	94	Jakarta	Jl. Tuna Raya No. 5, Penjaringan	Penjaringan	Penjaringan, Jakarta	106.800144	-6.101298	Sushi, Japanese		1
3	7421967	3 Wise Monkeys	94	Jakarta	Jl. Suryo No. 26, Senopati, Jakarta	Senopati	Senopati, Jakarta	106.813400	-6.235241	Japanese		I
4	7422489	Avec Moi Restaurant and Bar	94	Jakarta	Gedung PIC, JI. Teluk Betung 43, Thamrin, Jakarta	Thamrin	Thamrin, Jakarta	106.821023	-6.196270	French, Western		I
5 r	ows × 21 columns											
\triangleleft											•	

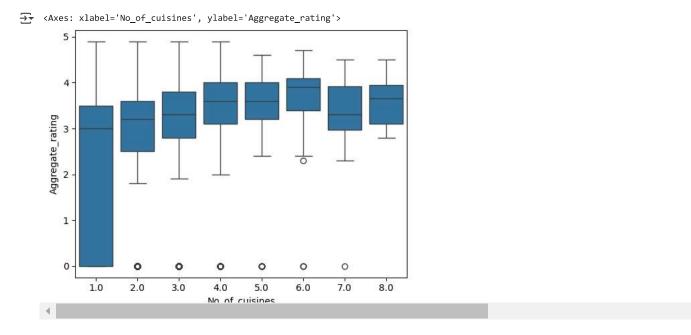
data2["No_of_cuisines"]

		No_of_cuisines
	0	2.0
	1	3.0
	2	2.0
	3	1.0
	4	2.0
	9536	2.0
	9537	1.0
	9538	3.0
	9539	NaN
	9540	2.0
	9541 rc	ws × 1 columns

sns.barplot(data2, x="No_of_cuisines", y="Aggregate_rating")



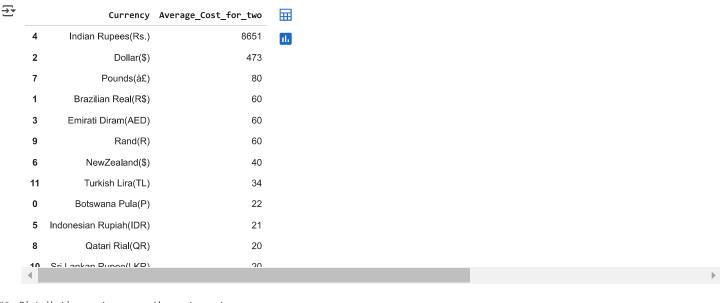
sns.boxplot(data2, x="No_of_cuisines", y="Aggregate_rating")



From above chart we can say that restaurant which serve more cuisines they get more ratings

2.9 Discuss the cost vs the other variables

```
# Currency wise distribution of cost
Currency_dis = pd.DataFrame(data2.groupby('Currency').Average_Cost_for_two.count()).reset_index()
Currency_dis.sort_values(by='Average_Cost_for_two', ascending = False)
```



Distribution cost accross the restaurants
Cost_per_restaurants = pd.DataFrame(data2.groupby('Restaurant_Name').Average_Cost_for_two.sum()).reset_index()
Cost_per_restaurants.sort_values(by = 'Average_Cost_for_two', ascending = False)

	Destaurant Name	Avenue Cook Con two
	Restaurant_Name	Average_Cost_for_two
5889	Skye	800000
5586	Satoo - Hotel Shangri-La	800000
6254	Talaga Sampireun	600000
6162	Sushi Masa	500000
41	3 Wise Monkeys	450000
1911	Deena Chat Bhandar	0
6683	The Latitude - Radisson Blu	0
7087	UrbanCrave	0
5401	Royal Hotel	0
7103	VNS Live Studio	0
7126 -	owo v 2 ookumno	

Restaurants wise distribution of cost - by Currencies
data3=pd.DataFrame(data2.groupby(['Currency','Restaurant_Name']).agg(Count = ('Average_Cost_for_two','sum'))).reset_index()
data3.sort_values(by='Count', ascending = False)

→ *		Currency	Restaurant_Name	Count	=
	7211	Indonesian Rupiah(IDR)	Skye	800000	ıl.
	7210	Indonesian Rupiah(IDR)	Satoo - Hotel Shangri-La	800000	
	7213	Indonesian Rupiah(IDR)	Talaga Sampireun	600000	
	7212	Indonesian Rupiah(IDR)	Sushi Masa	500000	
	7199	Indonesian Rupiah(IDR)	3 Wise Monkeys	450000	
	5682	Indian Rupees(Rs.)	Sheroes Hangout	0	
	1046	Indian Rupees(Rs.)	Atmosphere Grill Cafe Sheesha	0	
	6549	Indian Rupees(Rs.)	The Latitude - Radisson Blu	0	
	427	Dollar(\$)	Senor Iguanas	0	
	1819	Indian Rupees(Rs.)	Chapter 1 Cafe	0	
	7/62 ***	wo v 2 columns			

7

NewZealand(\$)

```
data3.groupby(['Currency'], sort=False)['Count'].max()
₹
                                Count
                    Currency
         Botswana Pula(P)
                                 6000
         Brazilian Real(R$)
                                  460
             Dollar($)
                                  500
        Emirati Diram(AED)
                                  750
         Indian Rupees(Rs.)
                                55300
      Indonesian Rupiah(IDR)
                              800000
          NewZealand($)
            Pounds(å£)
                                  230
          Qatari Rial(QR)
                                  550
              Rand(R)
                                 3210
      Sri Lankan Rupee(LKR)
                                 4500
          Turkish Lira(TL)
                                  400
# Currency wise highest cost accross restaurants
Max_cost=data3.groupby('Currency')\
  .apply(lambda group: group[group.Count == group.Count.max()])\
  .reset_index(drop=True)
Max_cost.sort_values(by='Count', ascending = False)
     <ipython-input-126-ecf7dd78b904>:3: DeprecationWarning: DataFrameGroupBy.apply operated on the grouping columns. This behavior is deprec
        .apply(lambda group: group[group.Count == group.Count.max()])\
                       Currency
                                                   Restaurant Name
                                                                      Count
                                                                               H
          Indonesian Rupiah(IDR)
                                             Satoo - Hotel Shangri-La
                                                                    800000
          Indonesian Rupiah(IDR)
                                                              Skye
                                                                     800000
               Indian Rupees(Rs.)
                                                     Domino's Pizza
                                                                      55300
                Botswana Pula(P) Spiral - Sofitel Philippine Plaza Manila
       0
                                           The Manhattan Fish Market
      11
           Sri Lankan Rupee(LKR)
                                                                       4500
      10
                        Rand(R)
                                      Restaurant Mosaic @ The Orient
                                                                       3210
       3
              Emirati Diram(AED)
                                                         Applebee's
                                                                        750
       9
                  Qatari Rial(QR)
                                                 Vine - The St. Regis
                                                                        550
       2
                        Dollar($)
                                                   Restaurant Andre
                                                                        500
       1
                Brazilian Real(R$)
                                                       Coco Bambu
                                                                        460
      12
                  Turkish Lira(TL)
                                                            Nusr-Et
                                                                        400
       8
                     Pounds(å£)
                                          Restaurant Gordon Ramsay
                                                                        230
```

> Based on above codes we can say that Satoo and Skye have highest cost across all the restaurants. Satoo restaurant have highest cost in Indonesain currency and Domino's Pizza have highest cost in indian rupees.

200

2.10 Explain the factors in the data that may have an effect on ratings e.g. No. of cuisines, cost, delivery option etc.

```
## Aggregate_rating vs count
Rating_count=pd.DataFrame(data2.groupby('Aggregate_rating').agg(Count = ('Restaurant_Name','count'))).reset_index()
Rating_count.sort_values(by='Aggregate_rating', ascending = False)
```

Hippopotamus - Museum Hotel

25, 12	2.14 1	- IVI		
₹		Aggregate_rating	Count	
	32	4.9	61	th
	31	4.8	25	
	30	4.7	41	
	29	4.6	78	
	28	4.5	95	
	27	4.4	143	
	26	4.3	174	
	25	4.2	221	
	24	4.1	273	
	23	4.0	266	
	22	3.9	332	
	21	3.8	399	
	20	3.7	427	
	19	3.6	458	
	18	3.5	480	
	17	3.4	495	
	16	3.3	483	
	15	3.2	522	
	14	3.1	519	
	13	3.0	468	
	12	2.9	381	
	11	2.8	315	
	10	2.7	250	
	9	2.6	191	
	8	2.5	110	
	7	2.4	87	
	6	2.3	47	
	5	2.2	27	
	4	2.1	15	
	3	2.0	7	
	2	1.9	2	
	1	1.8	1	
			21/18	
	1			

> From above observation we can say that 61 restaurants have 4.9 ratings and 2148 restaurants have 0 ratings



Best rated restaurants by country

Country_wise_top_rating=pd.DataFrame(Country_Rating[Country_Rating.Aggregate_rating >= 4.9]).reset_index()
Country_wise_top_rating.sort_values(by='Count', ascending = False)

₹	index		Country	Aggregate_rating	Count	
	1	69	India	4.9	19	ılı
	11	221	United States	4.9	14	
	2	79	Indonesia	4.9	4	
	9	179	UAE	4.9	4	
	10	199	United Kingdom	4.9		
	0	32	Brazil	4.9	3	
	4	101	Phillipines	4.9	3	
	6	139	South Africa	4.9	3	
	8	163	Turkey	4.9	3	
	3	92	New Zealand	4.9	2	
	5	114	Qatar	4.9	1	
	7	151	Qri I anka	ΛΩ	1	

> India have 19 counts for highest rating post that United states have 14 count for highest rating.

Rating Distribution

RatingType_count=pd.DataFrame(data2.groupby('Rating_text').agg(Count = ('Restaurant_Name','count'))).reset_index()
RatingType_count



> From above observation we can say that Average rating count is higher which is 3734, Not Rated rating count is 2148 and Good Rating count is 2096