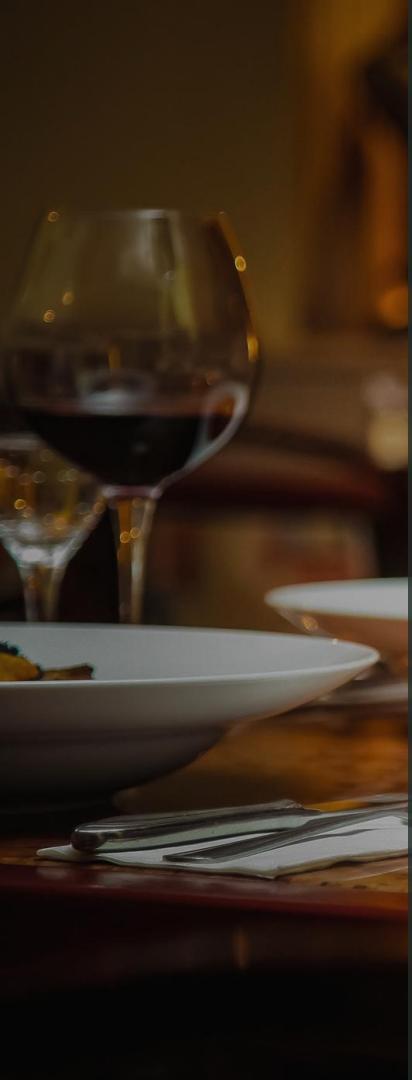




The Secret Sauce to Stardom

Produced and Presented by: Eshaan Arora, Samuel Chen,
Shaunak Divine, Ashley Hattendorf, Maggie Kleman and
Grayson Merritt





Just quickly, which spot has the Michelin Star?

“It's alright – fish was fresh and we were content. Nothing too special though – not our favorite in nyc.”

“The most authentic Omakase experience in NYC. Chef was awesome and informative for the entire meal. The quality of the food and service is above all! Definitely make your way here for a proper Omakase experience.”

It's actually the same restaurant!



SHION

69

LEONARD
STREET



MICHELIN STAR

Coveted by many chefs, but bestowed upon only to an excellent few.
Getting a star (or three) could change the fate of a restaurant.



High quality cooking,
Worth a stop!



Excellent cooking,
worth a detour!



Exceptional cuisine,
worth a special journey!



Sources of Our Data



MICHELIN GUIDE

- List of restaurants deemed to deserve a
- Segmented by geographical region
- North America was used as the base region for our analysis



- 78,838 Reviews (Michelin, Non Michelin and Austin)
- All-user generated
- Users are able to say whatever they please
- Reviews are all in text
- Touch on topics such as food quality, service, etc

DUBAI



DUBAI

MICHELIN
2022
DUBAI

DUBAI



DUBAI

MICHELIN
2022
DUBAI



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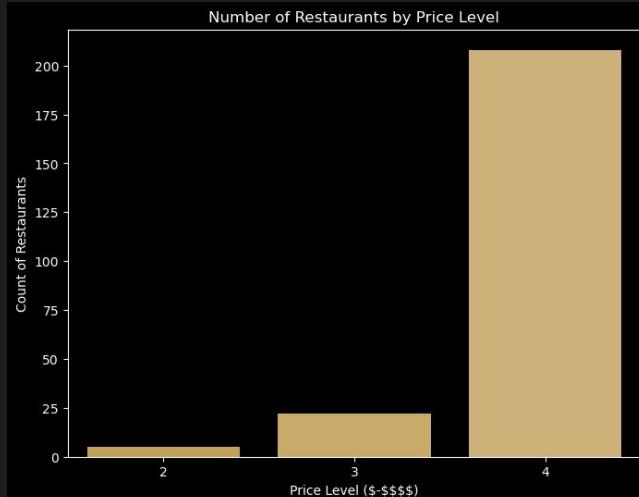


Our Goals

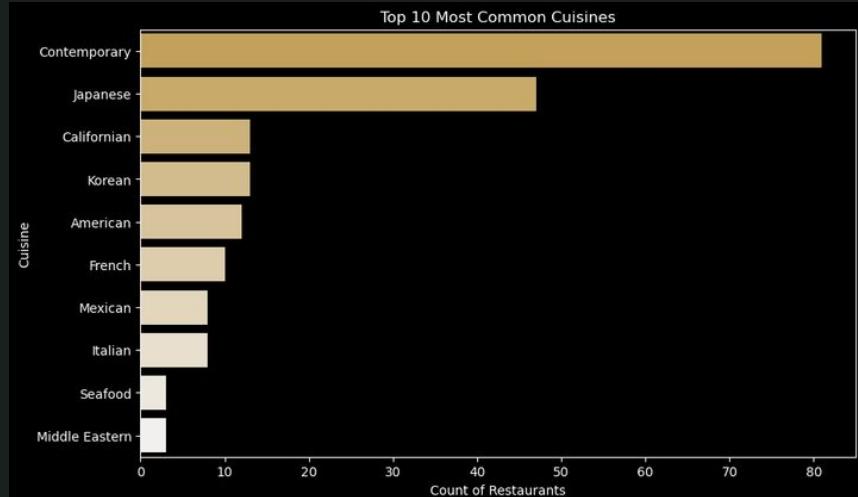
- What does Michelin actually look for?
- What restaurants in Austin fit the bill?
- How can those restaurants earn a ?



Overview of US Michelin Restaurants



- Michelin stars were by far most awarded to \$\$\$ restaurants
- Expensive food → ?
- Or... ? → Expensive food?



- Contemporary cuisine and “pushing the envelope” seem to be rewarded
- Japanese cuisine pays special attention to consistency and attention to detail?



Methods of Analysis

- Topic Modeling with LDA
- Similarity Analysis
- Sentiment Analysis
- Bigrams and Trigrams

Bigram/Trigram Analysis

Top Michelin Bigrams and Trigrams:

- Tasting Menu
- Wine Pairing
- Foie Gras
- Prix Fixe Menu

Top Non Michelin Bigrams and Trigrams:

- Happy Hour
- Fried Chicken
- No Wait
- Indoor Outdoor Seating



Insights



Taste

- Not a significant difference between Michelin and Non-Michelin restaurants, so what becomes more important?

Ambiance

- Michelin says: Ambiance doesn't matter - corroborated by the evidence (i.e., it actually does not matter!)

Length of Review

- 169 words (Michelin) vs 122 words (Non-Michelin)

Chef Personality

- Very frequent in Michelin restaurant reviews



Topic Differentiation



Michelin Specific

American
Contemporary

Sushi/
Omakase

Common

Desire to
Return

Service and
Experience



Predictions



Data-Driven Potential: Michelin Stars in Austin

- Aba
- Hestia
- Canje
- Craft Omakase
- Intero
- Salty Sow
- Launderette
- Lin Asian
- Bufalina
- Soto



What's Next?

- Compare Austin Restaurant Reviews (before and after Stars are awarded)
- Look at Global Michelin Restaurants
- Explore Location and Neighborhood Economics





Thank You!