**Final Project - Report**

***Summary***

In this project I wanted to explore the data regarding Restaurants across European cities to determine what factors are most likely the reason behind a restaurant’s success. Factors that include, time of year (TOY), cuisine options, city location, restaurant ratings etc.

Through my data exploration, there were definitely patterns discovered throughout the data and there are some solutions that, if implemented, can help increase the outcome of a restaurant’s success.

***Top 3 Cuisines by City***

* North Indian, and Chinese cuisine was the 2 most common food option out of each restaurant
* The cities with the highest sales quantity based on a cuisine were Electronic City, Bangalore, and Gorakhpur. They each had their highest sales from North Indian, Chinese food. They also had a similar ranking with having bakery cuisine in the top 3 highest options.

**Average Ranking**

*(The sheet has a filter for ratings count, from too few ratings to 10k+)*

* Restaurants with 20-50 ratings reviews had the highest amount of 5.0 ratings
* The higher your rating count is the more likely you will not have a low score.
* Once a restaurant reaches 1k ratings, they are most likely to receive in-between a 3.0 and 4.5.

**TOY of Most Sales**

* 2018 was the highest year for sales, 8 of the top 10 month/year with the most sales were in 2018.
* The month of August has the highest overall sales
* December has the least appearances in the top 20 months/year with highest sales

**City with Most Sales**

* Tirupati has the most sales per city, with over $42 million overall sales. The remaining cities are below $30 million.
* Only 17 cities have been able to reach over $10 million sales

**Restaurants with Most Sales Qty**

*(This sheet is filtering the top 20 restaurants)*

* Maharaja Grills and Rolls has the most sales with over 14,000 sales quantity
* Only 4 restaurants had over 10k in sales quantity
* 5k-6k is the most common amount of sales a restaurant will do

**Result and Recommendation**

Overall, there are multiple factors that can determine if a restaurant is successful or not. The most crucial areas to focus on I will say are Cuisine and Time of Year. The cuisine should definitely have a North Indian/Chinese theme. Also if you were to open a restaurant it will be beneficial to watch for certain times of the year to provide awareness to your restaurant. July-August and April-May seems to be the most popular times of year. Creating brand awareness around those times can ensure your sales increase. Also, the more your ratings count increases the more your average will go up.