DC Exurb Restaurant Analysis Using Yelp

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Business Problem

Where to open a new restaurant between the DC exurbs of Southern Maryland and Northern Virginia?

&

What type of category should this restaurant be?

Yelp Data

- Location: set radius for desired areas in each state
- Price: $$-$$$$ to filter out fast food restaurants
- Review Counts: Measure popularity
- Ratings: Measure public opinion
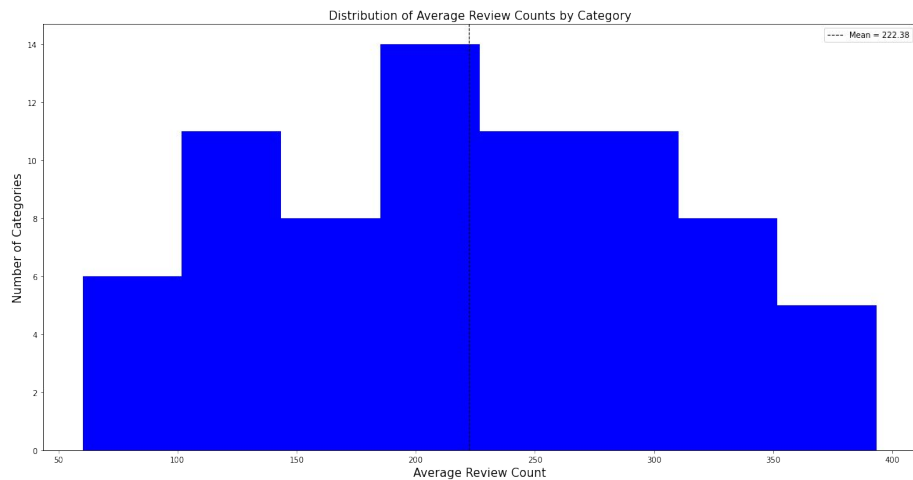- Display Address: Classify which state

Data Analysis

- Restaurants
  - 609 MD Restaurants
  - 569 VA Restaurants
  - Total: 1178 Restaurants
- Group by categories
- **GOAL:** Find a category of restaurants that have high review counts and low ratings
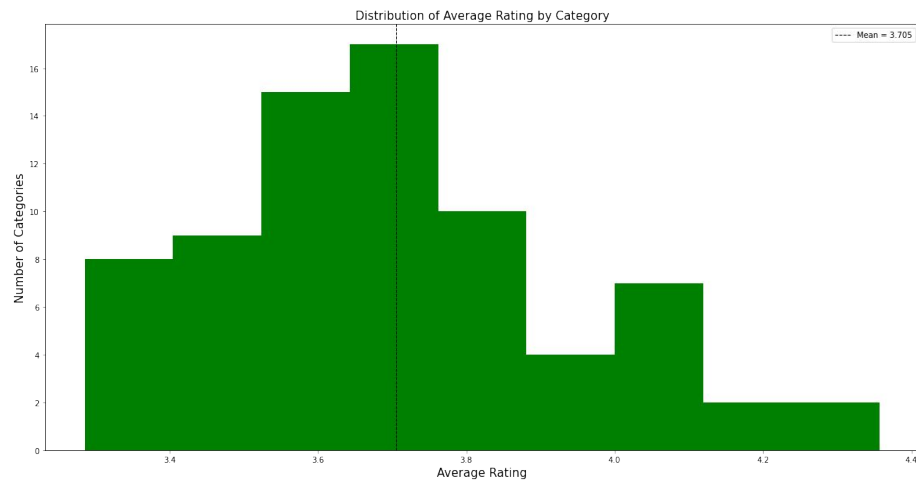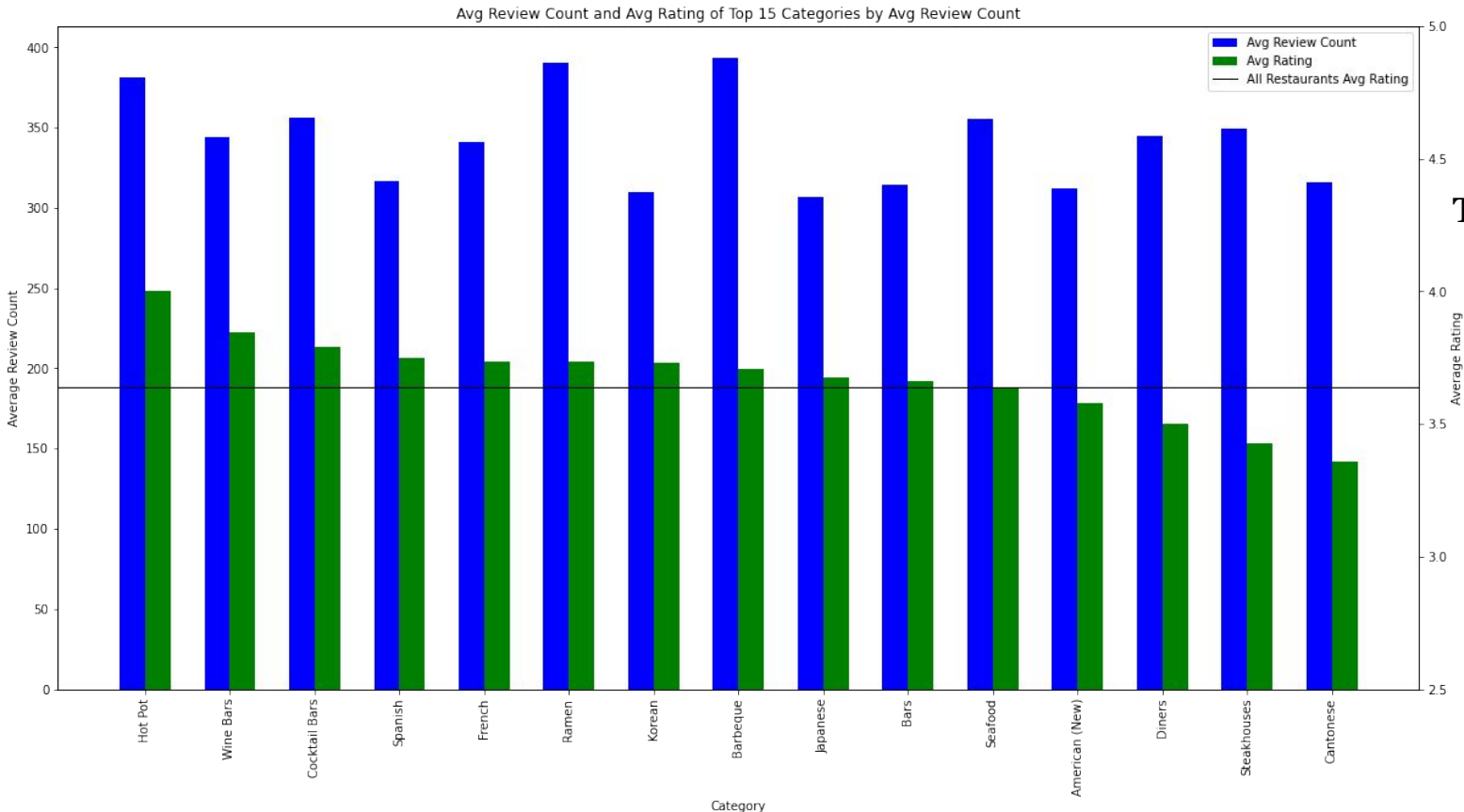
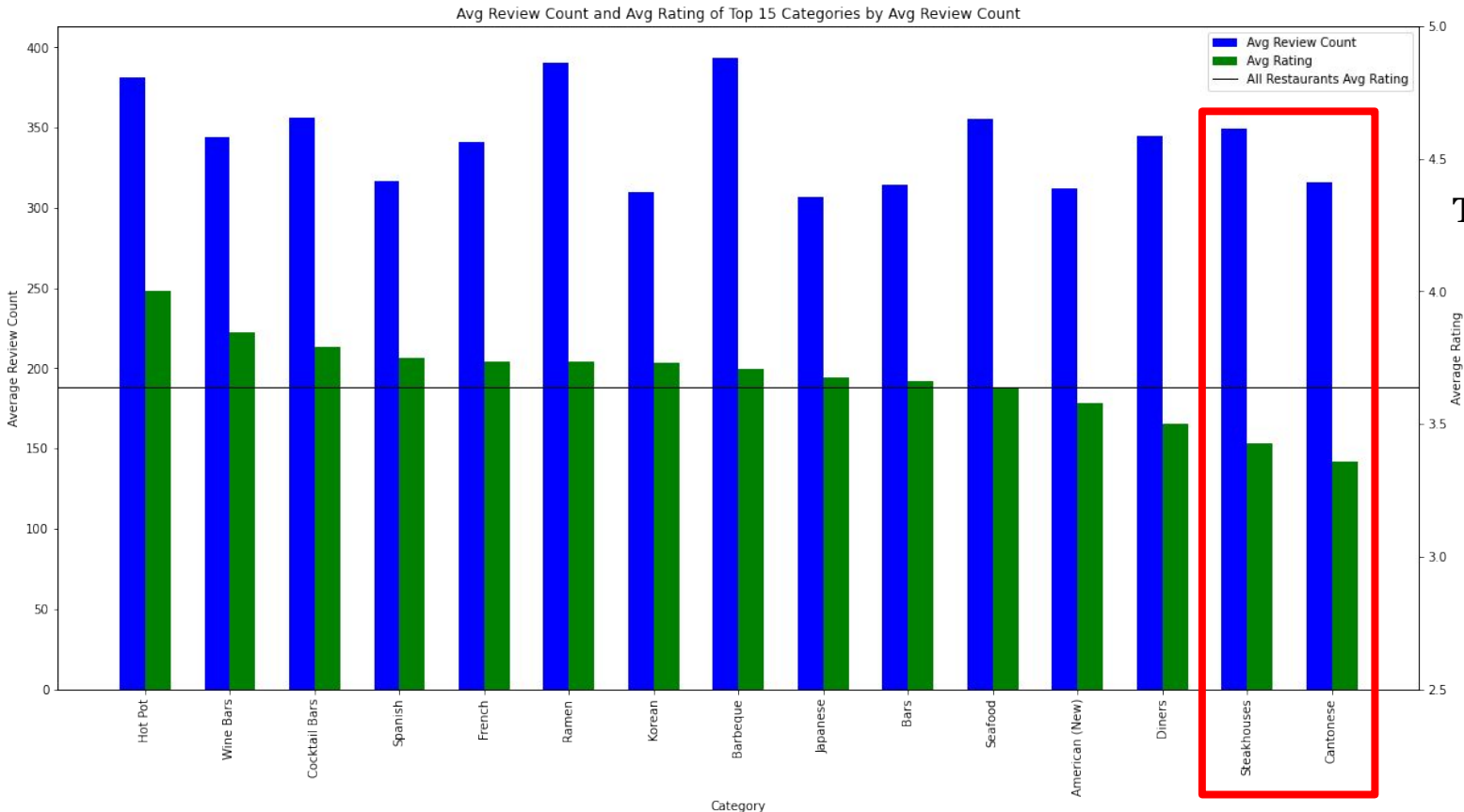# Distributions of:

Average Review Count

Average Rating

Goal!

Top 15 Categories By Average Review Count With Ratings

Avg Review Count and Avg Rating of Top 15 Categories by Avg Review Count

Takeaways:
- Steakhouses and Cantonese restaurants have high average review counts and lowest average rating

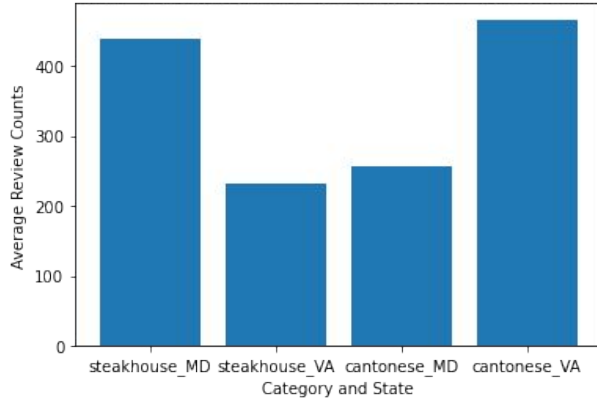# Top 15 Categories By Average Review Count With Ratings

Avg Review Count and Avg Rating of Top 15 Categories by Avg Review Count

Takeaways:
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Steakhouse vs Cantonese
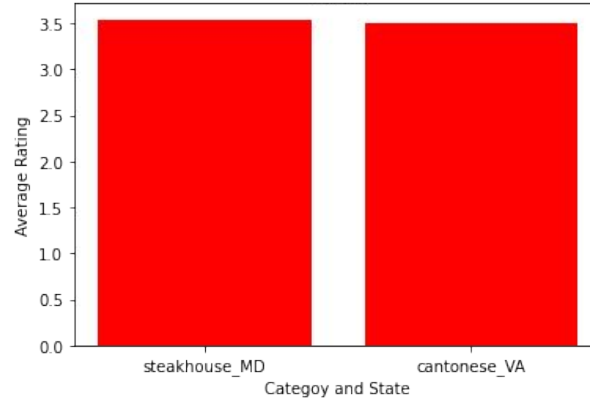

Average Review Count For Steakhouses and Cantonese by State
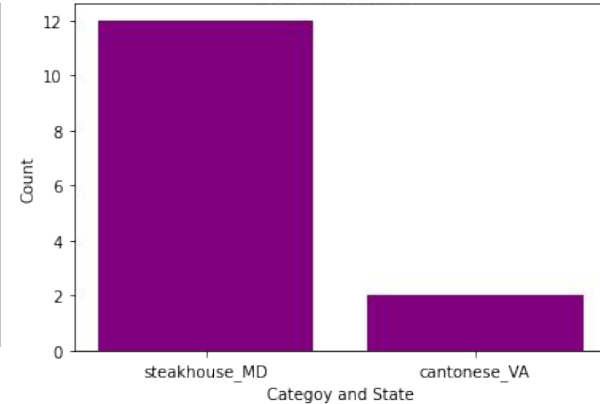

Rating

Restaurant Counts

Steakhouses in MD and Cantonese Restaurants in VA have high average review counts

Ratings are too similar, no determination can be made.

More competition for Steakhouses in MD than Cantonese restaurants in VA

Continued Analysis

- Higher median household income in VA

	Median Household Income	Age 16+ Population
Arlington County, Virginia: Summary level: 050, state:51> county:013	120071	195728
Fairfax County, Virginia: Summary level: 050, state:51> county:059	124831	905295
Montgomery County, Maryland: Summary level: 050, state:24> county:031	108820	826787

- Cantonese restaurants were also categorized as Dim Sum restaurants

Conclusion

- A Dim Sum Cantonese restaurant in VA shows potential to be the most prosperous
  - Higher average review counts
  - Lower ratings
  - Lower Counts
  - Higher median household income in VA

Next Steps

- Yelp data does not show potential profitability
- Length of how long a business has been open may bias review counts
- Changes in dining trends due to Pandemic