



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?**

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**What type of category should
this restaurant be?**

Yelp Data

- **Location:** set radius for desired areas in each state
- **Price:** \$2-\$4 to filter out fast food restaurants
- **Review Counts:** Measure popularity
- **Ratings:** Measure public opinion
- **Display Address:** Classify which state



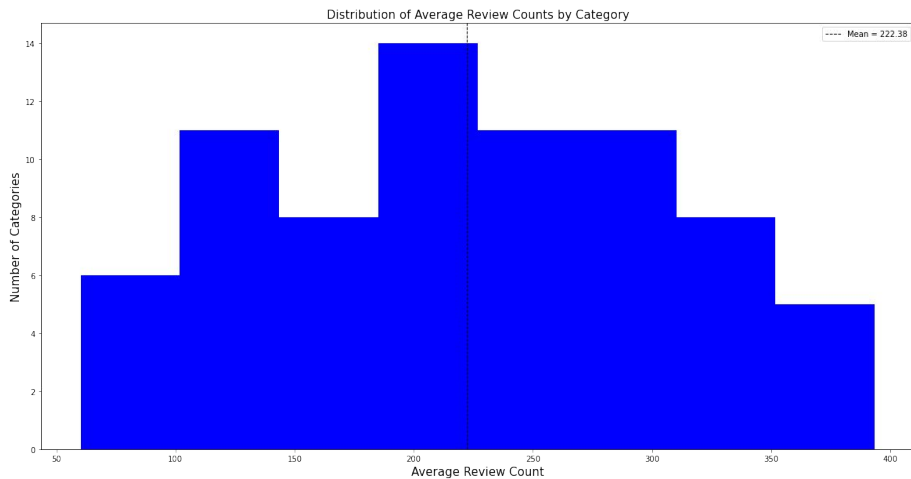
Data Analysis

- 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

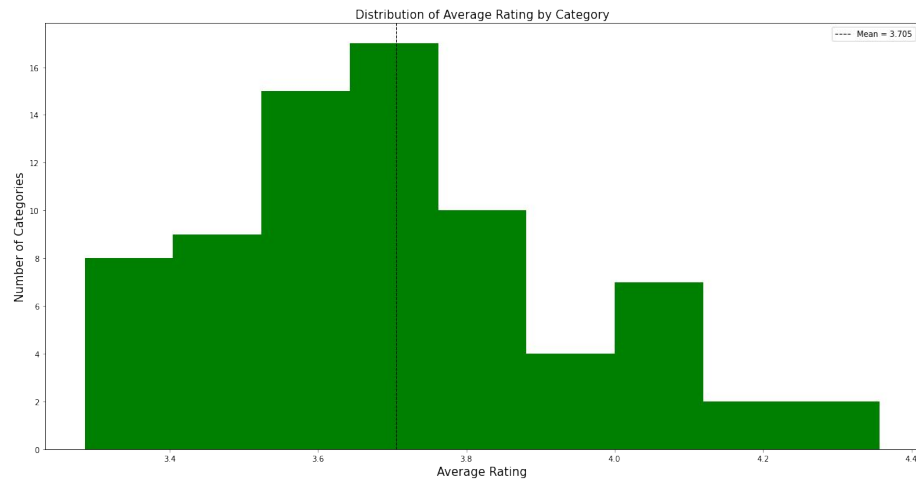


Distributions of:

Average Review Count

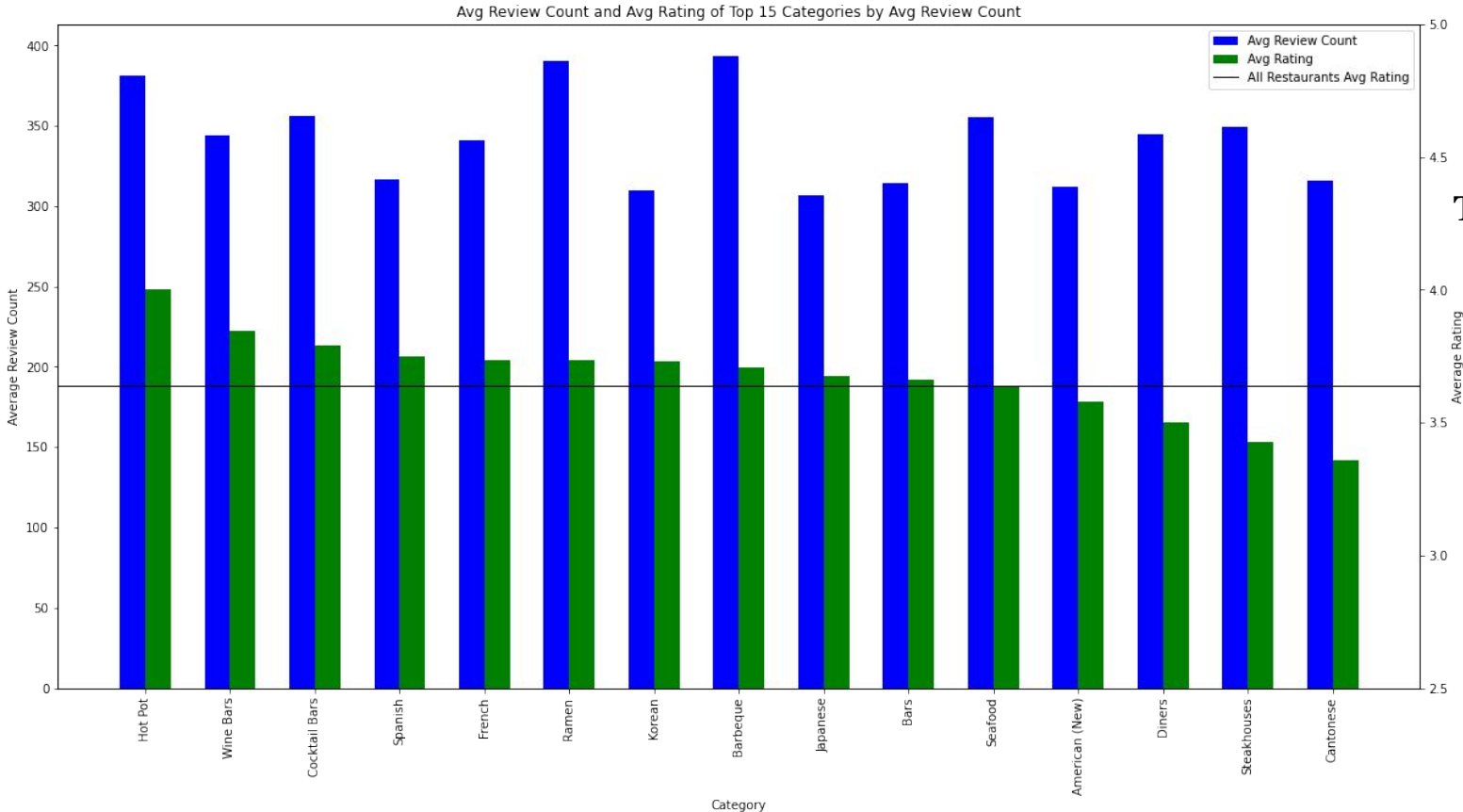


Average Rating



Goal!

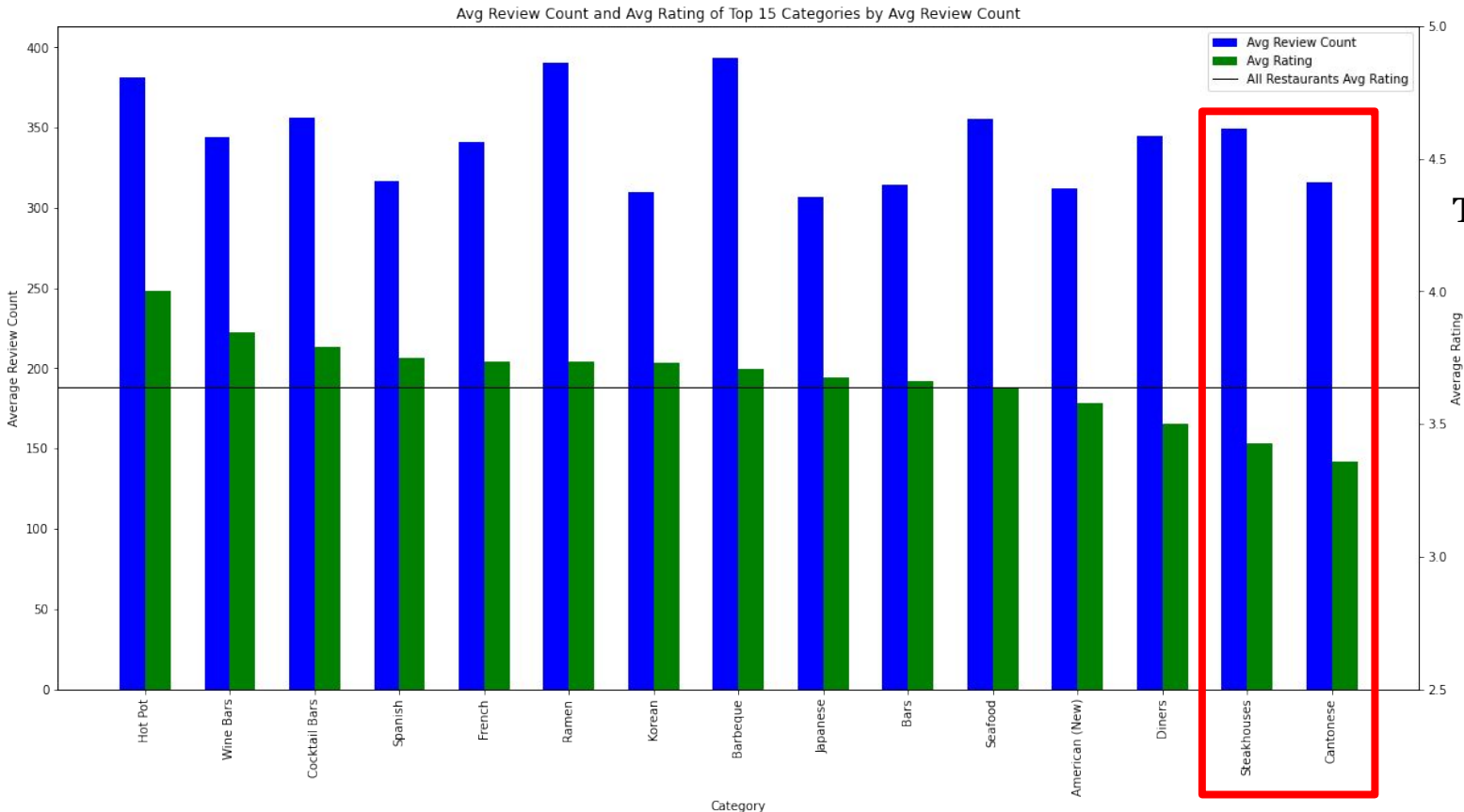
Top 15 Categories By Average Review Count With Ratings



Takeaways:

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

Top 15 Categories By Average Review Count With Ratings

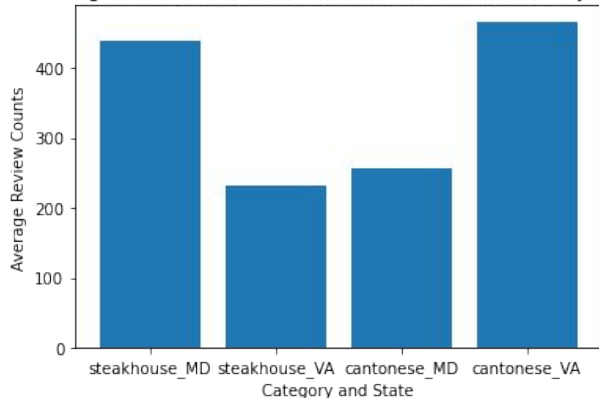


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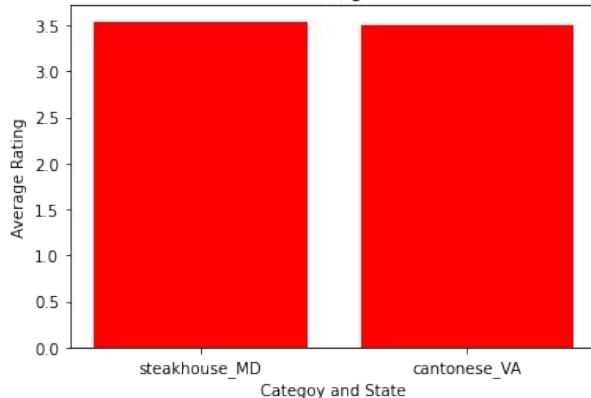
Steakhouse vs Cantonese

Average Review Count For Steakhouses and Cantonese by State



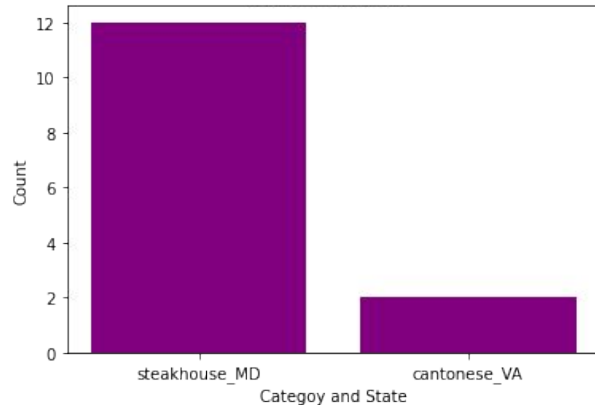
Steakhouses in MD and Cantonese Restaurants in VA have high average review counts

Rating



Ratings are too similar, no determination can be made.

Restaurant Counts



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

