

Capstone Project

Rating Impact on Food Restaurants

Introduction/Business Problem

- This study is to analyze the impact of multiple independent variables on rating a restaurant, and what are the influential degree of each variable, this is to help businesses to focus on certain features before opening a restaurant to achieve a targeted/future rating in FOURSQUARE.
- Furthermore, I wanted to show the different consumer preferences on multinational restaurants (Italian, Asian, Japan, etc) in New York and Toronto.

Data Elements

- From FOURSQUARE I pulled the following data features of all venues in New York(Manhattan) and Toronto on 500 m radios from center, and I added it to the neighborhoods locations on each city:
 - **Neighborhood Name**
 - **Neighborhood Latitude, and Longitude**
 - **Venue ID, Name, and Category**
 - **Venue Latitude, ,and Longitude**
 - **Price (Cheap, Moderate, Expensive, Very Expensive)**
 - **Rating (from 1 to 10)**
 - **Rating Counts**
 - **Open Days, Open Hours**
 - **Venue Features (Parking, Wi-Fi, Reservation, Outdoor-Seating)**

Data Set Size

- 3,017 Manhattan
- 1,841 Toronto