Final Project

First, I cleaned the data, removed all blanks, and random numbers from restaurant names, split cost into a separate column to remove the text from numerical data.

In the first bar chart we can see top 10 restaurants with highest ratings, all in India. The reason for this is customer engagement. The #1 city has the highest customer interaction than all the other and so forth. It descends in rating order. I added tooltip so when I hover over the bar it will show the name of the restaurant in each city. I initially converted the currency to USD but was surprised that all restaurants but 2 are overseas, in India, with the 2 restaurants in the US. I changed currency back to IND.

A screenshot of a graph

Description automatically generated

On the second slide I did a pie chart to show us the top 10 city’s by profit. With tooltip on restaurant name so we can see each name and city. Tirupati has the highest revenue by 43m in sales.

A screenshot of a graph

Description automatically generated

The third slide is a visual of the city’s with highest profit by geographical location.

A map of the world

Description automatically generated

In the 4th line chart, we see all the ratings from 1-5. Post grad making the biggest social media contribution by leaving ratings and the uneducated not leaving reviews.

A graph with blue lines

Description automatically generated

In the 5th chart, we can see that higher cost means more profit in most cases. We see a few companies with lower costs that are getting major profits. For example, 3k Sukhibhba spent ½ a million and generated over 40million in profits.

A screen shot of a graph

Description automatically generated

In conclusion, most of the ratings are coming from post grad students and there’s a lot of untapped potential in the uneducated market. My suggestions would be to reward the top earning/performing restaurants with bonuses , reward loyal customers, and additional resources for the restaurants to feel appreciated. In the cities with high engagement and ratings and lower sales, I would recommend increasing their marketing, ads, and customer engagement.