

Michelin Star Restaurant



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Data Analysis To Explore New Markets

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Background



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- Michelin brothers started the guide to provide handy information for travelers, and first started awarding stars for fine dining establishments in 1926.
- The restaurant may be receive zero to 3 stars base on the following criteria of assessment:
 1. Quality of the products
 2. Mastery of flavors and cooking techniques
 3. The personality of the chef in his cuisine
 4. Value for money
 5. Consistency between visits



Background



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- Getting a star(or three) could change the fate of a restaurant.



HIGH QUALITY COOKING,
WORTH A STOP



EXCELLENT COOKING,
WORTH A DETOUR



EXCEPTIONAL CUISINE,
WORTH A SPECIAL JOURNEY

Problem Definition



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Business Scenario

- As a regional food and beverage group running multiple brands of restaurant, our strategic manager in the company is looking at expanding the fine dining business operations in region of Asia Pacific, Europe or America.

Problem:

- To explore potential markets in new country.
- Which kind of cuisine best suitable for the region.
- What kind of price tier for offering to customer base on each region?
- Determine the price range to offer and get Michelin stars rated.

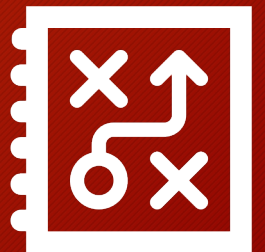


Data Collection & Preparation



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- Data Source: <https://www.kaggle.com/jackyywang529/michelin-restaurants>
- Preparation:
 - Rename column names to be use in datasets.
 - Add a column to the 3 set of database to identify which star rating
 - Merge the 3 set of database into one table
 - Add column to each dataset row to determine which region (etc, Asia Pacific, Europe or America) by referencing the city/country column.
 - Spelling correction to some syntax errors in data records
 - Remove unused columns.



Data Analysis & Visualization



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Summary of Michelin Star Rated Restaurant (2018/2019)



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year

2018 2019

Price Range

\$ \$\$ \$\$\$ \$\$\$\$ \$\$\$... N/A

Star(s) Rating

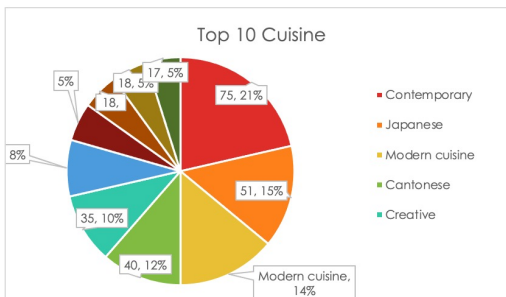
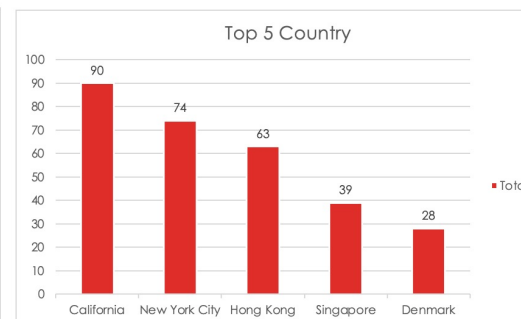
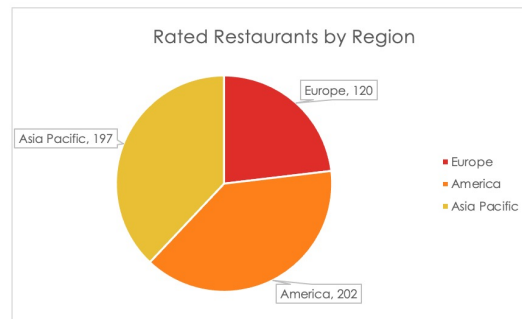
1-star 2-stars 3-stars

Region

America Asia... Europe

Country/City

Austria	California	Chicago	Croatia	Czech Republic	Denmark	Finland
Greece	Hong Kong	Hungary	Macau	New York City	Norway	Poland
Rio de Janeiro	Sao Paulo	Singapore	South Korea	Sweden	Taipei	Thailand
Washington DC	Ireland	United Kingdom				



Cuisine

American	Asian	Asian...
Asian...	Australian	Austrian
Barbecue	Californian	Cantonese
Cantone...	Chinese	Classic...
Classic...	Contemp...	Creative
Danish	Dim Sum	European
Europea...	Finnish	French
French...	Fujian	Fusion
Gastropub	Hang Zhou	Hunanes...
Indian	Innovative	Internatio...
Italian	Italian...	Japanese
Japanes...	Korean	Korean...
Market...	Meats...	Mediterra...
Mexican	modern	Modern...
Moroccan	Noodles...	Peranakan
Scandina...	Seafood	Shanghai...
Sichuan	Sichuan-...	Southern...
Spanish	Steakhouse	Street Food
Sushi	Taiwanese	Taizhou
Temple...	Teppanyaki	Thai



Findings



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- There is significant number of **new** restaurant being rated in 2019 compared to 2018.
- Most of the rated restaurant are found in Asia and America
- The top 5 countries with the most rated restaurants are found in California, New York City, Hong Kong, Singapore and Denmark.
- The top cuisine variety offered by Michelin stars rated restaurant are Contemporary, Japanese, Modern, Cantonese and Creative Cuisines.
- Significant number of 1-star Michelin rated restaurant are offering mid to high end price tiers cuisine.



Conclusion



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- Base on the findings, suggest the company can open a new restaurant in the Asia markets in country like Hong Kong or Singapore.
- Offers cuisines types in contemporary, modern, or more towards Asian cuisines like Japanese, Cantonese.
- Offers the cuisines in the pricing tiers from mid to high-end.
- With the above recommendation, it will be better chance to get at least a 1-star for the Michelin star rating.





END

Questions?



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