MAVEN RESTAURANT CHALLENGE

RESTAURANT INVESTMENT ANALYSIS

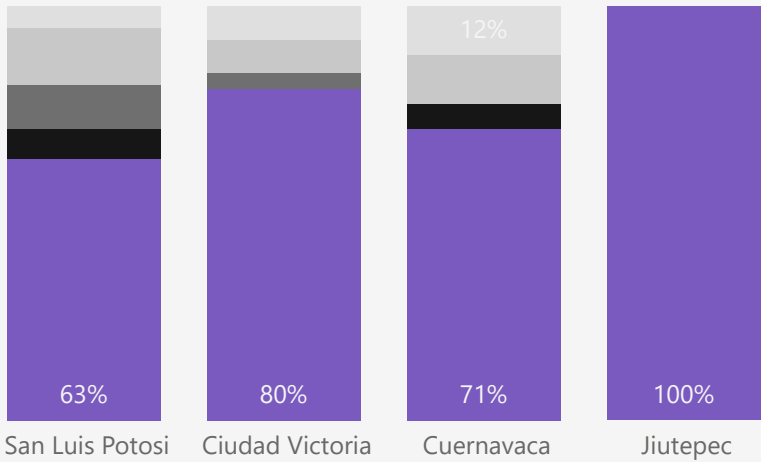| No of Restaurants	No of Customers	Median Age
127	138	27

Top Cuisine Opportunities

Most customers in the top 4 cities prefer Mexican cuisine

Preferred_Cuisine ● Mexican ● Family ● American ● Cafeteria ● Coffee Shop ● Pizzeria
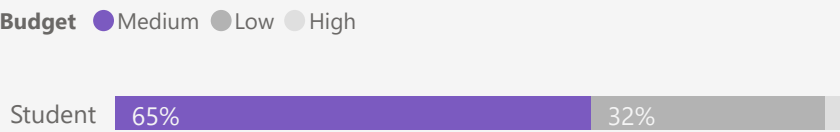
City	Percentage
San Luis Potosi	63%
Ciudad Victoria	80%
Cuernavaca	71% (12%)
Jiutepec	100%

Low and medium priced Mexican cuisine accounts for 42% of top 5 cuisines in the 127 restaurants

Cuisine	High	Low	Medium	Total
Mexican	2%	20%	22%	44%
Bar	8%	6%	6%	20%
Cafeteria	2%	5%	8%	14%
Fast Food	2%	3%	8%	13%
Brewery	6%	2%	2%	9%
Total	19%	36%	45%	100%

86% of our customers are students

Employed 13%
Student 86%

Transport Method

● Public ● Car ● On Foot
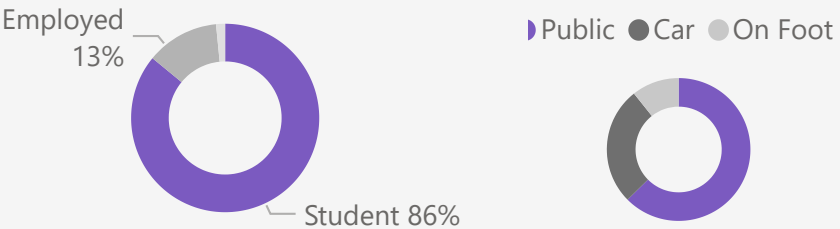
94% of these students have a low or medium budget

Budget ● Medium ● Low ● High

Student	65%	32%

Note: Given that 84% of customers are students with 94% of these students having a low or medium budget, we see why most customers prefer Mexican cuisine which are mostly low or medium-priced

89% and **92%** of customers are **independent** and **single** respectively.
86% and **80%** of customers are **students** and do not **smoke** respectively.

Analysis Insights

Mexican cuisine is the most preferred cuisine and **San Luis Potosi** has the largest customer base. A typical customer is young, single and independent students with a moderate budget size who travel mainly by public transport and do not smoke. The competition restaurants to watch out for like **Emilianos**, **Giovannis** and **Tacos Los Volcanes** have low (2-star) ratings which may be an indicator that **costumers are looking for a better restaurant**.

Investment Recommendation

From the insights gathered, I recommend investing in a restaurant located in **San Luis Potosi** that serves **Mexican cuisines at low or medium prices**. There is **no need to invest in parking spaces or smoking areas** but rather **invest in better food and service delivery** that meets the expectation of a **millennial student.**

Restaurants with the Best Ratings and Low Prices

Name	Overall_Ratings	Service_Ratings	Food_Ratings	Franchise	Price	City
Emilianos	★☆☆☆☆	★☆☆☆☆	★☆☆☆☆	Yes	Low	San Luis Potosi
Giovannis	★☆☆☆☆	★☆☆☆☆	★☆☆☆☆	No	Low	Cuernavaca
Tacos Los Volcanes	★☆☆☆☆	★☆☆☆☆	★☆☆☆☆	Yes	Low	San Luis Potosi