Taco Bell:

Opportunities to expand on its Mexican heritage

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Problem Statement

Taco Bell holds the largest share of the Mexican-style restaurant market in the US.

A main driver of Taco Bell's success is their product innovation (think Doritos Tacos Locos). Taco Bell has successfully incorporated popular elements of Mexican cuisine to craft an exciting menu that attracts over 40 million customers on a weekly basis.

The product innovation team has task the data science team to search for other popular elements of Mexican cuisine that are currently missing from their menu.

reddit

Compare r/tacobell & r/mexicanfood

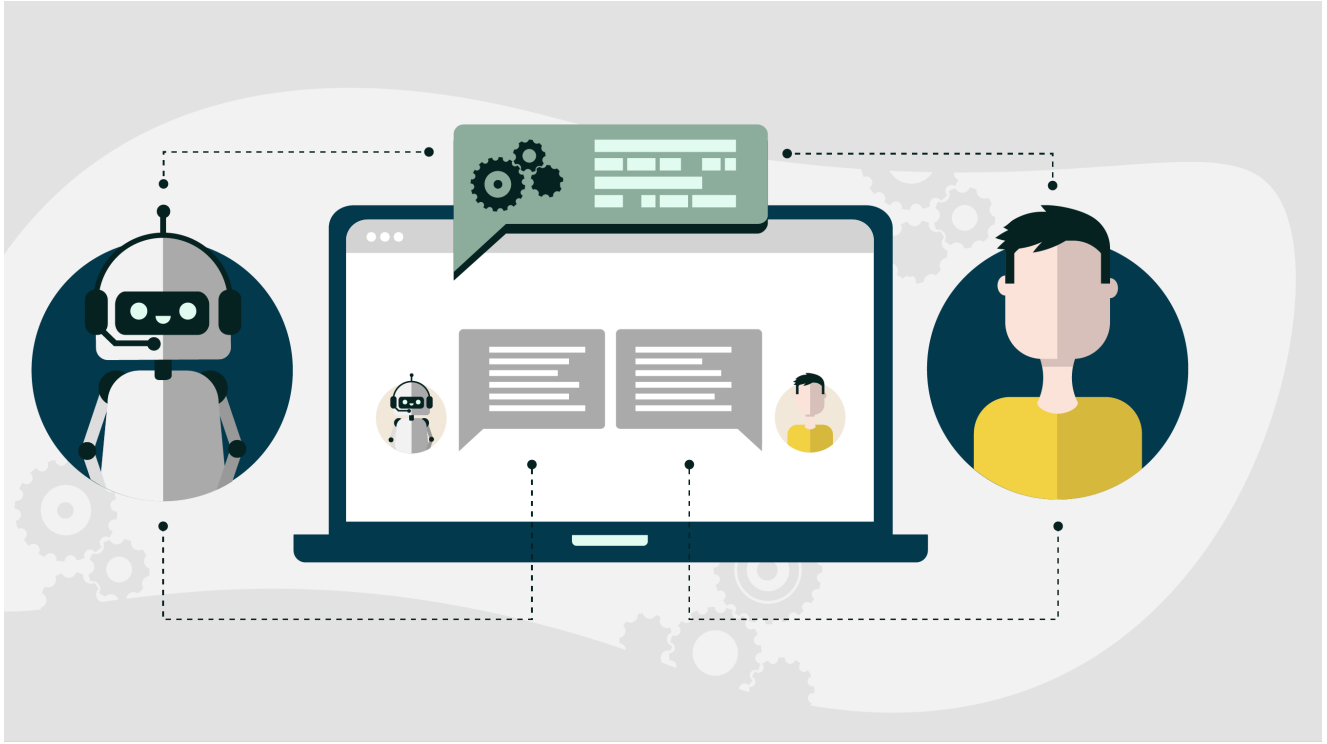
Benefits:

- Observe directly how consumers from each group write about food items.
- Perhaps get insight into what makes certain items popular
- Food items in the r/mexicanfood subreddit are guarantee to be popular and favorites

Sentiment Analysis with VADER

Opinion mining tool that scores text sentiment from -1 to 1

Very cool … but has its limitation



Despite limitations VADER was helpful

Very positive posts score > .70) from r/mexicanfood highlighted:

- People love beef (and there so many different preparations!)
- People love salsa/sauces with Mexican food
- Huge emphasis on tortillas

Extracting most popular words from each subreddit

Used python's **CountVectorizer** tool to build a vocabulary of the words present in each subreddit group.

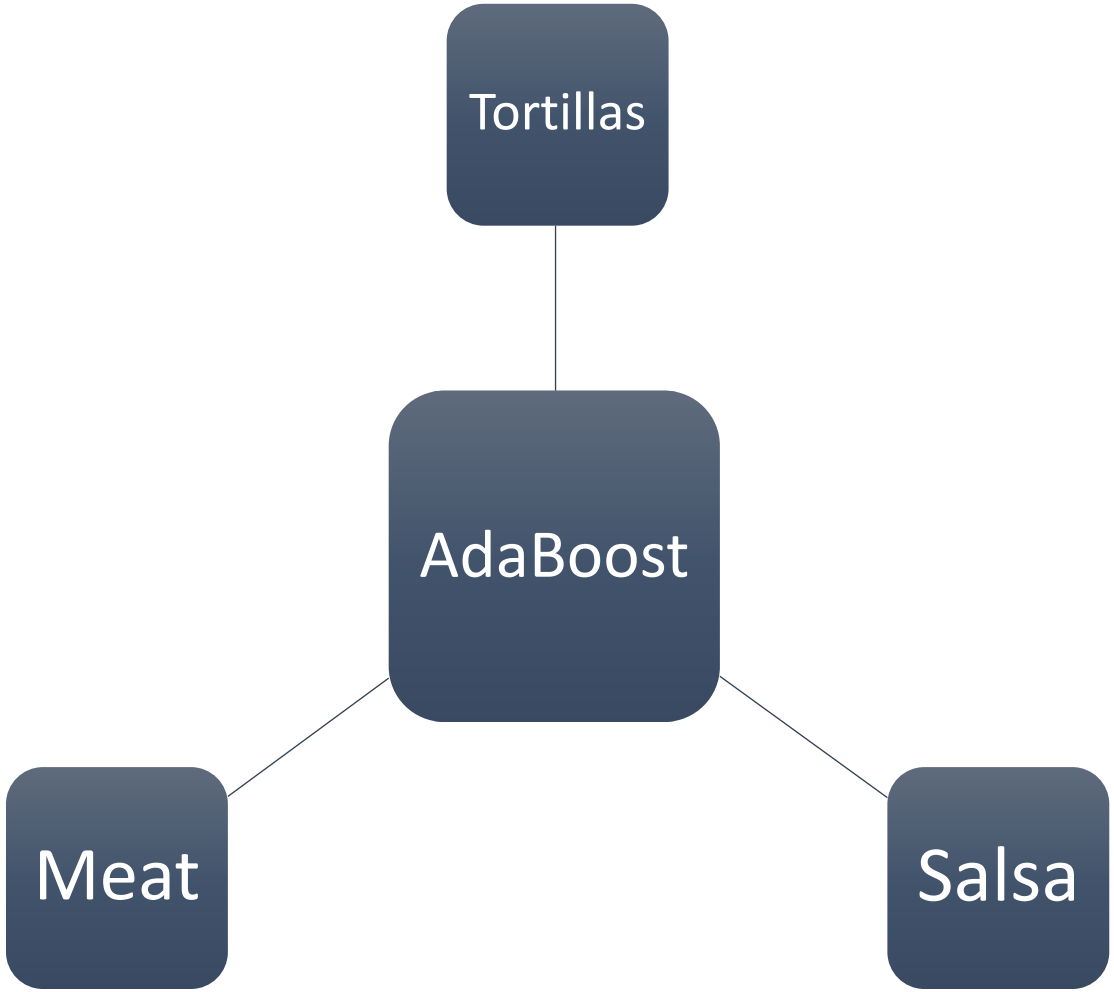
	the	red	dog	cat	eats	food
1. the red dog →	1	1	1	0	0	0
2. cat eats dog →	0	0	1	1	1	0
3. dog eats food →	0	0	1	0	1	1
4. red cat eats →	0	1	0	1	1	0

sour cream
bean burrito
spicy potato
spicy ranch
beefy layer
gordita crunch
cheesy bean
feel like
soft taco
cheesy gordita
just curious
black beans
veggie burrito
taco pass
rice burrito
fast food
does know
local taco
just got
chicken burrito
menu item
doritos locos
nacho cheese
cravings box
baja blast
went taco
beef burrito
grilled cheese
mexican pizza
nacho fries
mobile order
taco bell
cinnamon twists
refried beans
order app
cancel order
love taco
taco bells
don know
cheese burrito

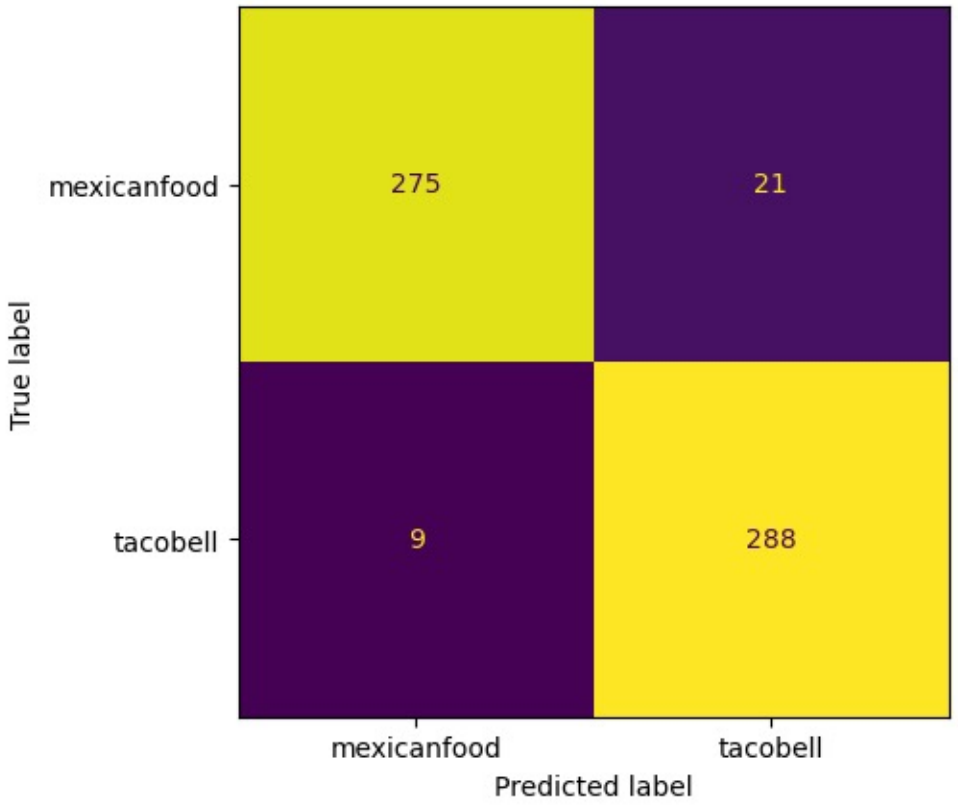
masa harina
flour tortillas
good recipe
hot sauce
mexican restaurants
carne asada
store bought
traditional mexican
mexican cooking
local mexican
years ago
mexican food
looks like
al pastor
tex mex
cast iron
thanks advance
ground beef
want make
know make
don know
really want
feel like
mexican restaurant
recipes ve
sour cream
mexico city
refried beans
mexican cuisine
authentic mexican
does know
salsa verde
make mexican
trying make
corn tortillas
mexican dishes

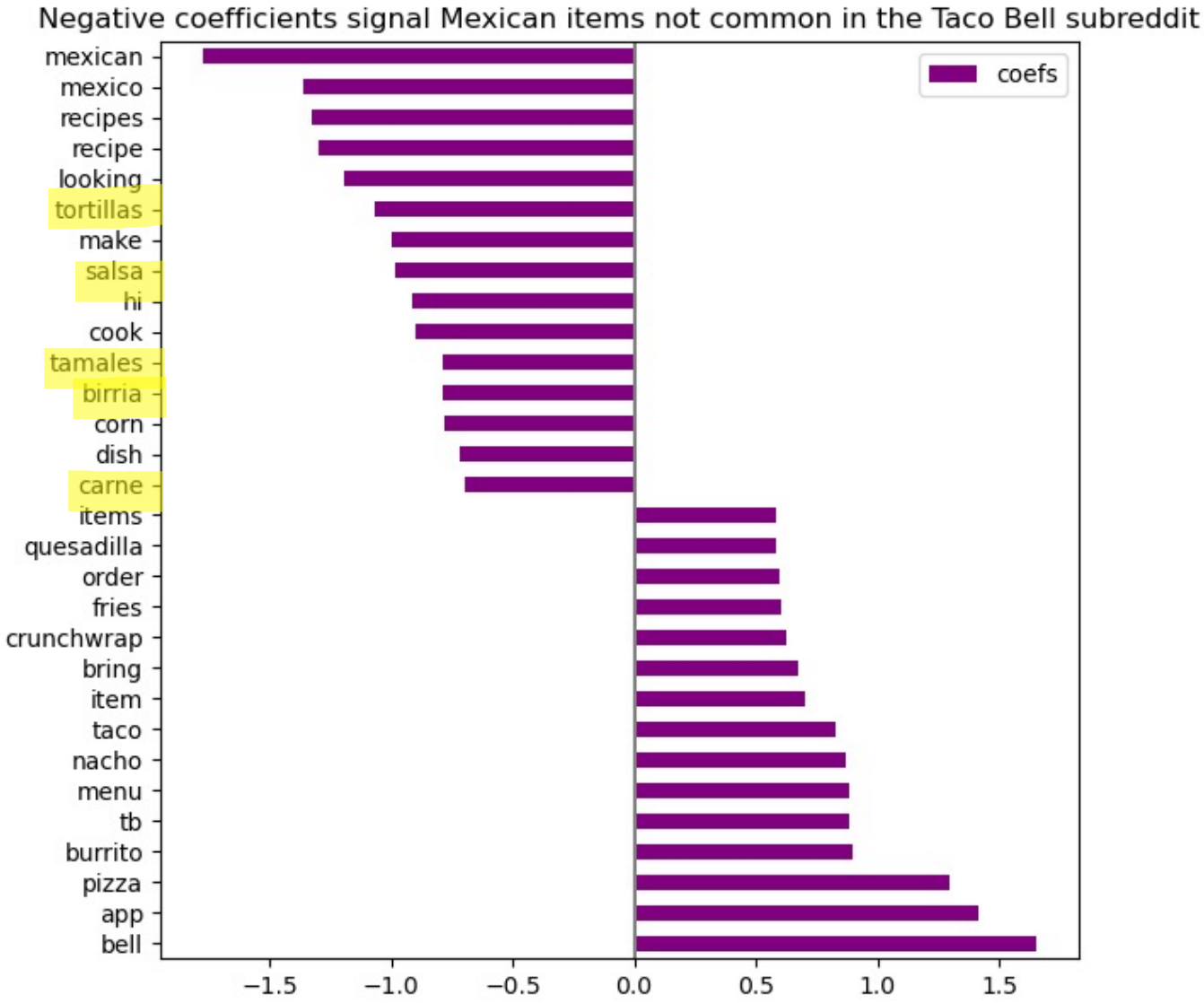
really
good
tacos
trying
authentic
know
best
recipe
cooking
mexican
tortillas
making
love
looking
beef
rice
recipes
tried
time
like
make
want
people
meat
beans
corn
help
thanks
salsa
chicken
just
use
food
does
mexico
sauce
try
used
think
cook

AdaBoost Model highlights important food features



Logistic Regression Coefficients





Recommendations

Strengths

Understands the holy trinity:

- Tortilla
- Meat
- Sauce

Weaknesses

Missing some important components of popular Mexican cuisine

- No soft corn tortillas
- Lack of Mexican-style meat preparation
- Taco Bell sauces are vaguely Mexican-inspired

Recommendations

Opportunities

- Award-winning product innovation team
- Rebrand items
  - Steak >> Carne asada
  - Green sauce >> salsa verde
- Known for special edition items that can help the franchise test new ideas

Threats

- Do not want to alienate strong customer base
- Constraints
  - Cheap, convenient, fast

Questions?