**Customer Ratings**

**1. Introduction**

**1.1 Business Problem**

There is a business that is starting up called Customer Ratings and they specialize in increasing the overall rating for retail locations. They are looking downtown Toronto to gain new clients and need to figure out what they can offer each location. Customer Relations currently has three packages available for purchase:

1. Basic Package: If the client has a pretty good rating already but is looking to improve their score still
2. Intermediate Package: If the client needs some help to improve their ratings, such as improving their customer service practices
3. Expert Package: For clients who have a very low rating and need to make big changes to their store

Being able to offer a package that matches the client’s needs before calling or meeting up with them can help get their foot in the door and negotiate, bringing in more clients.

**1.2 Those Interested**

Customer Relations company itself, this tool can help them get a good base number of customers. The great part about this company model is it is possible to have returning customers, as companies hire new associates all the time.

The grocery companies are interested as well because having higher ratings online has become more imperative as we become more accustomed to the internet.

Potential new customers for the grocery companies because when they look up locations they can see the higher ratings and it could attract them more.

**2. Data**

Foursquare was used to find the locations around the centre of downtown Toronto.

The ratings for each location was found through each ID and searched for through Foursquare.

**3. Methodology**

Started with finding the longitude and latitude of Toronto, then explored all the locations that fall under the grocery store category within a 5-kilometer radius to cover the major part of downtown Toronto. Then, converted the results which were in JSON format to a readable data frame. Part of the results for each venue was their unique ID, which was then used to search for the ratings. Searching for a venue’s ratings is considered a premium action on Foursquare api, so I compiled a list of those ratings to be used for the sake of this project. The ratings are then clustered based on how well they are doing to determine which package each grocery store should be offered by the company.

**4. Results**

**Basic Package:**

|  |  |
| --- | --- |
| Venue | Rating |
| McEwan | 8.7 |
| Longos (Maple Leaf Square) | 8.8 |
| Loblaws | 9.1 |
| Sobeys Urban Fresh | 9.1 |
| Bulk Barn | 8.4 |

**Intermediate Package:**

|  |  |
| --- | --- |
| Venue | Rating |
| Loblaws | 7.8 |
| Metro | 7.8 |
| Lucky Moose Food Market | 7.7 |
| Whole Foods Market | 7.7 |
| Metro | 6.6 |
| Metro | 7.2 |
| Market 63 By Coppa’s | 6.8 |
| Peter’s No Frills | 7.6 |
| Sobeys Urban Fresh | 6.9 |
| Loblaws | 7.2 |
| Metro | 7.1 |
| Rocco’s No Frills | 7.3 |

**Expert Package:**

|  |  |
| --- | --- |
| Venue | Rating |
| Fiesta Farms | 5.4 |
| Summerhill Market | 6.3 |
| St Clair Centre | 5.8 |
| Dave and Charlotte’s No Frills | 5.7 |
| Farm Boy | 5.6 |
| Loblaws | 6.5 |
| T&T Supermarket | 5.8 |
| Tim and Sue’s No Frills | 5.0 |
| Loblaws | 5.2 |
| No Frills | 6.3 |
| Metro at West Queen West | 6.4 |

**5. Discussion**

With downtown Toronto being such a busy place, it was surprising to see how many venues had such low ratings. It was also interesting to see how many of the lower rated locations were near and around U of T St. George Campus. Is it possible that young adults are not so easily satisfied with their experiences, or maybe the stores do not care much or the young adults that live around there? To truly find out if there is a correlation there, it would require extra testing such as doing a survey for the residents. If Customer Ratings wants to give these venues a business pitch, following this tool could help them find out what to offer.

**6. Conclusion**

There was no correlation between company name and ratings. Looking through the results, companies such as Metro, No Frills and Loblaws fall into multiple categories which means the people running each venue have different goals and standards. Having a company like Customer Ratings can help these places become more uniform in service and standards. There are also not many companies that fall under the basic package, so it would make more sense if Customer Ratings were to have more resources working on the other packages.