

Data Dexterity Round-2 Report Submission

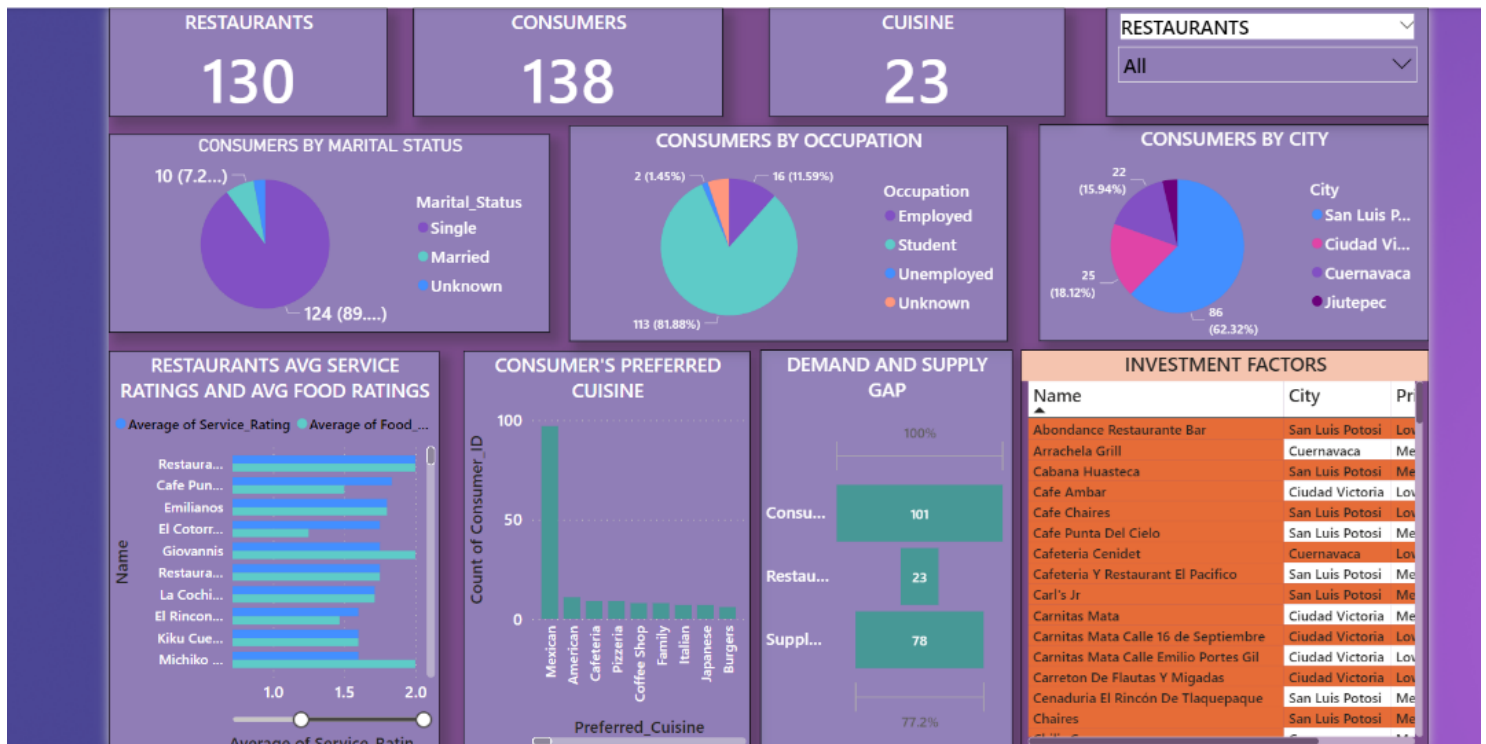
Approach

- Utilized a combination of Jupyter Notebook and Power BI for data cleaning and analysis.
- These tasks will encompass actions like eliminating duplicate entries and managing null values.
- Utilized Power BI's visual capabilities to analyze a variety of metrics.

Skills Used:

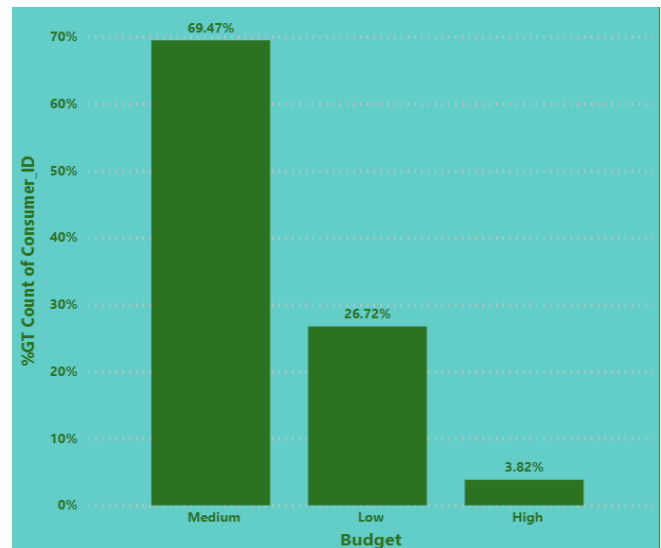
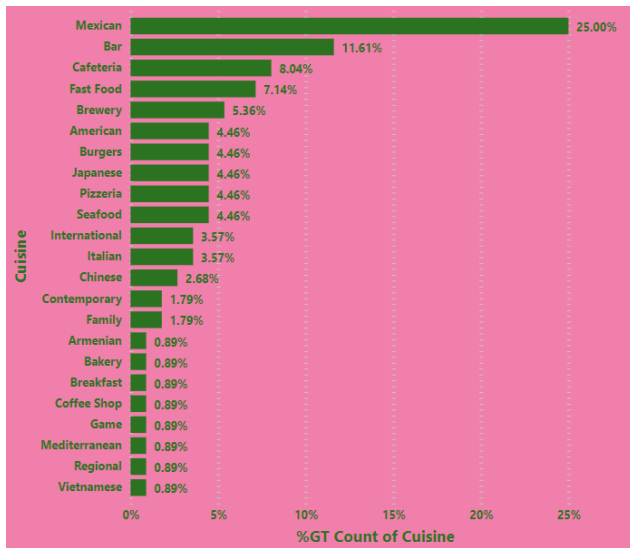
- Data Cleaning
- Data Modelling
- Data Visualization
- Descriptive Analytics

Visualization and Insights



- We possess a total of 138 consumers, 130 restaurants spanning across 23 different cuisines.
- 90% of the consumers are single, primarily due to the majority being students. 7% are married, and the marital status of 3% is unknown.
- 82% of the consumers are identified as students, 12% are employed, 5% have unknown employment status, and 1.45% are unemployed.
- San Luis Potosi hosts the largest number of restaurants, with 81 out of 127 establishments, indicating a higher demand in the area. Additionally, it holds the highest percentage of consumers at 62.3%.
- The minimum, average, and maximum ages in our dataset are 18, 27, and 82, respectively.

- 90% of the consumers fall into the youth category, aged between 18 and 30. 7% are classified as elders, ranging from 51 to 100 years old, while 3% are considered mid-age, between 31 and 50 years old
- The top three restaurants are Tortas Locas Hipocampo, Puesto De Tacos, and Caffeteria Restaurant El Pacific.
- Tortas Locas Hipocampo, the top-rated establishment, garnered acclaim for its cuisine, service, and overall dining experience. It accumulated the most ratings and boasted the highest number of orders, totaling 36.
- The majority preference among consumers is for Mexican cuisine, with 97 individuals indicating a preference for it.
- The Mexican cuisine is accompanied by Bar, Cafeteria, and Fast Food, each boasting a significant number of restaurant options. These culinary choices cater to diverse dining occasions and preferences, spanning from laid-back experiences at bars to convenient and swift options at fast-food joints.



- The majority of consumers were found to have a medium budget.
- Notable presence of low-budget and not-stated segments underscores the importance of providing options that accommodate various spending capacities. Customizing pricing strategies and offerings to suit different budget categories can enhance customer satisfaction.

Recommendations

- Recognize gaps in the representation of Mexican cuisine and explore opportunities to offer regional Mexican dishes or inventive variations on traditional favourites to fulfil consumer demand for authentic and diverse dining experiences.
- Investigate ways to provide cost-effective dining options without sacrificing quality, such as introducing lunch specials, combo meals, or value menus, to appeal to price-sensitive customers and address the market's need for affordable Mexican cuisine.
- Allocate resources towards restaurants that exhibit a distinct brand identity and a compelling unique selling proposition within the Mexican cuisine market, showcasing authenticity, excellence in quality, and a dedication to customer contentment.
- Prioritize establishments with efficient operational frameworks, streamlined procedures, and adept management teams capable of ensuring consistent quality and service delivery, while also maximizing profitability.

Team Name: Idea Makers

College Name: IIM Ranchi