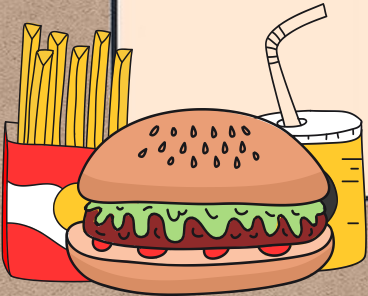


U.S. Fast Food Restaurants

Team Name: Anonymous Gophers

Course: GT - Data Analytics Boot Camp

Presented By: Alex Garcia, Haslett Fernandes, Cathie Boren,
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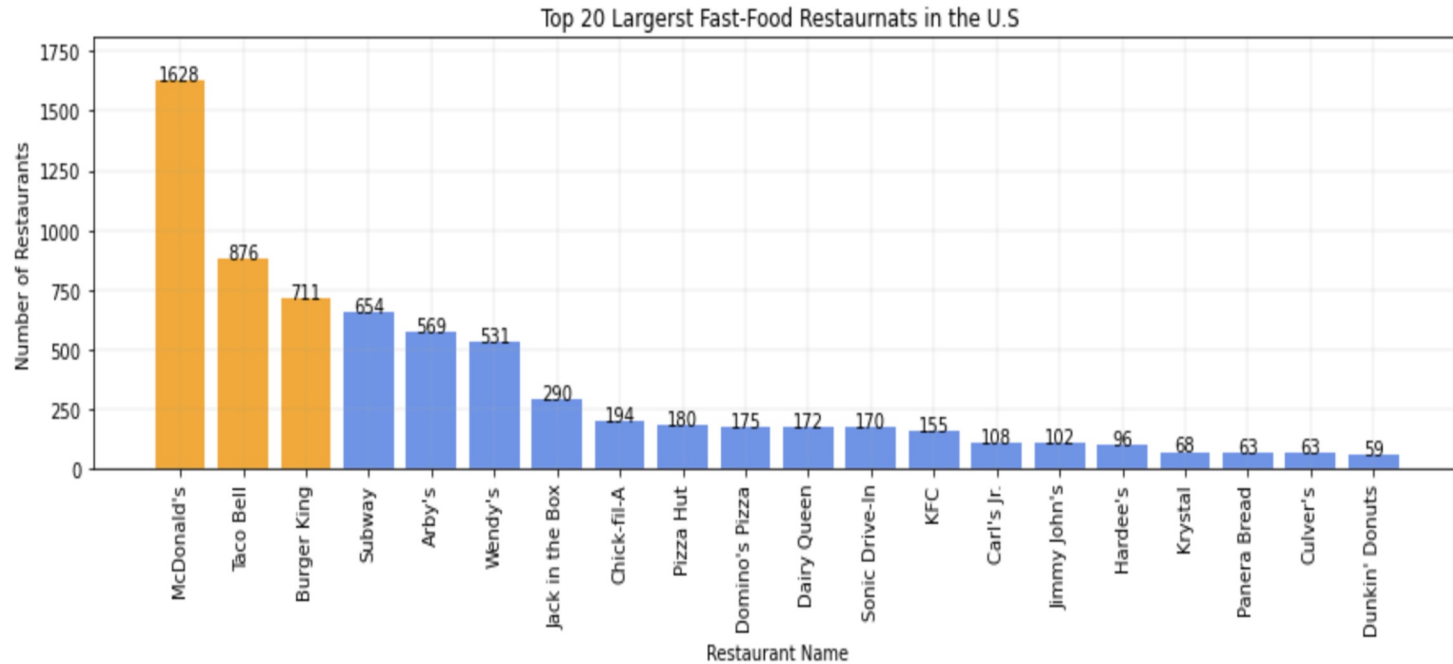


What's on the Menu?

Objectives:

- Ranking the top 20 fast food restaurants in the U.S.
- State and region with the most fast food restaurants.
- What's the most popular fast food restaurant in the U.S?
 - Investigate if there's a correlation between price level and user ratings
 - Analyze if the location affect the user rating total
- Extreme (location)
 - Comparing the total ratings between the highest and lowest restaurant count based on state
- Analyze fast food restaurants outside and inside the city limit

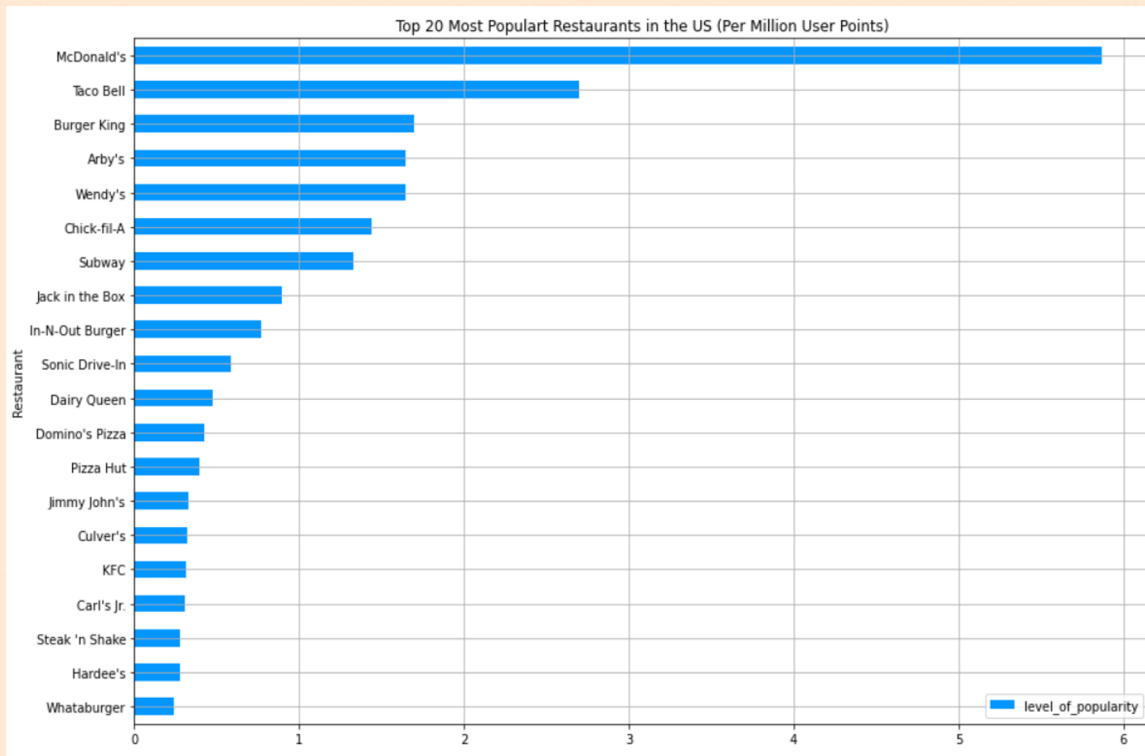
America's Favorite Fast Food Restaurants



Sample size of 7000 different fast food restaurants in the U.S. From this data set, we were able to identify the top 20 largest fast food chains in America.

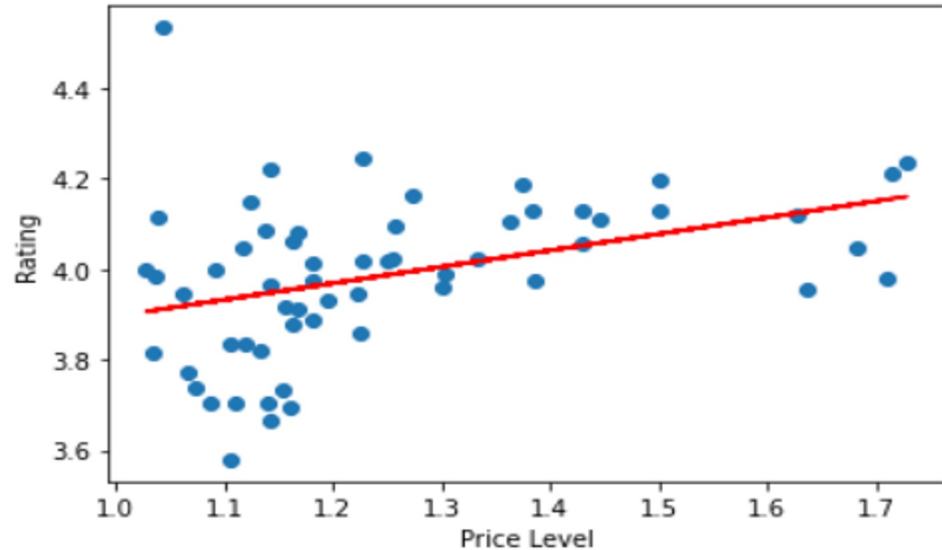
I'm Lovin It: McDonald's is the most popular FF restaurant

level_of_popularity	
name	
McDonald's	5866282.0
Taco Bell	2700748.7
Burger King	1697753.1
Arby's	1648261.8
Wendy's	1642936.5
Chick-fil-A	1439481.1
Subway	1325979.7
Jack in the Box	892636.7
In-N-Out Burger	767863.8
Sonic Drive-In	586511.0
Dairy Queen	473094.7
Domino's Pizza	422226.7
Pizza Hut	393477.3
Jimmy John's	326474.9
Culver's	322189.8
KFC	316065.1
Carl's Jr.	304889.1
Steak 'n Shake	277631.5
Hardee's	273373.7
Whataburger	242568.1



What is driving the popularity of McDonald's and the other restaurants in the US?

- We started looking at the correlation between the **Price Level** of each restaurant and the **Rating** provided by the users
- The **correlation coefficient** between these two factors is 0.39, which shows a positive weak correlation
- Additionally, after running a **linear regression model**, the **r^2 is 0.1538** which means that the price level only explains 15.38% of the variation in the rating.

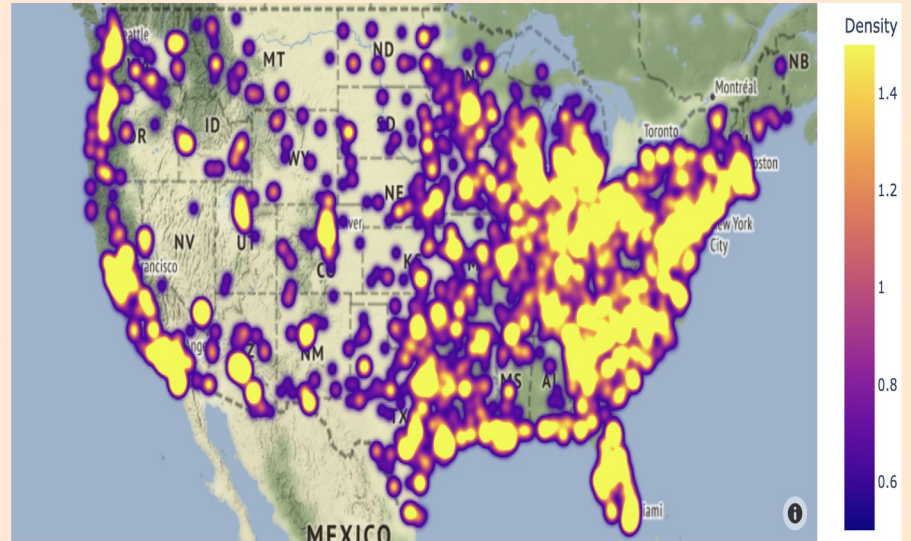
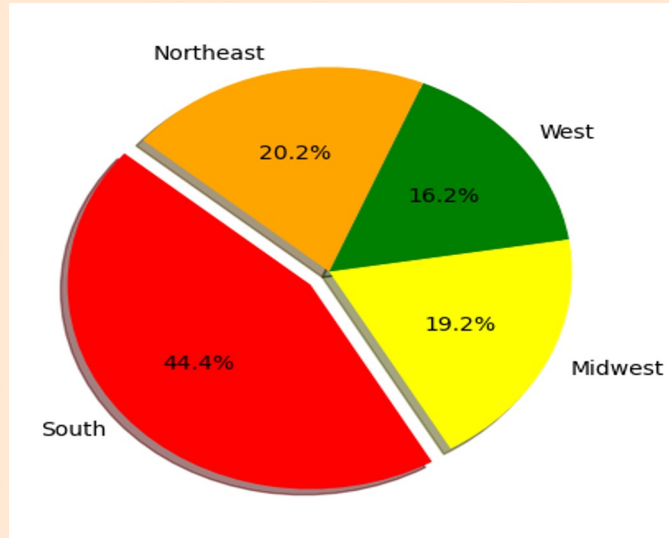


The r-squared is: 0.1538

The correlation coefficient is: 0.3922

Fast Food Region

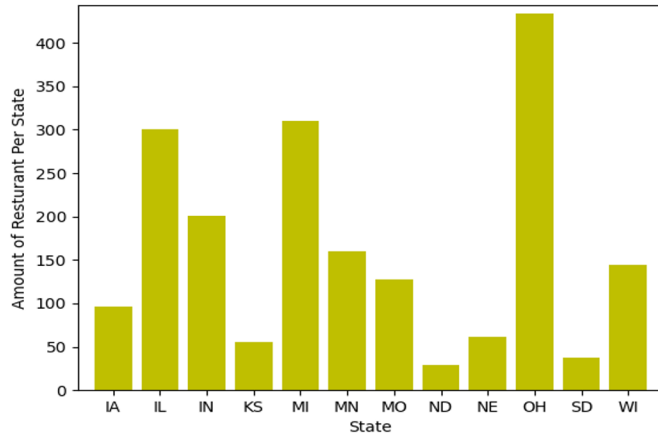
- Percentage based on the number of restaurants per region.
- Density represents the longitude/latitude for each state.



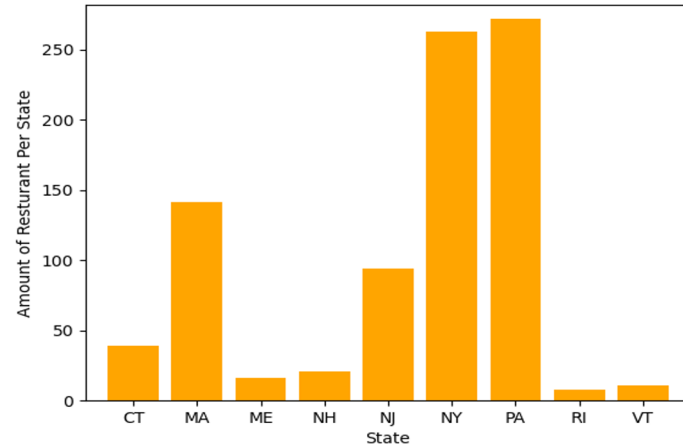
Census Region

- Breakdown of restaurant's by Region & State
- Midwest: Ohio- 434(Highest) North Dakota- 29 (Lowest)
- North East: Pennsylvania- 272 Rhode Island- 8

Name Count for the Midwest



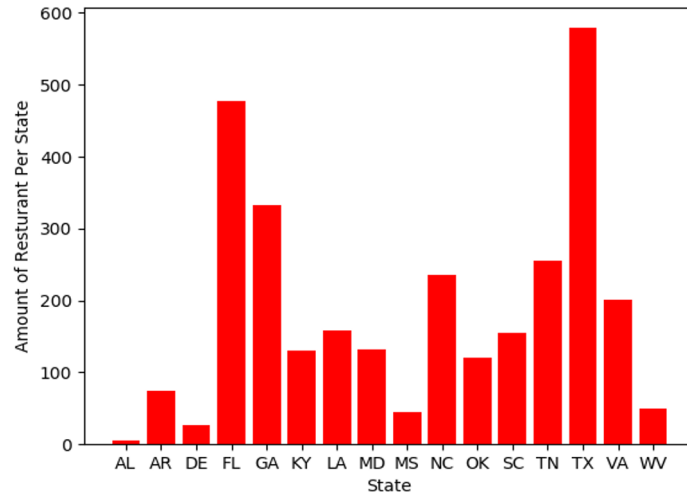
Name Count for the North East



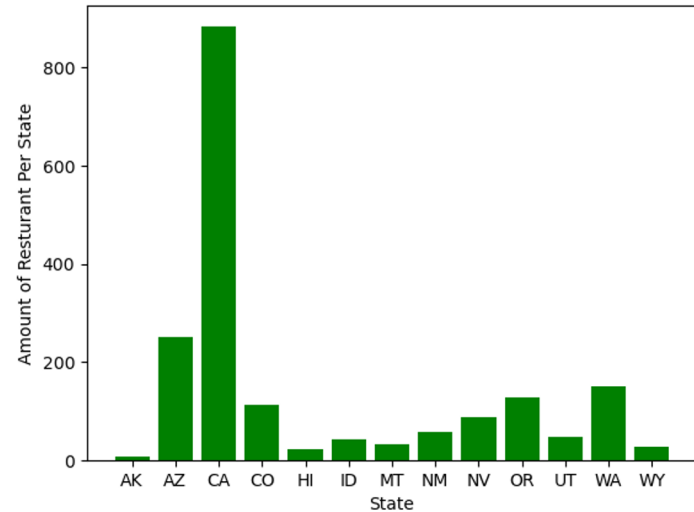
Census Region contd...

- South: Texas- 579 Alabama- 6
- West: California- 883 Arkansas - 9

Name Count for the South

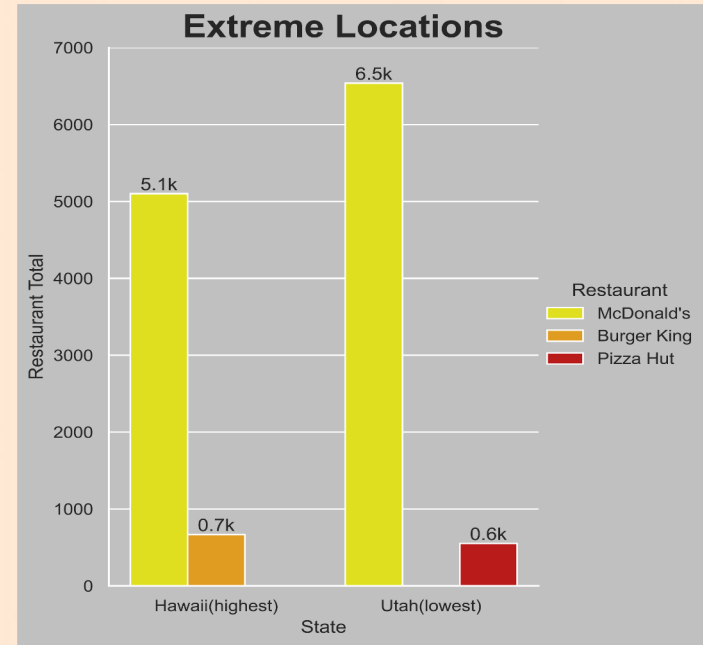
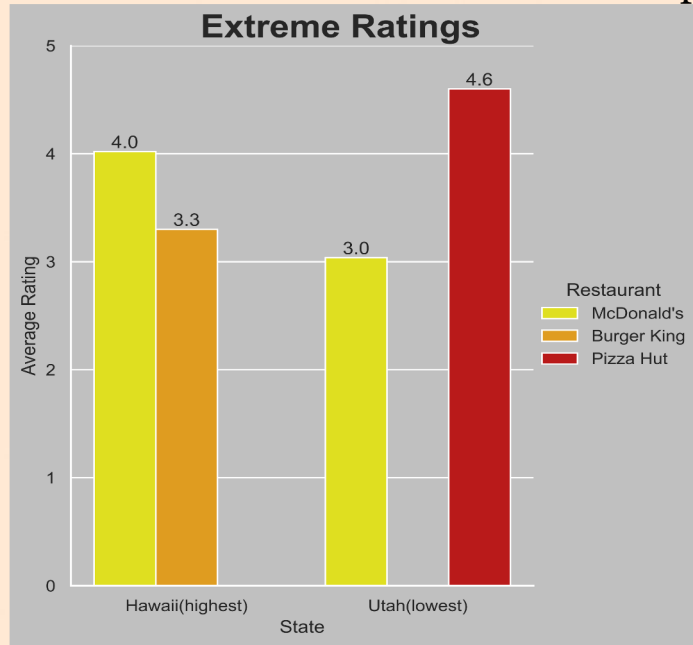


Name Count for the West



Fast Food Extreme

Analysis of McDonald's highest and lowest rating out of all states, with recognition of both those maximum and minimum counterparts



Fast Food Extreme

All US states that have corresponding locations to the prior restaurants, finding the relation between those ratings and total amount of rating

