**Dashboard explaining :**

1. The dashboard shows ratings analysis on these levels (restaurant, city, meal type, online ordering and ratings by customer).
2. The workflow starts with the ratings filter, you select the range of the ratings that you need to see their status and distribution across others.
3. For example: if I want to see from which restaurants I receive low ratings, I can consider that the low ratings are from (1 to 3), then the dashboard automatically updates and shows me which restaurants have the highest number of low ratings. And as well as for other levels.
4. When you select a specific restaurant from “Count of Ratings by Restaurant” there is a card displaying the restaurant name. And there is a filter for restaurant names, so you can filter by it to get the specific restaurants full insights.

**Actions and Recommendations:**

1. Classify the issues that can face the customer. For example: cleaning, bad taste, poising, uncomfortable seating, delay of preparing or delivering the meal, etc…
2. Set up a KPI to monitor the improving process. Suppose now the average rating is 3.7, so the KPI can be reaching 4.5 in a half or quarter year.
3. After setting the KPI and identifying from where we receive the low ratings we need to tackle the trend issues to leverage the rating. For example : restaurant X has 800 low ratings and 2.5 average ratings, so we need to go through the reviews (ML can be used) or contact the customers to see which issues they face and after capturing this data we can set up an improvement process for them.

**Promotions and Terminations :**

1. The restaurants that have good performance and rating can receive a promotion for their meals and delivery fees especially if they are new or don't have high demand.
2. The termination process can be like black points for each account. For example: having cleaning issues 5 times equals 1 point, having poisoning issues 5 times equals 3 points, so when the points reach 25 the restaurant should be terminated. Also if there is no improvement even after setting the improvement process two times can be terminated.