What to do ?

1. Find more restaurants like rasika and aambar . AH mentioned what kind of restaurants he is looking at . Classification problem .
2. Go to robolike . decide hashtags . Start mining images .
3. Talk to MH about social media profiles .

| Analyzing Other Profiles | - Researching hashtags | -Social media popularity | YES | - Instagram credentials |
| --- | --- | --- | --- | --- |
|  | - Targeting potentials by location | - Increase "influencers" |  | - Python |
|  | - Identify competitors |  |  | - R |
|  | - Analyze other restaurant content |  |  | - Tableau |
|  |  |  |  | - SD to create code |
|  |  |  |  |  |
|  |  |  |  |  |
| Analyzing Customers | - Identify current guests/clients (who we should market to) | - Data of who our guests vs. clients are | YES | - Interns to collect info. at restaruant (age, gender, etc.) |
|  | - Identify guests who are ALSO social media users (help find "influencers") | - Data for new location |  | - Python |
|  |  | - Data for marketing (ex. new locations, other than bridal shows,) |  | - R |
|  |  | - Data current "influencers" who are providing free marketing |  | - Tableau |
|  |  |  |  | - Facebook, Instagram, Yelp API |