

RESTAURANT INVESTMENT ANALYSIS (MEXICO)

What are different types of Generations?

Total Consumers

86

Total Restaurants

84

Overall Ratings (Avg)

1.22

Consumer Percent

62%

Restaurants in city

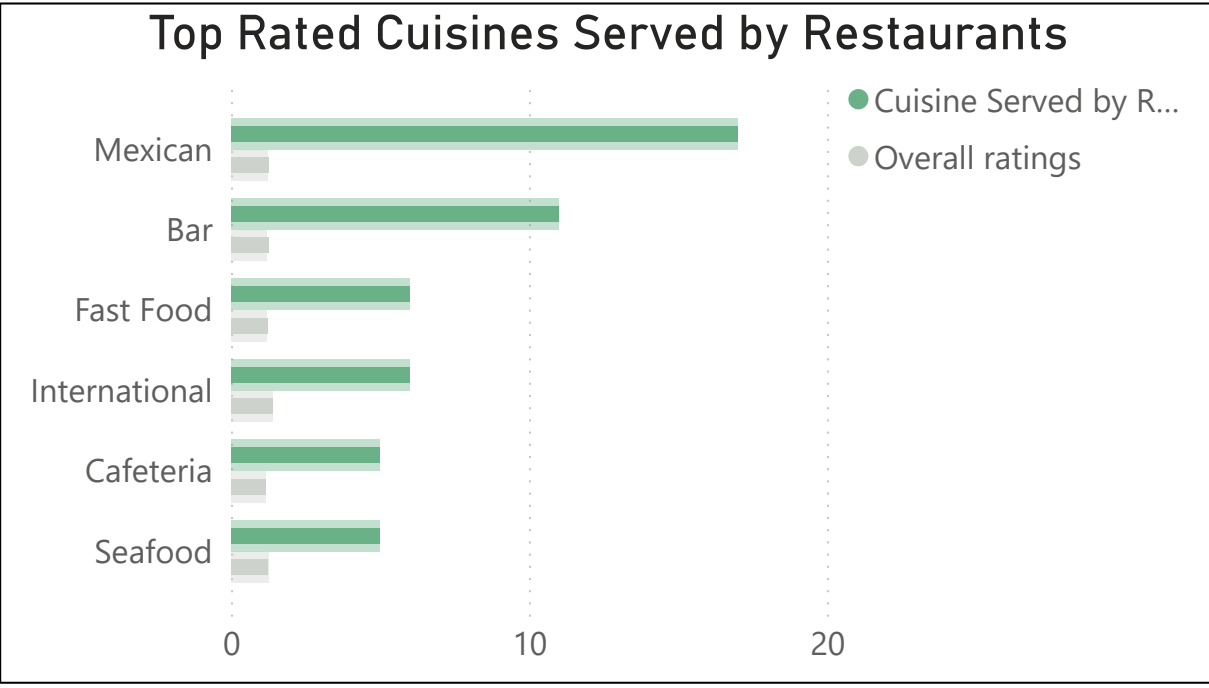
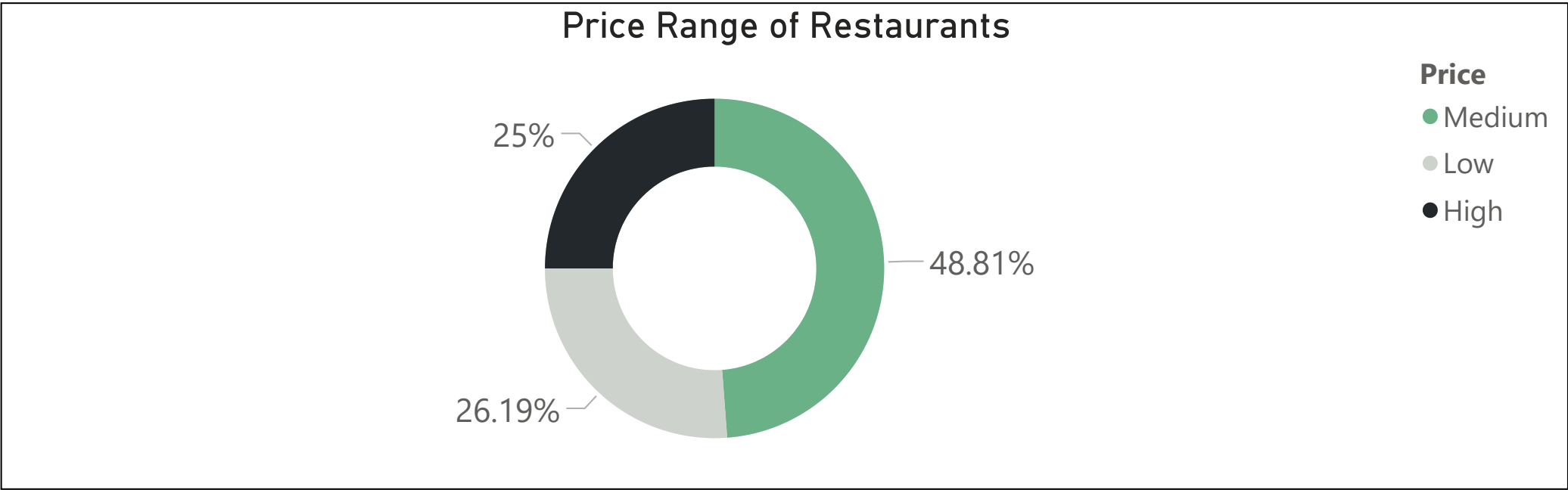
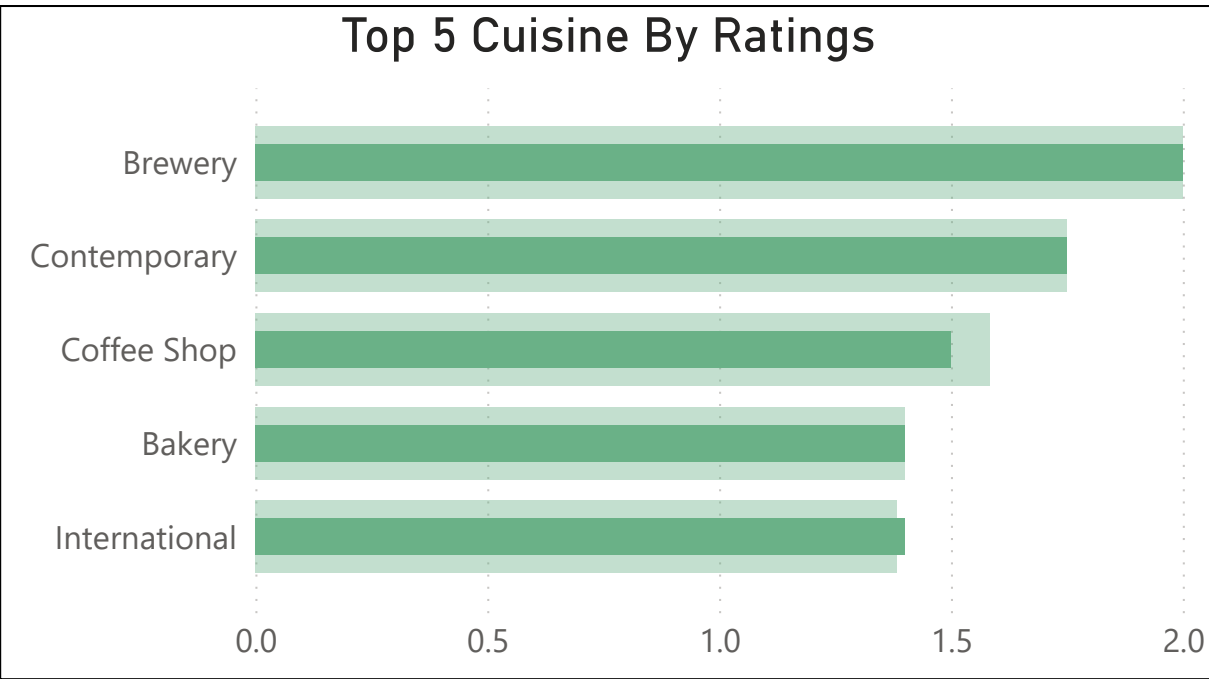
San Luis Potosi

Restaurants in state

San Luis Potosi

RESTAURANTS IN MEXICO

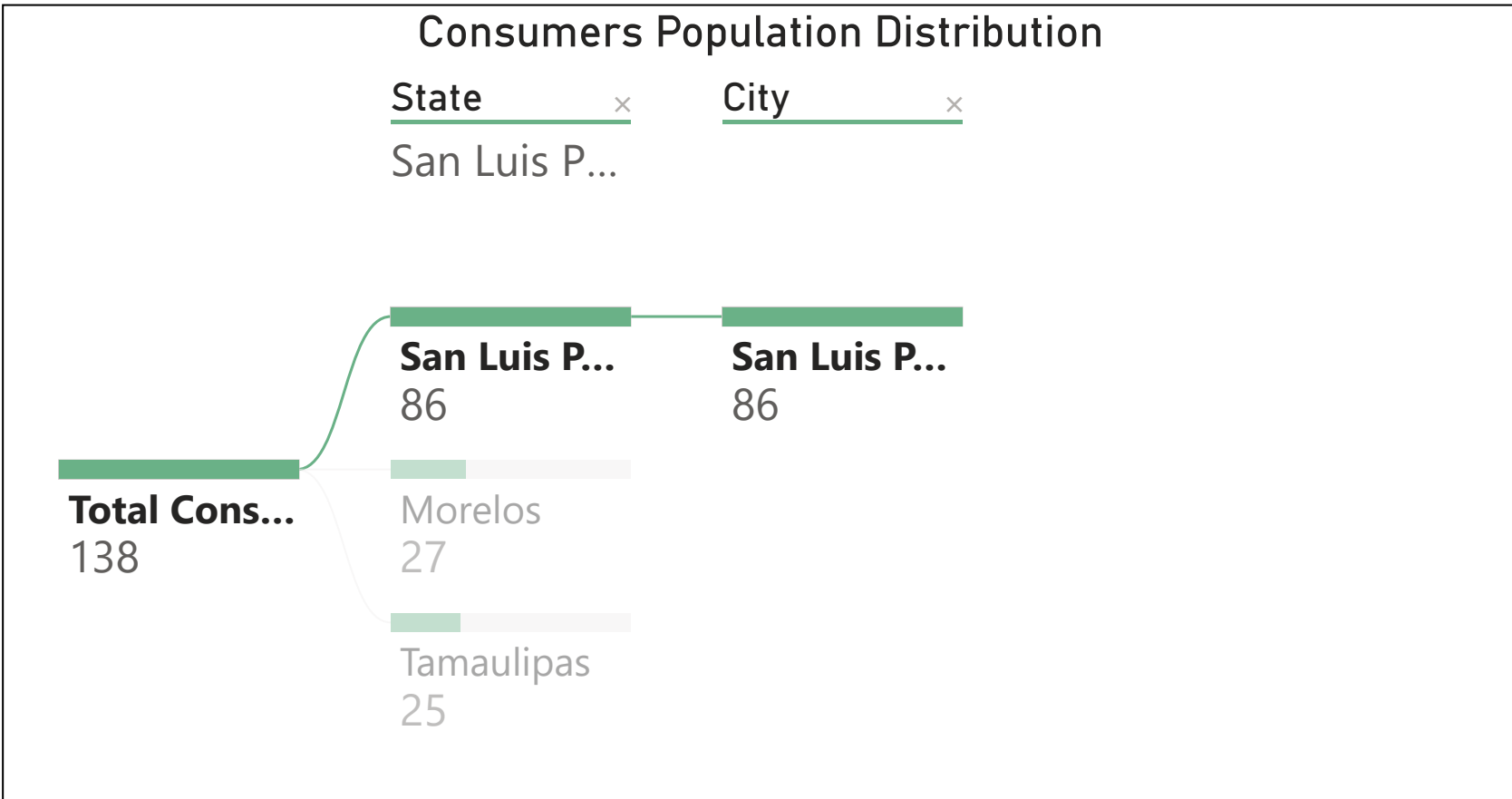
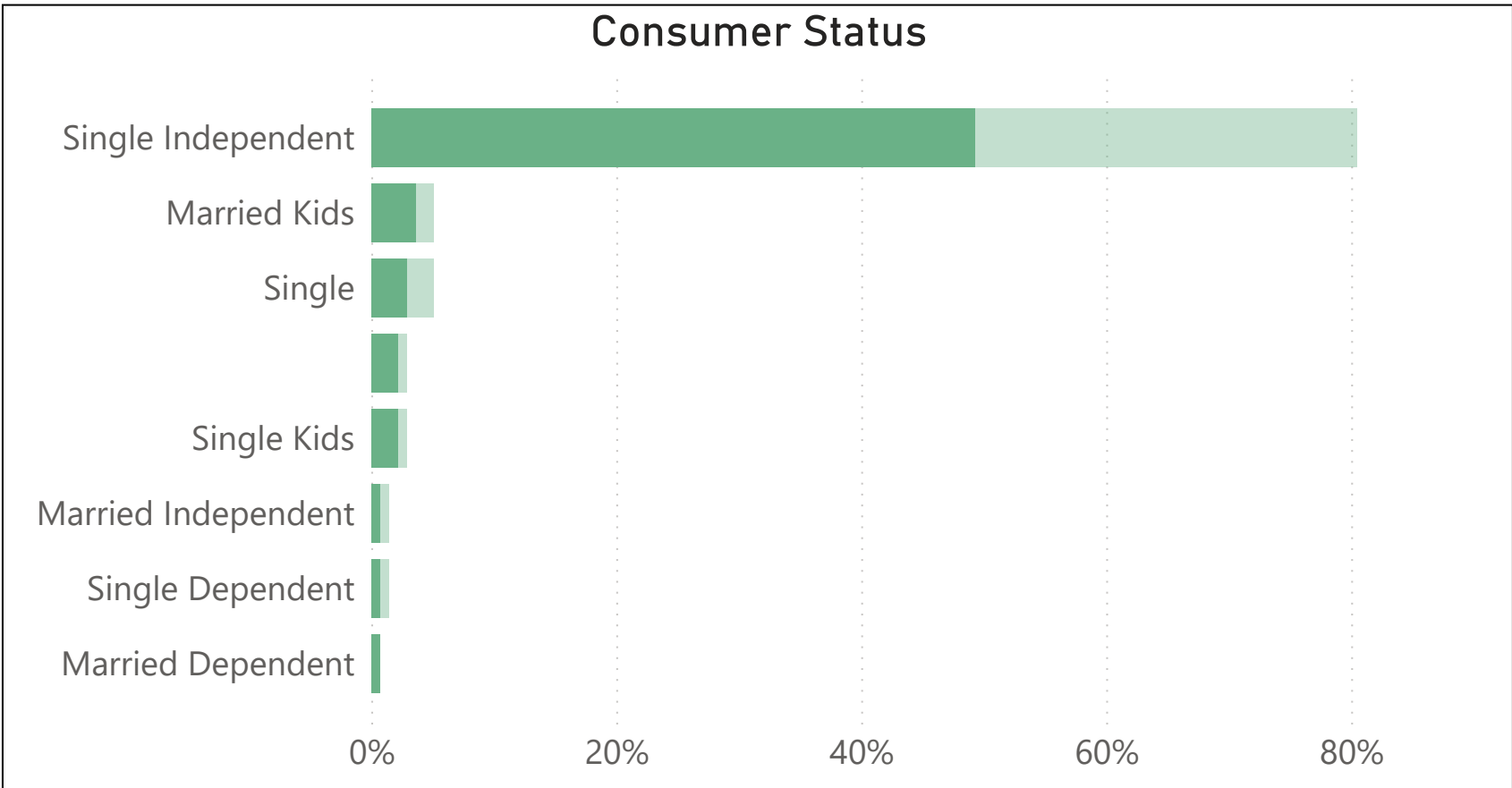
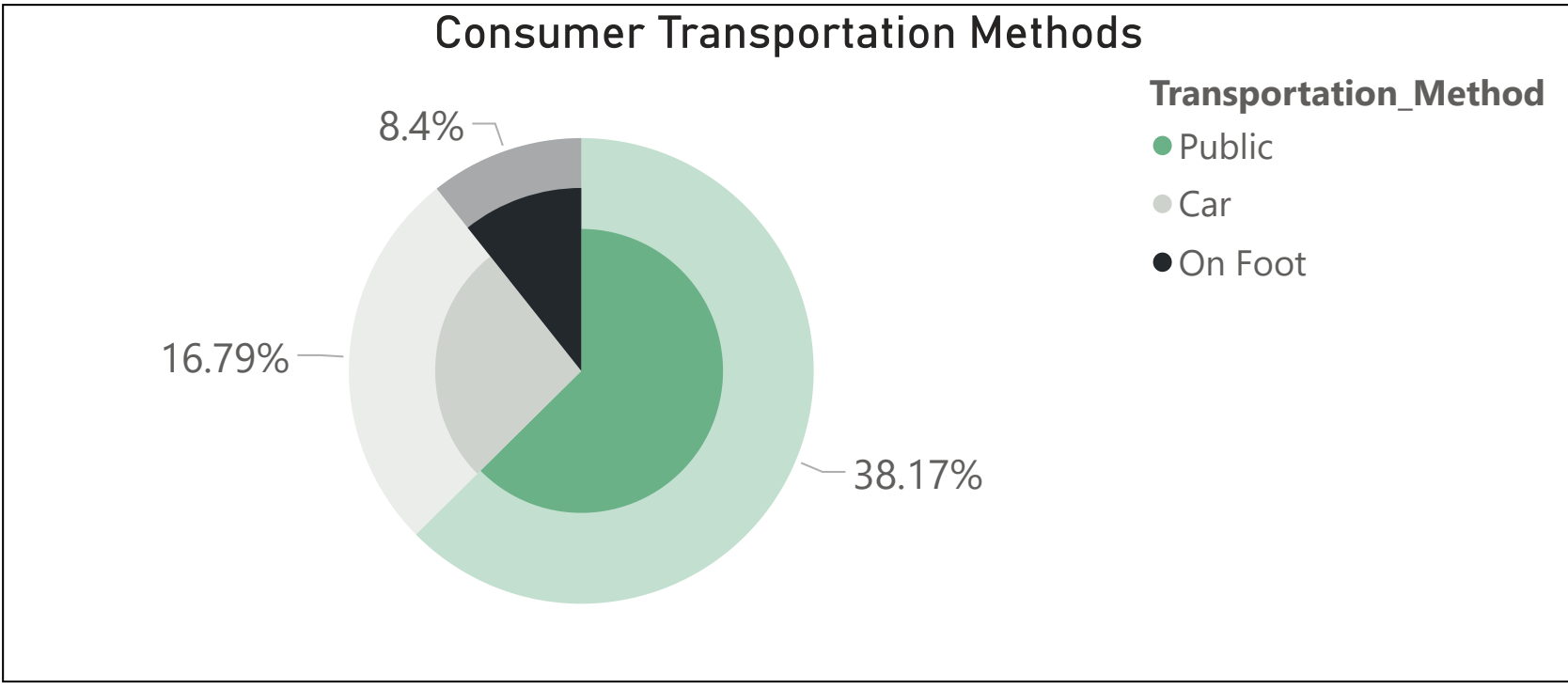
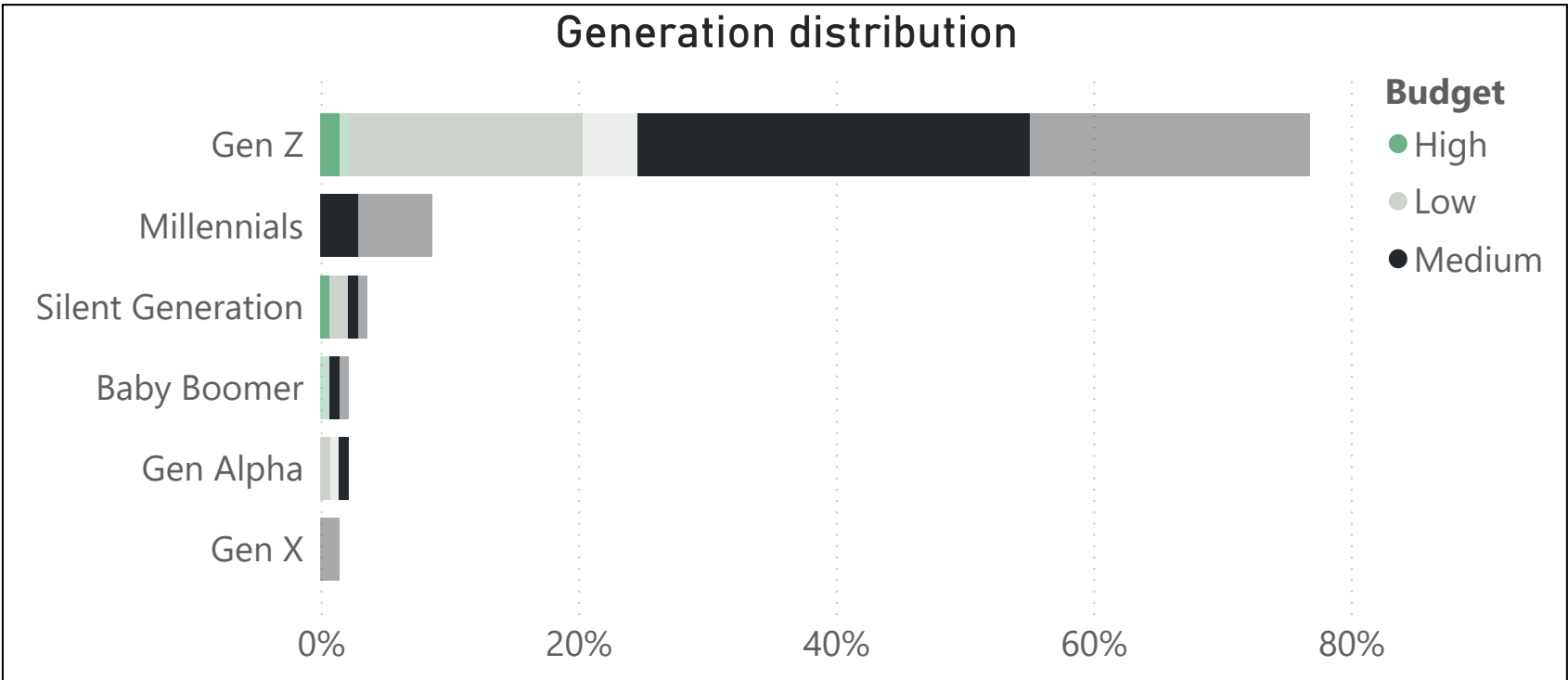
Name	Average of Overall_Rating	Average of Food_Rating	Average of Service_Rating
Abondance Restaurante Bar	0.56	0.56	0.89
Cabana Huasteca	1.36	1.36	1.27
Cafe Chaires	1.00	1.00	0.93
Cafe Punta Del Cielo	1.83	1.50	1.83
Cafeteria Y Restaurant El Pacifico	1.19	1.08	1.08
Carl's Jr	1.43	1.57	1.43
Cenaduria El Rincón De Tlaquepaque	1.00	0.75	1.00
Chaires	1.40	1.40	1.40
Crudalia	1.24	1.12	0.88
Dairy Queen	1.17	1.17	1.17
Dominos Pizza	1.17	1.33	1.17
Don Burguers	1.40	1.20	0.80
El Angel Restaurante	1.11	1.11	0.89
El Club	1.10	1.50	1.30
El Herradero Restaurante And Bar	1.38	1.46	1.38
El Lechon Potosino	1.75	1.75	1.50
El Mundo De La Pasta	1.50	1.50	1.50
El Pueblito	1.00	1.20	1.20
El Rincon De San Francisco	1.67	1.47	1.60
El Rincón De San Francisco	1.25	1.25	1.25
Emilianos	2.00	2.00	1.67
Gordas De Morales	1.42	1.33	1.25
Gorditas Doa Gloria	0.96	1.13	0.88
Hamburguesas Saul	0.60	0.60	0.40
Hamburguesas Valle Dorado	1.00	1.75	0.75



About Restaurants

- 1 There are many high rating restaurants in San Luis Potosi state in mexico.
- 2 There are less number of restaurants considered in Juitepec city of Morelos (This might be a sampling bias).

Consumers Information



Most Preferred Cuisine

Mexican

Least Preferred Cuisine

Bakery

About Consumers

- 1 Overall, most of the Consumers belongs to Gen - Z and are single independent students or they belong to working class.
- 2 The Mexicans prefers to travel using public transportation (about 63%).
- 3 The analysis could be better if more consumers information was available.

RECOMMENDATIONS

The following recommendations are as follows

- 1 Considering overall most preferred cuisine is Mexican and it is served by most restaurants.
- 2 Most of the population earns middle range of income and majority of the restaurants also serves dishes that is not too costly.
- 2 As the young generations are the one to visit the most, very less restaurants serves other type of cuisines like Brewery, Contemporary or American type cuisine is served.
- 3 We can conduct a online survey of college students or working class to know more about this.
- 4 On the basis of online survey we can ask what time they would prefer to visit the restaurants most.
- 5 Accordingly, we can concentrate on the target hours like lunch or dinner or leisure time with some mind refreshing activities.
- 6 The price can also range from low to medium ranges.
- 6 We will also need to have more information about the customers from other cities or states to make further decisions regarding the location of setup.