

Exploratory Data Analysis of FoodMart (Mcdonalds)Dataset:

Dataset:

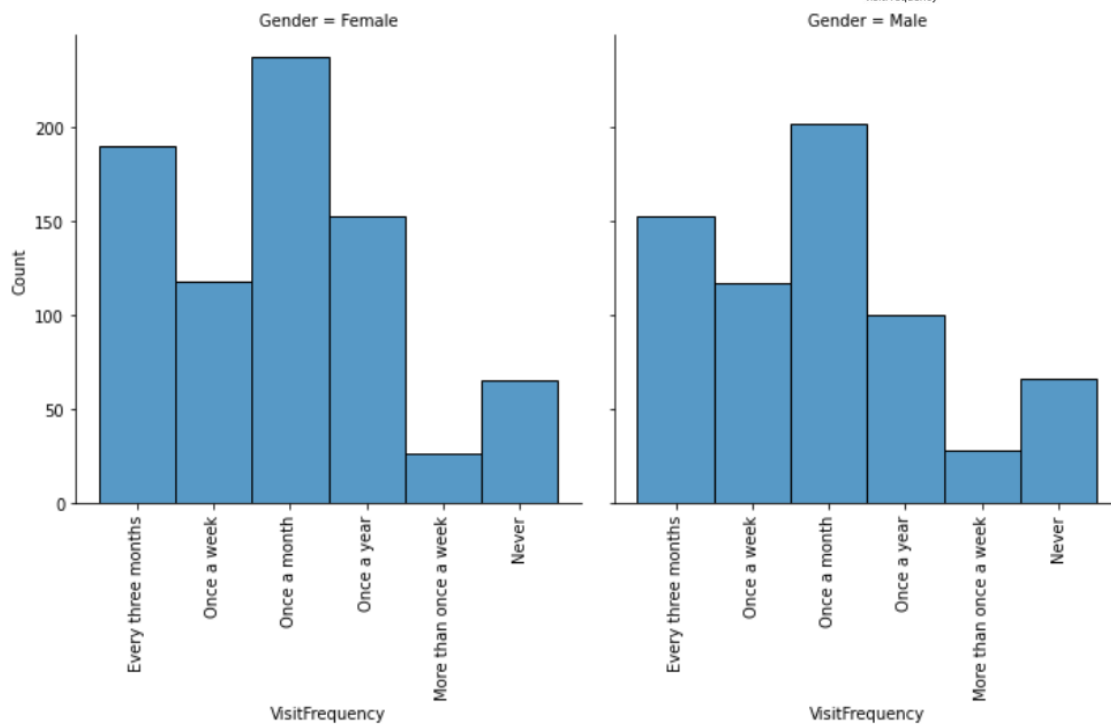
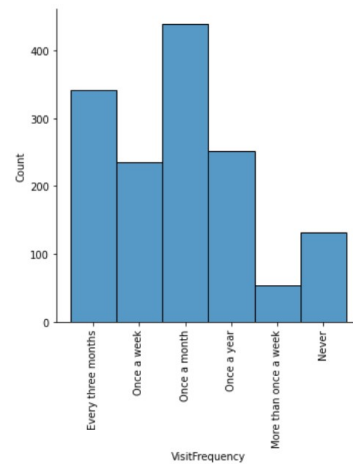
The datasets consist of 1453 rows and 15 columns i.e
'yummy', 'convenient', 'spicy', 'fattening', 'greasy', 'fast', 'cheap', 'tasty', 'expensive', 'healthy',
'disgusting', 'Like', 'Age', 'VisitFrequency', 'Gender'

	Column	Non-Null Count	Dtype
0	yummy	1453 non-null	object
1	convenient	1453 non-null	object
2	spicy	1453 non-null	object
3	fattening	1453 non-null	object
4	greasy	1453 non-null	object
5	fast	1453 non-null	object
6	cheap	1453 non-null	object
7	tasty	1453 non-null	object
8	expensive	1453 non-null	object
9	healthy	1453 non-null	object
10	disgusting	1453 non-null	object
11	Like	1453 non-null	object
12	Age	1453 non-null	int64
13	VisitFrequency	1453 non-null	object
14	Gender	1453 non-null	object

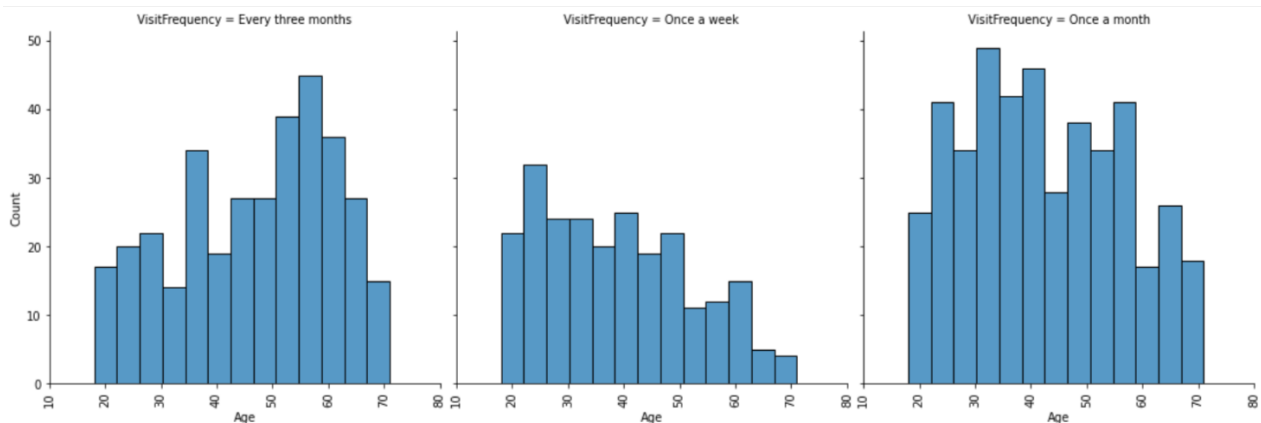
- 'yummy', 'convenient', 'spicy', 'fattening', 'greasy', 'fast', 'cheap', 'tasty', 'expensive', 'healthy', 'disgusting' all this column only 2 values YES and NO.
- Like column has 11 unique values i.e '-3', '+2', '+1', '+4', 'I love it!+5', 'I hate it!-5', '-2', '+3', '0', '-4', '-1'.
- VisitFrequency has 6 unique values i.e 'Every three months', 'Once a week', 'Once a month', 'Once a year', 'More than once a week', 'Never'

Q1. How frequently does anyone visit?

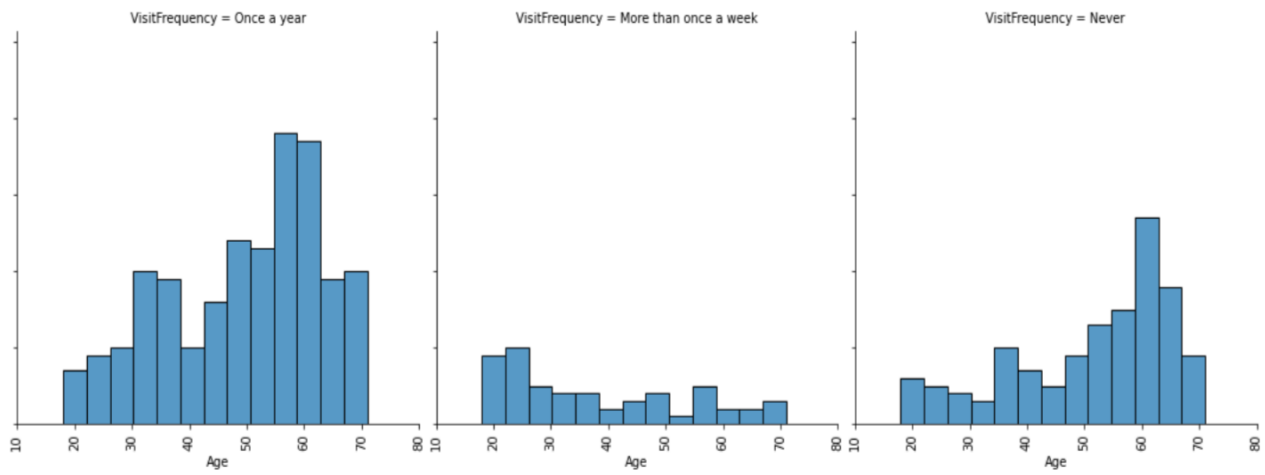
- Most the people visit Once a month then every three months.
- The number of people visiting once a week and once a year have nearly same in number.
- The distribution of visits is somewhat similar for both males and females.



Q2. How does age affect the frequency of visits?



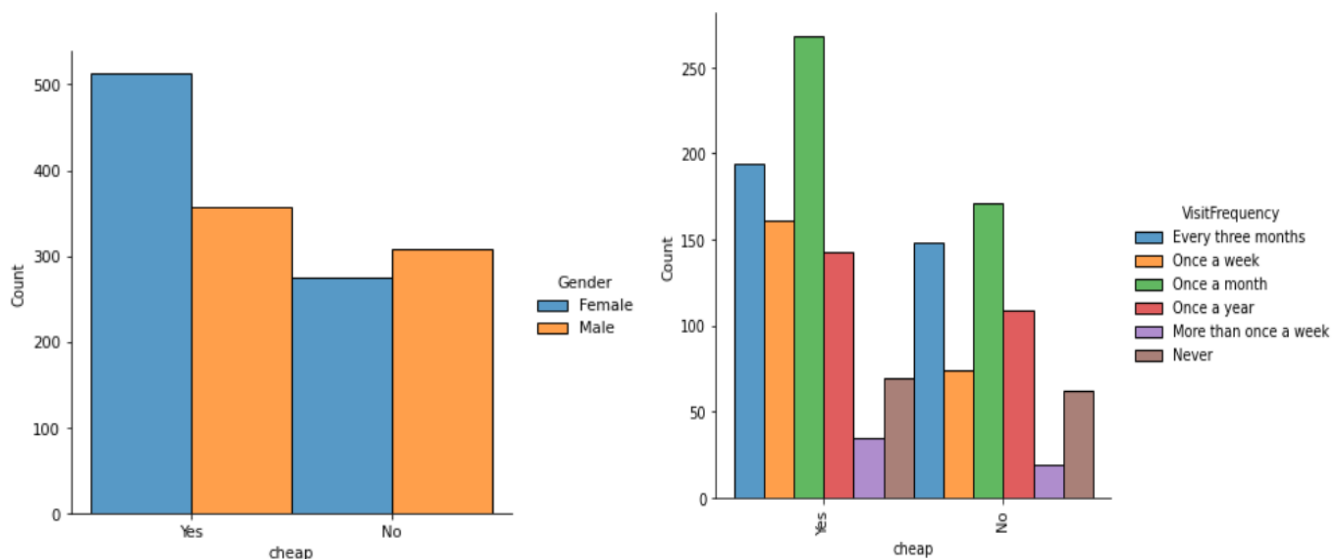
- For short duration like More than once a week, Once a week, Once a month here visitors are more from younger ages such as 20-40.
- Like this only for the longer duration the visitors are more from older ages such as 50-70. the visitors that had never visited are majorly from older ages.
- Less visitor from older age group may be due to the fast food are more popular in young age group than older age group.



Q3. Does those who visit frequently feel that the food is cheap or any variation for gender?

The percentage of males who founds it cheap is 53.68 %

The percentage of females who founds it cheap is 65.10 %

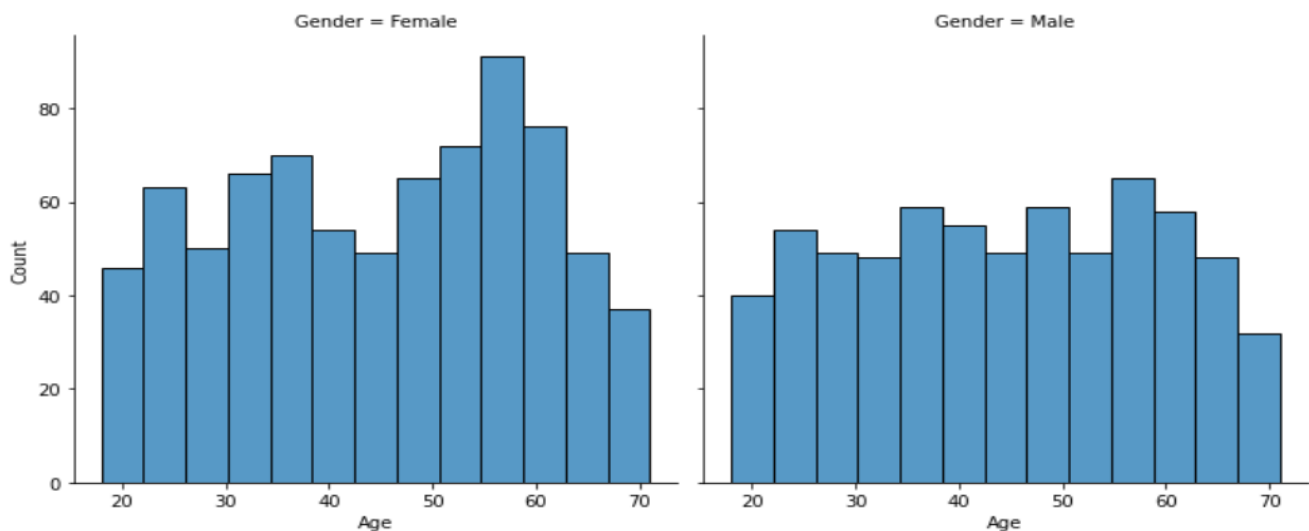
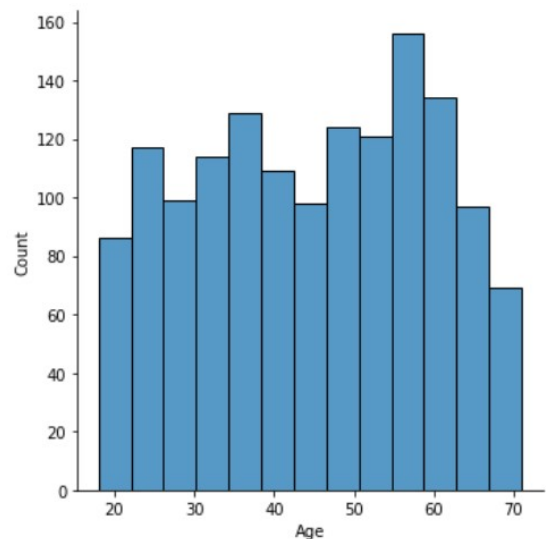


Percentage Once a month visitors found its cheap is 61.05 %
 Percentage Every three months visitors found its cheap is 56.73 %
 Percentage Once a year visitors found it's cheap is 56.75 %
 Percentage Once a week visitors found its cheap is 68.51 %
 Percentage Never visitors found it cheap is 52.67 %
 Percentage More than once a week visitors found its cheap is 64.81 %

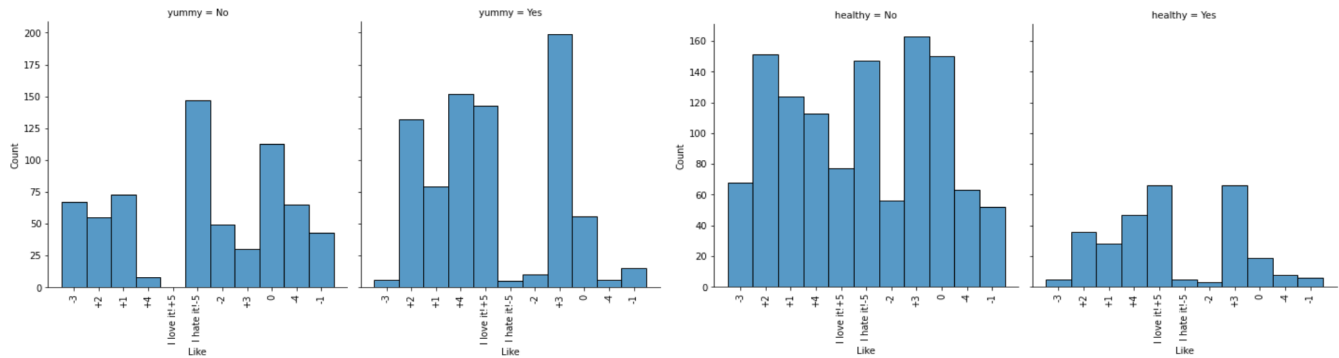
- Relative to males , Female had considered it as cheap.
- Those who are visiting on regular interval or short duration they also have found it on cheaper side and thats quite obivous.

Q4.What is the age distribution of the visitors?

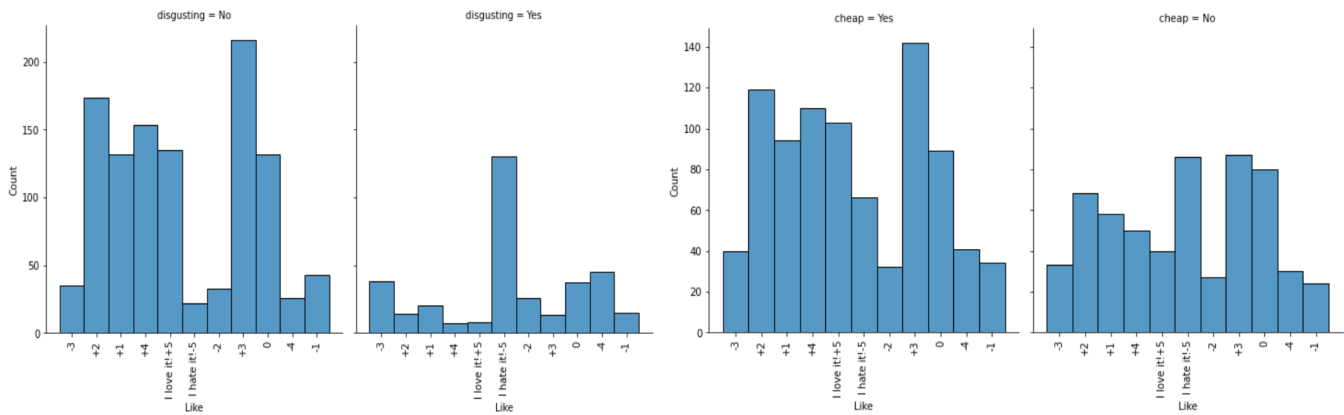
- The Age of visitor ranges from 20 to 70 years, and there is not that much difference between the count of visitor in each grp.
- For the female visitors the distribution has little uneven where for the male distribution the each group has nearly similar count of visitors.
- There are significant number of visitors from each age group.



Q5.Which factors are affecting rating ?



- Tasty can be consider one of the major factor , Most of the visitors who has given yummy as yes had given a positive rating.
- Even though visitors have consider it as unhealthy they have given a good rating so healthy cannot be the parameter for good rating.
- Those who have found it cheap has giving a good rating but the number is not that much greater people also had given a positive rating even though they has consider it as costly.



CODE:<https://colab.research.google.com/drive/11FjCAdU1kCqCw1EY0KP-Fd4a606rAW-6#scrollTo=0tkVxacroE0e>