Maven Restaurant Challenge

Build an executive KPI dashboard with the following features: dynamic filtering, high-level trending metrics, restaurant ratings, customer preference for the dish, and geographic distribution. Users may drill deeper into the data with each dynamically clickable visual.
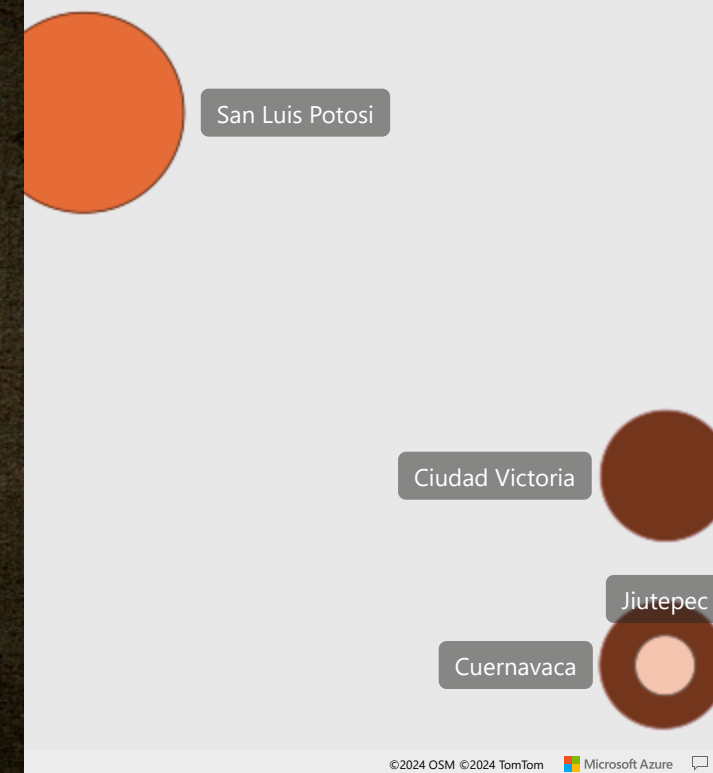
Key Insights inside the dashboard

Who? – who were the key demographic to target in terms of age and smoking/drinking habits?
Where? – which city or location had the highest ratio of consumers to restaurants?
What? – what kind of cuisine should a restaurant serve based on popularity and levels of current availability?

Restaurant in the Cities

San Luis Potosi

Ciudad Victoria

Jiutepec

Cuernavaca

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MAVEN RESTAURANT DEMOGRAPHICS

Total Restaurant	Total Consumer	Total Cuisine
130	138	23

Customer Details

Age range ✕   City ✕   Preferred_Cuisine ✕

Count of Consumer_ID
131

- 18 - 25
  106
- 26 - 45
  17
- 46 - Above
  8

Cuernavaca
8

San Luis Potosi
6

Jiutepec
2

Ciudad Victoria
1

Mexican
4

Cafeteria
2

Hot Dogs
2

Japanese
2

Pizzeria
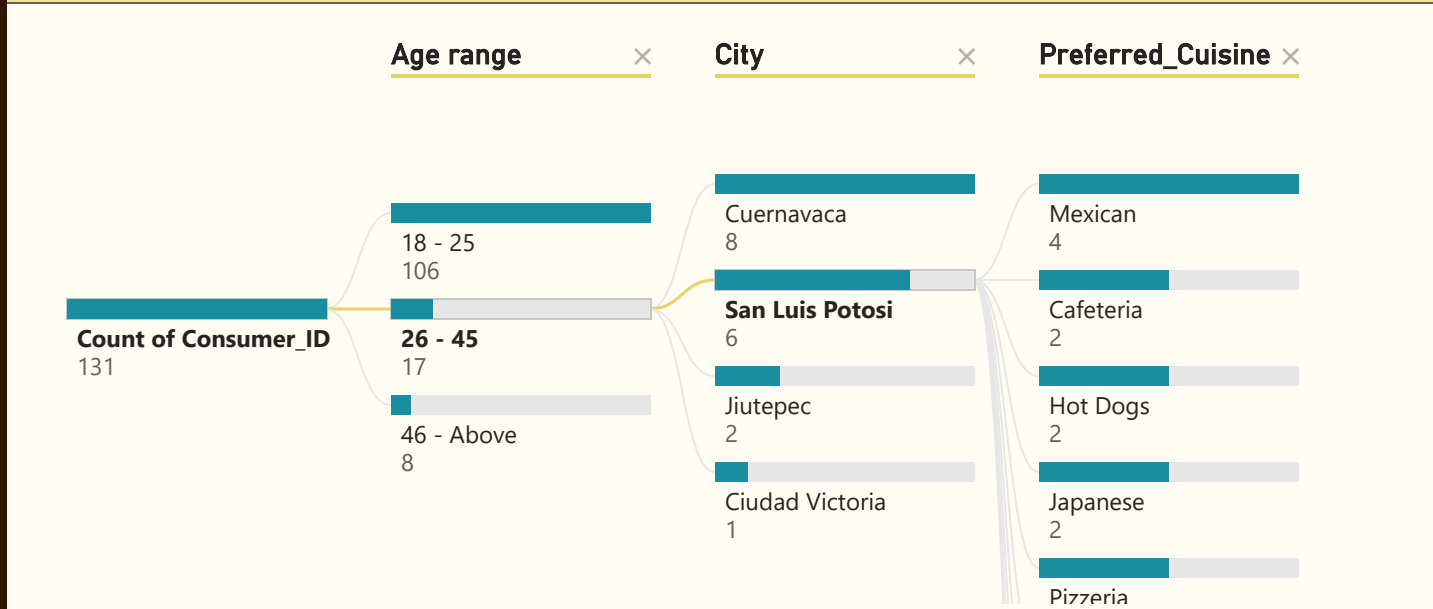
Demand and Supply Cuisine

- Mexican
- American
- Cafeteria
- Pizzeria
- Coffee Shop
- Family
- Italian
- Japanese
- Burgers
- Chinese

0%   20%   40%   60%

● Demand Cuisine ● Supply Cuisine

Budget

	Consumer
Medium	91
Low	35
Not Sure	7
High	5
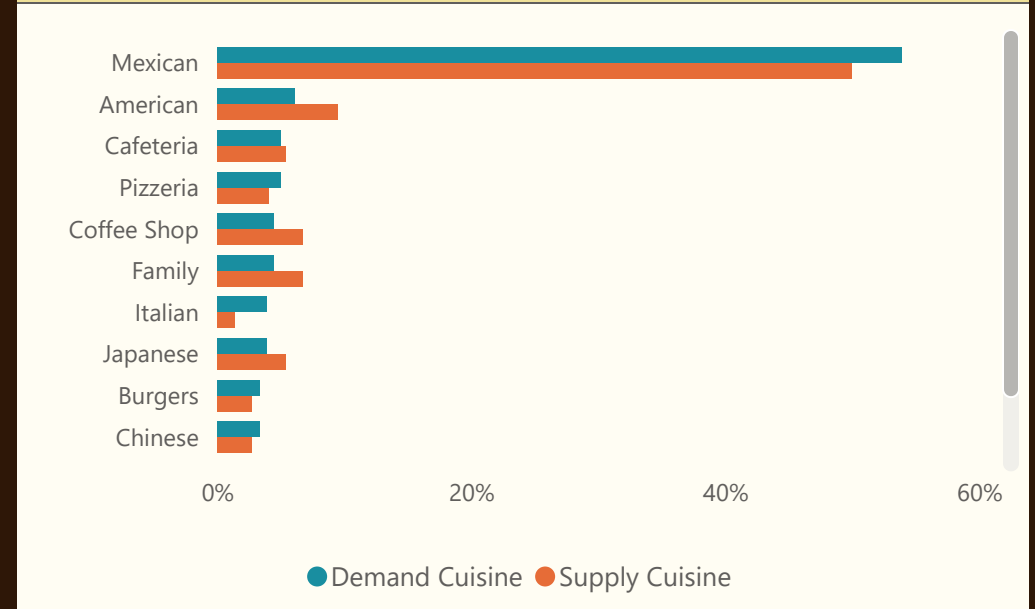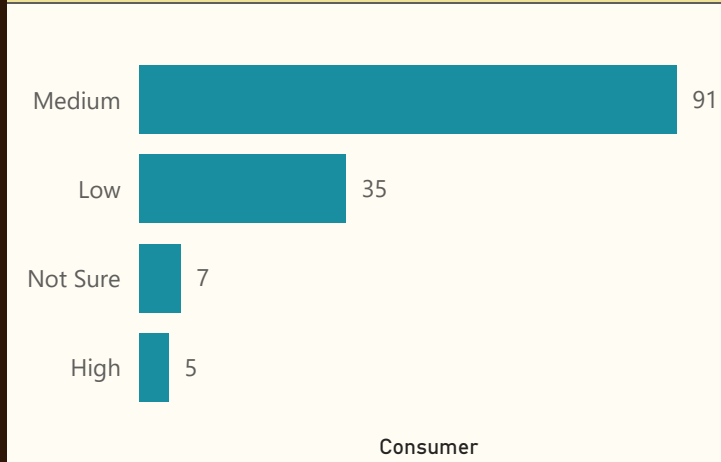
Consumers by City

	Consumer
San Luis P...	86
Ciudad Vi...	25
Cuernavaca	22
Jiutepec	5

Consumer Age

Age range	
18 - 25	110
26 - 45	18
46 - Above	10
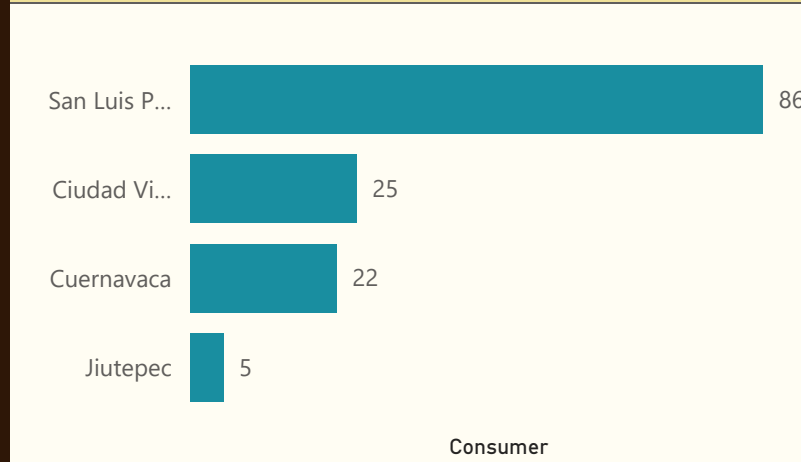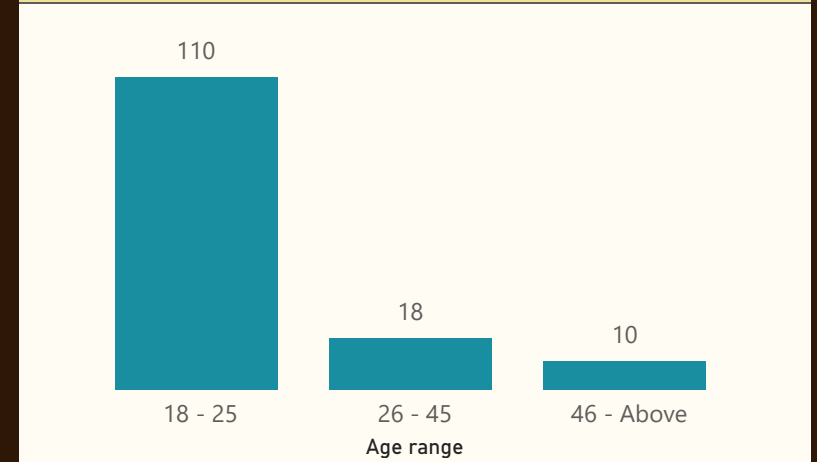
RESTAURANT DEMOGRAPHICS

Avg. Service Rating	Avg. Food Rating	Avg. Overall Rating
1.09	1.21	1.18

Restaurant Ratings (0-2)

Restaurant Name	Food Ratings	Service Ratings	Overall Ratings
Abondance Restaurante Bar	0.50	0.75	0.50
Arrachela Grill	1.33	1.00	1.00
Cabana Huasteca	1.46	1.31	1.46
Cafe Ambar	1.00	1.00	0.75
Cafe Chaires	1.00	0.93	1.00
Cafe Punta Del Cielo	1.50	1.83	1.83
Cafeteria Cenidet	1.17	1.00	1.00
Cafeteria Y Restaurant El Pacifico	1.07	1.07	1.18
Carl's Jr	1.57	1.43	1.43

Total Orders

Restaurant Name	Total Orders
Vips	24
Unicol's Pizza	14
Tortas Y Hamburguesas El Gordo	5
Tortas Locas Hipocampo	36
Tortas Hawaii	3
Taqueria El Amigo	8
Tacos Los Volcanes	6
Tacos El Guero	3
Total	**1161**

Cuisine and Total Orders

Cuisine	Total Orders
American	5
Armenian	1
Bakery	1
Bar	13
Breakfast	1
Brewery	6
Burgers	5
Cafeteria	9
Chinese	3
Total	**112**

Smoking Allowance

- No: 95
- Smoki...: 24
- Yes: 9
- Bar O...: 2

Restaurant

Parking Facilities

- None: 65
- Yes: 46
- Public: 16
- Valet: 3

Restaurant

Price

- Medium: 60
- Low: 45
- High: 25

Restaurant
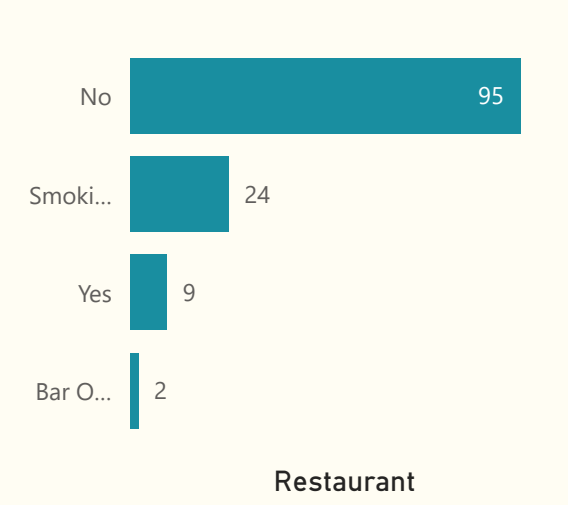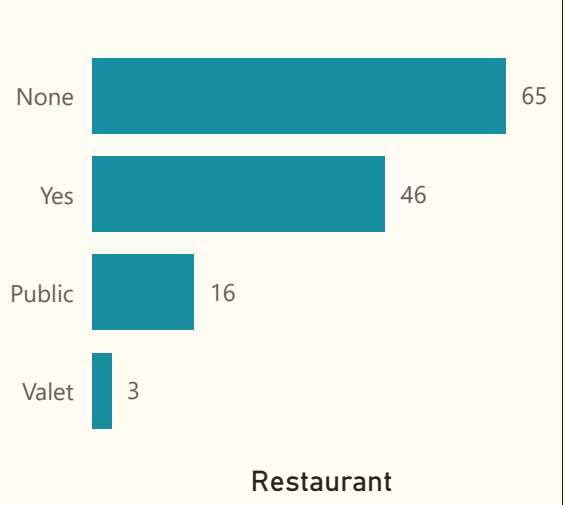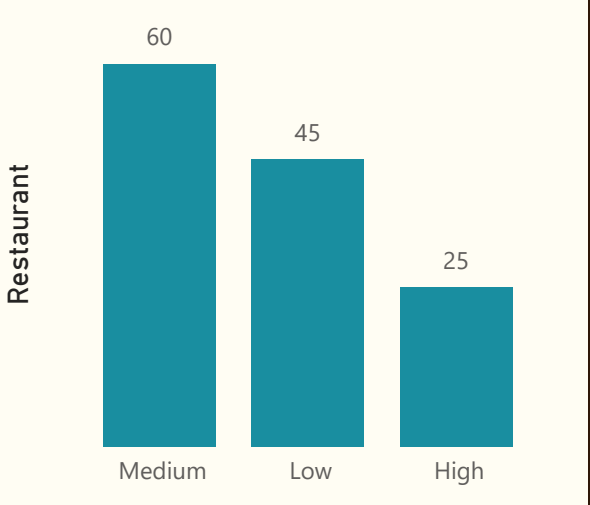
Alcohol Availability

- None: 87
- Wine ...: 34
- Full Bar: 9

Restaurant
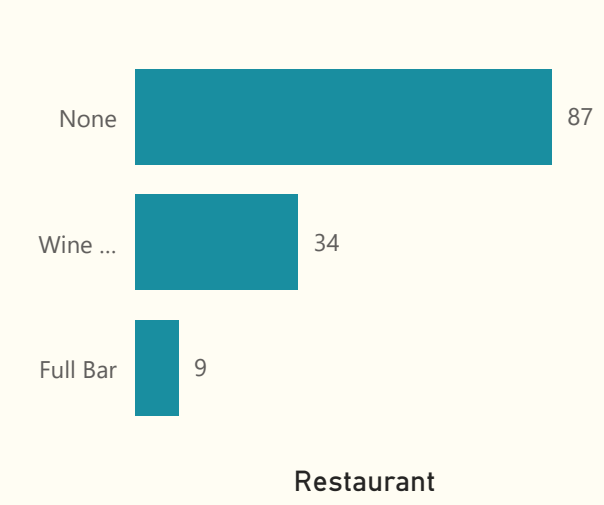
CONSUMER DEMOGRAPHICS

City
All

Children/Dependent/Independent

11 (8.66%)
113 (88.98%)
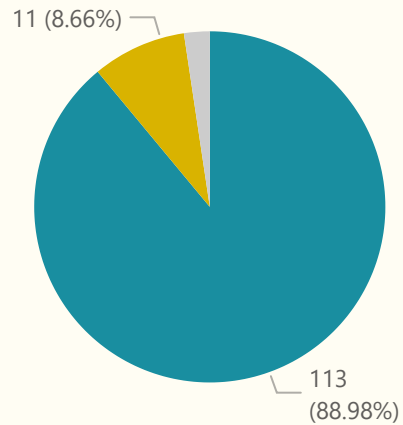
- Independent ● Kids ● Dependent

Marital Status

10 (7.46%)
124 (92.54%)
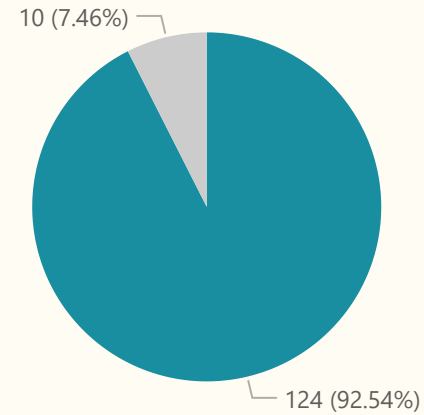
- Single ● Married

Occupation

16 (12.21%)
113 (86.26%)
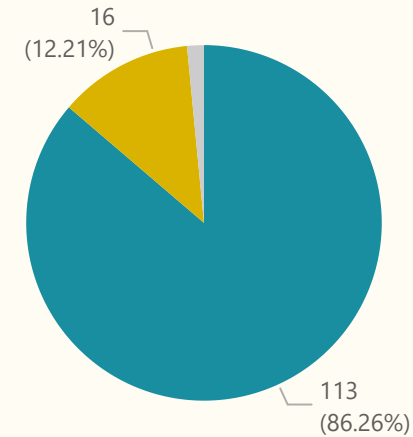
- Student ● Employed ● Unemployed

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Smoking habit

Smoker	Consumer
No	109
Yes	26
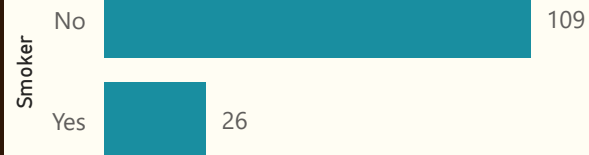
Drinking Level

Drinking Level	Consumer
Abste...	48
Casual...	47
Social ...	40

Mode of Transportation

Mode of Transportation	Consumer
Public	82
Car	35
On Foot	14

Age range

Age Range	Consumer
18 - 25	109
26 - 45	18
46 - A...	8