Project Milestone 1 Report

Arizona being near the Mexican border, Mexicans are the largest foreign population growing and settled in Arizona, constitute up to 26% of population in the state. For this reason, I chose my business category for this report to be Mexican Restaurants.

In this report, I concluded two major points:

1. I want to see how and where Mexican restaurants are performing good in terms of business.
2. If one chooses to start a Mexican restaurant business – what factors one must consider.

Query 1,2: In the first query, cities in Arizona are listed based on the avg_rating received by the users on Mexican Restaurants. We have data on Mexican Restaurants for only 10 cities in AZ, out of which Drexel Heights has the highest rating and Tucson has the highest number total reviews received. Here is the graph showing number of Mexican restaurants in each city.


In the Jupyter Notebook output, we could see that Drexel Heights, Corona-de-tucson, Catalina has only one restaurant in the dataset, so I would completely forget about them from my analysis because we could not decide by reviews from one restaurant, if a place is good for running Mexican restaurant.

User generosity from query 2 shows, customers willingness to support business in the area.

Conclusion: **Tucson** is top performing city for Mexican restaurants along with higher customer engagement and strong user generosity (3.7). So, the similar business environment is for **Oro Valley**, where the user generosity is same as Tucson, which is 3.6, and decent customer engagement, shows great potential for business expansion.

Query 3,4,5:

From these queries, I want to find out the best restaurant in terms of all aspects such as a restaurant that has high review count, high tips, high compliment count, ratings from the popular users and strong ratings. Through that we could learn how a new restaurant could build loyal customer base, engaging with customers and maintain high business quality.

Top 15 Mexican Restaurants by Review Count
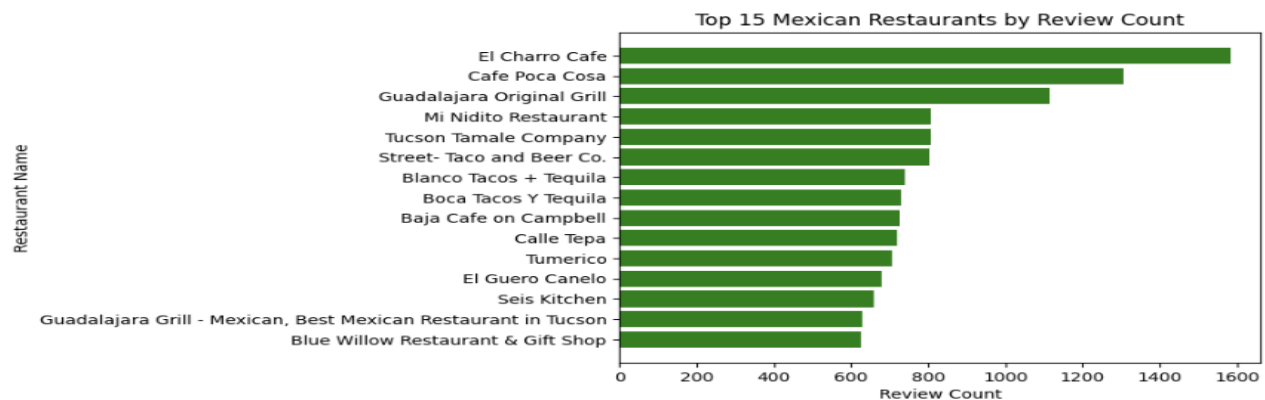
Query 3 and 5: My opinion would be learning business ideas and the principles that **"Street Taco and Beer Co"** follows, which balances amazing ratings, high review count and attracting influential customers like 'Ryan who has 1260 fans'. When these users review these eateries, they receive great publicity, highlighting the significance of influencer marketing in this field and rest of the customers would believe that reviews by these users are not fake and hence increases customer engagement.

Query 3 and 4: Also, from **"El Charro Café"** we could observe that it has high engagement (1583 reviews and 297 tips) but moderate ratings which suggest that it has low customer satisfaction. We could take this café as an example on what we should be doing to avoid low customer satisfaction.