

Analysis of Yelp data on Mexican Restaurants in Pittsburgh, PA

May 2005 - Dec 2019



Top 20 Mexican Restaurants Pittsburgh, PA

- | | | | | | |
|---|--|----|---------------------------|----|--------------------------|
| 1 | Guapo | 8 | Baby Loves Tacos | 15 | Bombay Arepa Grill |
| 2 | täkō | 9 | Tocayo Taqueria & Tequila | 16 | Casa Rasta |
| 3 | Totopo Mexican Kitchen and Bar | 10 | Edgar's Best Tacos | 17 | Chevere |
| 4 | Doce Taqueria | 11 | Pabellon | 18 | Alquisiras Paleteria |
| 5 | La Palapa, Traditional Mexican Kitchen | 12 | El Milagro | 19 | Jose' Ole' Mexican Grill |
| 6 | Las Palmas Carniceria | 13 | California Taco Shop | 20 | Sabroso Mexican Delights |
| 7 | Las Palmas | 14 | Porked East Liberty | | |

*Ranked by Yelp rating (number of stars) and number of reviews (as of Dec 2019)

Mexican Restaurant Customer Satisfaction: What are customers talking about?

Satisfied customers are more likely to use words like*:



A word cloud of positive customer feedback words. The words are arranged in a cluster, with 'Everything' at the top left, 'Incredible' below it, 'Perfect' and 'Best' to the right of 'Incredible', 'Great' to the right of 'Best', 'Awesome' to the left of 'Favorite', 'Delicious' below 'Favorite', 'Amaze' below 'Delicious', and 'Excellent' at the bottom. The words are in various shades of blue and grey.

Everything
Incredible
Perfect Best Great
Awesome Favorite
Delicious
Amaze
Excellent

Dissatisfied customers are more likely to use words like*:

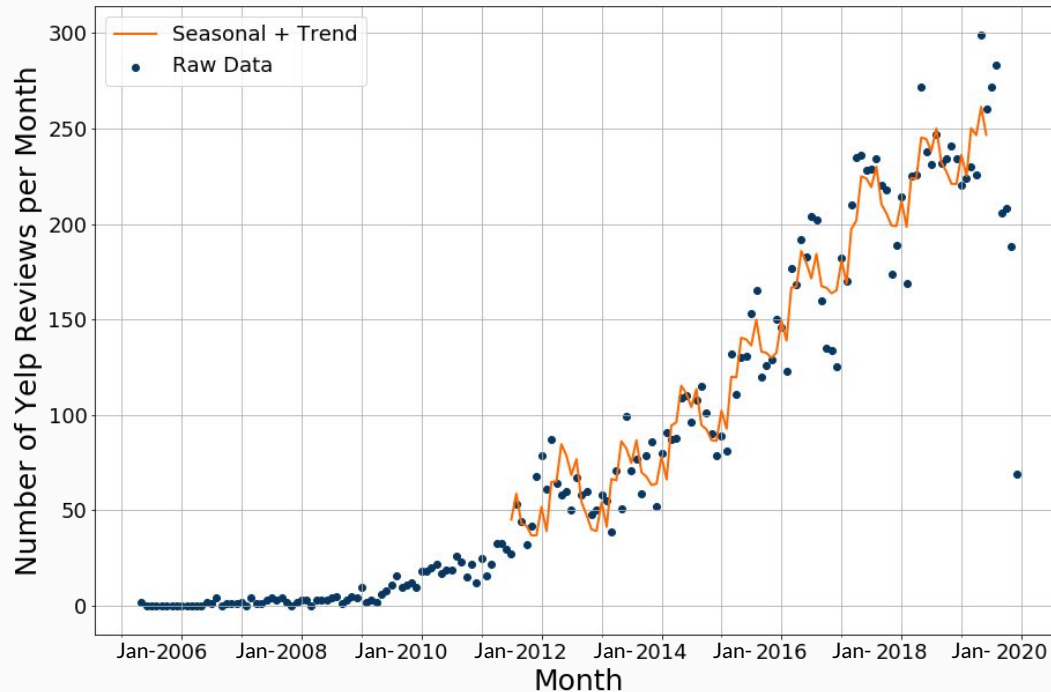


A word cloud of negative customer feedback words. The words are arranged in a cluster, with 'Overprice' at the top left, 'Bland' below it, 'Nothing' to the right of 'Bland', 'Average' to the left of 'Mediocre', 'Bad' below 'Nothing', 'Decent' to the right of 'Bad', 'Lack' to the left of 'Okay', and 'Dry' at the bottom. The words are in various shades of orange, red, and grey.

Overprice
Bland
Nothing
Average Mediocre
Bad Decent
Lack Okay
Dry

*Based on a logistic regression model that predicts a positive or negative Yelp review with 81% accuracy

Trends in Mexican Restaurant Visitation: When do customers leave reviews?



- In general, the number of reviews being left for Pittsburgh Mexican restaurants is trending upwards
- More reviews are left on Mexican restaurants in May, June, and July, indicating that Mexican food may be a popular choice for eating out in the Summer months

Hot Spots for Mexican Restaurants

There are a high concentration of Mexican restaurants in the Downtown and Southside Flats neighborhoods.

In these neighborhoods, 3.3% and 2.5% of the population respectively were reported to be Hispanic or Latino in origin, according to the 2010 decennial census (1).

