

Final Summary – McDonald’s Customer Preference Analysis

Objective :

To analyze customer feedback data and understand what drives positive or negative opinions about McDonald's. The aim is to find which factors (taste, price, healthiness, etc.) most influence customer likeability scores.

Dataset Overview :

- Source: McDonald’s survey data
- Rows: ~1500 responses
- Columns: Customer opinions (Yes/No on various traits), Age, Gender, Visit Frequency, and Like Score (-3 to +5)
- Format: Mostly categorical (Yes/No), some numerical (Age, Like)

Demographic Insights :

- Gender: Majority of respondents are Female
- Age Range: Mostly 40 to 70 years
- Visit Frequency: Most people visit once a week or every three months

Key Behavioral Findings :

1. What makes customers like McDonald’s?

- Positive opinions on the food (like "Yummy", "Tasty", "Cheap", and "Fast") are strongly linked with higher likeability scores
- These people usually rate McDonald’s between +3 and +5

2. What turns people off?

- Customers who said food is “Disgusting”, “Fattening”, or “Expensive” gave lower scores, often below 0
- These traits reduce trust and satisfaction

3. Does frequency matter?

- Frequent visitors (like weekly or daily) have higher loyalty and better opinions
- People who rarely visit tend to give lower scores

Correlation Highlights :

Feature	Relationship with LikeScore
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Yummy	Strong Positive
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Tasty	Positive
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Cheap	Positive
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Disgusting	Strong Negative
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Expensive	Negative
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Healthy	Slight Positive
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Fattening	Slight Negative
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Actionable Recommendations :

1. Double down on taste – keep food “Yummy” and “Tasty” to drive higher scores
2. Keep prices affordable – “Cheap” label helps boost likeability
3. Improve perception of health & quality – reduce feelings of “fattening” and “disgusting”
4. Reward frequent customers – they're already loyal and give better scores
5. Create awareness campaigns – for age groups that visit less frequently

Conclusion :

McDonald's has strong brand love, especially among regular customers who enjoy the taste and speed. However, to grow further, it must address negative perceptions (like unhealthy or overpriced food) and focus on making the experience consistently tasty, affordable, and clean.

This analysis gives McDonald's clear direction on where to focus marketing, menu improvement, and pricing strategies.