



# 2020 RESTAURANT RANKING

# OVERVIEW

## BRIEF DESCRIPTION OF THE DATASET AND SOURCE ORIGIN

This data was obtained from the rankings by "The Restaurant Business Magazine" in the US for the pandemic period of 2019. The data is sourced from <https://www.kaggle.com/datasets/michau96/restaurant-business-rankings-2020?resource=download>

The data is in 3 CSV files, top 250 (250 rows, 9 columns), independence 100 (100 rows, 7 columns), and future 50 (50 rows, 9 columns).





# RESEARCH QUESTIONS

01

What are the top 10 states/ menu types represented in the ranking?

02

What are the top 5 states/ menu types by average sales?

03

What are the top 3 restaurants by YOY sales?



# DATA CLEANING STEPS

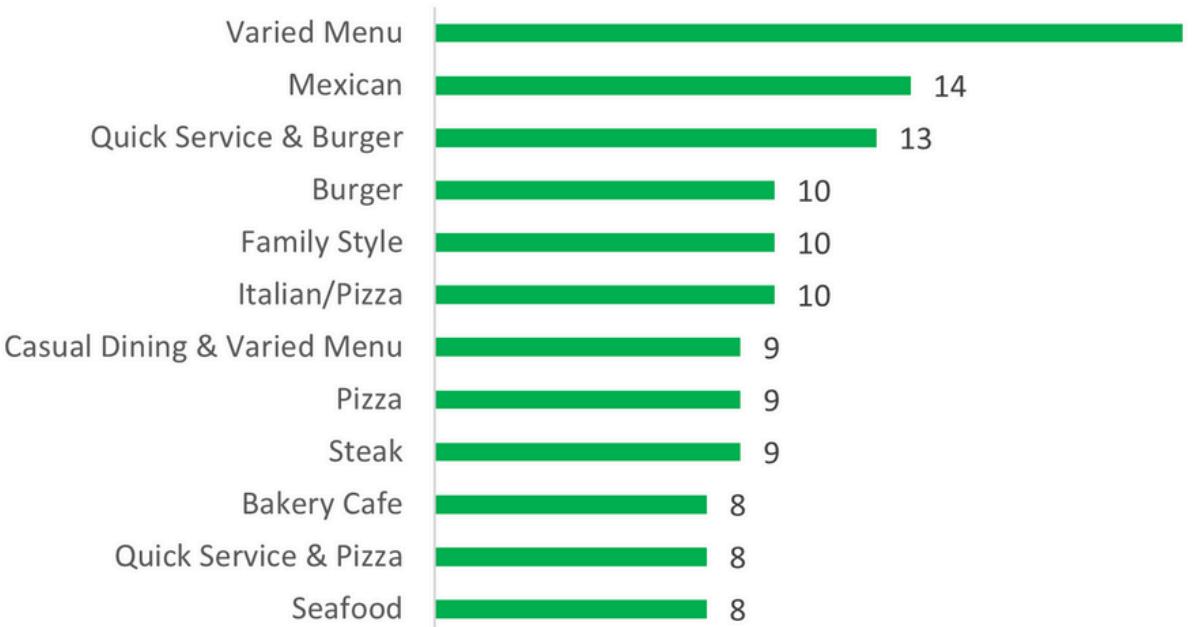
- From the Independence 100 data, I merged the restaurant, city, and state column, set the correct data type, and changed the abbreviation of the state to fullname using power query in Excel.
- From the Future 50 data, using power query, I split the location column to city and state, and changed the abbreviated state column to the fullname.
- From the Top 250 data, using power query, I removed the content and headquarters columns because they have large percentage of null values.



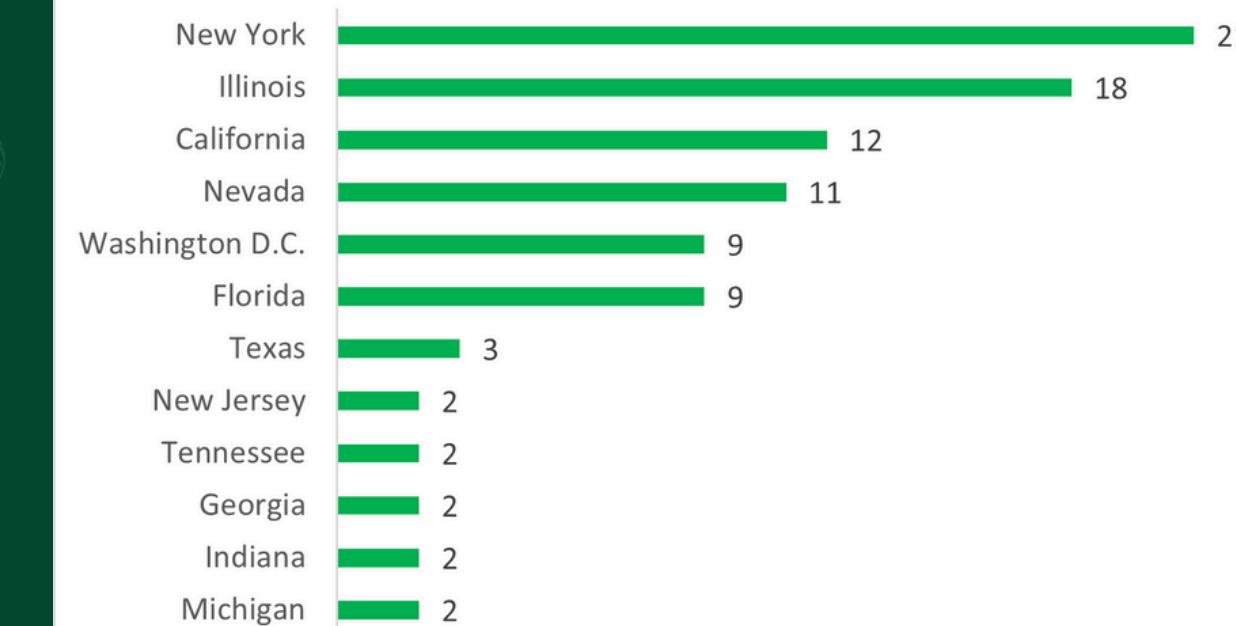
# KEY ANALYSIS

## TOP RANKINGS BY STATES/ MENU TYPE

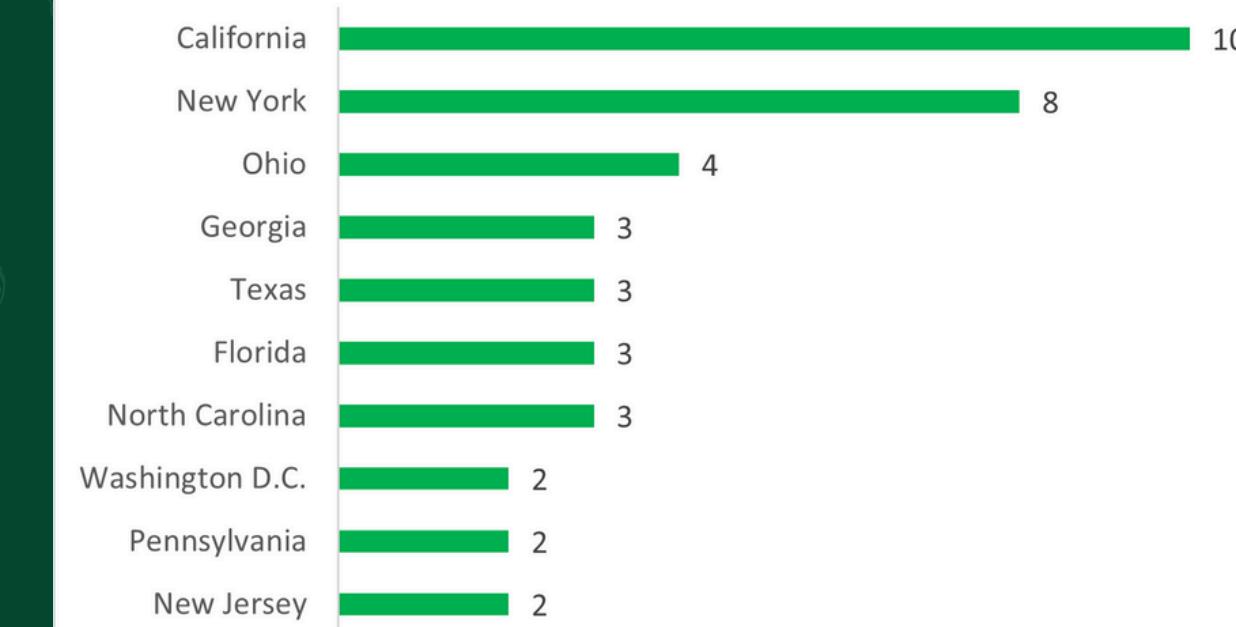
Top 10 Menu Types in Top250 Ranking



Top 10 States in Independence100 Ranking



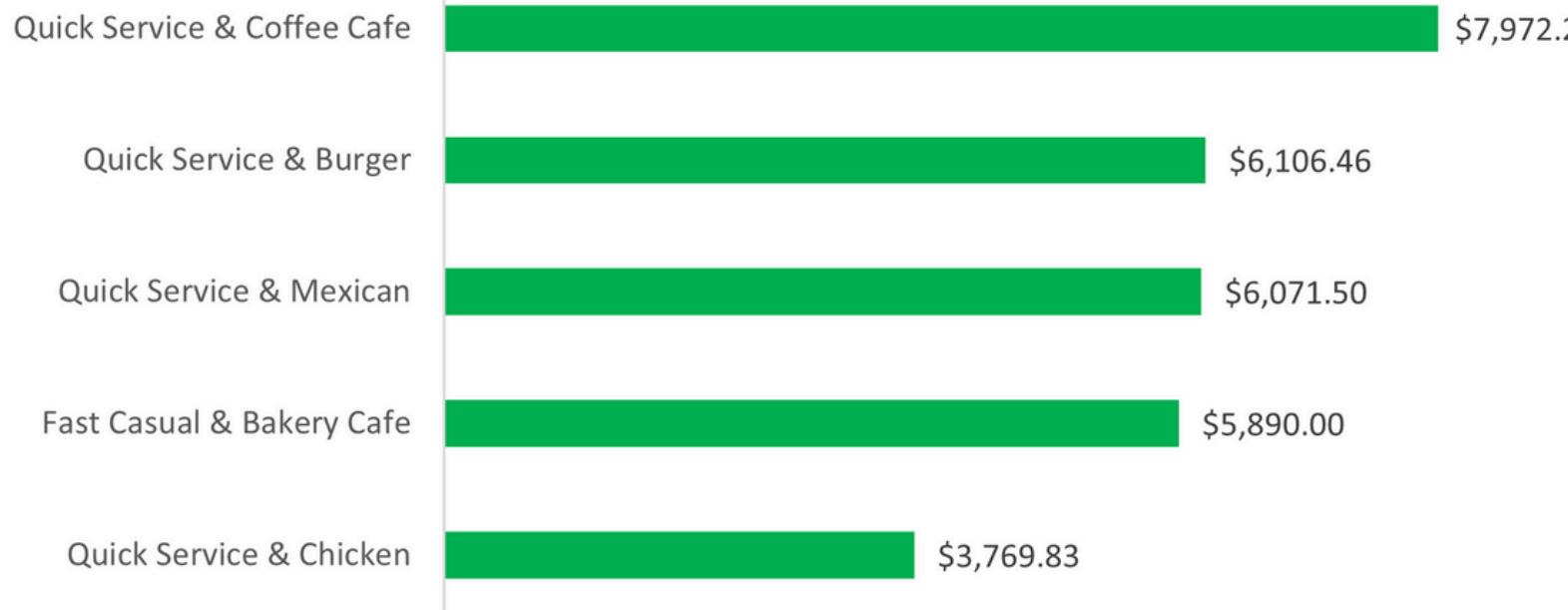
Top 10 States in Future50 Ranking



# KEY ANALYSIS

## TOP AVERAGE SALES BY STATES/ MENU TYPE

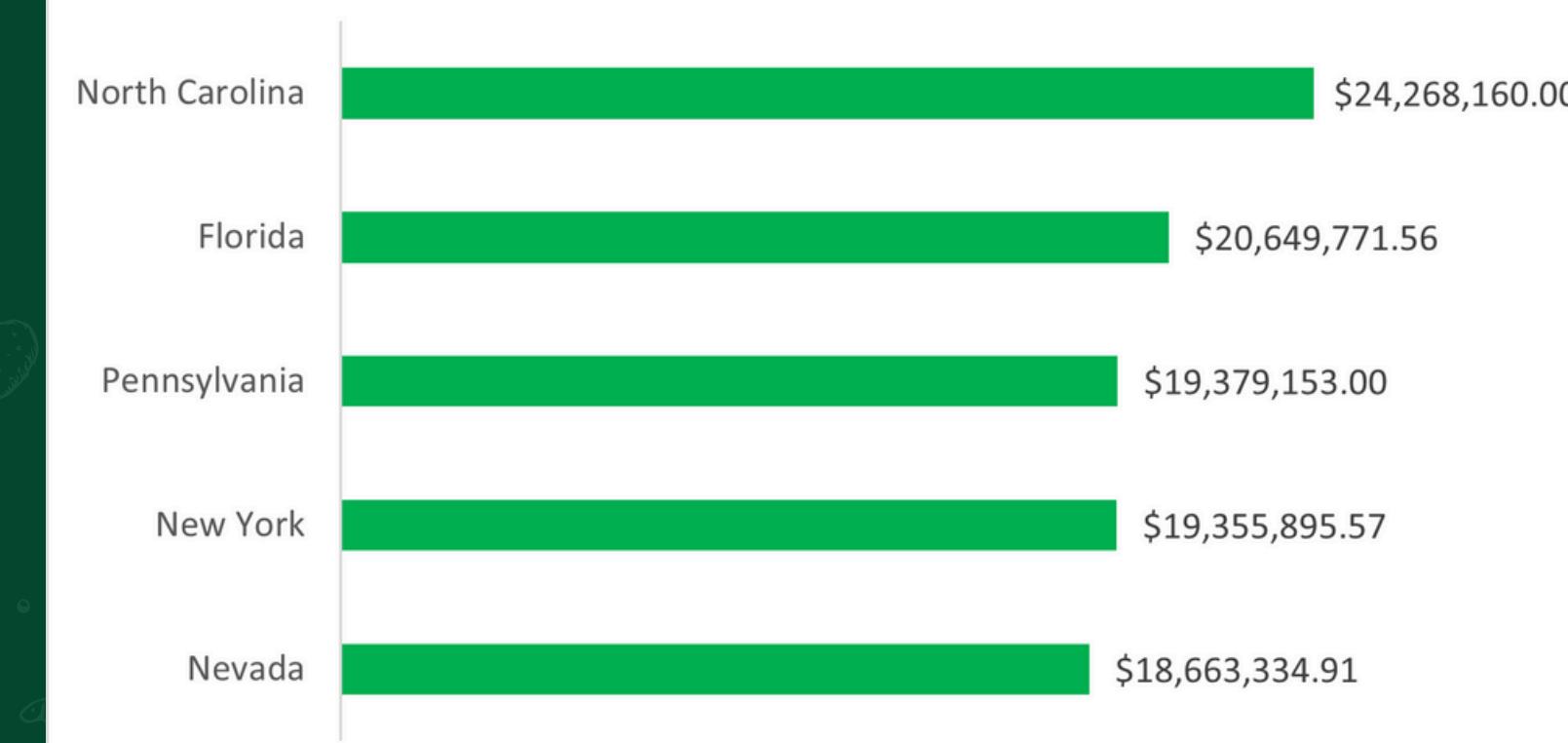
Top 5 Average Sales in Top250 by Menu Type



Top 5 Average Sales (in Millions) in Future50 by States



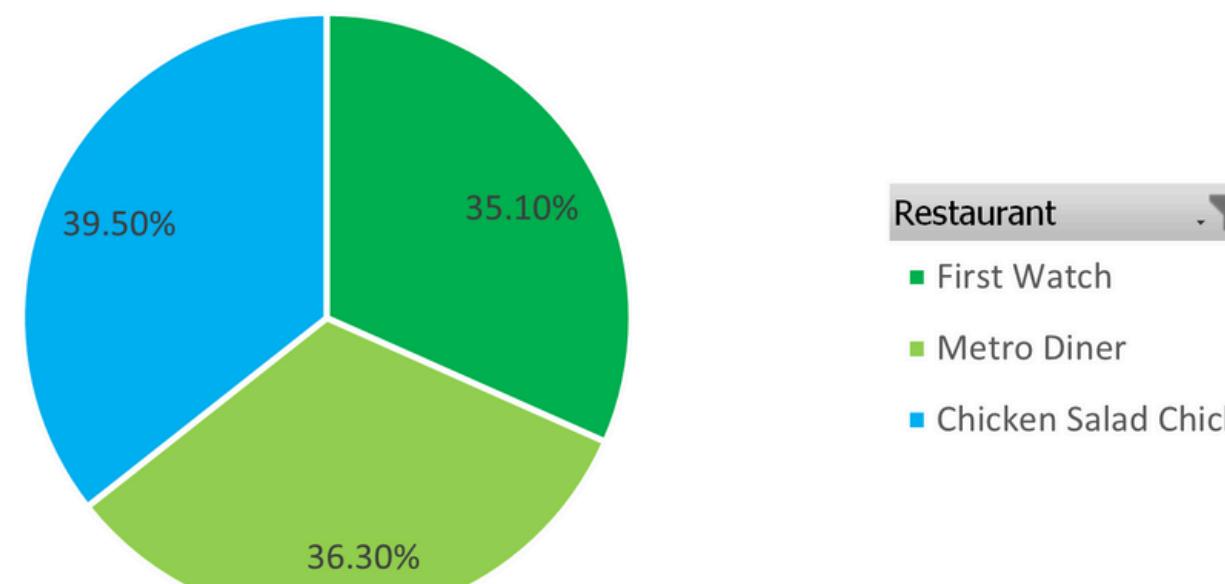
Top 5 Average Sales in Independence100 by State



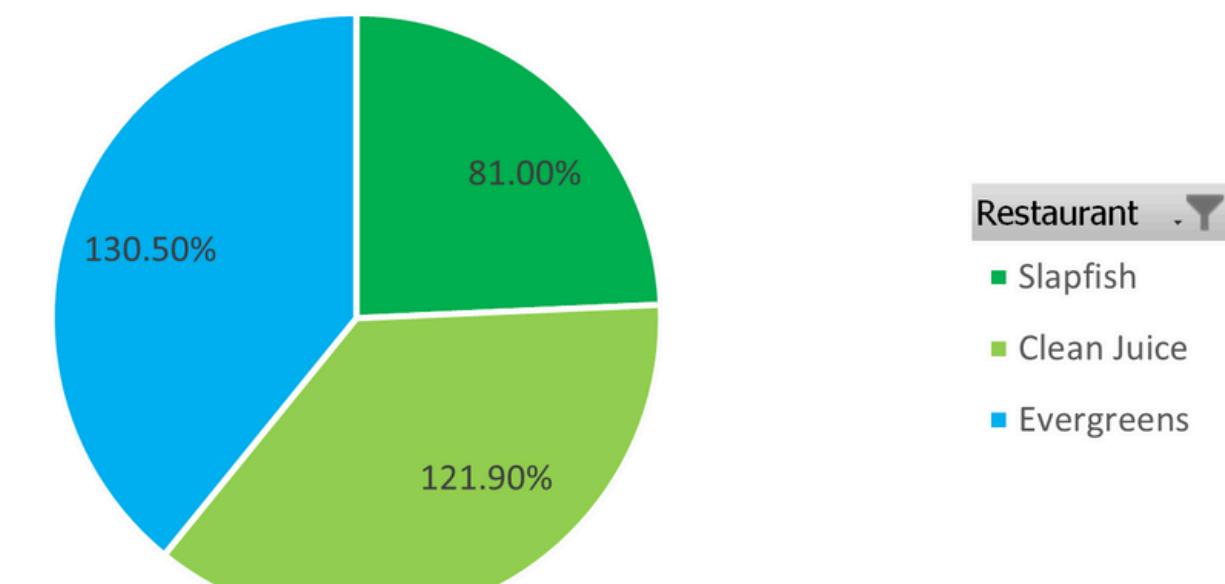
# KEY ANALYSIS

## TOP RESTAURANTS BY YOY SALES

Top 3 Restaurants in Top250 by YOY Sales



Top 3 Restaurants in Future50 by YOY Sales





# INSIGHTS AND CONCLUSION

- Because there is no correlation by location from the different rankings, location cannot be used as a factor to determine the ranking.
- More quick services are represented in the ranking and generate the top average sales. We can draw insights that fast food increases sales and ranking.



# LIMITATIONS AND CHALLENGES

- There is no consistency in the features represented from the various rankings.
- There is a lot of missing data in 2 features from the top 250.



# THANK YOU

