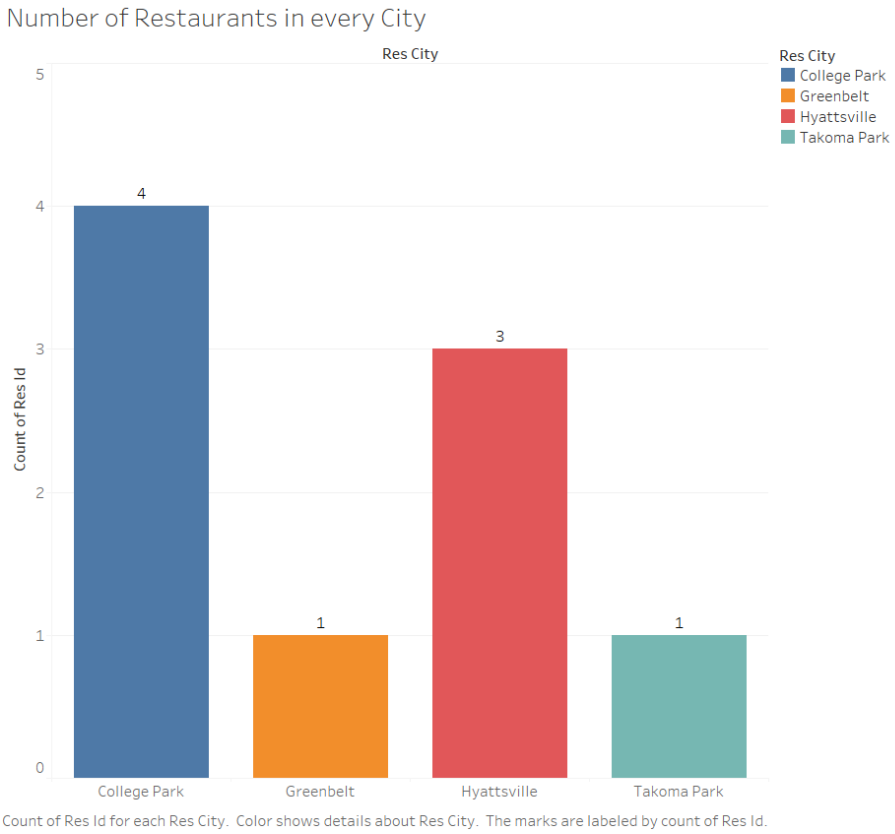
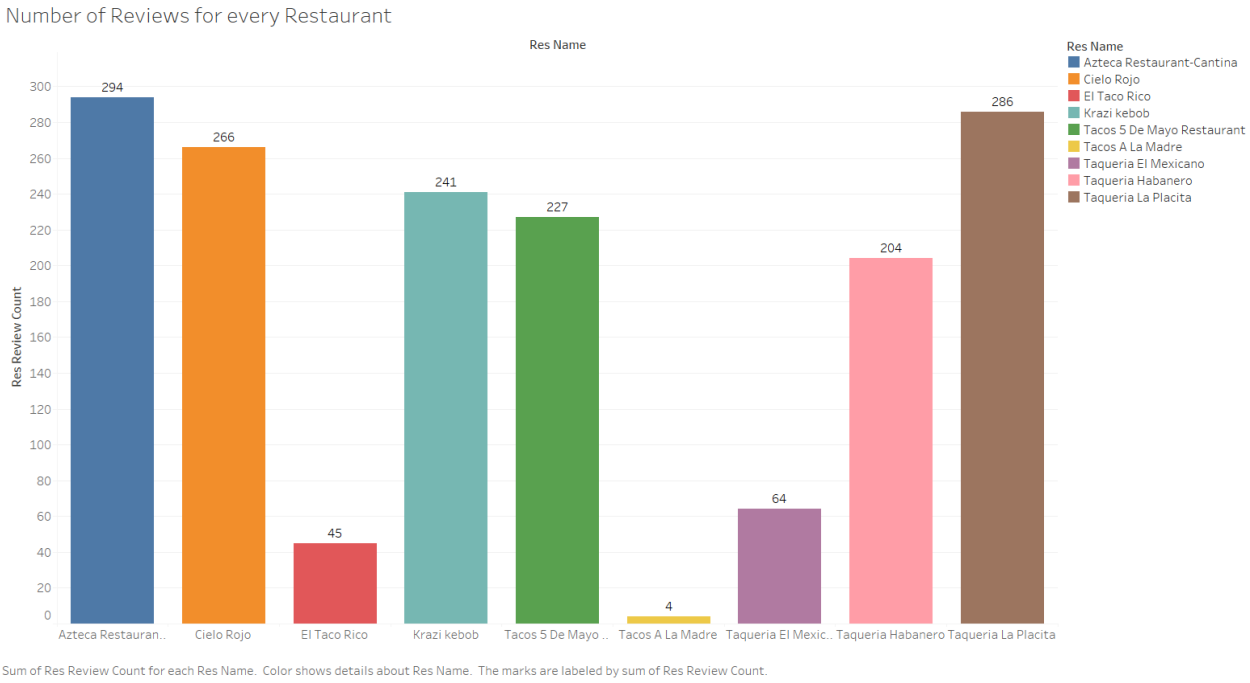
1. Distribution of restaurants per city



Inference: As we can see from the graph, from our sample, the highest number of Mexican restaurants is present in College Park, followed by Hyattsville and then evenly spread in Takoma Park and Greenbelt.

Companies can use this information in order to show their users which cities they should go to in order to have the highest number of options regarding Mexican restaurants.

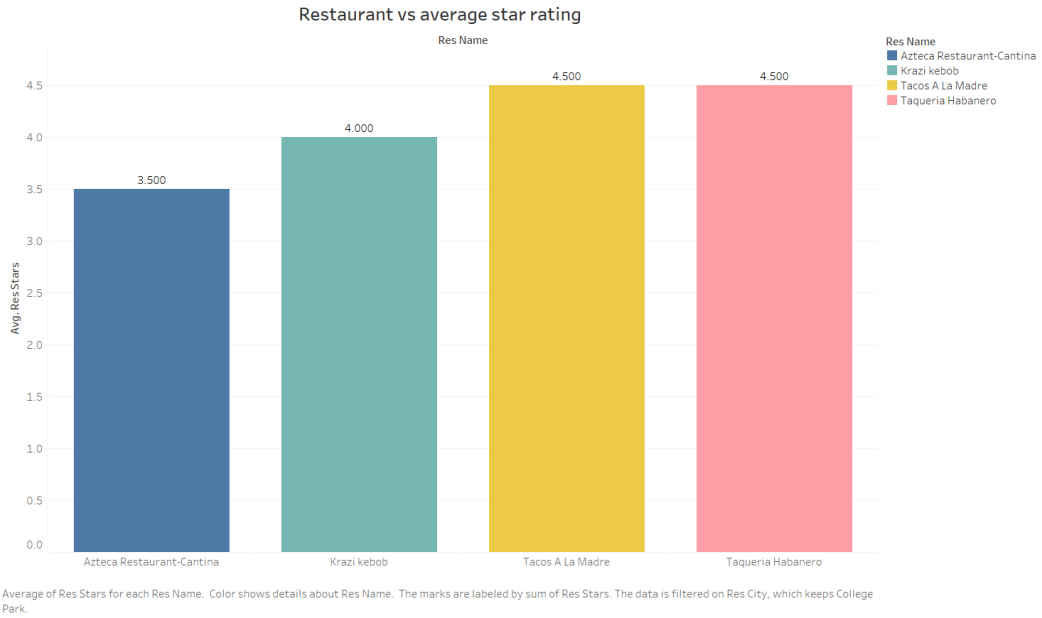
2. Number of reviews for every restaurant



Inference: Azteca Restaurant has the highest number of review counts, shortly followed by Taqueria La Placita. It is to be noted that they are in the same city. This shows that the restaurant located in a highly populated area tends to have a high number of reviews as more people visit it.

Companies can use this information to determine the location to open up a new restaurant

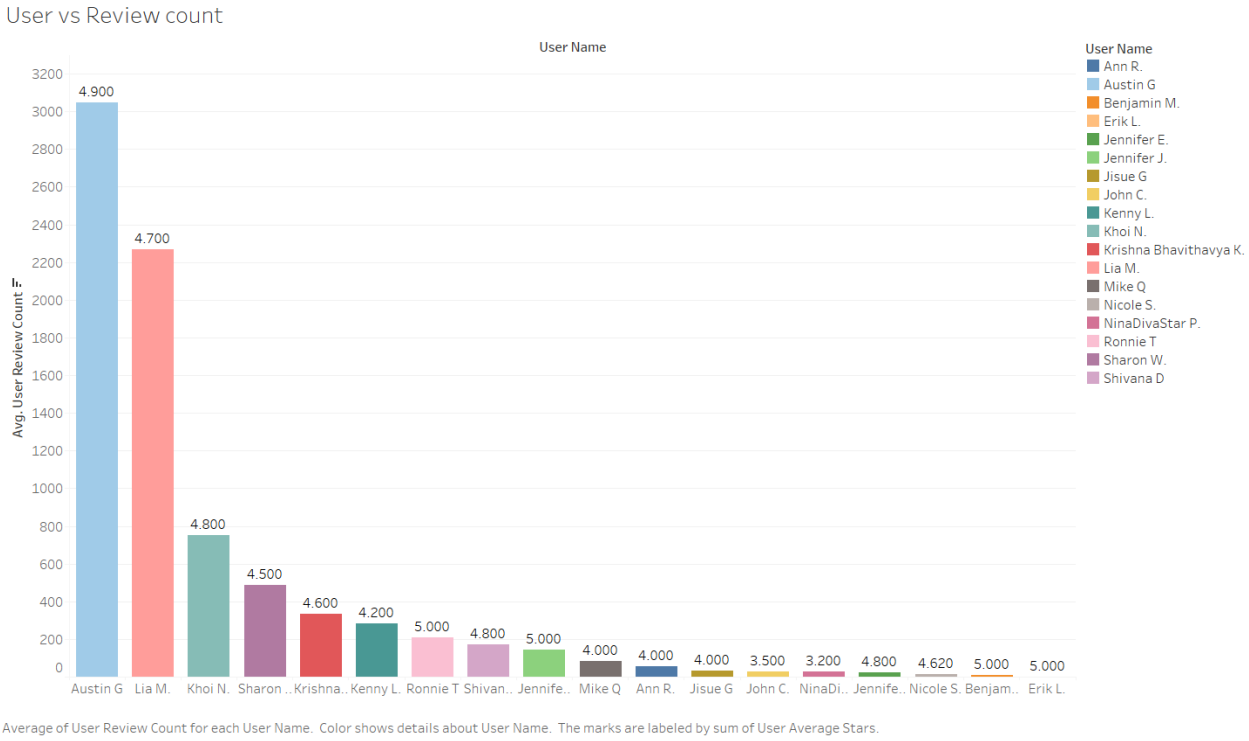
3. Average restaurant star rating



Inference: Taqueria Habanero and Tacos A La Madre have the highest star rating followed by Krazi Kebob and Azteca Restaurant. It is to be noted that Taqueria Habanero and Tacos A La Madre do not have as many reviews as Krazi Kebob and Azteca Restaurant, which could lead us to think that as the number of reviews increases the average star rating tends to decrease as they could have some customers who might have not been satisfied with the service of the restaurant.

Restaurants can use this information to figure out what went wrong with their services/products and could rectify their mistakes. Big companies like grubhub, doordash etc. can display this information on their website and mobile app using a good frontend interface.

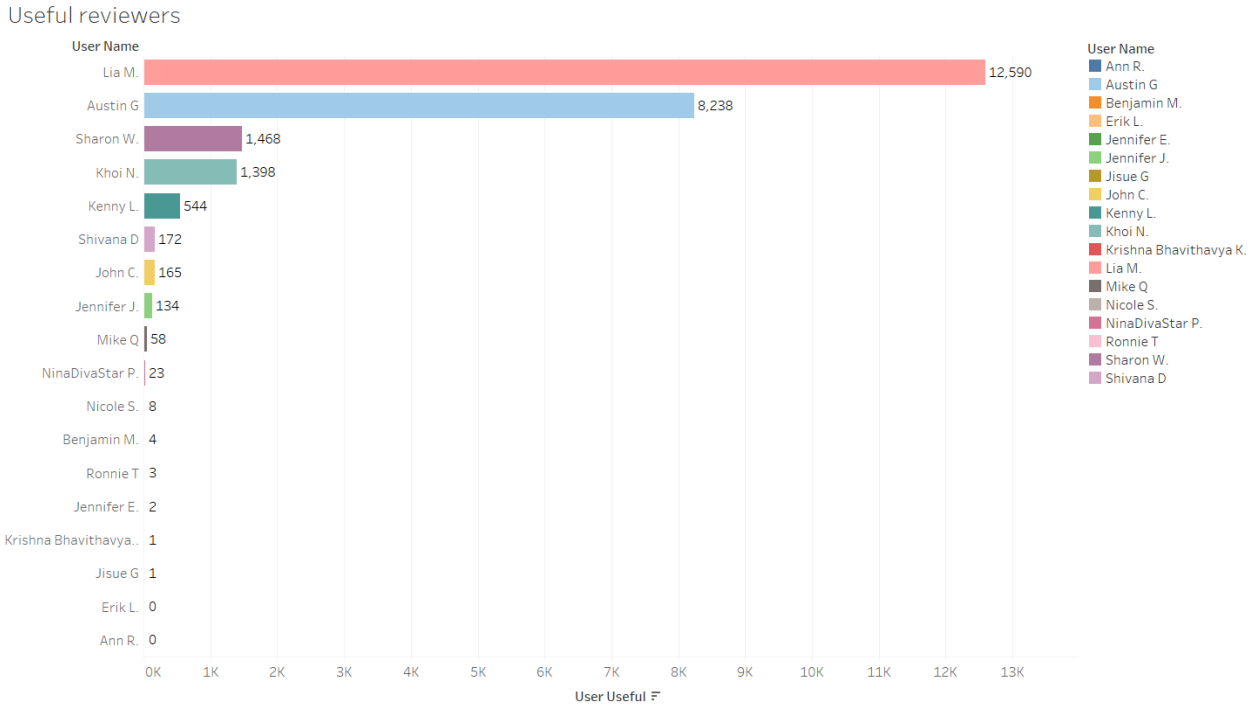
4. Reviewer name vs reviews written by the reviewer



Inference: This bar plot shows the number of reviews written by the user. We can notice a trend that the higher the number of reviews the higher the credibility of the reviewers. This could be due to the fact that (usually) a reviewer who has written more reviews is more committed and thus, writes an honest review, thereby increasing the credibility of the reviewer.

Companies can use this information to give extra rewards to such highly credible users in order to boost up the number of credible reviews and reduce fake reviews. This would also boost their business as people would get genuine information.

5. Top 5 most useful reviewers



Inference: Just like the above table, this bar plot follows approximately the same trend. However, we can notice that the person who had the highest number of total reviews(Austin G.) has the second highest number of useful reviews, and the person who has the second highest number of total reviews (Lia M.) has the highest number of useful reviews. This shows an apparent mismatch in the expected trend, which could be due to the fact that not all reviews posted by Austin G were accurate as everyone has different opinions and experiences with different restaurants. People resonated more with the reviews posted by Lia M, which shows the fact that Lia posted many of her reviews keepin “general public” in mind.

Companies can combine the information from the above two graphs to offer a “loyalty scheme” in which they would reward the reviewers (by gift cards or shopping cards or other such vouchers) depending upon the credible and useful reviews.