Restaurant Rating Analysis

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PROJECT#2

About dataset

We received **5** different ***survey*** data tables about restaurants and consumers in ***Mexico***.
The data includes Information on approximately 130 restaurants
Customer ratings of restaurants they have visited, based on the following:
- Service
- Food
- Cuisine type
And Information on 138 consumers ..

Our task is to analyze the data and extract insights from it.

Objective of Analysis

Identify cities and cuisines for investment in the Mexican restaurant market, considering consumer characteristics, preferences and market opportunities.

Research Questions
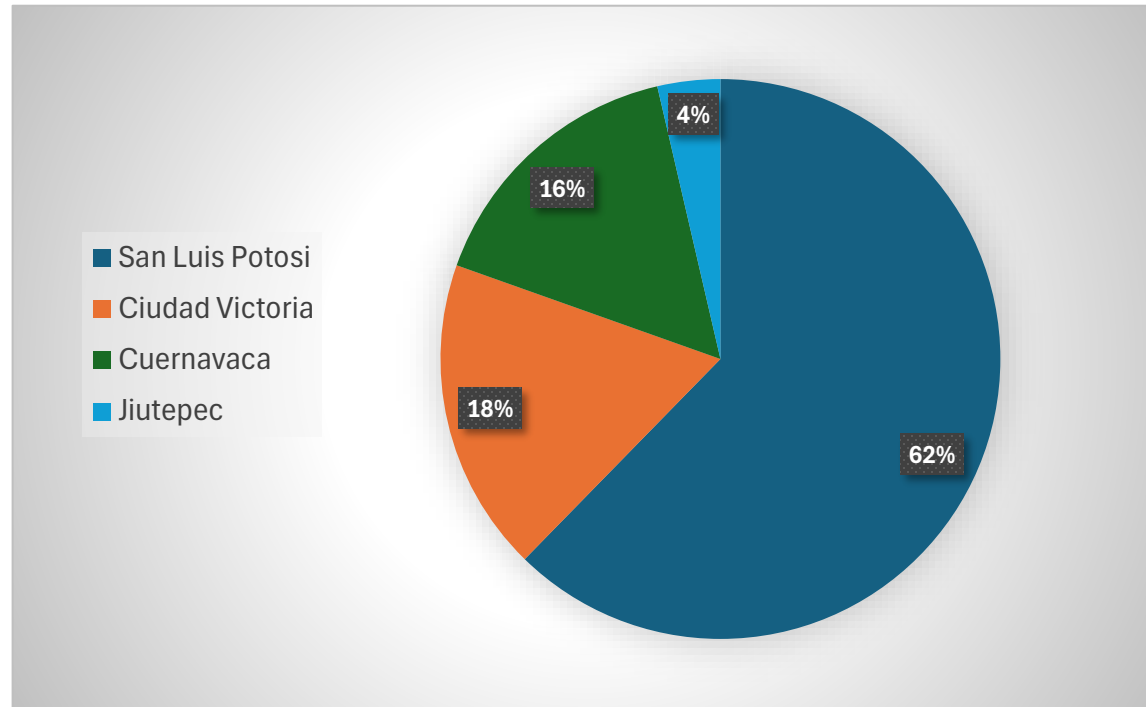
Following our objective analysis our research is :

- who are our consumer
- What are the most consumers preference
- What are the highest number of votes among all cuisines
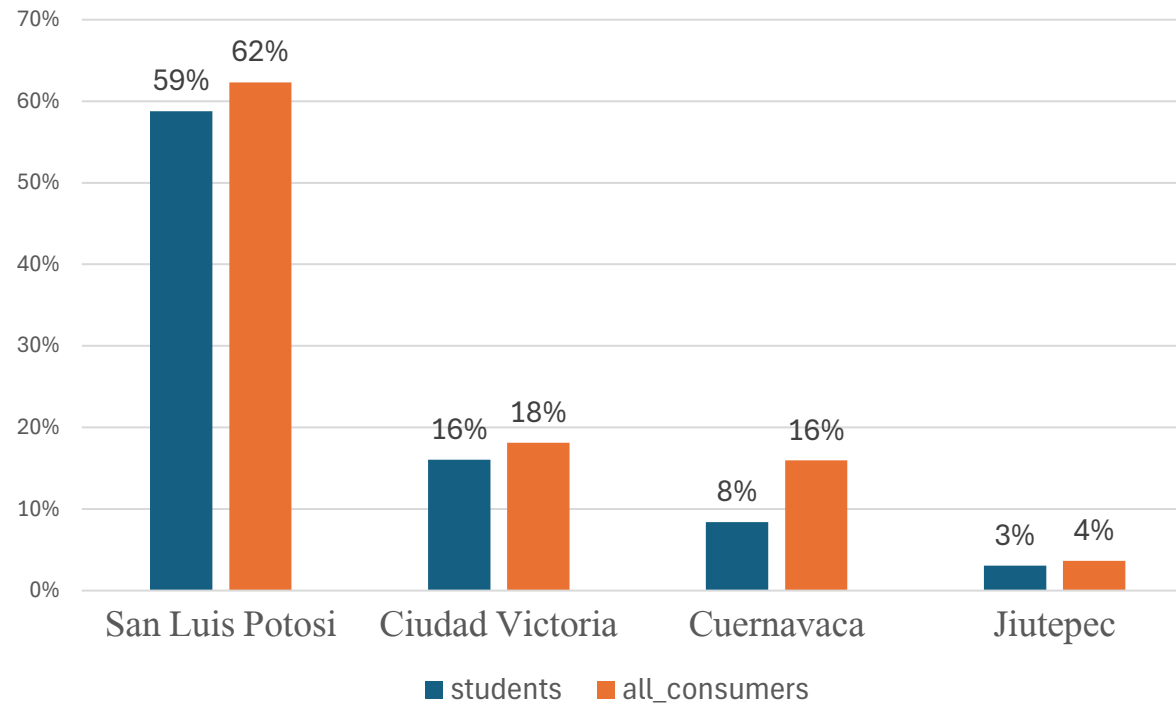
Consumer distribution
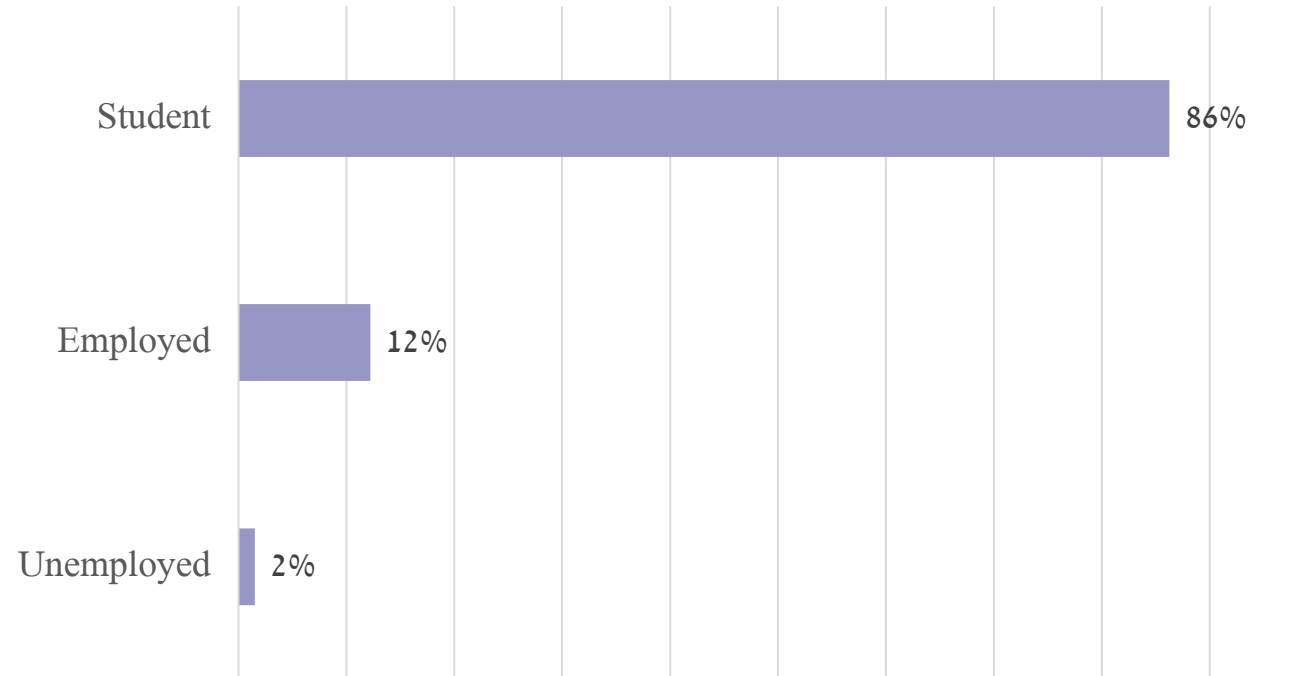
We can pay Attention that almost all consumers (86%) are students
Then we can dive in through **students** Analysis
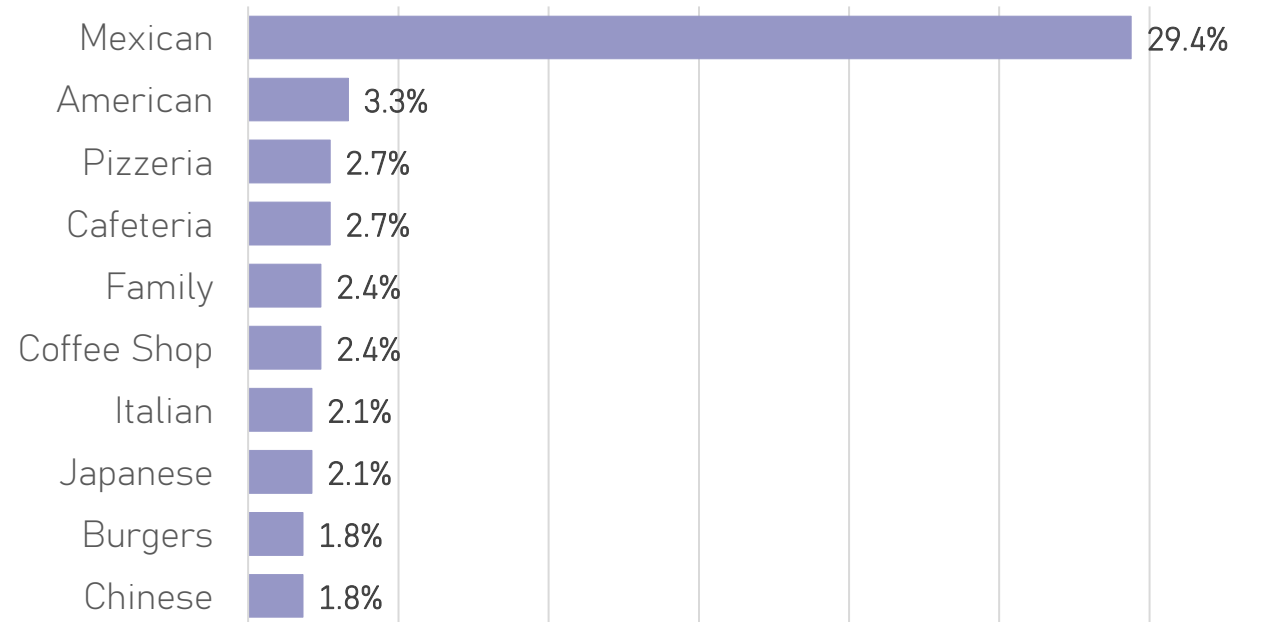
Distribution of City by consumer-location to invest

About **62%** of consumers are from '**san luis potosi**'

Students for each City

San Luis Potosi — students 59%, all_consumers 62%
Ciudad Victoria — students 16%, all_consumers 18%
Cuernavaca — students 8%, all_consumers 16%
Jiutepec — students 3%, all_consumers 4%

■ students ■ all_consumers

Consumer preference -What cuisine to invest ?

Top 10 preferred cuisines

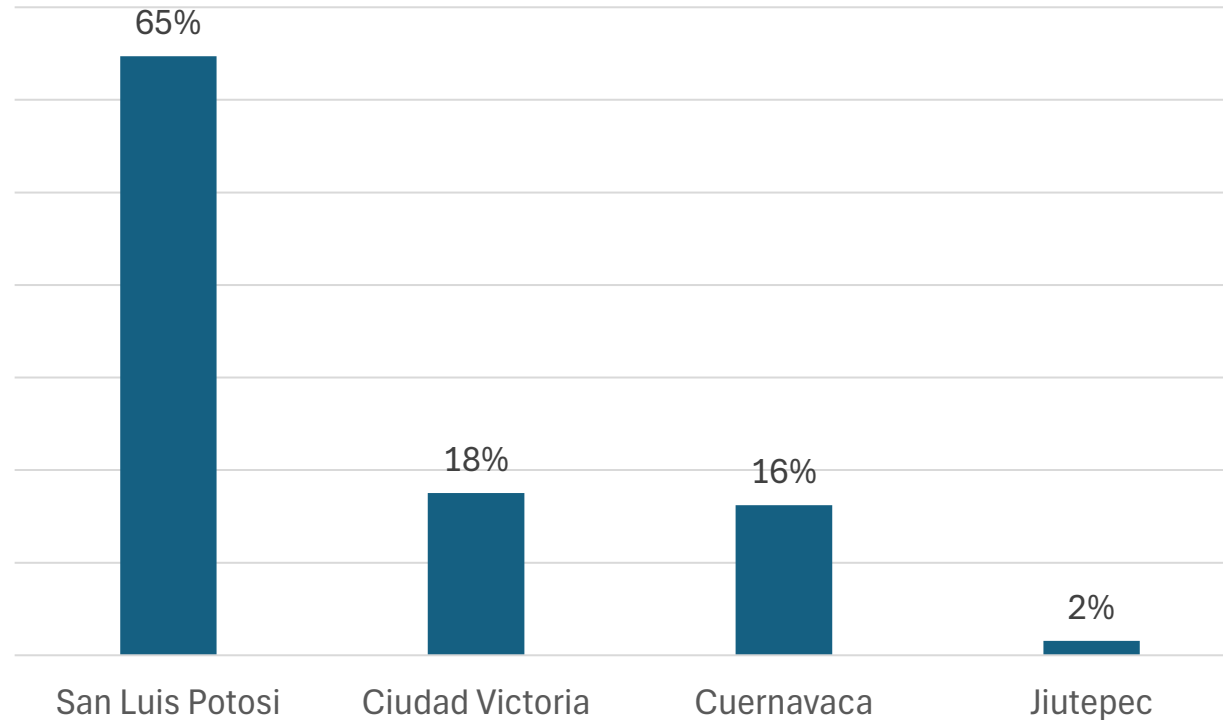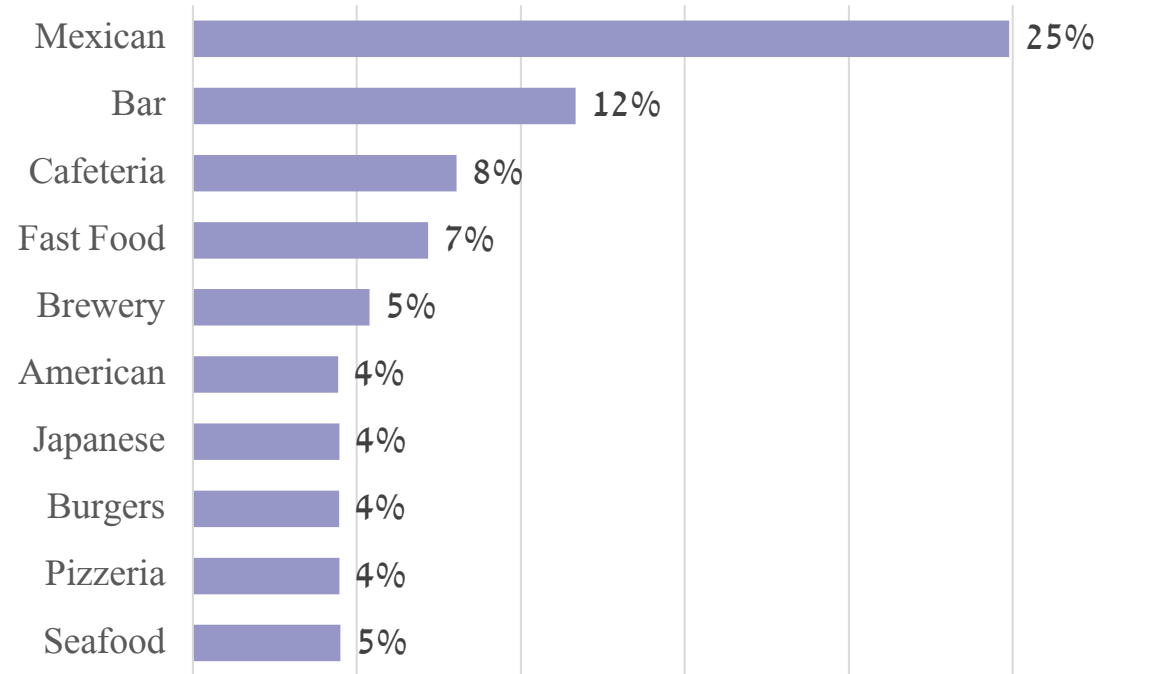| Cuisine	Percentage
Mexican	29.4%
American	3.3%
Pizzeria	2.7%
Cafeteria	2.7%
Family	2.4%
Coffee Shop	2.4%
Italian	2.1%
Japanese	2.1%
Burgers	1.8%
Chinese	1.8%

29.4 % of consumers are preferred **Mexican** cuisines

About Restaurants...

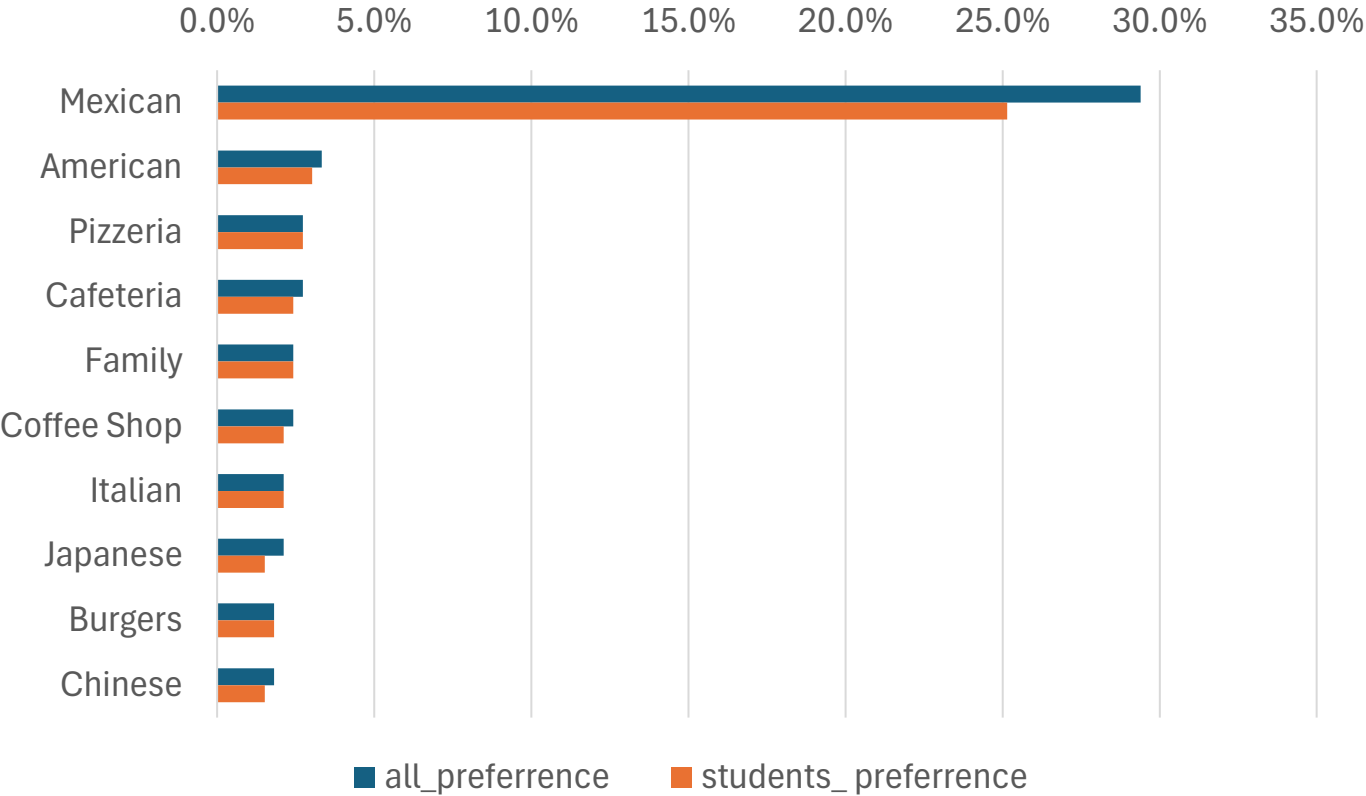## Distribution of restaurant for each city
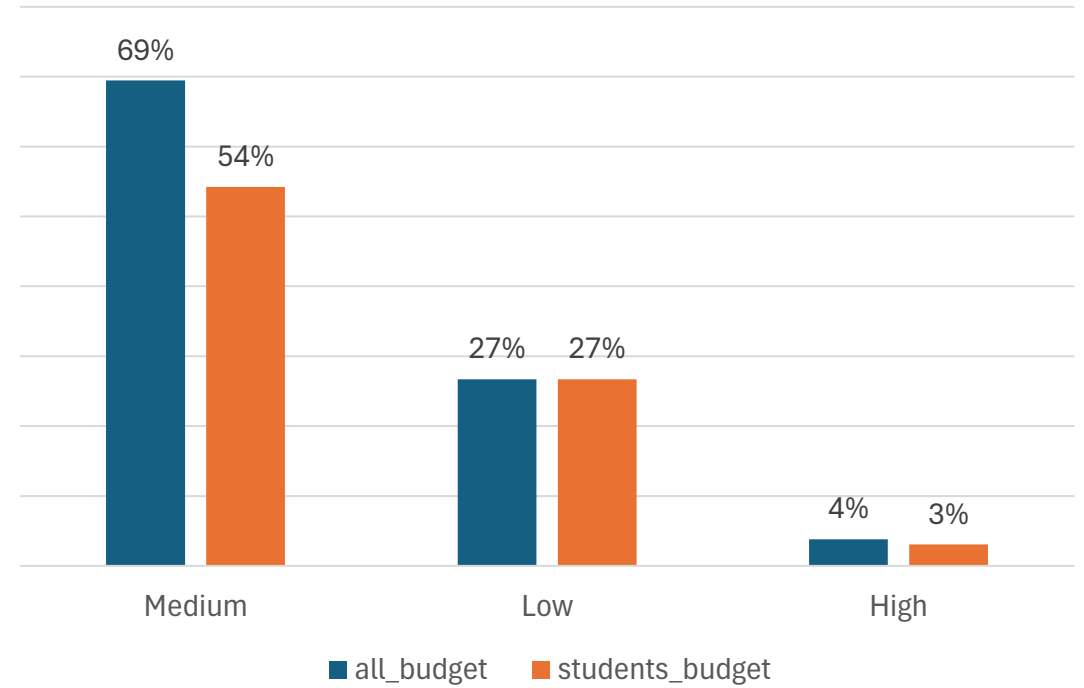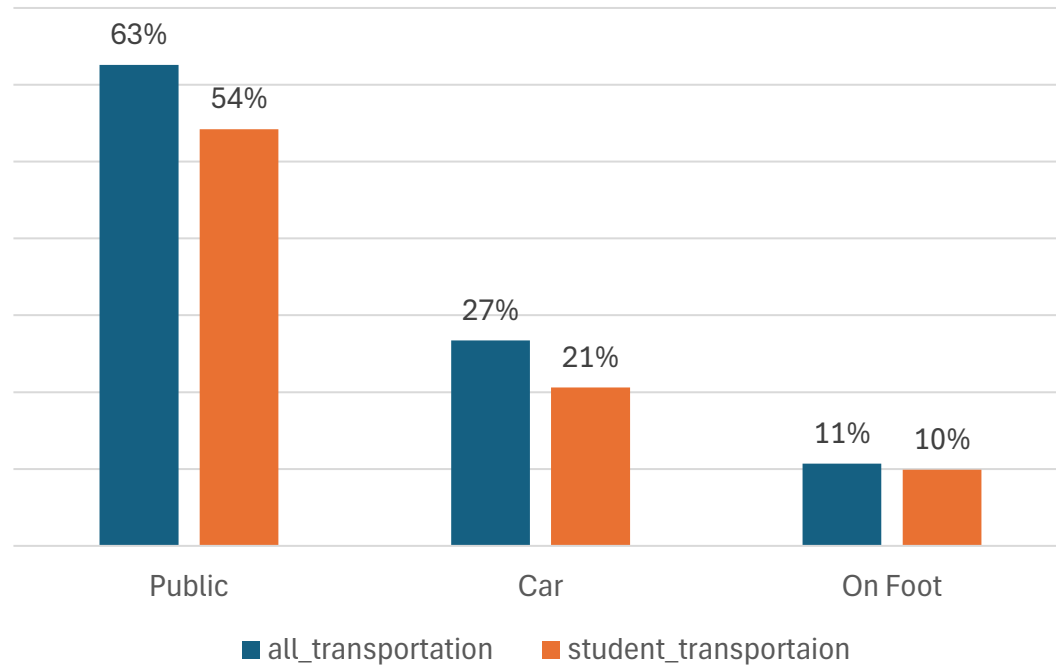
Restaurant cuisine
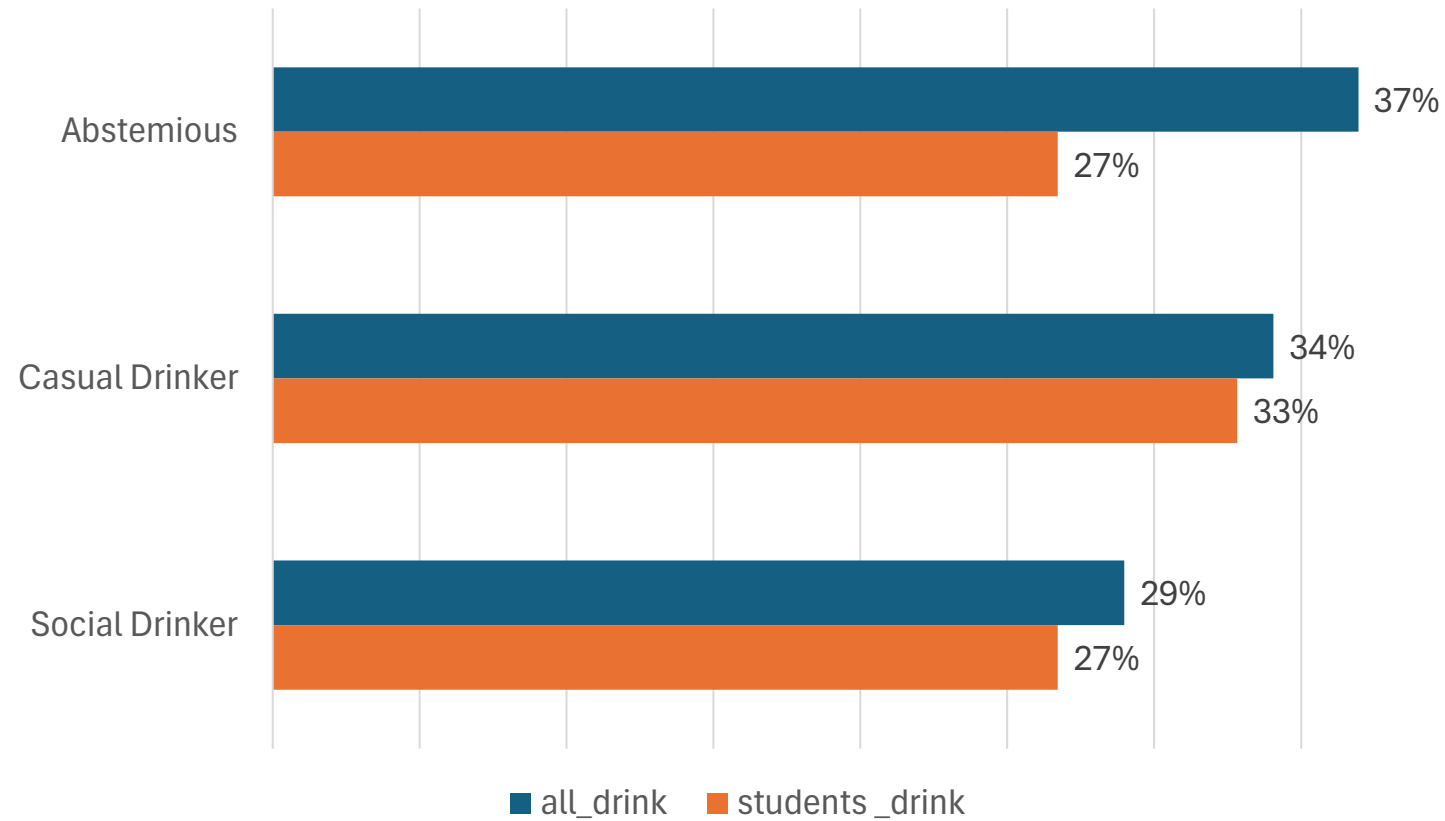

Most Restaurant suggests **Mexican(25%)** cuisine

Students preference

Transportation and budget

Drink Level

We see that 33% of students are **Casual Drink**er and 27% of them asocial drinker

Conclusion

We suggested to open a restaurant in the **San Luis potosi** area, targeting a **student** audience.
 The restaurant will mainly offer **Mexican** cuisine, with some American dishes, at **medium** to **low** prices.
 It will be located in an area with ample **public transportation** or easy access to public transportation.
Additionally, the restaurant will offer spicy beverages and provide a separate smoking area.