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Restaurant Insights and Recommendation System for Business Personals

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Abstract

Restaurants fail a lot nowadays. Newly opened restaurants tend bankrupt more often. This can be caused due to various reasons. Is the location of the restaurants appropriate for that kind of business, and are the customers in that area satisfied? Is the restaurant giving the requirements to the customer that the customer satisfied with their expectations? Understanding the customer is a must to have to make a successful restaurant. More than that, having a good idea about the competitors around the proposed place is a key factor to make the restaurant successful. Small scale and medium scale restaurant starters tend to neglect the above-mentioned factors. This might be because of their busy schedules.

This system will be the solution to the above-mentioned problems. This comes in handy with retrieving customer reviews through google maps and providing insights and a simple guide to the owner based on the reviews. This automated system will be a massive key to a successful restaurant. New owners could come up with unique ideas with the help of this and get a brief idea about the competitors around. Reducing the failure rate of restaurants would be an achievement of this project. This system would help the owner to get prior knowledge of the competitors he/she is facing and give valuable recommendations to build a solid plan. By this, the failure rate can be reduced.

Keywords: Restaurant insights, Sentiment scoring, Google maps scraping, Reviews