Final Report: The Guide to the Michelin Guide

By: Nashat Cabral, [cabralnc96@ischool.berkeley.edu](mailto:cabralnc96@ischool.berkeley.edu)

Melissa Hartwick, [melhartwick@ischool.berkeley.edu](mailto:melhartwick@ischool.berkeley.edu)

Nina Huang: [nina.huang@ischool.berkeley.edu](mailto:nina.huang@ischool.berkeley.edu)

What is the Michelin Guide?

In the early 1900s the Michelin tire company needed to find a way to get people to use their cars more often, and therefore use the tires on their cars. From this problem came an ingenious idea - a restaurant guide. But not only any restaurant guide. This restaurant guide would highlight only the best restaurants with the most exemplary food and service. From this, the Michelin Restaurant Guide was born.

Analytics Solution Overview

Fast forward to today, the Michelin Restaurant Guide became one of the most well-known lists of the best restaurants around the world, guiding food and travel enthusiasts with trip planning. But with all the choices that go into trip planning, how can a food enthusiast best leverage the Michelin Guide?

Our solution: the guide to the Micheline guide!

The goal of the visualized Guide to the Michelin Guide is to help food-loving travelers explore renowned food locations based on the Michelin Guide as of May 2023. We strive to help both:

* Early trip planners without a destination in mind, to
* Sophisticated trip planner looking to spice up their trip with great local restaurants nearby

Links to our guide:

* Data source: <https://www.kaggle.com/datasets/ngshiheng/michelin-guide-restaurants-2021>
* Michelin source: <https://guide.michelin.com/ca/en>
* Our solution: [prototype](https://www.the-guide-to-the-mich-guide.com/)
* Final Submission URL: <https://www.the-guide-to-the-mich-guide.com/>
* Demo: <https://youtu.be/y-slcyI0xz4>

Credit Assignment

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|  | **Nashat Cabral** | **Melissa Hartwick** | **Nina Huang** |
| Team communication agreement | 33.3% | 33.3% | 33.3% |
| Data exploratory analysis & high level experimentation | 33.3% | 33.3% | 33.3% |
| Project exploratory analysis: hypothesis formulation | 33.3% | 33.3% | 33.3% |
| Visual Design - hypothesis 1 iterations | - | 100% | - |
| Visual Design - hypothesis 2 iterations | 100% | - | - |
| Visual Design - hypothesis 3 iterations | - | - | 100% |
| User Experience Design - interactions across charts | 10% | 10% | 80% |
| Tableau Dashboard Design | - | - | 100% |
| Usability Test Design | - | 100% | - |
| Conduct Usability Test | 33.3% | 33.3% | 33.3% |
| Usability Report | - | 100% | - |
| Setup web infrastructure | 100% | - | - |
| Web design - instructional text | 5% | 90% | 5% |
| Web design - web building | 100% | - | - |
| Video - Web design walkthrough | 100% | - | - |
| Final report | - | - | 100% |
| Presentations (mid-term & final) | 33.3% | 33.3% | 33.3% |

Next Steps

The current version of the Guide to the Michelin Guide is our first project phase delivered on Aug 9, 2023. For future phases, the following features are considered to further improve the user experience:

* Add more detail to the Micheline density map by creating a facet that shows the location of the restaurants
* Add more detail to the restaurant location map by highlighting key travel attractions around the world (e.g. incorporating a travel guide to the Micheline guide)
* Consolidate the primary cuisine type to reduce the cardinality so:
* It is more appealing to the general public
* Improves the performance of the dashboard (speed to refresh)