

# Market Research on Pizza Restaurants

## CONUNDRUM REAL WORLD LEARNING

In this project, we will perform some market research on our own neighborhoods to see what the Pizza Restaurant Market looks like. We will also be selecting our top recommended restaurant. If you are able, go ahead and make an order from that restaurant and enjoy the fruits of your labor!

1	Search online and find the pizza restaurants in your area. Consider how wide to make your search because the wider the search, the more pizza restaurants to analyze.
2	Begin collecting information about your pizza shops. Decide what information is important to you. We created a template with some examples of things you can analyze at <a href="#">here</a> .
3	Select a design for how you want to present your data. You want to be complete and clear in your explanations.
4	Populate your design with your Quantitative (Number related) Data and Qualitative (Opinion and commentary related) Data.
5	Make your decision on which pizza restaurant you would like to recommend and make sure to use your Quantitative and Qualitative data to support your choice. Add this to your Design.
6	Optional: If you can, enjoy your research by getting some pizza from your recommendation. Then you can see if your research led to a good choice or not!