



VOYTEKlab

UC San Diego



srcole/burritos

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- * Burritos are a beloved food source because they are economical, expeditious, delicious, and debatably nutritious.
- * San Diego has an especially rich burrito culture and a unique twist that emphasizes meat and potatoes while restricting rice and beans.
- * There is limited data about burritos
 - * Chipotle data set of customer orders
 - * FiveThirtyEight national burrito bracket
 - * burritosofsandiego.com has reviewed >100 California burritos



All taco shops that had at least 5 burrito ratings (N=13) were compared.

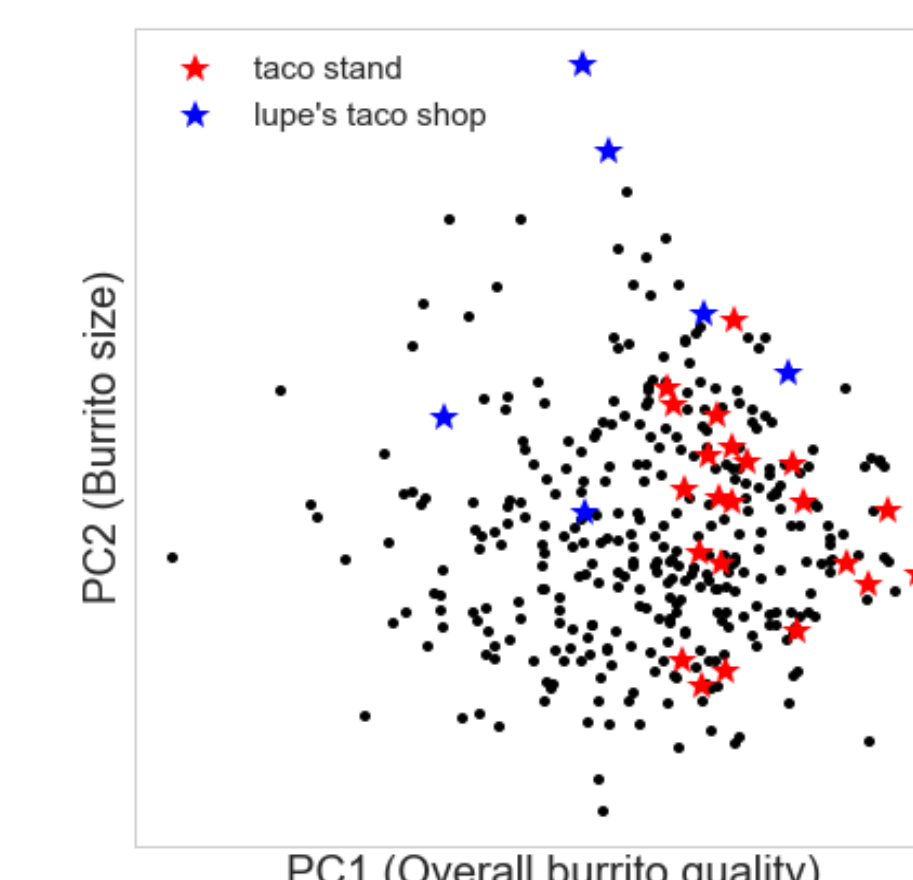
We find that Valentine's Mexican Food (downtown) is the best rated, while Los Primos (UTC) is the worst rated (Left).

We also determined the taco shop with the highest average rating in each burrito dimension (Right).

Burrito feature	Best taco shop
Volume	Lupe's
Tortilla	Valentine's
Temperature	Cancun Mex. Sea
Meat flavor	Taco Stand
Nonmeat flavor	Valentine's
Meat:nonmeat ratio	Valentine's
Ingredient distribution	Valentine's
Salsa	Lucha Libre
Flavor synergy	Taco Stand
Wrap integrity	El Zarape
Value by volume	Rigoberto's

Dimensionality reduction

The first PCA components roughly relate to overall burrito quality and the flaws of large burritos.



Burrito dimension	Component 1 weight	Component 2 weight
Volume	-0.033523	0.571427
Fillings	-0.419903	0.260132
Meat	-0.407061	0.195220
Synergy	-0.468154	0.132862
Salsa	-0.309925	0.066024
Tortilla	-0.296822	0.027868
Temp	-0.188675	-0.136572
Meat:filling	-0.342476	-0.296532
Uniformity	-0.297002	-0.371569
Wrap	-0.11518	-0.547958



Data

Reviewers fill out a small form about their burritos.
Data is aggregated in a public Google spreadsheet.
Data collection began in January 2016 and is ongoing.



365 burritos
(38%) (Scott)
(47%) (California)

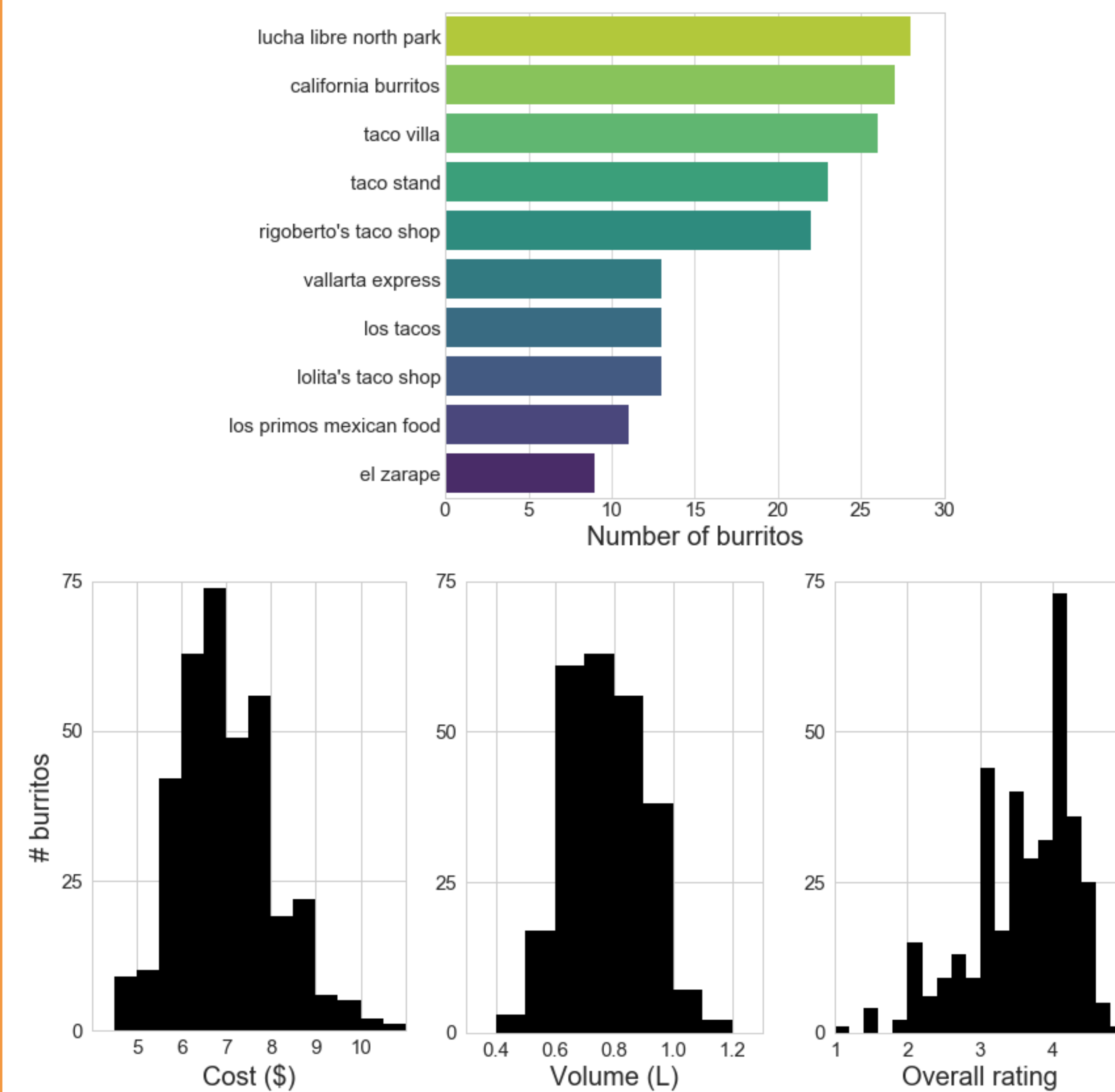
79 taco shops

70 reviewers

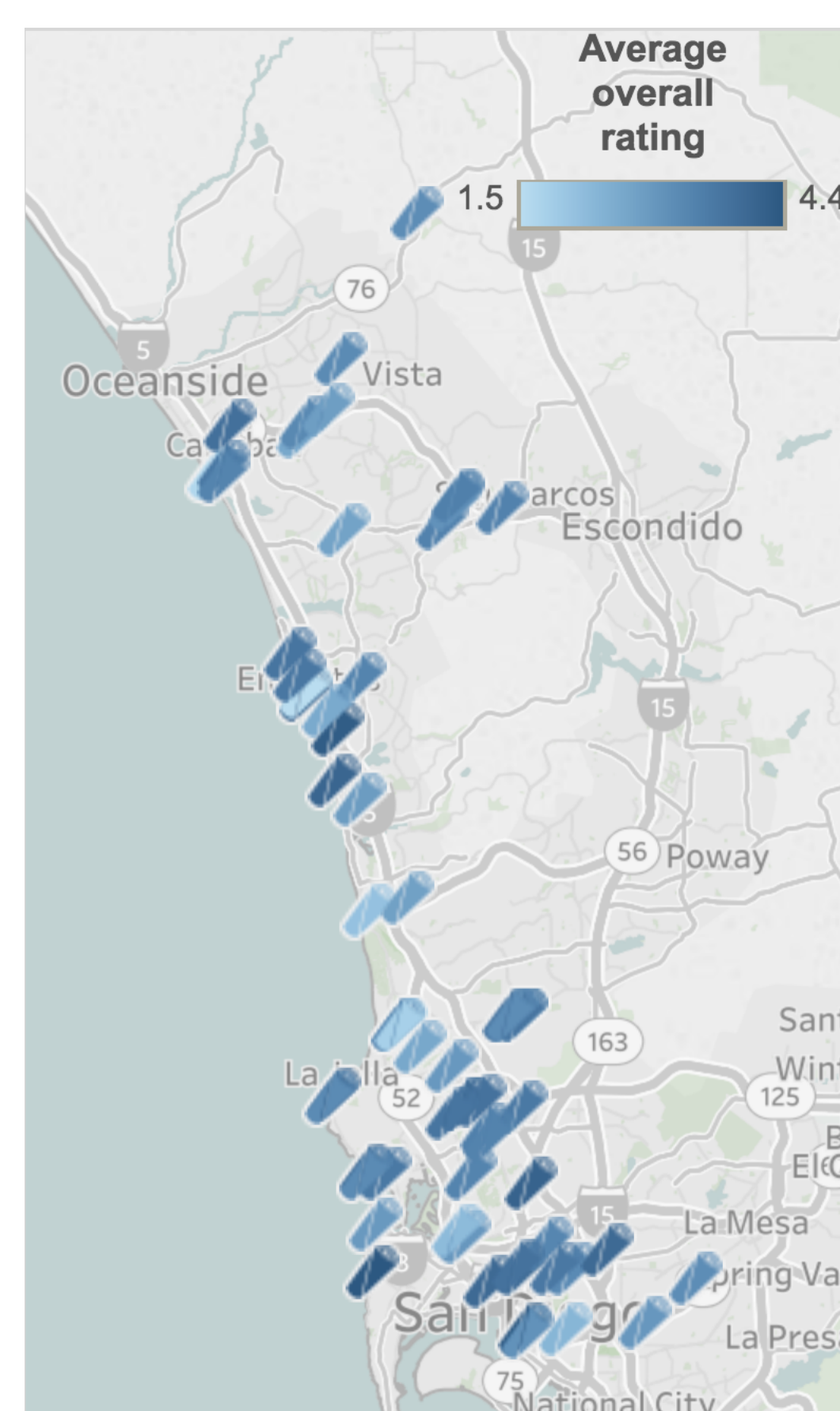
\$2521 spent

287 Liters

Most taco shops in the database have less than four burrito ratings, but these ones are better sampled.



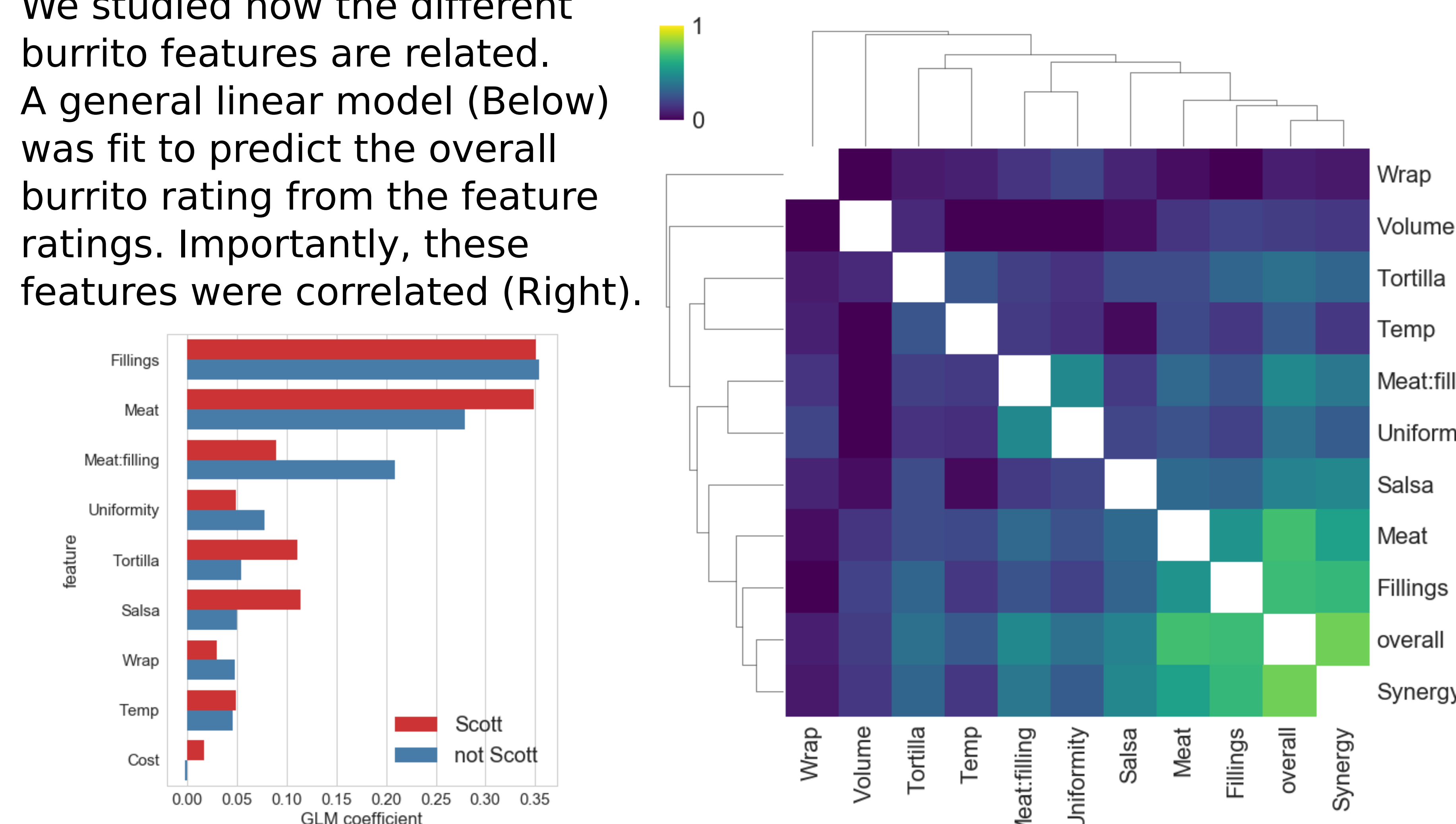
Distributions of burrito cost, volume, and overall rating.



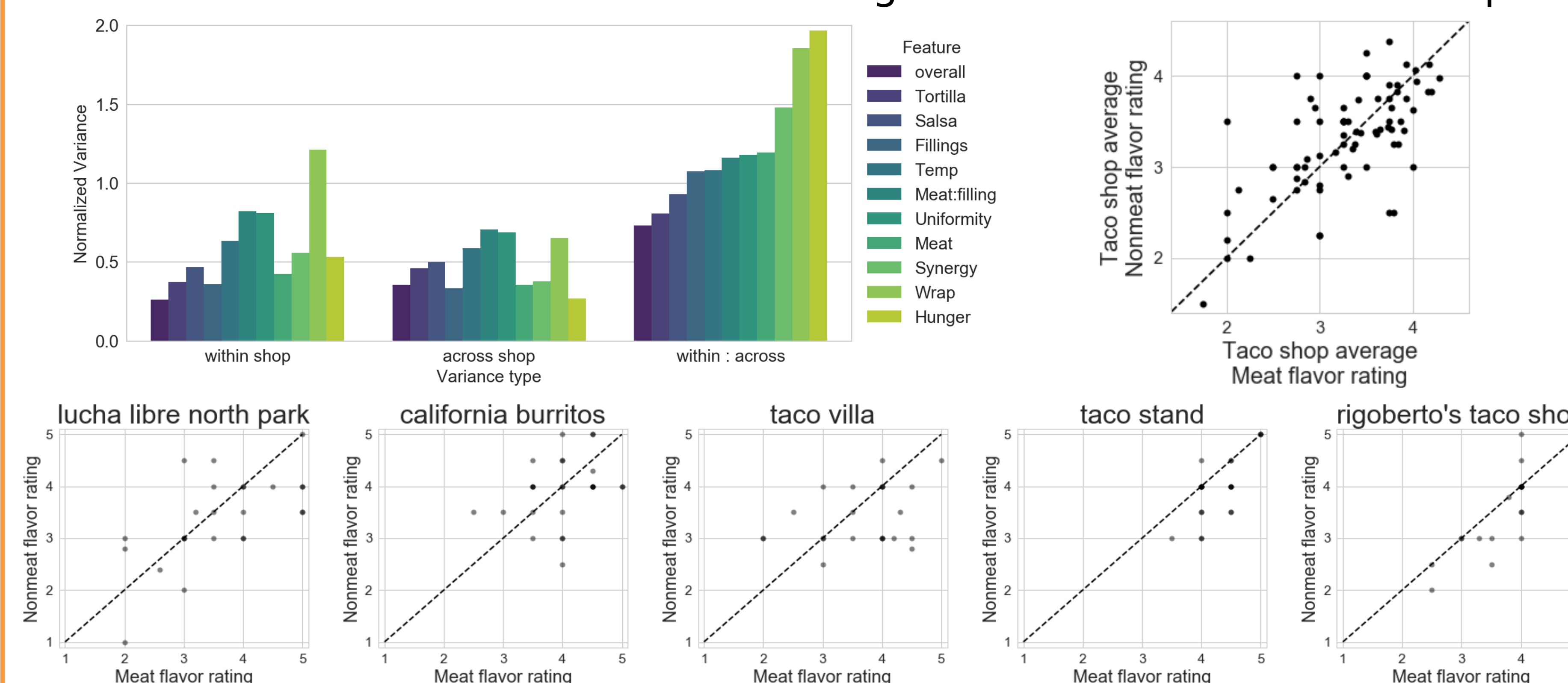
Map of taco shops that have burrito ratings. Darker blue indicates a higher average overall rating.

Relationships between burrito features

We studied how the different burrito features are related. A general linear model (Below) was fit to predict the overall burrito rating from the feature ratings. Importantly, these features were correlated (Right).

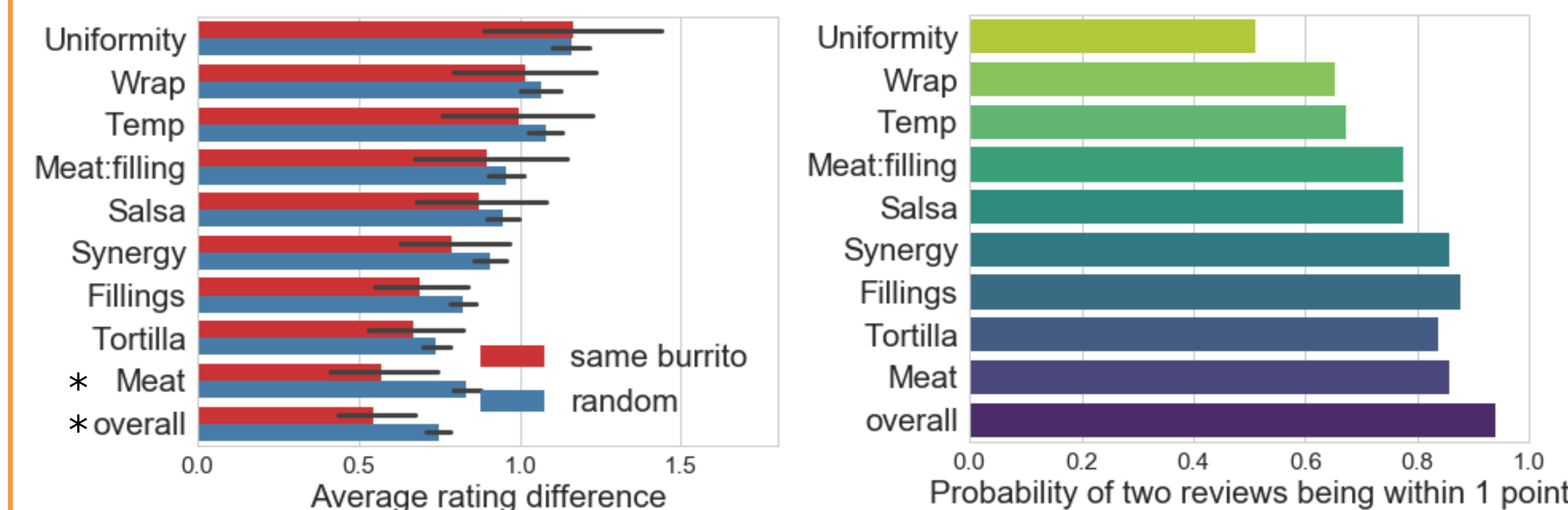


We also studied relationships between ratings within and across taco shops. Below, we show feature variance and also highlight a correlation between meat and nonmeat flavor ratings both within and across shops.



Inter-reviewer reliability

People often share burrito knowledge. This can take the form of recommending burritos to other people because of a particularly good attribute. Therefore, we studied the consistency in ratings of the same burrito when ordered by different people on different days (N=48 rating pairs). Surprisingly, we found that the only burrito features that have significant inter-reviewer reliability are the meat and overall ratings (Left). While the overall, synergy, and flavor ratings are >80% likely to be within 1 point across 2 reviews of the same burrito, other features were less consistent.



Conclusions

- * The features of San Diego burritos are systematically correlated.
- * Ingredient ratings are more consistent than preparation ratings.
- * The correlation between meat and nonmeat flavor is due to multiple phenomena (synergistic flavor and general shop quality).

Future Work

- * Applying this framework for analyzing burritos to other foods
- * Collecting more data can allow additional confidence in analysis
- * Incorporating additional data features (e.g. demographics) to analyze how differences in context or individuals account for differences in burrito taste and ratings.

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