

Dataset Foundation & Market Intelligence

9,551

Total Restaurants

Spanning 15 countries and 141 cities worldwide

90.6%

India Concentration

8,652 restaurants make India the dominant market

77.5%

Rating Coverage

7,403 restaurants with active customer ratings

22

Feature Dimensions

Enriched from 21 columns after country mapping

Strategic Market Positioning

India dominates platform activity and should be the primary focus for experimentation, optimization, and monetization. With over 90% of restaurants concentrated in this market, improvements here directly impact the majority of platform engagement and revenue potential.

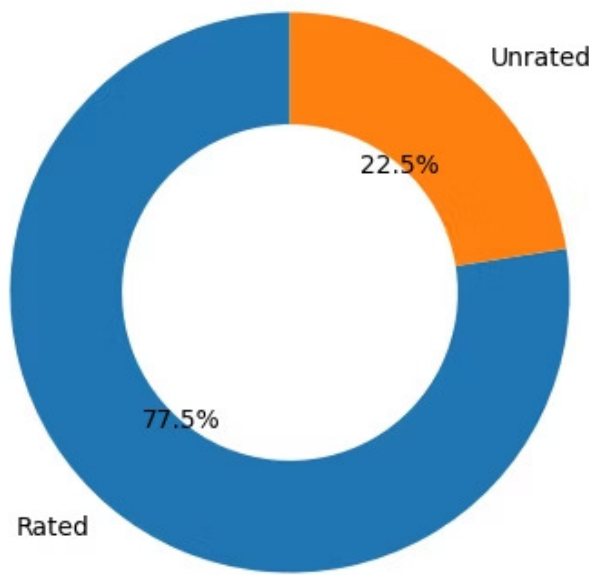
Data Quality Resolution

Numeric country codes successfully mapped to country names with zero missing values. Philippines currency corrected and all costs standardized to INR across markets.

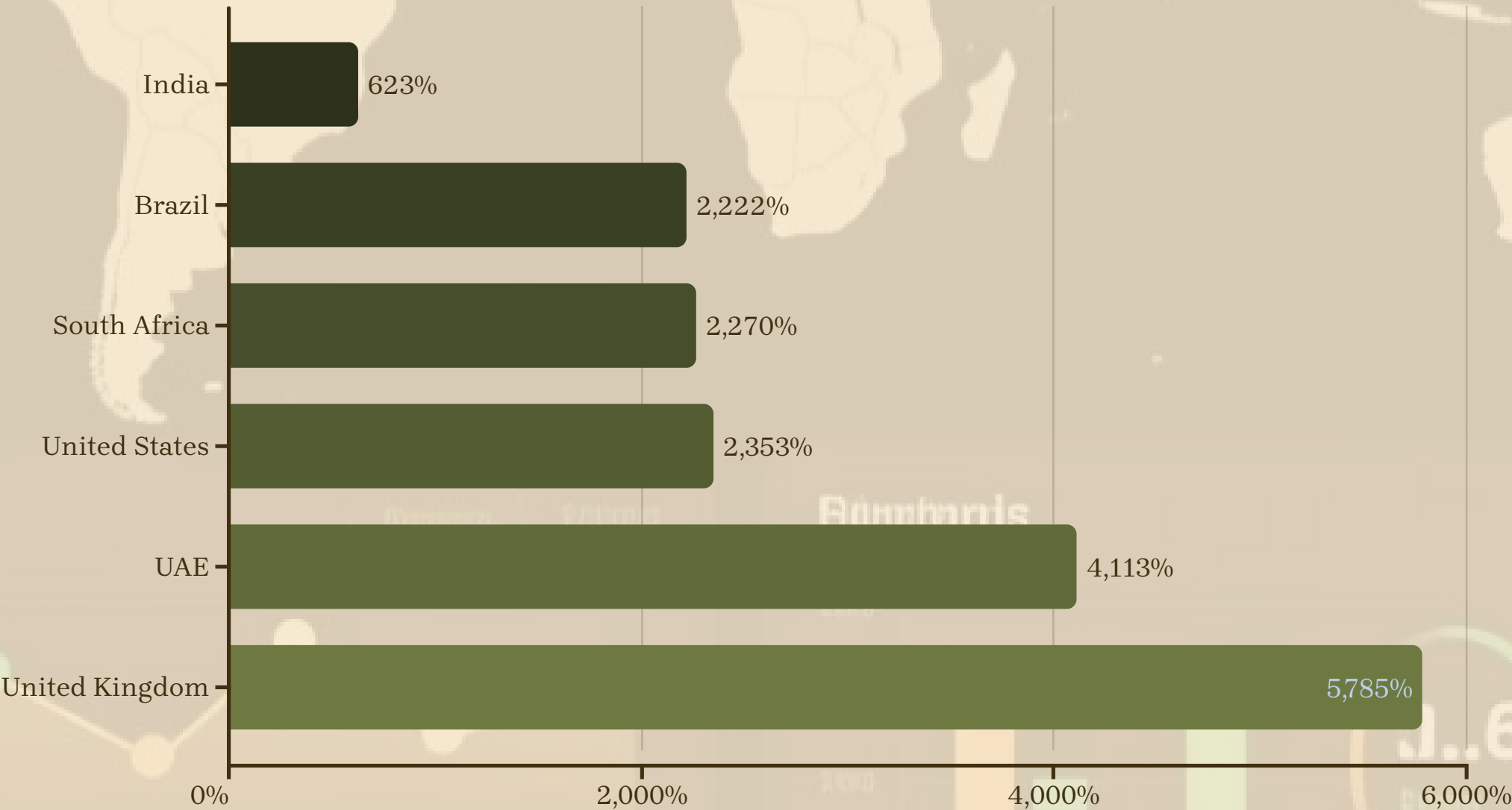
Non-informative columns removed including Locality Verbose, Rating color, Rating text, Switch to order menu, and Country Code.

Business Impact: Reliable downstream insights and strategic decisions depend on clean, standardized inputs, especially for pricing intelligence and cross-market comparisons.

Rated vs Unrated Restaurants



Cross-Country Cost Structure Analysis



India: Volume Market

8,652 restaurants at 623 INR average — the scale-driven growth engine with broad accessibility

US & Emerging: Mid-Tier

434-60 restaurants at 2,222-2,353 INR — testing grounds for feature expansion

UAE & UK: Premium

60-80 restaurants at 4,113-5,785 INR — limited samples best suited for premium positioning

Clear cost tiers exist across markets, but non-India markets have limited sample sizes, making them better suited for premium positioning and niche strategies rather than scale-driven growth initiatives.

Cuisine Intelligence & Portfolio Strategy

Feature Engineering Approach

Restaurants serve multiple cuisines stored as comma-separated values. A hybrid approach preserved restaurant-level integrity while enabling cuisine-level analysis through controlled explosion.

01

Original Dataset

9,551 restaurant records maintained

02

Cuisine Explosion

19,710 cuisine-level rows generated

03

Validation Complete

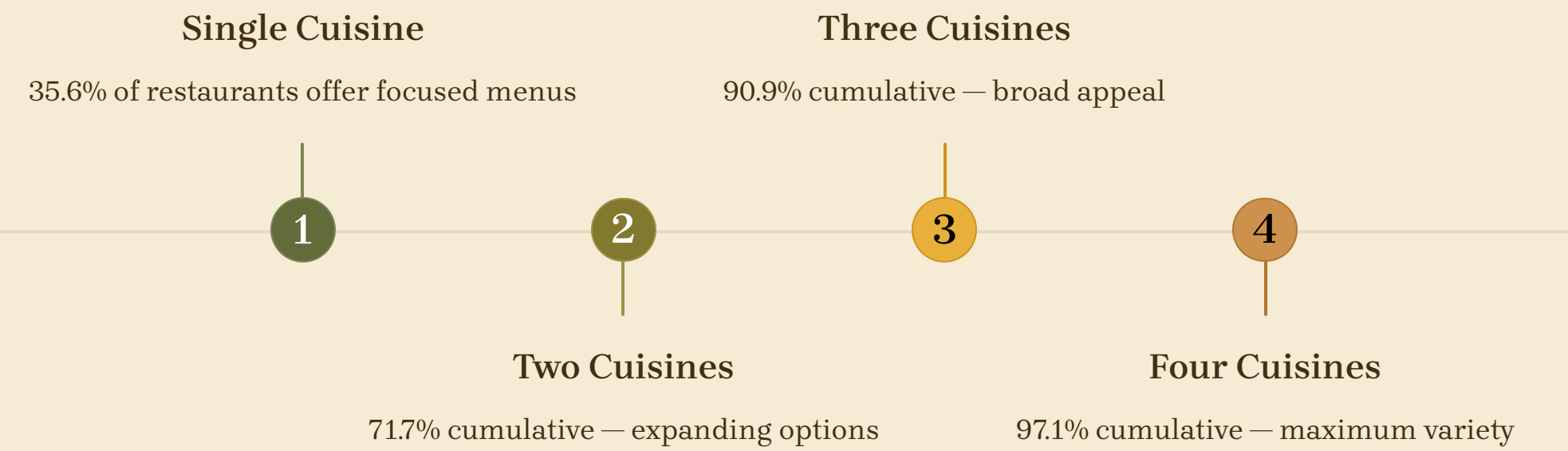
145 unique cuisines identified



The Popularity-Satisfaction Disconnect



Menu Structure & Engagement Dynamics



High Engagement Pattern

Cuisines with strong customer interaction consistently exceed 3.5 average rating, demonstrating clear quality signals through engagement metrics.

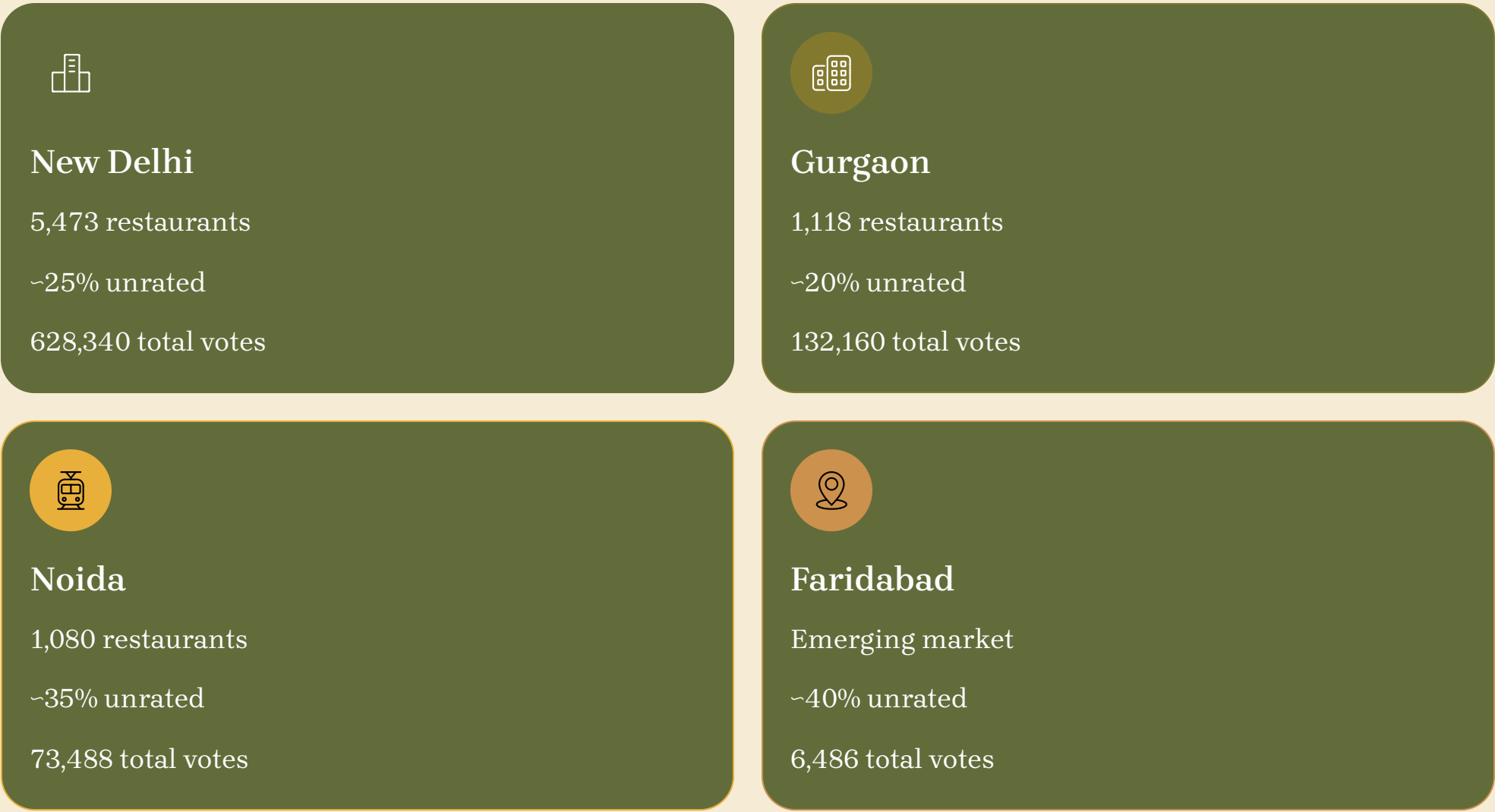
Low Engagement Warning


Cuisines with limited interaction cluster below 3.0 rating, indicating potential quality or discovery challenges that require intervention.

Recommendation Strategy: Customer engagement strongly reinforces perceived quality. Recommendation systems should balance popularity + engagement metrics, not popularity alone, to drive superior outcomes.

City Dynamics & Growth Acceleration

India Market: City-Level Performance



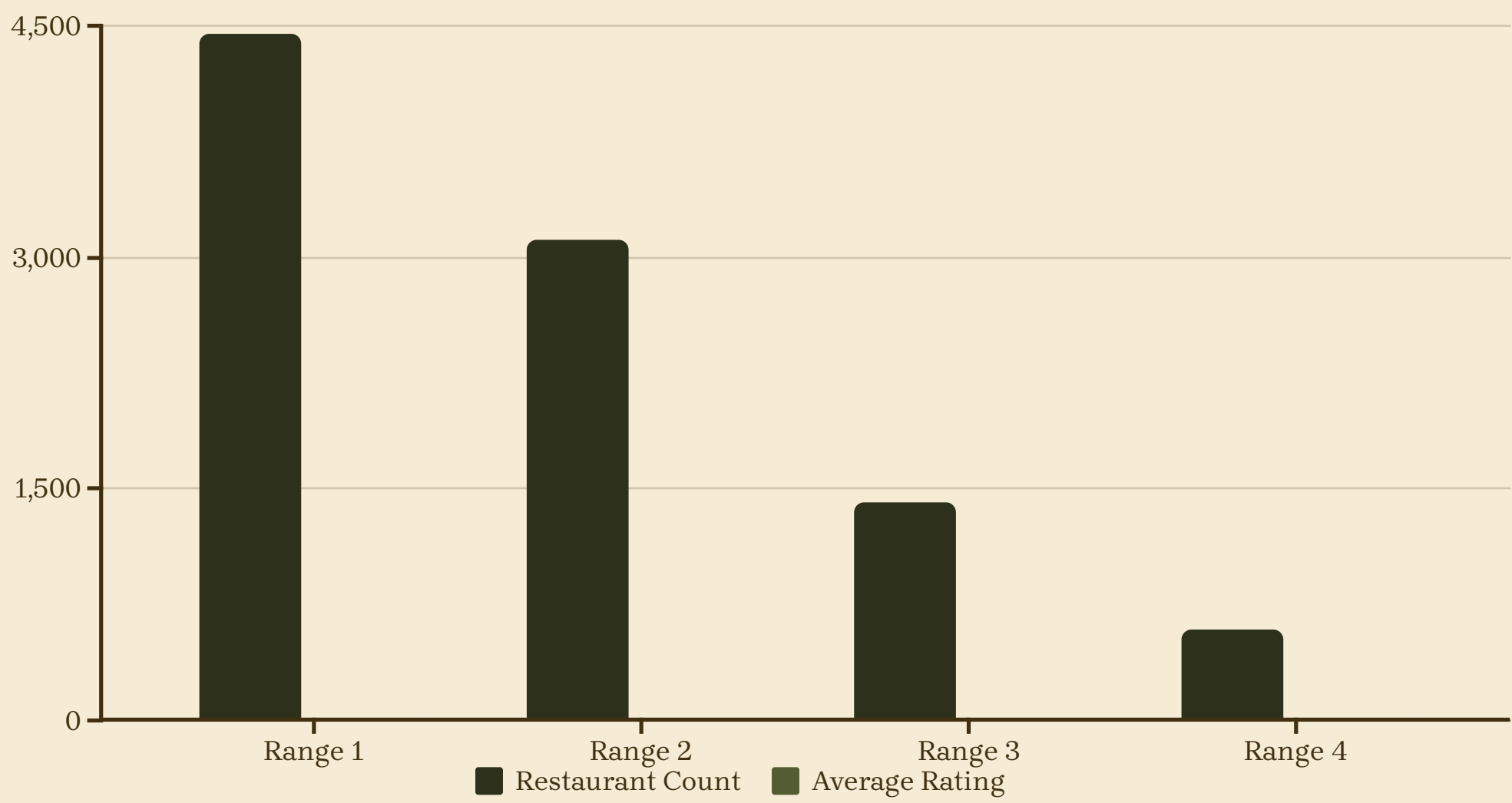
 **Discovery Problem, Not Demand Problem:** High visibility gaps persist even in high-engagement cities. Implement rating nudges, post-order prompts, and discovery ranking incentives to convert latent demand.

Locality-Level Quality Variation



City-level strategies are too coarse. Locality-specific onboarding, quality audits, and targeted promotions will yield significantly higher ROI by addressing granular quality variations.

Pricing Dynamics & Rating Drivers



Model Performance

- RMSE: 0.41 on 5-point scale
- Strong predictive accuracy
- Correlation: Price range vs rating (0.44)
- Correlation: Votes vs rating (0.31)

Feature Importance

- **Votes: 71%** — dominant driver
- Avg cost for two: 20%
- Online delivery: 4%
- Price range: 3%
- Table booking: 2%

Strategic Implication: Engagement is the single strongest driver of ratings. Investments in engagement tooling and interaction design outperform cosmetic feature additions by significant margins.

Hidden High-Quality Growth Opportunities



These cuisines represent ideal candidates for premium discovery features, editorial promotion campaigns, and strategic supply expansion initiatives. They offer high-quality growth trajectories with low competition and strong customer satisfaction signals, positioning them as differentiated value propositions in crowded markets.

Drive Link for Notebooks: https://drive.google.com/drive/folders/1KS_0ilJyk-KP8BpQ8iAdJ--b2_5zZUYC?usp=drive_link