

# Dataset Foundation & Market Intelligence

9,551

90.6%

77.5%

22

Total Restaurants

Spanning 15 countries and  
141 cities worldwide

India Concentration

8,652 restaurants make  
India the dominant market

Rating Coverage

7,403 restaurants with  
active customer ratings

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.

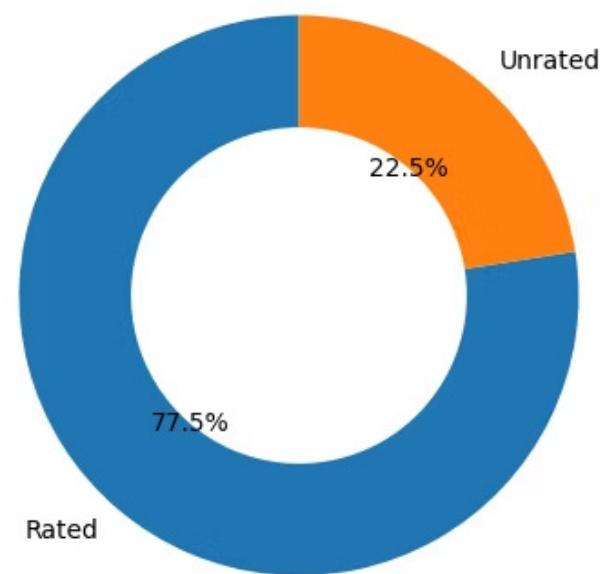
### Data Quality Resolution

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

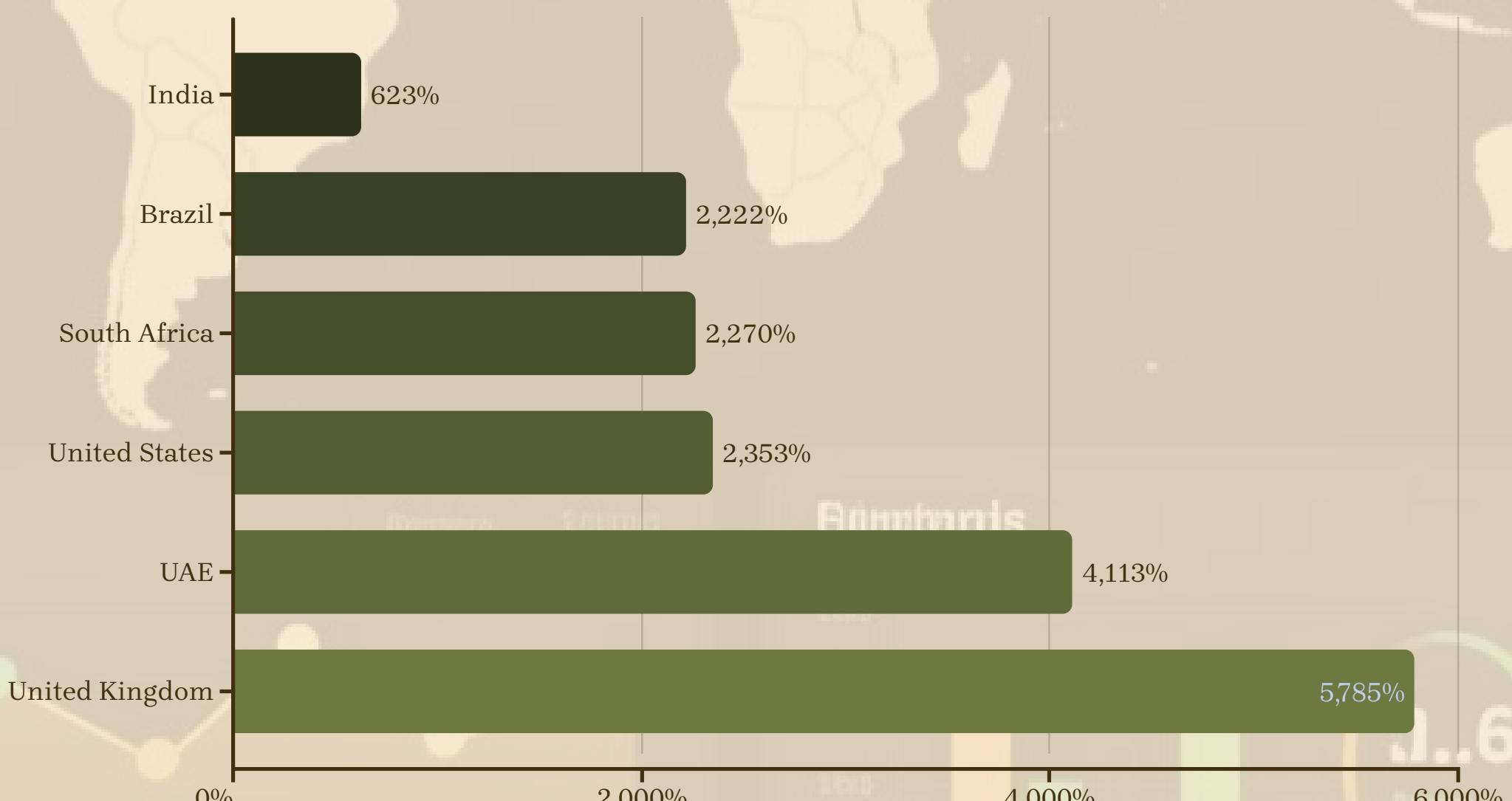
Non-informative columns removed including Locality Verbose, Rating color, Rating text, Switch to order menu, and Country Code.

- ▢ **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

### Most Popular Cuisines

- North Indian: 3,960 restaurants
- Chinese: 2,735 restaurants
- Fast Food: 1,986 restaurants

### Highest Rated Cuisines

( $\geq 700$  restaurants)

- Italian: 3.56 average rating
- Continental: 3.52 average rating
- Cafe: 3.32 average rating

### Popular But Underperforming

- North Indian: 2.51 rating (most popular)
- Chinese: 2.62 rating
- Fast Food: 2.56 rating

**Critical Insight:** Popularity does not imply satisfaction. Highly popular cuisines require quality improvement and standardization initiatives, while high-rating cuisines should be boosted in discovery algorithms and editorial placements.

## Menu Structure & Engagement Dynamics

### Single Cuisine

35.6% of restaurants offer focused menus

### Three Cuisines

90.9% cumulative — broad appeal

1

2

3

4

### Two Cuisines

71.7% cumulative — expanding options

### Four Cuisines

97.1% cumulative — maximum variety

## 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



### New Delhi

5,473 restaurants

~25% unrated

628,340 total votes



### Gurgaon

1,118 restaurants

~20% unrated

132,160 total votes



### Noida

1,080 restaurants

~35% unrated

73,488 total votes



### Faridabad

Emerging market

~40% unrated

6,486 total votes

- **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



### Connaught Place

122 restaurants

**3.69 avg rating**



### Rajouri Garden

99 restaurants

**3.59 avg rating**



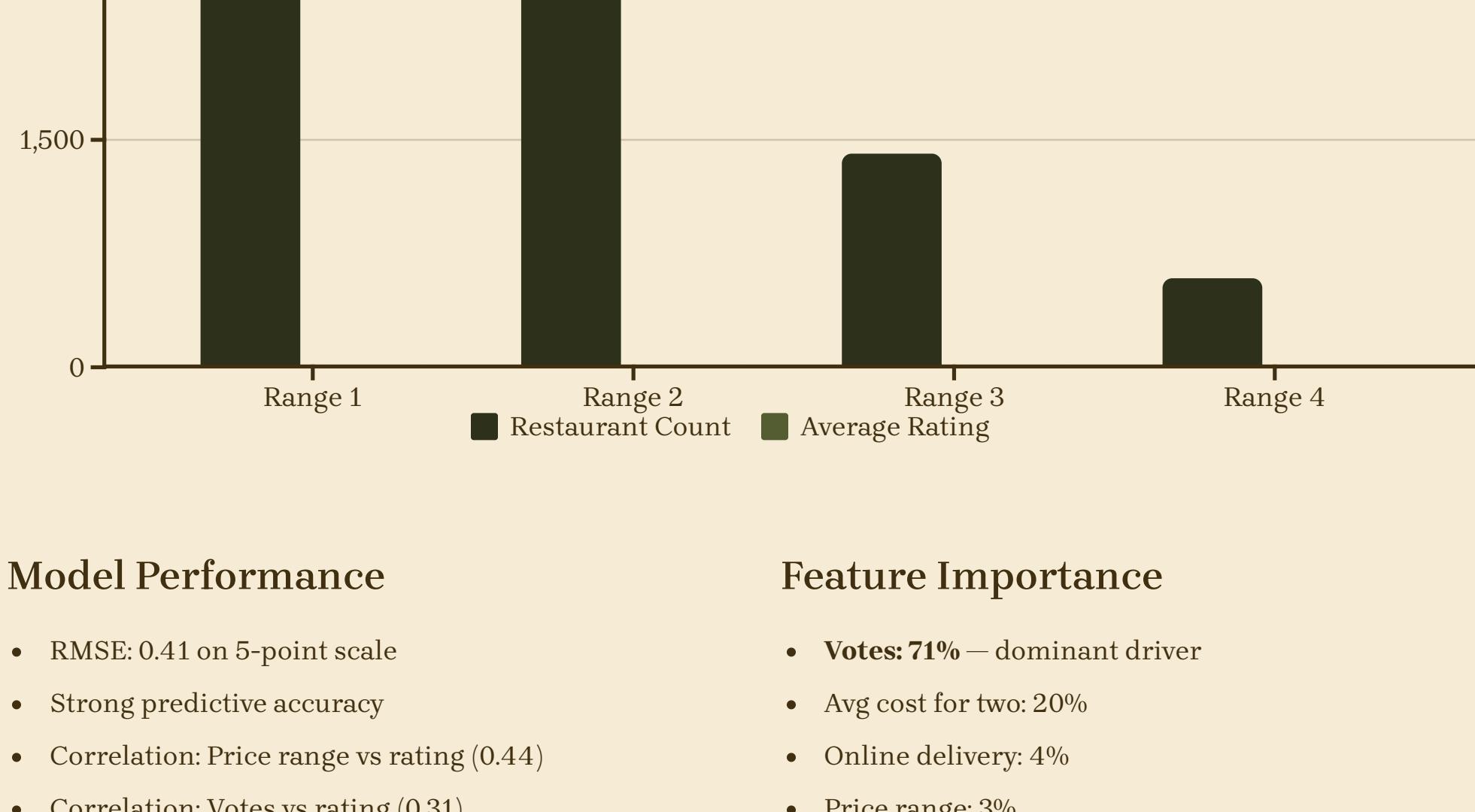
### Shahdara

87 restaurants

**1.41 avg rating**

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%

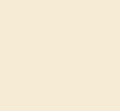
**Strategic Implication:** Engagement is the single strongest driver of ratings. Investments in engagement tooling and interaction design outperform cosmetic feature additions by significant margins.

## Hidden High-Quality Growth Opportunities



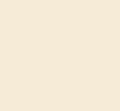
### Sandwich

4.07 rating across 53 restaurants — underserved premium segment



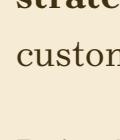
### Steak

3.99 rating across 62 restaurants — quality differentiation opportunity



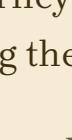
### Sushi

3.97 rating across 75 restaurants — expanding global palate



### Breakfast

3.97 rating across 41 restaurants — daypart expansion potential



### Mediterranean

3.95 rating across 112 restaurants — health-conscious positioning

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\\_0iJyk-KP8BpQ8iAdJ--b2\\_5zZUYC?usp=drive\\_link](https://drive.google.com/drive/folders/1KS_0iJyk-KP8BpQ8iAdJ--b2_5zZUYC?usp=drive_link)