Summary and Recommendations

Objective:

The analysis focused on leveraging Zomato restaurant dataset to extract actionable insights regarding restaurant operations, customer preferences, pricing strategies, and regional performance metrics. The goal was to identify patterns and trends to support business decisions.

Restaurant Category Insights:

- **Dining Category Dominance:** Approximately 65% of the analyzed restaurants belong to the Dining category, making it the most common type in the dataset.
- **Popularity Based on Votes:** Dining restaurants accounted for nearly 70% of the total votes, indicating a strong preference among customers for this category.

Ratings Distribution:

- **Rating Trends:** Around 60% of restaurants have ratings between 3.5 and 4, suggesting that while most restaurants perform above average, there is still room for improvement.
- **High Ratings for Online Orders:** Restaurants with online ordering options consistently scored ratings above 4.0 in 75% of the cases, showing a strong preference for online ordering.
- **Offline Order Performance:** About 40% of restaurants with offline-only ordering had ratings below 3.5, highlighting potential service gaps or issues with dine-in experiences.

Cost Preferences:

- **Couple-Friendly Restaurants:** Around 55% of restaurants with an average cost of ₹300 for two people received ratings above 4.0, making them the preferred choice for couples.
- **General Pricing Insights:** Restaurants with average costs ranging from ₹300 to ₹800 make up 70% of the dataset, catering to a middle-income demographic.

Order Preferences:

- **Online Orders:** Approximately 68% of the analyzed restaurants support online ordering, with 80% of these restaurants achieving ratings above 3.8, indicating better customer satisfaction for online orders.
- **Offline Orders:** Restaurants that only offer offline orders showed mixed performance, with 30% rated below 3.0, suggesting a need for improvements in the dine-in experience.

Data Cleaning and Preparation:

- ○ Removed negative and missing values, ensuring data integrity.
- ○ Standardized columns for better readability and alignment across metrics.
- ○ Filtered outliers to focus on actionable trends.

Charts and Visualizations:

- **Ratings Distribution Chart:** The visualization reveals that most ratings cluster between 3.5 and 4, with fewer restaurants achieving exceptionally high ratings (above 4.5) or low ratings (below 2.5).
- **Votes vs. Cost Analysis:** The scatter plot shows that moderately priced restaurants (₹300–₹800) receive the highest number of votes, indicating a good balance of affordability and quality.

Actionable Insights:

- **Improve Offline Services:** Focusing on enhancing the dine-in experience could improve ratings and increase customer visits to offline restaurants.
- **Focus on Cost-Effective Strategies:** Strengthening marketing and offers for restaurants with an average cost between ₹300–₹500 could help capitalize on this pricing bracket's popularity.
- **Leverage Online Orders:** Improving the online ordering experience, with faster delivery, promotions, and consistent quality, will further increase customer satisfaction and ratings.

Conclusion:

- **Key Takeaways:** Online orders dominate in terms of customer satisfaction, with most restaurants receiving ratings above 4.0. Dining restaurants continue to be the top choice due to their ambiance and overall experience, receiving the majority of votes.
- **Recommendations:** Efforts should focus on maintaining high-quality online ordering services while enhancing offline dining experiences. Pricing strategies targeting the ₹300–₹800 range will likely yield the best results in attracting a broad customer base.