Market Analysis for Indian Restaurants

Satyen Amonkar

IST 719

Dataset Description: The data is retrieved from Kaggle which was extracted by a user from Zomato API in 2017. It is about Zomato registered restaurants across several countries. The data has 9552 records and 21 columns. The primary columns used for aggregating are Votes, Aggregate Rating and Price Range.

Story: Currently, the average Urban Indian millennials spend a chunk of their income on food. This has opened new opportunities for investing in restaurants across cities in India. Being a foodie, I wanted to study what factors contribute to customer attraction towards restaurants. The analysis shows how location, budget, quality of food, types of cuisines available and services offered by restaurant, affect average ratings for restaurants.

Audience:

1. Food lovers: those who are habitual in trying new restaurants and cuisines
2. Travelers: who want to try the best food available in the tourist region
3. Restaurant owners: who want to know how to attract more customers
4. Investors

MARKET ANALYSIS FOR INDIAN RESTAURANTS

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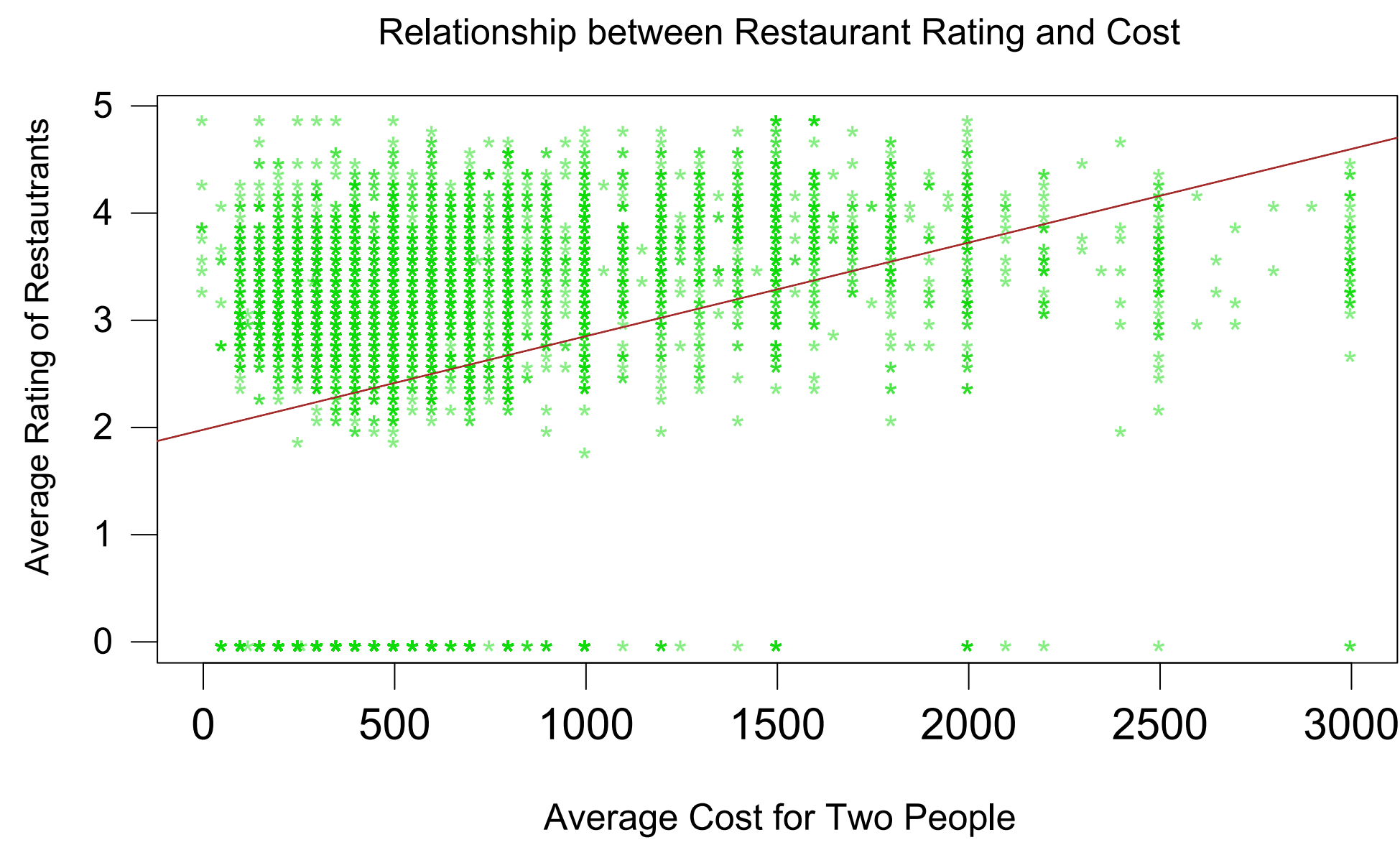IST 719 - Information Visualization

Story

Currently, the average Urban Indian millennials spend a chunk of their income on food. This has opened new opportunities for investing in restaurants across cities in India. Being a foodie, I wanted to study what factors contribute to customer attraction towards restaurants. The analysis shows how location, budget, quality of food, types of cuisines available and services offered by restaurant, affect average ratings for restaurants.
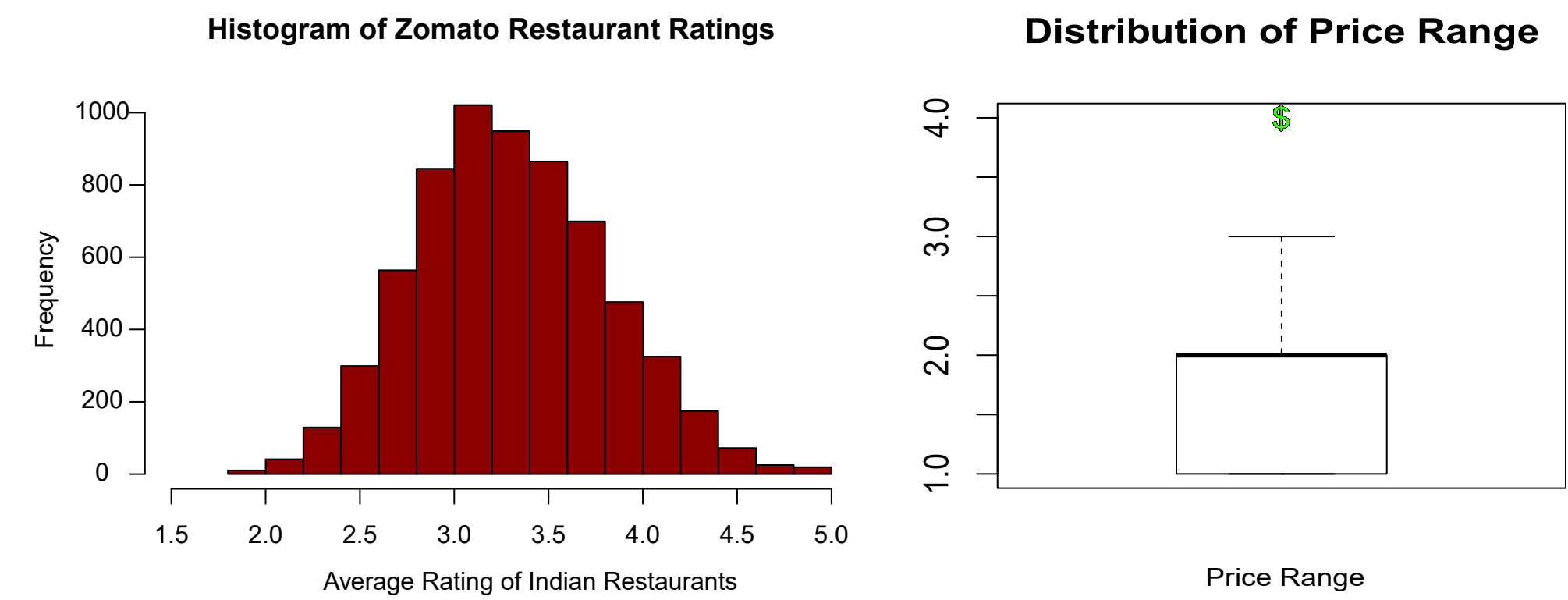
Motivation

Desire to assist fellow food lovers who are habitual in trying new restaurants and cuisines in finding the most cost effective and good quality restaurants across India. Aid travelers who want to try the best regional food in the tourist region. Help restaurant owners to understand how to attract more customers and Investors to invest in profitable restaurants.

Data Description

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Histogram of Zomato Restaurant Ratings

Distribution of Price Range
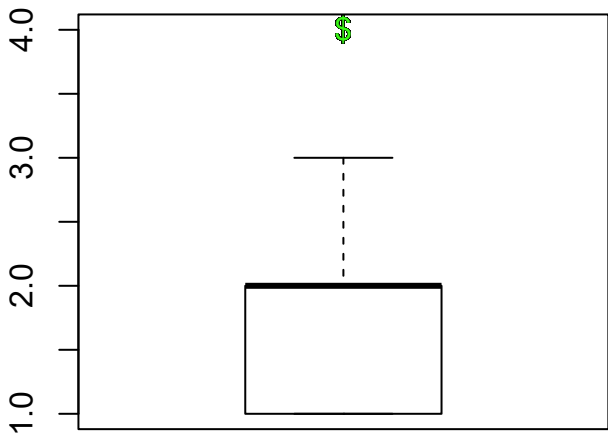
How are Restaurant Ratings related to Cost?

Relationship between Restaurant Rating and Cost

In which cities do customers spend most money on restaurants?

Average cost for 2 people across cities
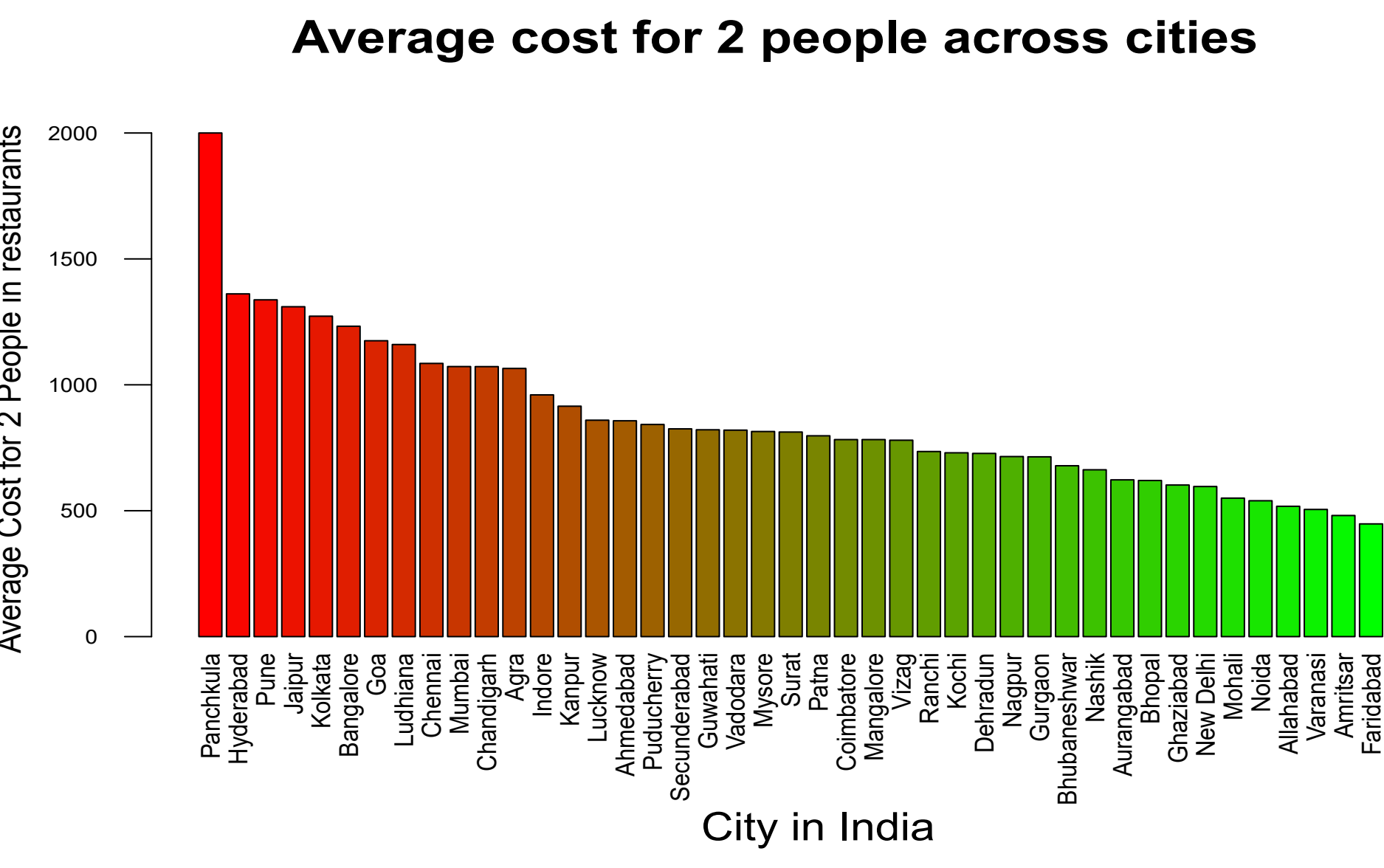
Which cities have good restaurant ratings?

Average restaurant ratings across cities
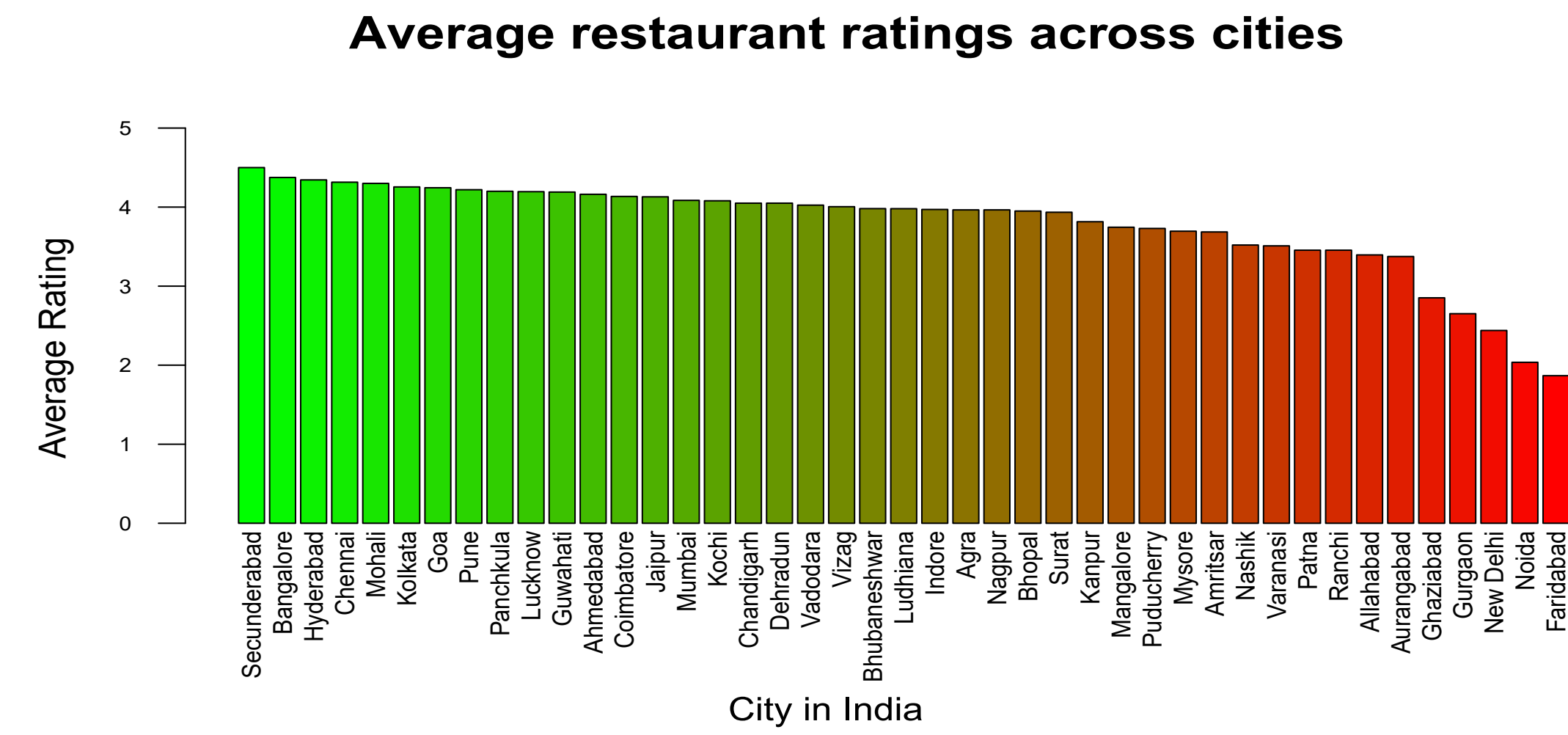
Which restaurant service affects restaurant ratings?

Restaurant Ratings based on table booking service

Which are the top 5 cities to invest?

Top 5 cities to Invest
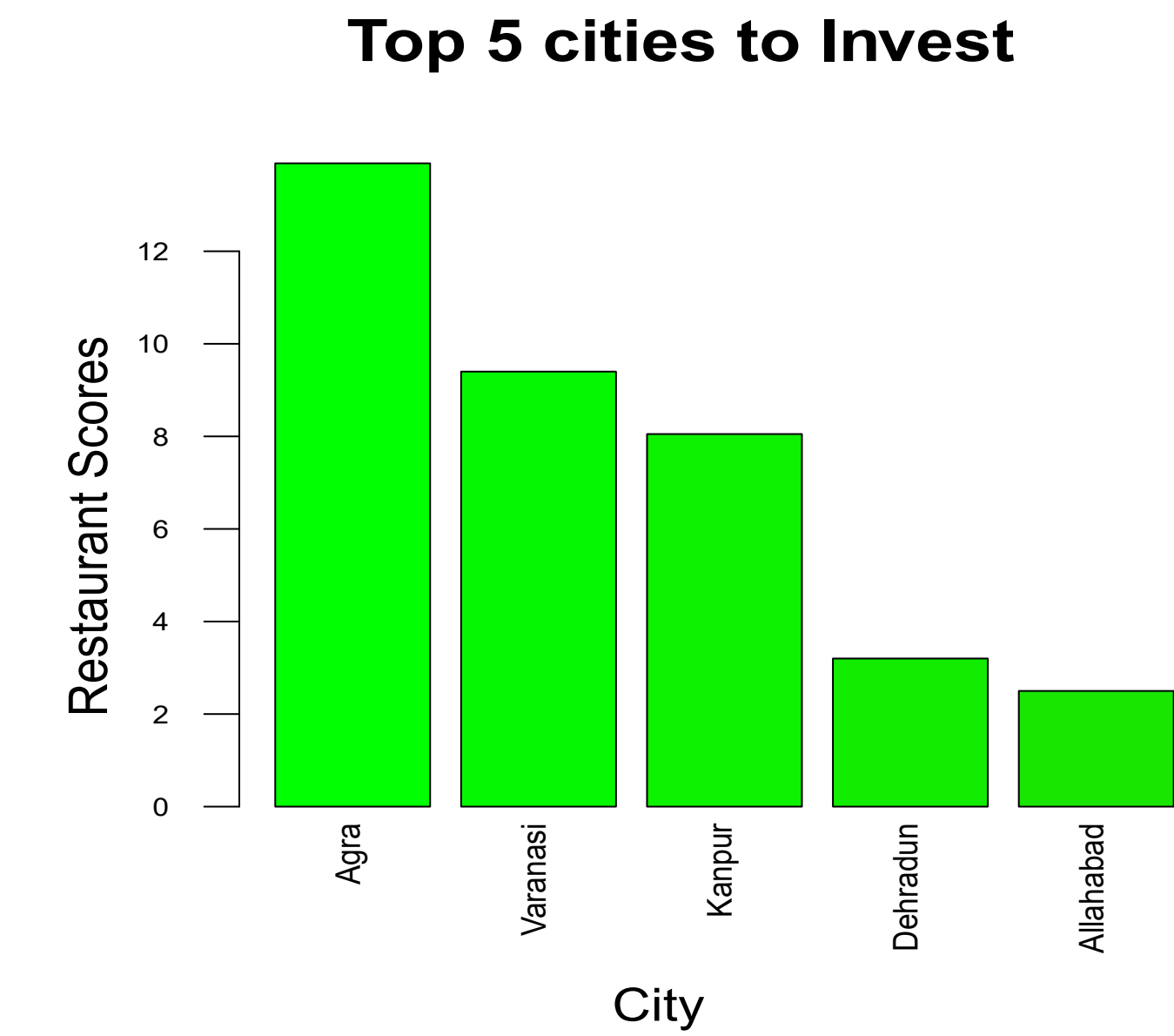
Key Insights

Histogram of Zomato Restaurant Ratings

Frequency

Average Rating of Indian Restaurants
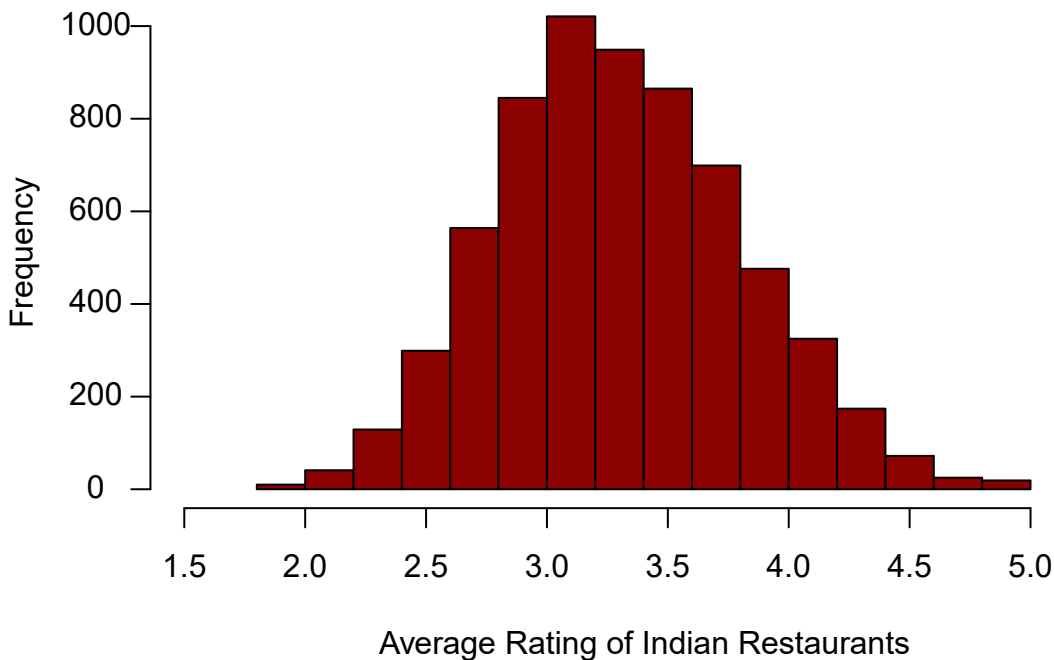
Distribution of Price Range

Price Range

Relationship between Restaurant Rating and Cost

Average Rating of Restautrants
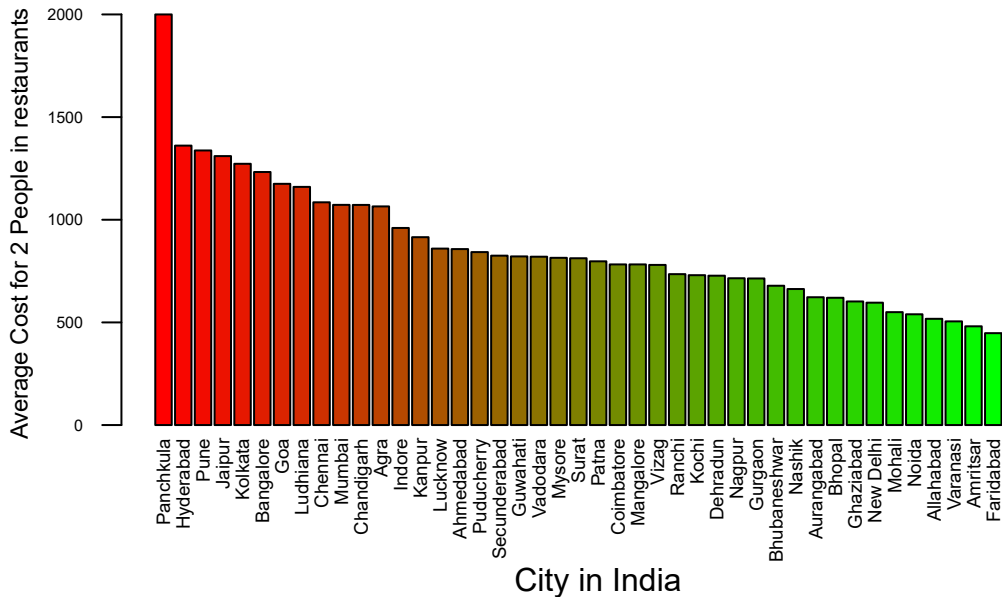
Average Cost for Two People

Average cost for 2 people across cities

Average restaurant ratings across cities

Average Rating

City in India
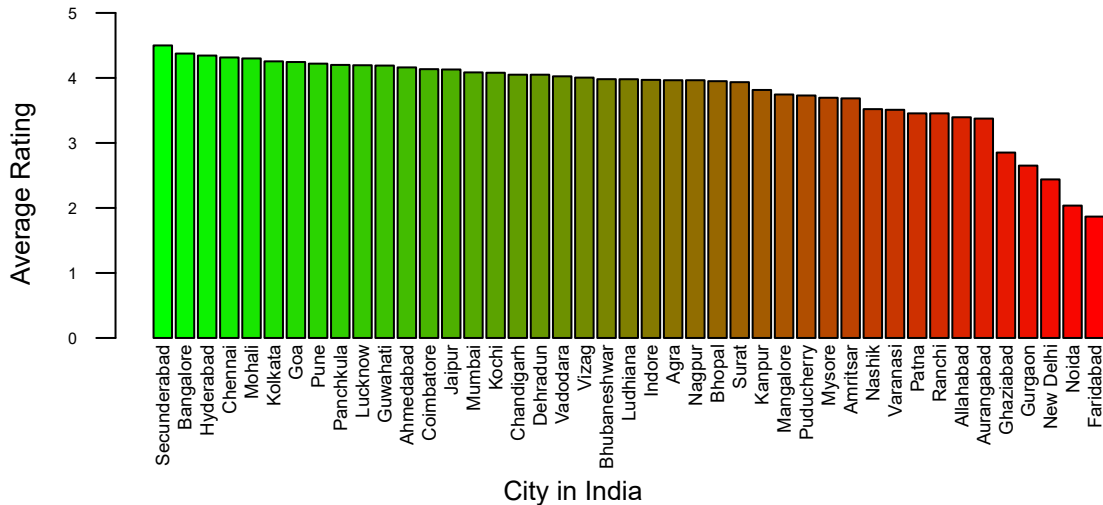
Restaurant Ratings based on table booking service

Average Restaurant Rating

Cities having table booking service

Table Booking
- Yes
- No

Top 5 cities to Invest