

Zomato Data Analysis Report

Optimizing Zomato Success



**Navigating the Dynamics of Food preferences,
cuisines, and trends**

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INTRODUCTION

This report presents a comprehensive analysis of Zomato data set, a leading food delivery company in India. It includes detailed information about restaurants, such as their names, locations, cuisines, price ranges, and ratings. This data provides useful insights into the food industry, customer preferences, and market trends, helping stakeholders make informed decisions.

Data Set

This report is based on a comprehensive analysis of a dataset comprising various Zomato listings. The dataset includes detailed information on numerous Zomato listings, providing insights into different aspects of the listings. Key data points include:

res_id: Unique ID for each restaurant.

name: Restaurant name.

establishment: Type of establishment (e.g., cafe, fine dining).

url: Link to the restaurant's Zomato page.

address: Restaurant address.

city: City where the restaurant is located.

city_id: Unique ID for each city.

locality: Specific area within the city.

latitude: Latitude coordinate.

longitude: Longitude coordinate.

zipcode: Zip code.

country_id: Unique ID for the country.

locality_verbose: Detailed locality description.

cuisines: Types of cuisines offered.

timings: Operating hours.

average_cost_for_two: Average cost for two people.

price_range: Price range category.

currency: Currency used.

highlights: Special features of the restaurant.

aggregate_rating: Overall rating.

rating_text: Descriptive rating (e.g., Excellent, Good).

votes: Number of ratings received.

photo_count: Number of photos available.

opentable_support: OpenTable support indicator.

delivery: Delivery service indicator.

takeaway: Takeaway service indicator.

Data Analysis

Number of Unique Restaurants

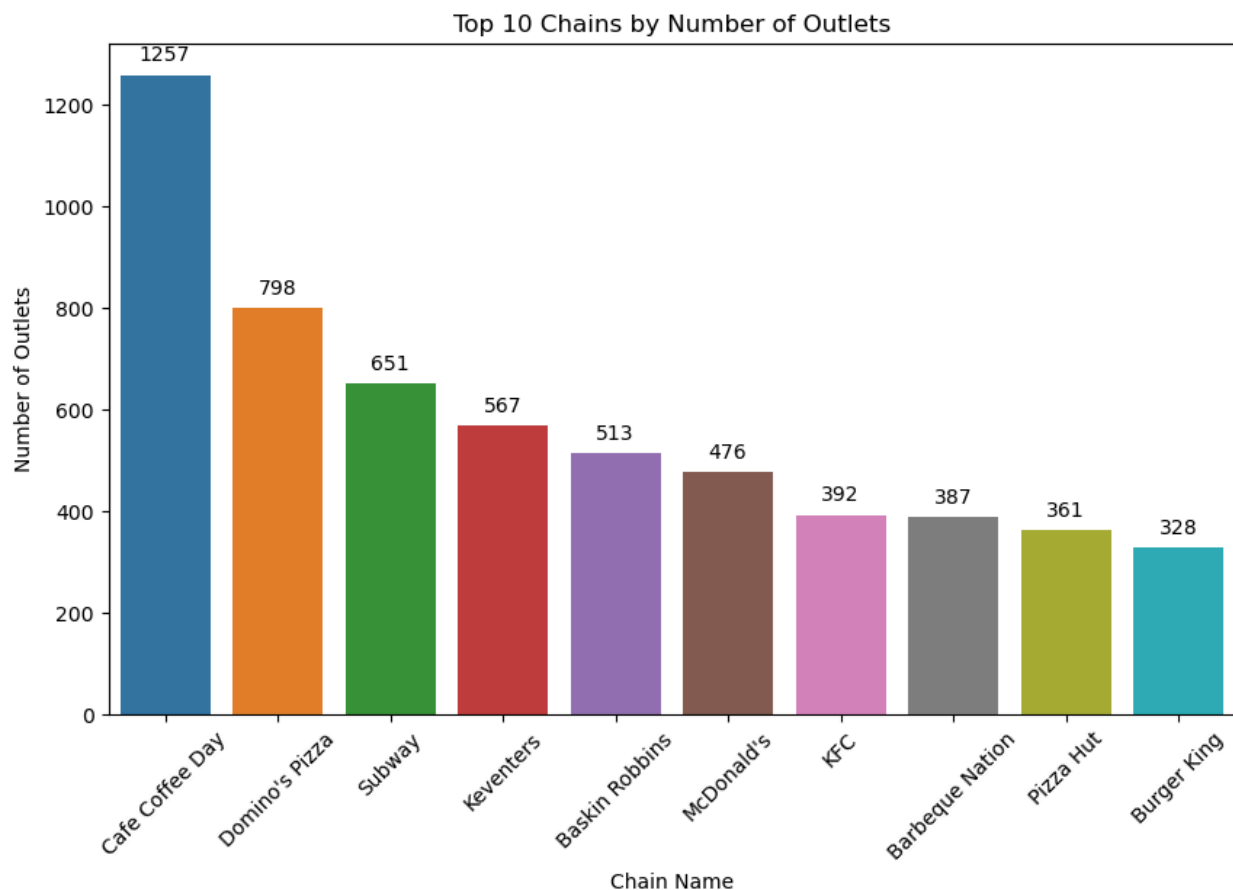
The dataset includes information on 41,100 unique restaurants with diverse culinary offerings available through Zomato.

Chain vs. Single Restaurants

Out of these, 4,890 are part of chains, while 36,210 are independently-owned.

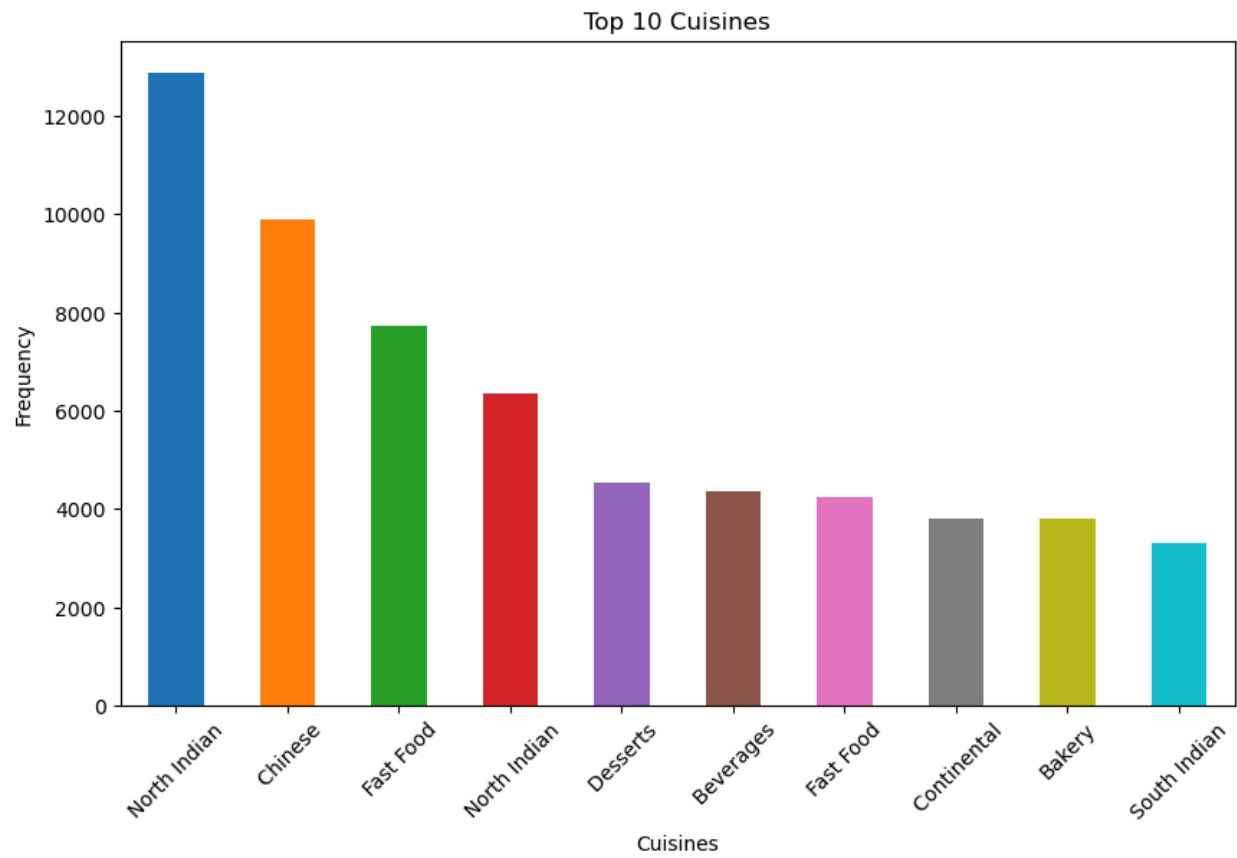
Top 10 Chains by Number of Restaurants

A visualization shows the top 10 chains by the number of restaurants they operate, highlighting market dominance within the dataset.



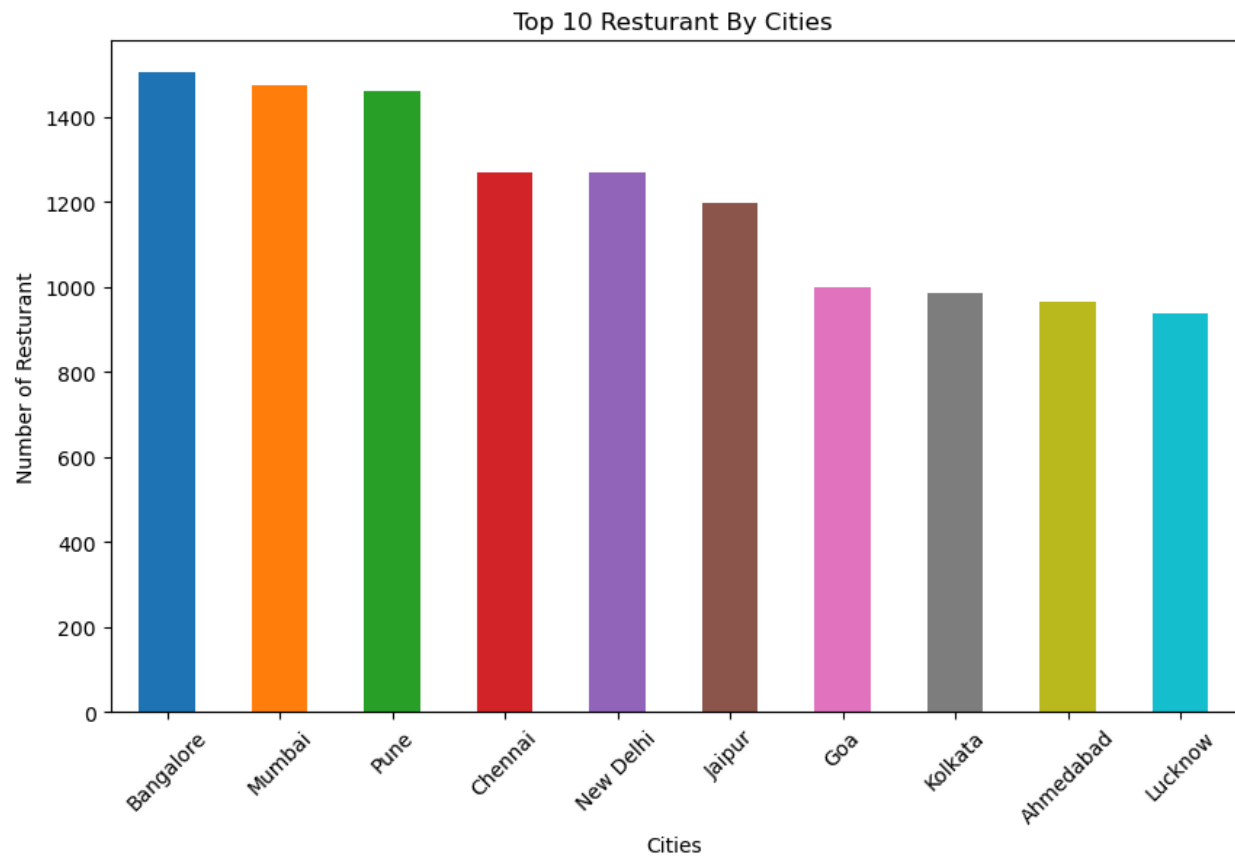
Top 10 Cuisines

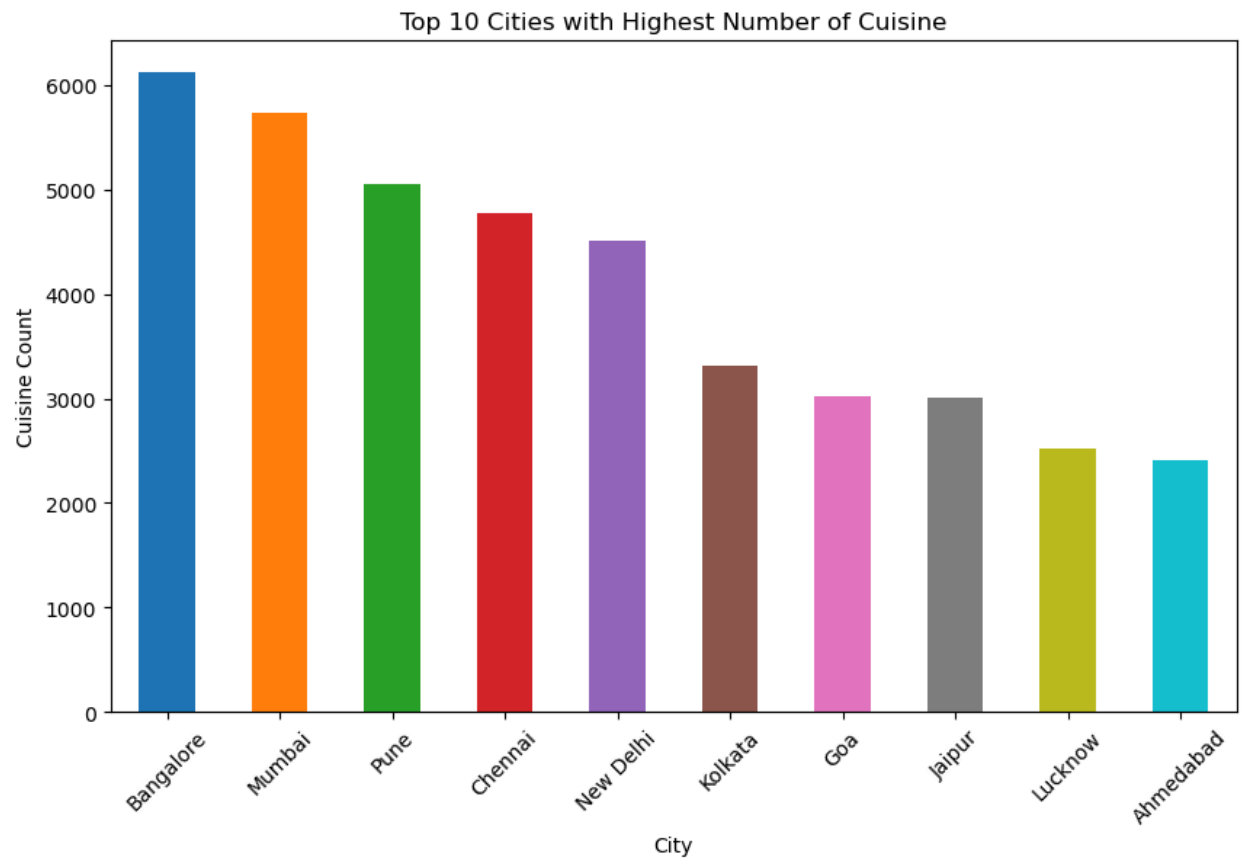
The dataset highlights the top 10 cuisines available through Zomato, showcasing the most popular culinary preferences among customers.

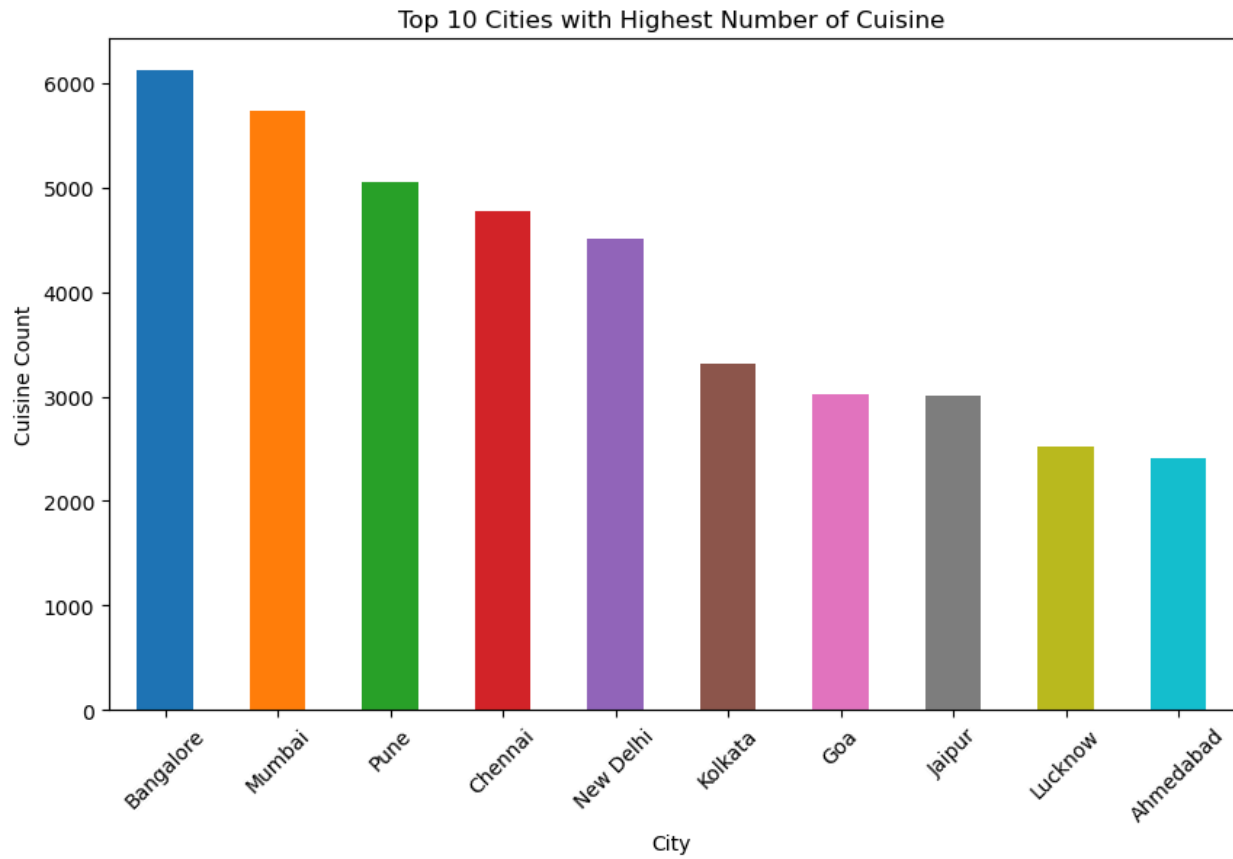


Top 10 Restaurants by Cities

An analysis of the dataset reveals the top 10 restaurants in each city, offering insights into the most favored dining spots across different locations.

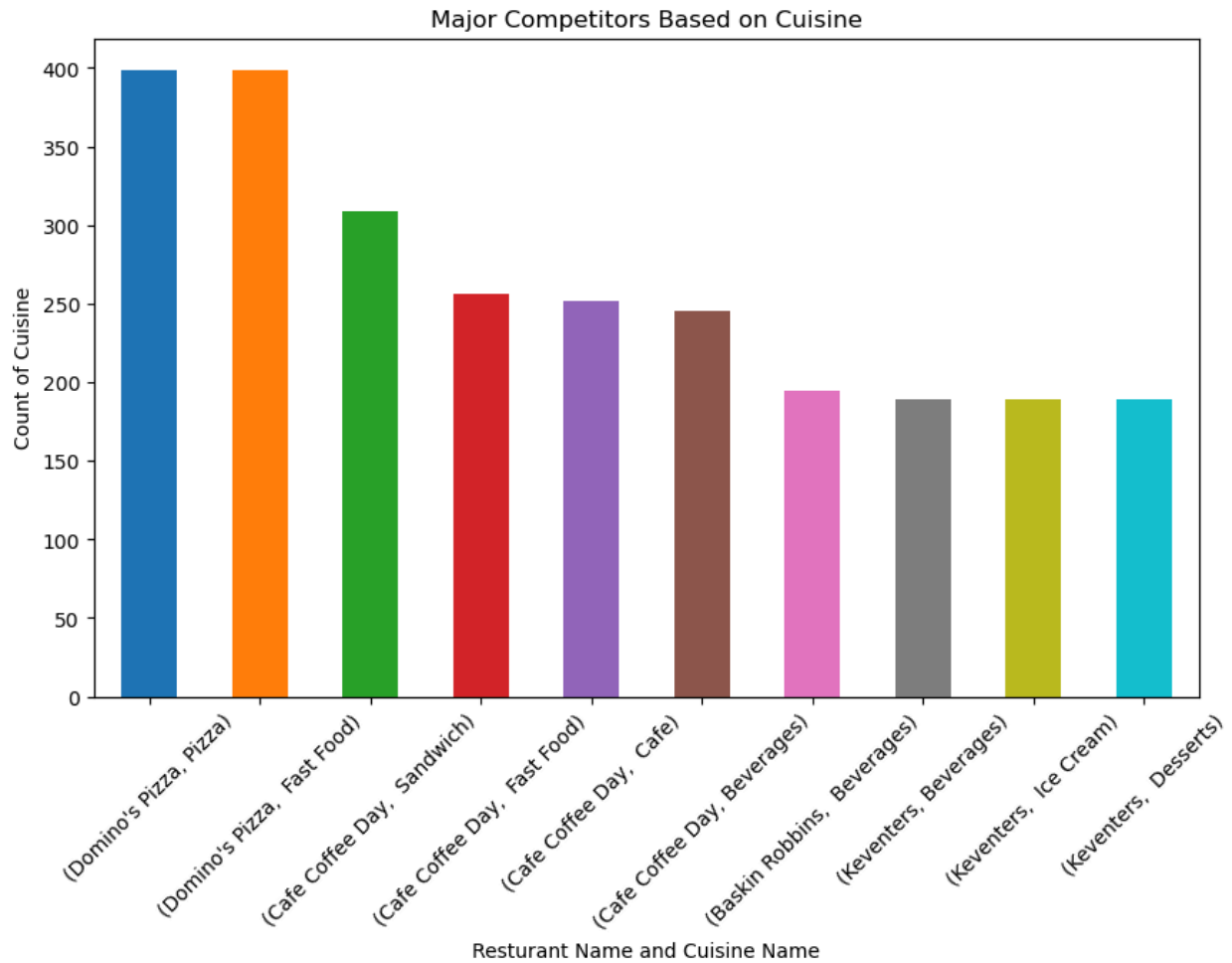






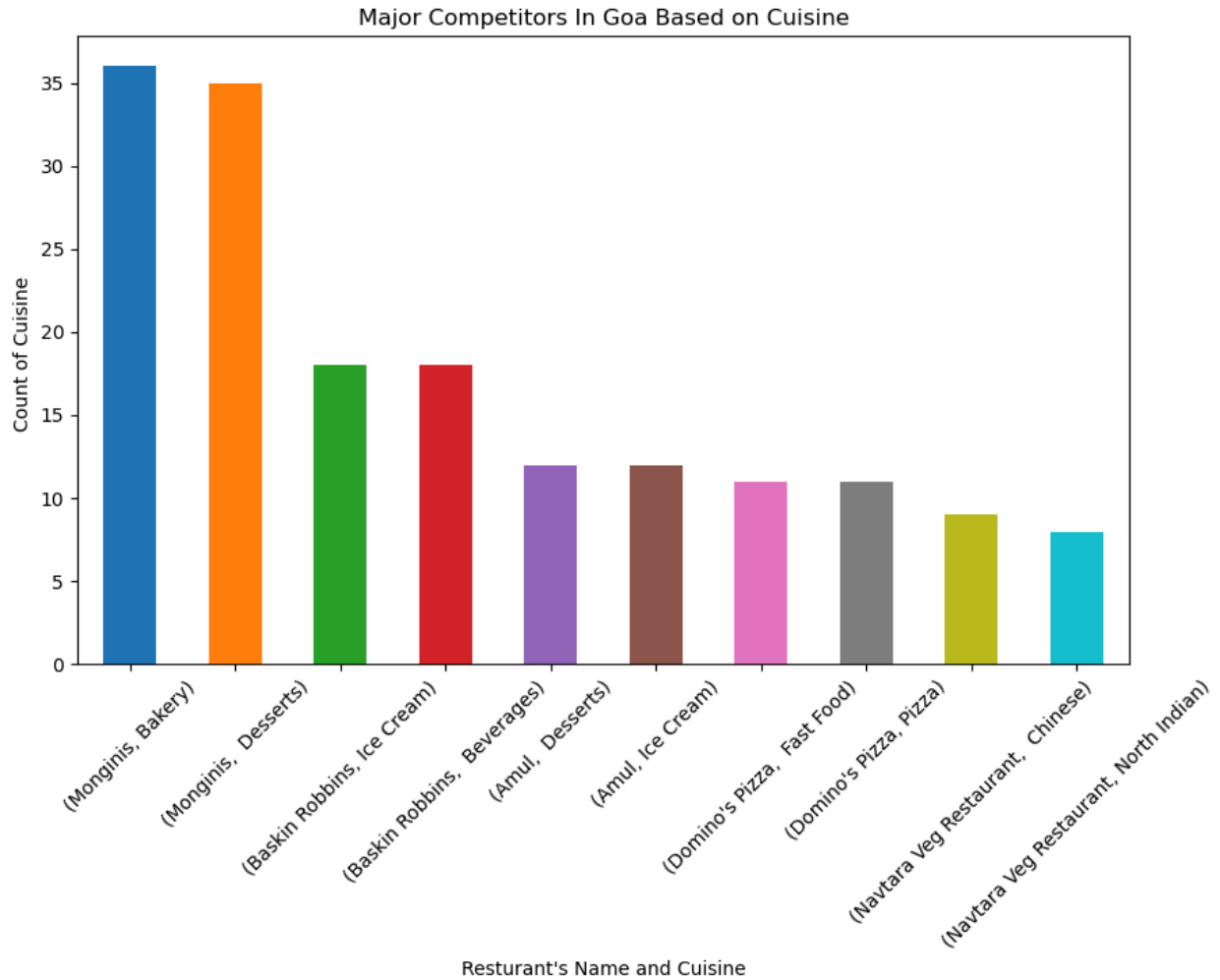
Major Competitors Based on Cuisines

The dataset identifies major competitors based on the cuisines they offer, highlighting which restaurants are leading in specific culinary categories.



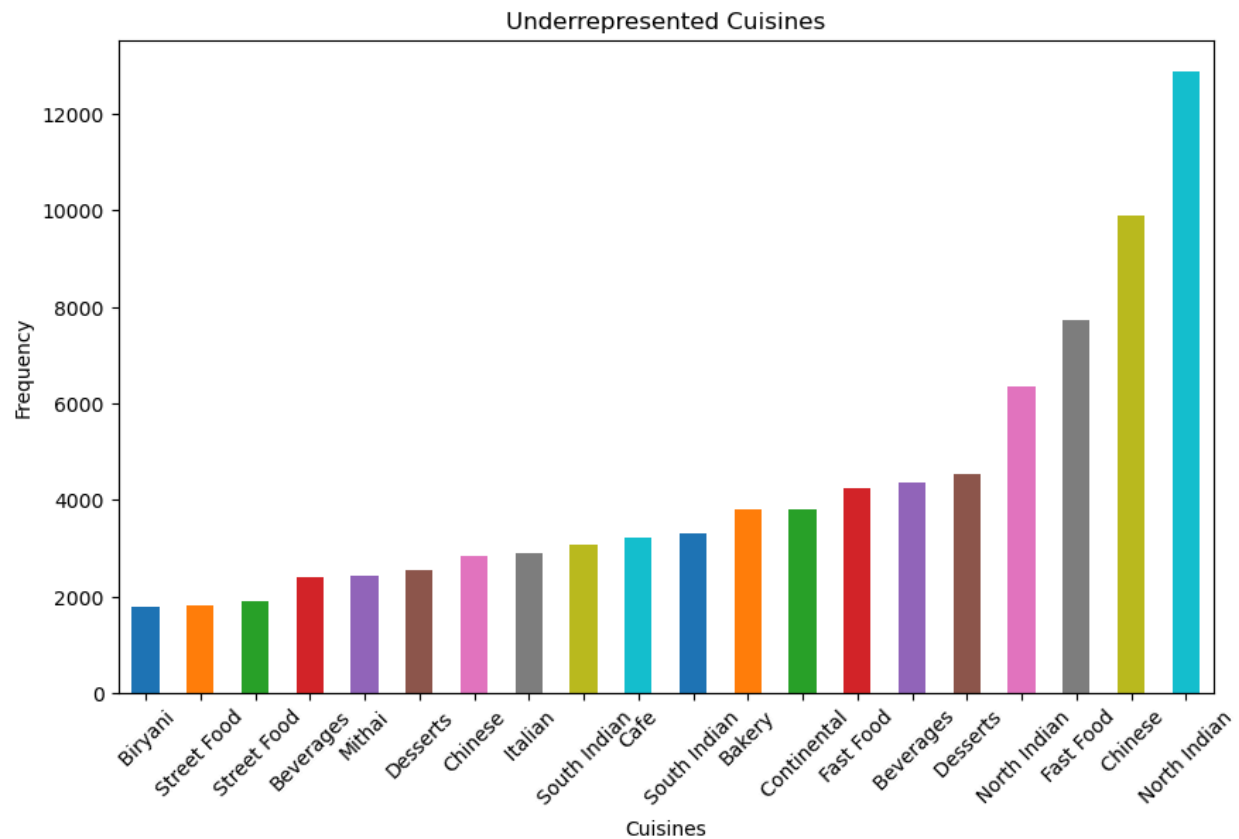
Major Competitors in Goa

In Goa, the dataset pinpoints the major competitors in the restaurant scene, providing a detailed look at the top dining establishments in this region.



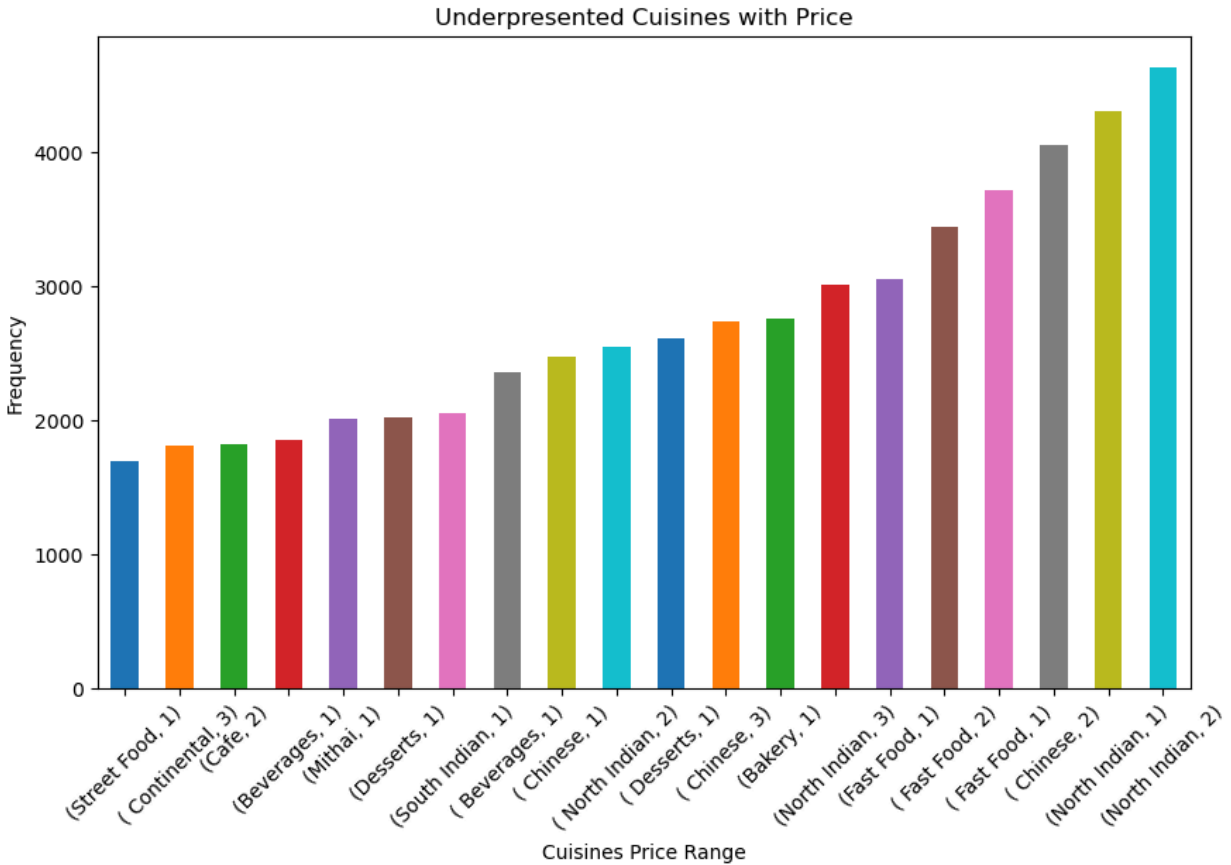
Underrepresented Cuisines

The dataset also uncovers underrepresented cuisines, showing which culinary types are less common within the Zomato platform.



Underrepresented Cuisines with Price

Additionally, the analysis includes underrepresented cuisines with their price ranges, offering insights into the availability and affordability of these less common dining options.



Market Strategies

Campaign Overview

The marketing campaign uses restaurant data insights to create targeted strategies. These strategies aim to increase market penetration, enhance customer engagement, and differentiate the brand from competitors. The campaign focuses on specific regions, customer segments, and promotional tactics to boost brand visibility, attract new customers, and retain existing ones.

Target Regions

Metropolitan Areas:

Focus on major cities like Bangalore, Mumbai, and Delhi for their dense populations and diverse culinary preferences.

Emerging Markets:

Target growing urban areas like Pune, Hyderabad, and Kolkata to leverage increasing

urbanization and spending power.

Target Customer Segments

Food Enthusiasts:

Engage food lovers with unique cuisines, chef specials, and culinary experiences.

Health-Conscious Consumers:

Offer options like organic ingredients, gluten-free dishes, and low-calorie meals to appeal to health-conscious diners.

Tech-Savvy Millennials:

Use digital channels and social media to reach millennials with online ordering, app discounts, and interactive promotions.

Family Diners:

Attract families with promotions like "Kids Eat Free" nights, family meal deals, and themed events.

Differentiation Strategies

Diverse Menu Selection:

Showcase a wide range of cuisines, from traditional Indian to international fusion dishes.

Quality and Freshness: Emphasize high-quality ingredients, fresh produce, and authentic recipes.

Unique Dining Experiences:

Offer live cooking demonstrations, themed events, and pop-up collaborations with renowned chefs.

Personalized Service:

Provide personalized recommendations, customized meal options, and attentive service.

Promotional Tactics

Limited-Time Offers:

Introduce special menu items and seasonal promotions to drive urgency and foot traffic.

Loyalty Programs:

Implement a loyalty program with rewards points, exclusive discounts, and birthday perks to encourage repeat visits.

Special Events:

Host events like food festivals, wine tastings, and cooking workshops to attract food enthusiasts.

Social Media Campaigns:

Use social media for engaging content, user reviews, and influencer partnerships to boost brand visibility.

Community Engagement:

Participate in local events, sponsor charities, and collaborate with neighborhood organizations to build goodwill and brand affinity.