**ZOMATO INSIGHTS & STRATEGY RECOMMENDATIONS**

**1. Improve Service Availability**

- Prioritize cities with low table booking and delivery availability.

- Run onboarding campaigns for restaurants in underserved areas.

**2. Optimize Pricing Strategy**

- Higher price range yields better ratings but fewer votes.

**3. Enhance Online Delivery Experience**

- Delivery restaurants score better in ratings and votes.

**5. Focus on High-Density Locations**

**6. Strategic Growth Planning**

- Delivery and price increase still improves satisfaction.

- Eliminating delivery hurts engagement regardless of pricing.