Insights derived from analysing the data :

1. Zomata has established its presence in over 14 countries, spanning across 100+ cities and 1200+ localities.
2. As Zomato origin’s as a start-up from India it’s logical that a significant portion of its business is concentrated within India.
3. New Delhi boasts the highest no. Of listed restaurant’s around 5473.
4. The Average cost of two at Zomato listed restaurant’s around $45.9.
5. Only12.12% restaurant’s offers table facility and only 25.66% provide online delivery.
6. Singapore stands out the most expensive country for dinning, with an Average cost of $155.8, while Turkey is the most budget friendly at $4.2 .
7. India offers a diverse range of 150+ distinct cuisine, showcasing a rich culinary.
8. North Indian cuisine emerges as the most desired, receiving 3.5 lakh votes.
9. Sunda, a sundanese cuisine from Indonesia, holds the distinction of being the most highly rated cuisine with a rating of 4.9.
10. There is no relation between cost and rating some high rated restaurant’s are low in cost and vice-versa.

Scope of improvement:

1.To enhance the customer satisfaction rates, they have to work optimizing online delivery services and table booking on other countries also.

2. The majority of ratings are between 2.5 to 3.7.they can elevate food quality and customer service, actively seek and address feedback, and enhance online presence for improved restaurant rating.

Conclusion

A valuable insight into the restaurant landscape is provided by the Zomato restaurant analysis project. Leveraging the latest analytical techniques and visualisation tools. We've acquired valuable information that can be used for decision making and strategy development. The analysis and visualization present in this report gives the comprehensive understanding of customer preferences and restaurant trends, paving the way for data driven decision making in restaurant industry.