

# **zomato**

## BANGALORE INSIGHTS

### Using Tableau

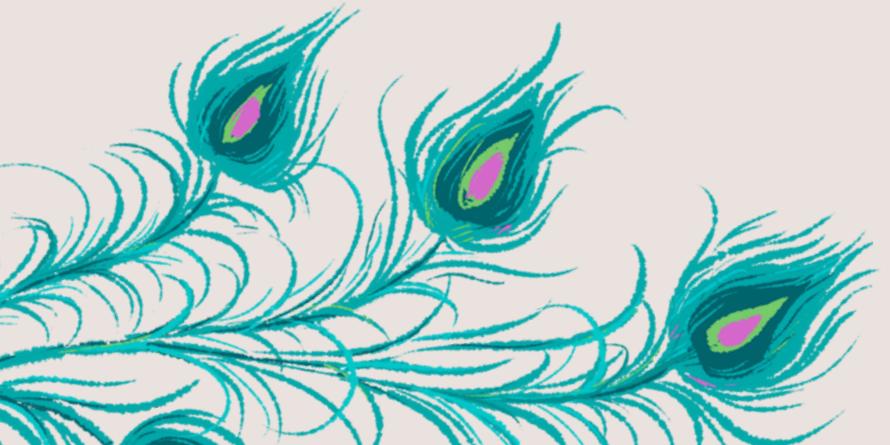
Presented by :Anchal Dayal

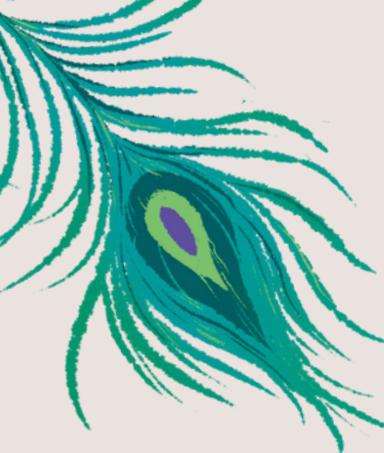


# ABOUT ZOMATO

Zomato is a leading global food discovery and delivery platform, founded in 2008, that connects people with the best local restaurants. Initially launched as a restaurant review and recommendation platform, Zomato has evolved into a multifaceted service that includes online food ordering, table reservations, and in-depth restaurant analytics. Operating in more than 20 countries, Zomato has a vast database of restaurants, offering users insights into cuisines, pricing, customer reviews, and ratings. For restaurants, Zomato provides powerful tools for visibility, customer engagement, and business optimization.

**200k+** | **40+** | **24/7**  
300k+ Countries Online food ordering





# PROBLEM STATEMENT

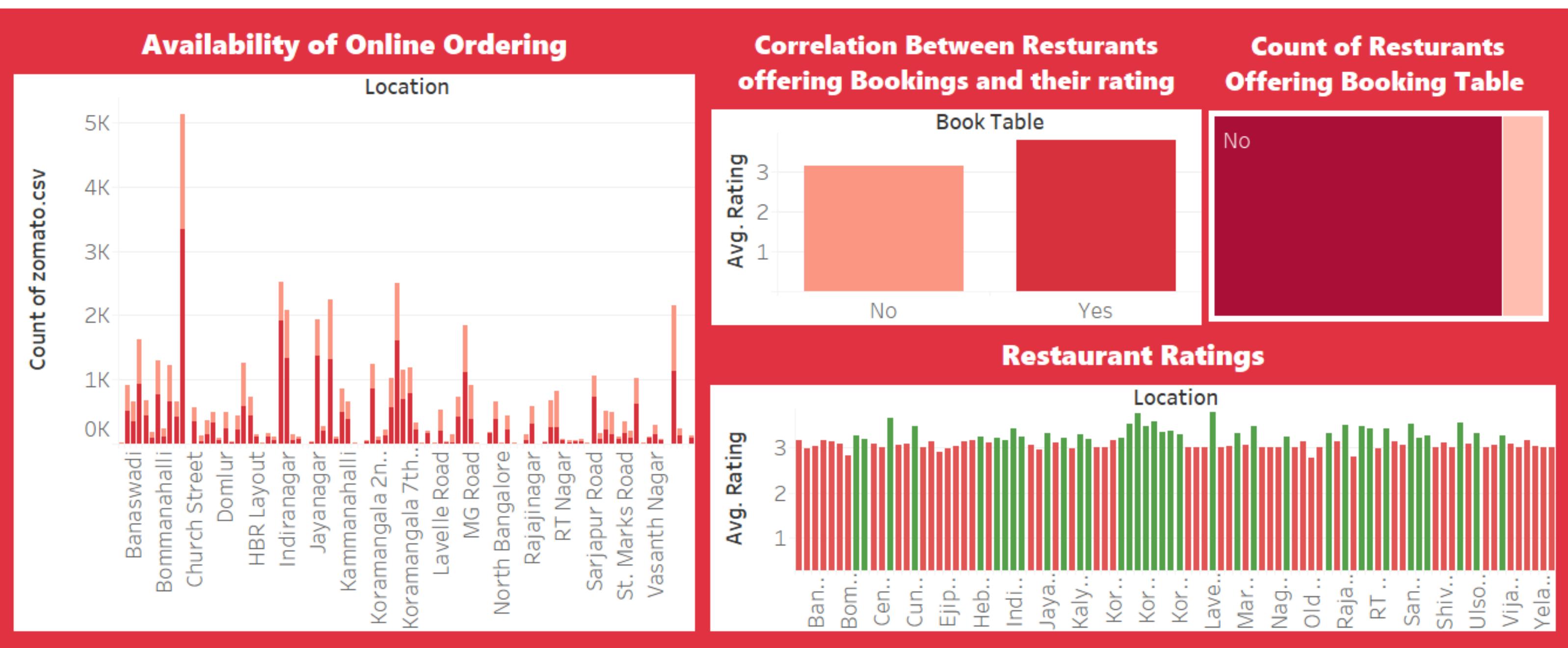


In the highly competitive restaurant industry, Zomato seeks to optimize its service offerings by identifying key operational improvements that enhance customer satisfaction and restaurant performance. With the rapid growth of online food delivery and increasing demand for diverse cuisines, Zomato Bangalore aims to analyze trends in customer preferences, restaurant ratings, and engagement metrics.

The challenge is to uncover actionable insights from the available restaurant data, including online ordering behavior, table bookings, popular cuisine types, customer ratings, and reviews. This analysis will help Zomato improve restaurant visibility, enhance customer satisfaction, optimize cost and pricing strategies, and boost overall restaurant performance. The goal is to provide data-driven solutions to increase restaurant popularity and streamline operations.

## Customer Experience Overview

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## Popularity & Cost Analysis

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### Cuisine Types

BBQ, Fast Food Kerala, Chinese Chinese, Momos Mithai, Desserts Bengali Mithai, Street Food Chinese, Thai Mexican, Italian Cafe, Continental North Indian, Biryani Andhra, Hyderabadi Biryani, Andhra North Indian, Chinese, Bengali Italian, North Indian, Biryani Desserts, Beverages Fast Food, Desserts Mughlai, Chinese, North Indian Juices, Beverages, Fast Food North Indian, Kashmiri Cafe, Continental, Burger Arabian, Biryani, Beverages, Rolls North Indian, Beverages Biryani Cafe, Burger, Italian, Salad Healthy Food, North Indian, Chinese Biryani Cafe Bengali, Chinese, North Indian, Oriya Finger Food, North Indian Lebanese, Middle Eastern Continental, Fast Food, Italian, North Indian Kerala, Chinese, North Indian Bakery, Fast Food Mediterranean, Middle Eastern, Wraps, Rolls Burger, Continental, Fast Food Asian, Chinese, Momos, Fast Food, Indonesian, Korean North Indian, Chinese, South Indian Fast Food, Chinese, North Indian, American Bengali, Chinese, Continental, Mughlai, North Indian, Oriya Ice Cream, Beverages Arabian, BBQ, Biryani, Chinese, Continental, Ice Cream, North Indian, South Indian North Indian, Chinese, Kerala

### North Indian

Andhra, Chinese, North Indian North Indian, Chinese, Mangalorean BBQ Chinese, North Indian Kerala Bakery, Desserts Ice Cream North Indian, Chinese Biryani, Chettinad, Kerala, Maharashtrian, North Indian Healthy Food, Continental, North Indian, Chinese Mithai North Indian, European, Mediterranean, BBQ, Kebab North Indian, BBQ, Biryani, Kebab North Indian, Arabian, South Indian, Chinese North Indian, Fast Food, Street Food Desserts, Bakery Healthy Food, Salad North Indian, Chinese, Biryani, Beverages North Indian, Chinese, Biryani Fast Food Beverages, Fast Food Mangalorean, Chinese, North Indian Biryani, Kebab, Rolls, Mughlai Continental Desserts, Ice Cream North Indian, Italian, South Indian Fast Food, Rolls, Momos Chinese Ice Cream, Desserts North Indian, Biryani, Fast Food Fast Food, Rolls, Momos Chinese North Indian, Bihari Cafe, American, Italian, Burger North Indian, Fast Food Continental, Chinese Biryani, Mughlai Italian, Fast Food Biryani, North Indian Kerala, South Indian Bakery Italian, Pizza Fast Food, Rolls Bengali, Seafood Lucknowi, Chinese Biryani, Kebab Juices, Fast Food

### Customer Engagement

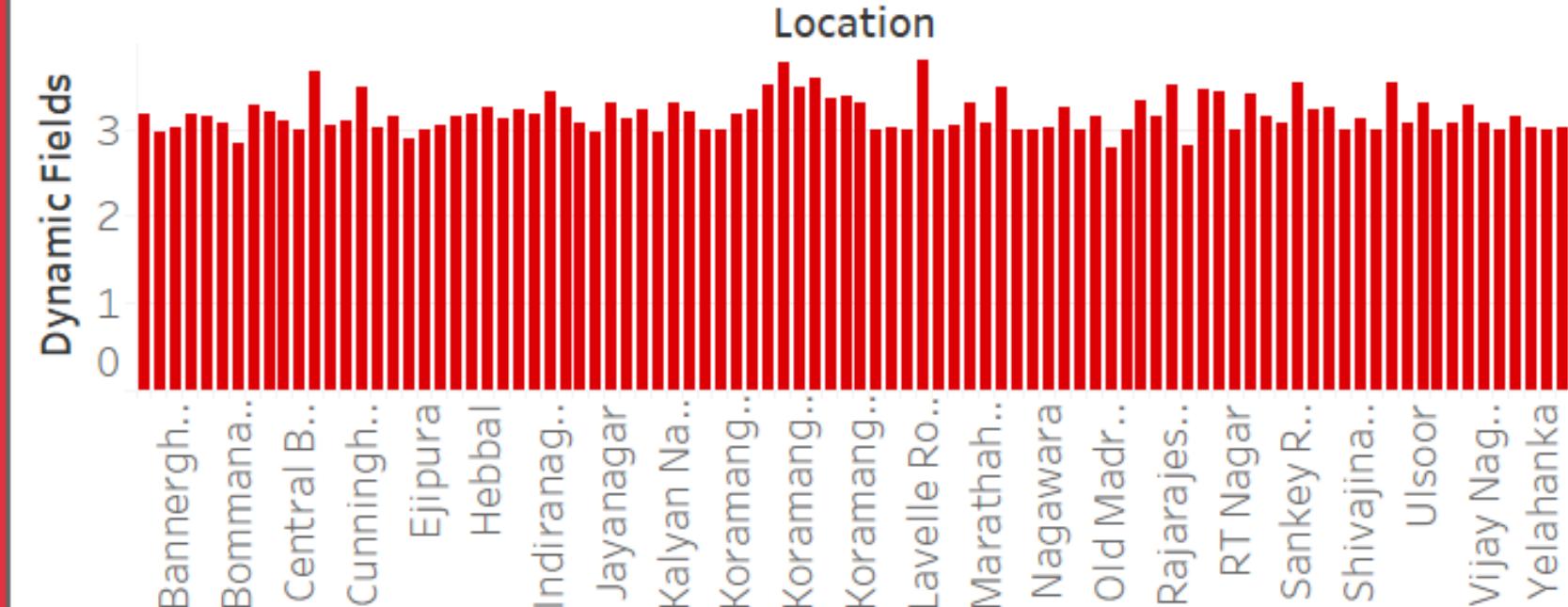
#### Rating vs Votes

0.3938

#### Location

- Null
- Banashankari
- Banaswadi
- Bannerghatt...
- Basavanagudi
- Basaveshwar...

### Average cost for two people at restaurants



#### Cuisines

- Andhra, Chines..
- Andhra, Hyder..
- Arabian, BBQ, ..
- Arabian, Biry..
- Asian, Chines..
- Bakery

#### Parameter

average ratings

## Neighborhood & Restaurant Types Insights

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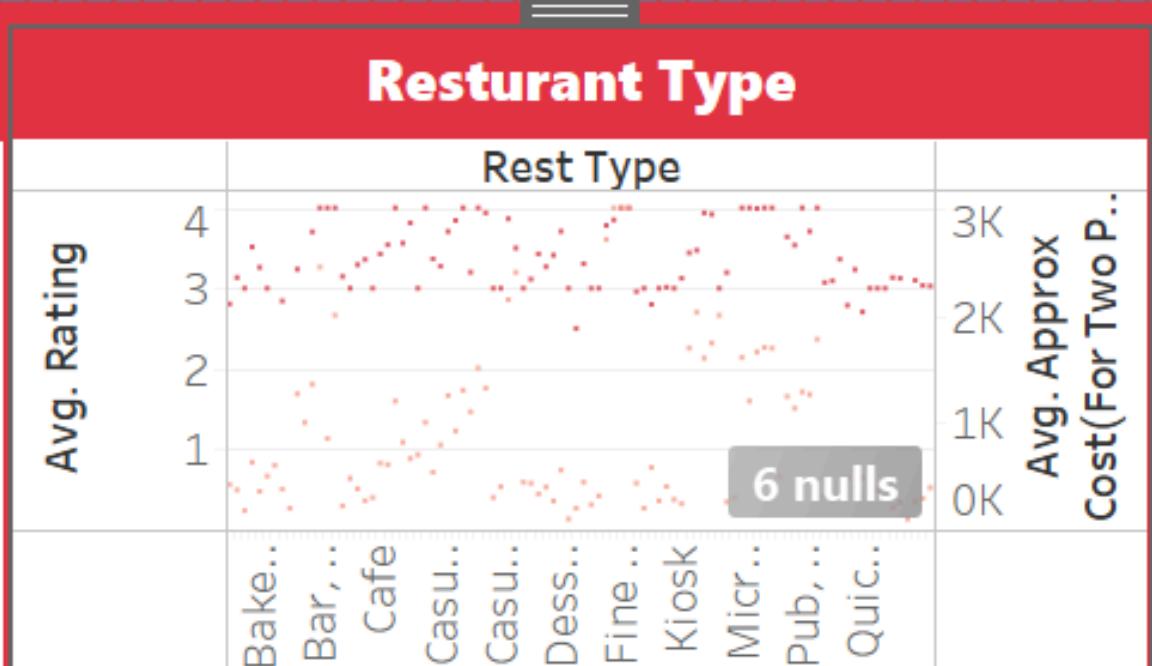
### Dish Liked

Appam, Chicken Biryani, Kizhi Biryani, Kuluki Sarbat, Panneer Butter Masala, Meen Pollichathu, Vellarikka Pattanam  
 Beef Fry, Masala Dosa, Chicken Curry, Fish Fry, Chicken Biryani, Roast Beef, Beef Curry  
 Biryani, Masala Papad, Chicken Grill, Dragon Chicken, Paratha, Roti, Chicken Curry  
 Blueberry Waffles, Nutella Waffle, Hot Chocolate, Thick Shakes, Coffee, Oreo Shake, Chocolate Oreo  
 Burgers, Nachos, Fries, White Sauce Alo Pasta, Cheese Pasta, Chicken Burger, Chicken Steak

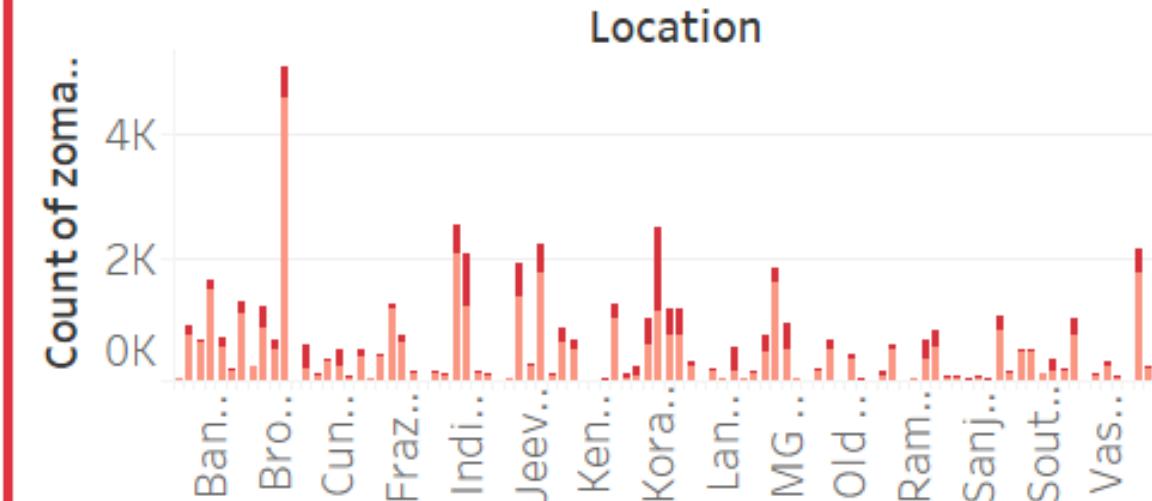
### Meal Types Offered

Buffet	Cafes	Pubs and bars	
Delivery	Desserts		Drinks &
Dine-out	Drinks & nightlife		Cafes
Pubs and bars		Buffet	

### Restaurant Type



### Neighborhood Analysis



#### Highly-rated restaurants

- Highly Rated
- Not Highly Rated

#### Measure Names

- Avg. Approx Cost(..)
- Avg. Rating

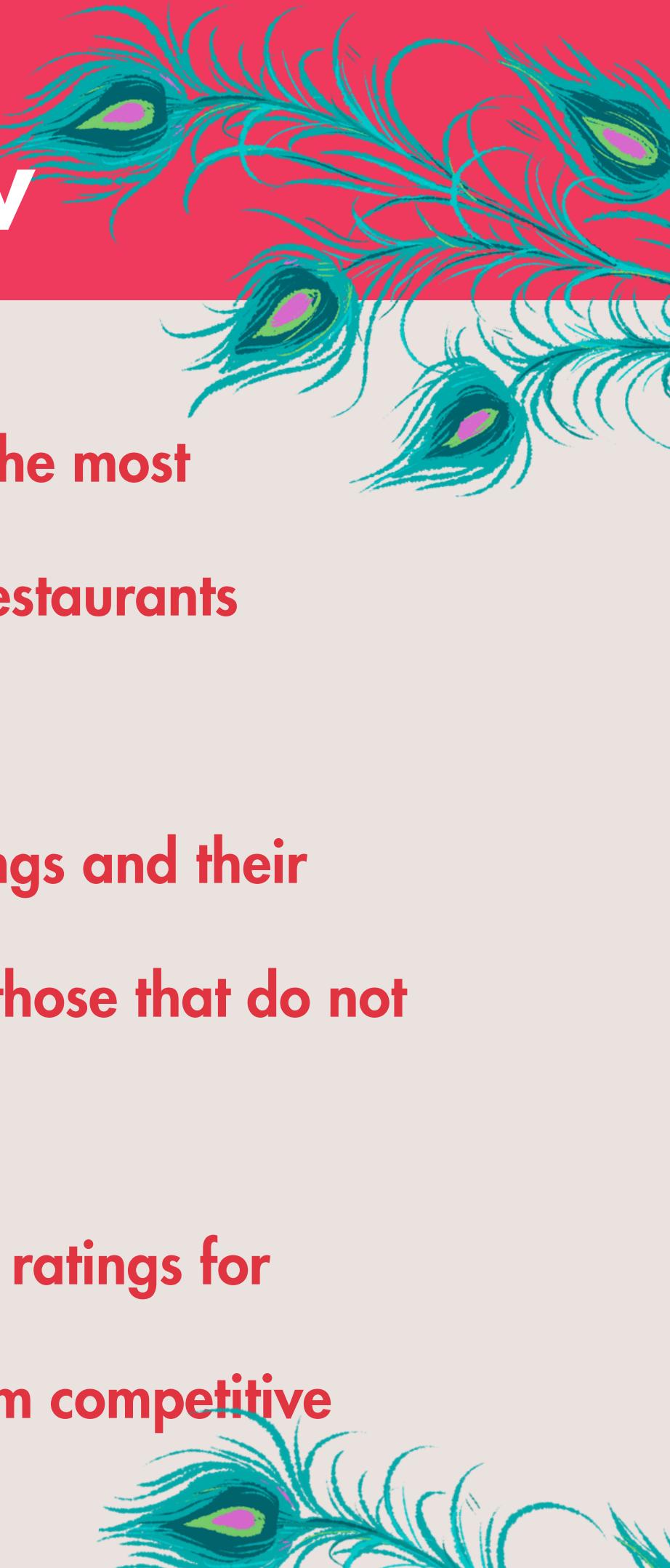
#### Location

- (All)
- Null
- Banashankari
- Banaswadi
- Bannerghatt...
- Rasavanehalli

#### Name

- (All)
- 1 Fahreheit
- 1Q1
- 1TO3 Kitchen
- 2 Statez
- 2nd Home Do

# Customer Experience Overview



## 1. Online Ordering:

- The dashboard shows that Koramangala, HSR Layout, and Bangalore have the most restaurants offering online ordering services.
- Other neighbourhoods like Jayanagar and Whitefield also have numerous restaurants providing online ordering.

## 2. Table Bookings:

- A clear positive correlation exists between restaurants that offer table bookings and their average ratings.
- Restaurants with table bookings generally have higher ratings compared to those that do not offer the service.

## 3. Restaurant Ratings:

- Koramangala, Indiranagar, and HSR Layout lead in terms of higher average ratings for restaurants.
- These areas are popular and have many high-rated restaurants, making them competitive zones for dining.



# Popularity & Cost Analysis



## 4. Customer Engagement:

- The Customer Engagement section reveals a 0.3938 correlation between the number of votes (reviews) and restaurant ratings.
- Restaurants with higher ratings are likely to have more votes, indicating that highly-rated restaurants tend to attract more customer engagement.

## 5. Popular Cuisines:

- North Indian, Chinese, and Bakery/Desserts are the most popular cuisines in Bangalore.
- Other popular choices include Biryani, Mithai, and Fast Food. These cuisines are highly preferred by customers and are offered across many restaurants.

## 6. Cost Analysis:

- The average cost for two people is higher in areas like Koramangala, Indiranagar, and HSR Layout.
- Restaurants in these areas generally cater to customers who are willing to spend more, while other areas offer more affordable dining options.



# Neighbourhood & Restaurant Types Insights



## 7. Neighborhood Insights:

- Koramangala and Indiranagar have the highest concentration of restaurants, followed by HSR Layout and Whitefield.
- These neighborhoods are known for high-rated restaurants and remain popular for dining out.

## 8. Restaurant Types:

- Quick Bites and Casual Dining are the most common restaurant types across Bangalore.
- There are fewer Buffet and Pub & Bar restaurants, but these types tend to perform well in specific areas like Koramangala and Indiranagar.

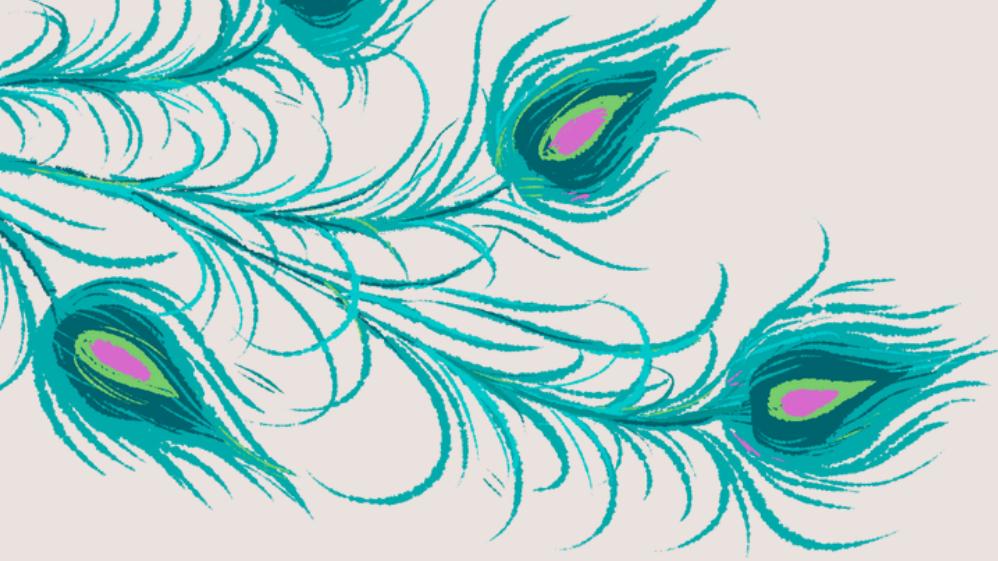
## 9. Dishes Liked:

- Popular dishes across Bangalore include Biryani, Masala Papad, Chicken Grill, and Roast Beef.
- These dishes are commonly liked across different restaurant types, and restaurants offering these dishes may attract more customers.

## 10. Meal Types Offered:

- The most common meal offerings are Delivery, Dine-out, and Buffet.
- Highly-rated restaurants offer a wider variety of meal types, including Pubs & Bars and Desserts.





# CONCLUSION

The Zomato Bangalore Insights Dashboard offers a comprehensive view of restaurant trends, customer preferences, and operational performance across various neighborhoods in Bangalore.

By analyzing key areas like online ordering availability, restaurant ratings, popular cuisines, and cost analysis, the dashboard provides actionable insights to enhance customer satisfaction and optimize restaurant operations. The correlation between table bookings and higher ratings

suggests a strategy for improving restaurant engagement. Popular cuisines and cost patterns highlight opportunities to tailor offerings to customer preferences. Overall, the dashboard serves

as a valuable tool for Zomato to drive better customer experiences, improve restaurant visibility, and strategically expand services in Bangalore's competitive dining landscape.



# Get In Touch

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