

Zomato Data Analysis

Uncovering insights from restaurant data to understand customer preferences and dining trends



Our Analysis Journey

01

Data Loading & Cleaning

Processed Zomato dataset, converted ratings to numerical values

02

Distribution Analysis

Examined restaurant types, votes, and rating patterns

03

Cost & Ordering Insights

Analyzed pricing preferences and online/offline behavior

04

Key Findings

Identified trends in customer preferences and ordering patterns

Restaurant Landscape

Dining Dominates

Majority of restaurants fall under the **Dining** category

This category also received the **maximum total votes**, indicating strong customer engagement





Rating Sweet Spot

3.3-4.0

Most Common Rating Range

The majority of restaurants cluster in this rating band

Customer Price Preferences

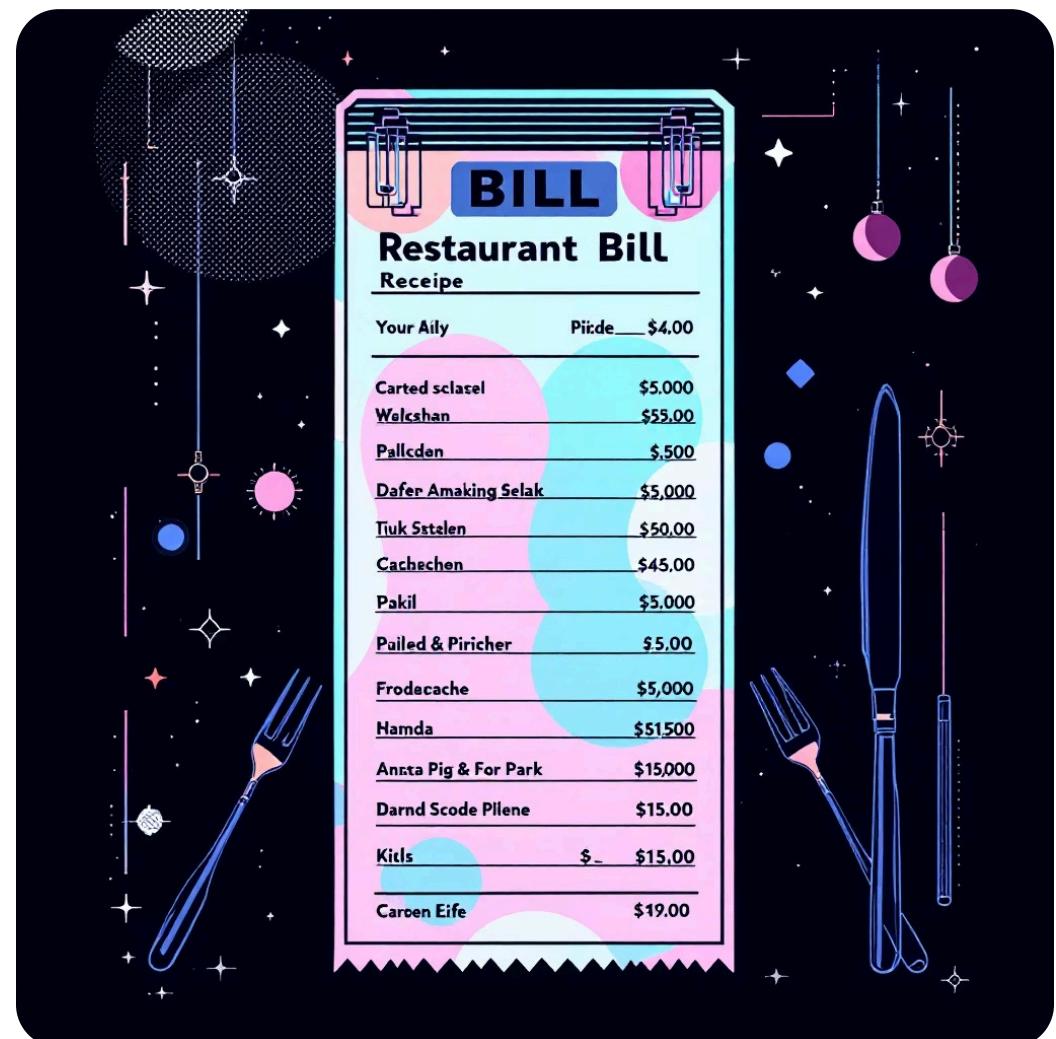


₹300

Preferred approximate cost for two people

What This Means

- Affordable dining is most popular
- Mid-range pricing attracts majority
- Budget-conscious customer base





Online Orders Drive Higher Ratings



Offline Only

Lower average ratings



Online Orders Available

Higher ratings consistently

Ordering Patterns by Type

Dining Restaurants

Primarily receive **offline orders**

Customers prefer in-person dining experience

Cafes

Receive more **online orders**

Quick, convenient ordering preferred

The Digital Advantage



Why Online Matters

- Convenience drives customer satisfaction
- Digital presence correlates with better ratings
- Cafes leverage online ordering effectively
- Traditional dining maintains offline appeal

Key Insights Summary

Dining Dominates

Most restaurants and votes in this category

Quality Consistency

Ratings cluster at 3.3-4.0 range

Affordable Preference

₹300 is the sweet spot for couples

Online Advantage

Digital ordering boosts ratings



Strategic Takeaways

1 Embrace Digital Ordering

Online presence correlates with higher customer satisfaction

2 Price Competitively

Target the ₹300 range to attract majority customers

3 Understand Your Category

Dining vs. Cafe models have distinct ordering preferences