

# Zomato Restaurants Data – Detailed Insight Report

## 1. Dataset Composition

- **Countries Represented:** 15
  - India (dominant)
  - Other: USA, Brazil, Australia, Canada, Singapore, South Africa, UAE, UK, etc.
- **Total Restaurants:** 9,551
- **Cities Covered:** 141
- **Total Cuisines:** 250

**Observation:** The dataset is heavily India-centric, particularly concentrated in **NCR cities** (New Delhi, Gurgaon, Noida). This means trends found here may not represent global Zomato markets.

## 2. Country-Wise Restaurant Distribution

Country	Restaurants
India	<b>8,652</b>
United States	434
Brazil	60
South Africa	60
Australia	24
Others (11 countries)	<100 each

### Insights:

- **India accounts for ~90%** of the entire dataset.
- The U.S. is the only other country with notable presence.
- Many countries have very small counts — possibly pilot markets or limited coverage in the dataset.

## 3. Ratings Analysis

### Rating Range Restaurants

1–2 stars	2,200 (~23%)
2–3 stars	1,400 (~15%)
3–4 stars	<b>4,600 (~50%)</b>
4–5 stars	1,100 (~12%)

### Insights:

- The **average segment (3–4 stars)** is the most common, showing that restaurants are mostly satisfactory but not exceptional.
- Only ~12% are in the **premium/high-rated segment (4–5 stars)** — potential for high-quality market penetration.
- ~38% have ratings below 3 stars — significant room for service/food quality improvement.

## 4. Service Availability

### Table Booking

- No: **8,390** (88%)
- Yes: **1,160** (12%)

### Online Delivery

- No: **7,100** (74%)
- Yes: **2,450** (26%)

### Insights:

- **Online delivery** is more common than table booking but still not widespread.
- With food delivery trends growing post-pandemic, there's **untapped potential** for restaurants that still operate dine-in only.

## 5. Cuisine Preferences

Top 8 cuisines (by restaurant count):

1. **North Indian** – 3,960 (~41%)
2. **Chinese** – 2,735 (~29%)
3. **Fast Food** – 1,986 (~21%)
4. **Mughlai** – 995 (~10%)
5. **Italian** – 764 (~8%)
6. **Bakery** – 745 (~8%)
7. **Continental** – 736 (~8%)
8. **Cafe** – 703 (~7%)

### Insights:

- **North Indian + Chinese together** = ~70% of cuisine share — strong cultural dominance.
- Continental, Italian, and cafes are niche but popular in urban centers.

- Emerging opportunities: Japanese, Mediterranean, Vegan/Healthy — underrepresented in dataset.

## 6. City-Wise Concentration

City	Restaurants
New Delhi	5,473
Gurgaon	1,118
Noida	1,080
Faridabad	251
Others	<25 each

### Insights:

- NCR region (Delhi + Gurgaon + Noida) accounts for **~80%** of all restaurants in the dataset.
- Other major Indian metros (Mumbai, Chennai, Ahmedabad) are significantly underrepresented here — could be dataset bias.

## 7. Brand Presence

### Top Chains:

- Cafe Coffee Day – 83
- Domino's Pizza – 79
- Subway – 63
- Green Chick Chop – 51
- McDonald's – 48

### Insights:

- Top chains have strong multi-outlet presence, showing brand trust and consistent demand.
- Large brands are still fewer compared to local independents — Zomato's catalogue leans toward standalone restaurants.

## 8. Customer Feedback

- **Average Rating:** 2.89 (below global F&B benchmark of ~3.5–4)
- **Votes:** ~1M total — strong engagement, but the low average rating suggests customers are vocal about dissatisfaction.

## Insights:

- There's a clear **gap in customer satisfaction** — many restaurants may need to improve food quality, service speed, or hygiene.
- Higher-rated restaurants can leverage their advantage with premium pricing or loyalty programs.

## 9. Key Opportunities

1. **Quality Upgrade** – Large portion of restaurants have average/poor ratings. Introducing better training, consistency, and hygiene could elevate scores.
2. **Expand Online Delivery** – Currently at 26% adoption; growth here aligns with modern consumer trends.
3. **Diversify Cuisine** – Heavy reliance on North Indian & Chinese; niche cuisines could capture untapped audiences.
4. **City Expansion** – Over-dependence on NCR; metro cities outside Delhi can be targeted.
5. **Leverage Chain Model** – Chains with strong recognition perform well; scope to replicate in other cities.