

Executive Summary: Zomato Data Analysis:-

This project provides a detailed analysis of Zomato restaurant data to uncover trends in customer preferences, cost patterns, and service ratings. Key findings were visualized using comprehensive charts and plots for better clarity and decision-making support.

1. Restaurant Type Distribution

- Majority of restaurants listed on Zomato fall under the “Dine-in” category.
- Visuals used: Count plot and vote distribution line graph.
- Insight: Dine-in restaurants not only dominate in number but also accumulate the highest number of customer votes, indicating a higher preference among customers.

2. Customer Ratings

- Most restaurants receive ratings in the range of 3.5 to 4.0, as shown by the histogram.
- Insight: Customers generally provide moderate-to-high ratings, suggesting a good overall satisfaction level.

3. Spending Behavior (Cost for Two People)

- The analysis of the "approx_cost(for two people)" column reveals that the majority of couples spend approximately ₹300.
- Visuals used: Colored count plot for cost distribution.
- Insight: Mid-range pricing is the most popular, indicating affordability is a key factor for customers.

4. Online vs Offline Orders

- A boxplot comparison shows that restaurants offering online orders receive higher average ratings than those without this option.
- Insight: Availability of online ordering correlates with better customer experience or broader reach.

5. Heatmap Analysis

- A heatmap based on the pivot table shows the frequency of restaurant types against their online order availability.
- Insight: Helps identify which types of restaurants are embracing digital ordering more actively.