

Tableau Dashboard Analysis

ZOMATO



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WELCOME TO

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Zomato is a foodtech global restaurant discovery and food delivery platform that connects customers with their favorite restaurants. It enables users to explore menus, read reviews, book tables, and order food online, making dining and delivery experiences seamless. Founded in 2008 by Deepinder Goyal and Pankaj Chaddha, headquarters lie in Gurugram, Haryana, India.

Global Reach: Operates in 20+ countries and 10,000+ cities.

User Base: Over 70 million monthly active users.

Restaurant Listings: 1.5+ million restaurants globally.





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VISSION & MISSION

VISSION

- Create a world where no one has a bad meal
- Help users find a great place to eat anywhere in the world
- Provide users with access to high-quality dining options wherever they are

MISSION

Connect people with great food experiences, and its vision is to create a world where no one has a bad meal



TABLEAU PROBLEM STATEMENTS - I

1. Availability of Online Ordering:

How many restaurants offer online ordering, and how does the availability of online ordering vary by location in Bengaluru?

2. Table Booking Options:

How many restaurants provide table booking options, and is there a correlation between restaurants offering table bookings and their rating or popularity?

3. Restaurant Ratings:

What is the distribution of restaurant ratings across the city? Which neighborhoods have the highest-rated restaurants?

4. Customer Engagement:

How does the number of votes (customer reviews) correlate with the overall rating of a restaurant? Are higher-rated restaurants receiving more reviews?

5. Cuisine Types:

What are the most popular cuisines offered by restaurants in Bengaluru, and how do they vary across different neighborhoods?

6. Cost Analysis:

What is the average cost for two people at restaurants in different locations, and how does the cost correlate with restaurant ratings and popularity?

7. Neighborhood Analysis:

How many restaurants are located in each neighborhood, and which areas in Bengaluru have the highest concentration of highly-rated restaurants?

8. Restaurant Types:

What are the most common restaurant types (e.g., Quick Bites, Casual Dining), and how do their ratings and costs compare?

9. Dishes Liked:

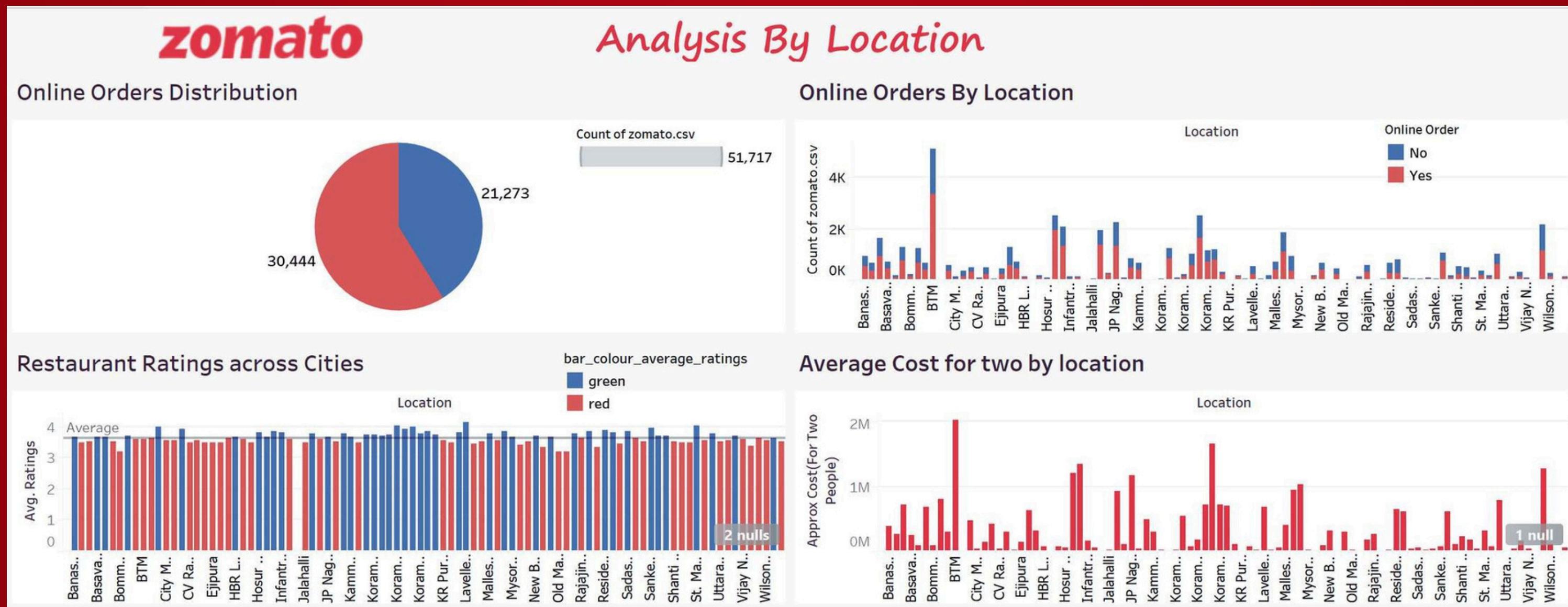
Which dishes are the most frequently liked by customers in different types of restaurants? Can we find any trends between cuisine and liked dishes?

10. Meal Types Offered:

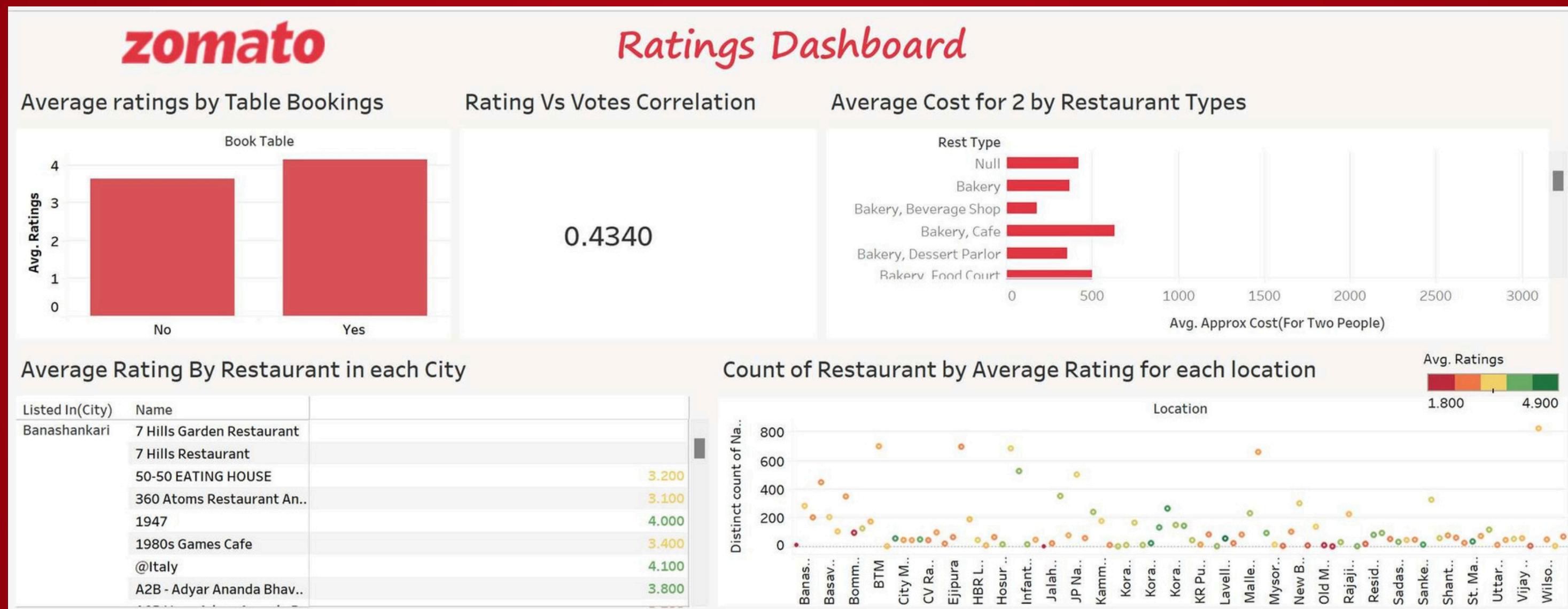
How are restaurants listed by meal type (e.g., Buffet, Delivery, Dine-out), and what meal types are most common in highly-rated restaurants?



ANALYSIS BY LOCATION

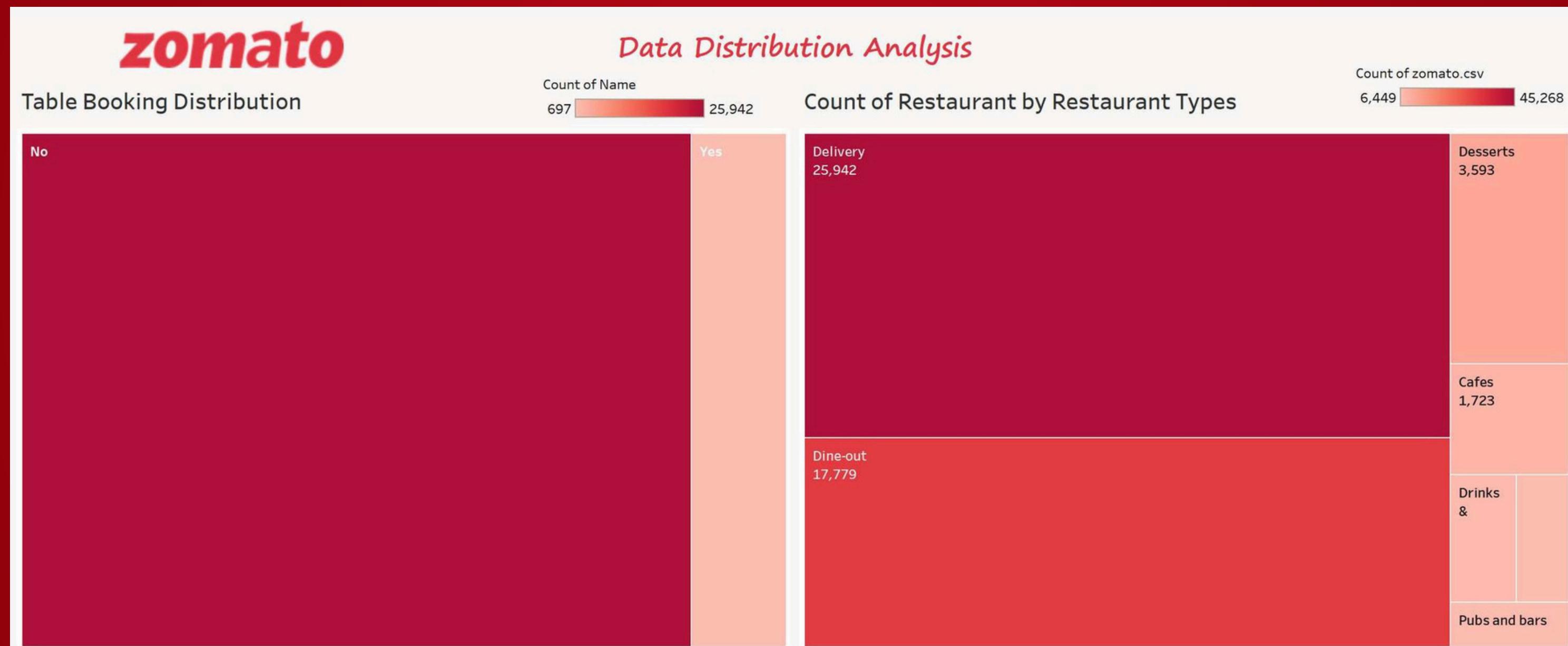


RATINGS DASHBOARD





DATA DISTRIBUTION ANALYSIS



LIKED CUISINES BY LOCATION

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Liked Cuisines By Location

Most Liked Cuisine by Location

African, Burger American, Mexican, BBQ Andhra, Chinese, Continental American, Fast Food Andhra, Hyderabadi
 Andhra, Hyderabadi, Biryani Andhra, Hyderabadi, Chinese American, Continental, Steak Andhra, Seafood, Biryani American, Mexican
 American, Burger, Fast Food Andhra, Chinese, South Indian American, Burger, Italian, Steak Andhra, South Indian, Chettinad
 American, Thai, Healthy Food American, Continental, BBQ, Steak Andhra, South Indian, North Indian American, Burger, Momos, Bengali American, Continental, Salad
 American, European, Healthy Food Andhra, Chinese, North Indian, Biryani Andhra, Biryani, Seafood, North Indian American, North Indian, Salad
 Andhra, North Indian, Biryani, Seafood American, Pizza American, Cafe, Chinese, Italian, Desserts Andhra, Chinese, North Indian, Seafood
 Arabian, Afghan American, Finger Food, Italian, Mexican Andhra, South Indian, Chinese, North Indian American, North Indian, Chinese
 American, Goan Andhra, Seafood, North Indian, Chinese Andhra, Chinese, South Indian, North Indian American, South Indian, Thai, Pizza, Italian Andhra, Fast Food
 Andhra, Biryani, Seafood Andhra, North Indian, Chinese, Seafood, Biryani American, North Indian, Chinese, Finger Food Andhra, North Indian, Biryani, Beverages
 American, Continental, Fast Food, Steak Andhra, Chinese, North Indian, Biryani, Beverages Andhra, Biryani, North Indian, South Indian Andhra, Biryani, Chinese
 Andhra, South Indian, North Indian, Chinese American, Continental, North Indian, Mediterranean Andhra, North Indian, Chinese, Biryani
 American, Tex-Mex, Burger, BBQ Andhra, South Indian, Biryani, North Indian, Mangalorean Andhra, North Indian, Chinese, Biryani
 American, Sandwich Andhra, North Indian, Chinese, Mangalorean, Seafood, Biryani Andhra, Chinese American, Continental Andhra, Biryani, North Indian, Beverages
 American, Modern Indian, Italian, South Indian Andhra, Biryani, Chinese, North Indian, Seafood, South Indian Andhra, Hyderabadi, Biryani, Chinese, North Indian American, BBQ
 Andhra, South Indian, Biryani American, Cafe, Continental, French, Burger, Mexican, Desserts, Pizza American American, North Indian, Chinese, Finger Food, Momos
 American, North Indian, Pizza, Finger Food, Continental, Italian Arabian, BBQ, Biryani, Chinese, Continental, Ice Cream, North Indian, South Indian Andhra, Biryani, Mughlai
 Andhra, North Indian, Chinese Andhra, Biryani, North Indian, Chinese American, Finger Food Andhra, Chinese, North Indian
 American, Italian, Bakery, Desserts, Sandwich, Beverages, Salad, Rolls Andhra, Beverages, Biryani, Chinese, Fast Food, Hyderabadi, North Indian, South Indian
 American, Asian, Continental, North Indian, South Indian, Chinese American, Bakery, Beverages, Cafe, Healthy Food, Juices, North Indian, Sandwich
 American, Pizza, Burger Andhra, Biryani, Chinese, Hyderabadi, North Indian, South Indian Andhra, Biryani, North Indian Andhra, Chinese, North Indian, South Indian
 American, Chinese Andhra, North Indian Andhra, Biryani Andhra, North Indian, Chinese, Biryani, Seafood Andhra, North Indian, Chinese, Mangalorean
 American, North Indian, European, Tex-Mex Andhra, North Indian, Biryani American, Chinese, Continental, North Indian American, Asian, European, North Indian
 American, Continental, North Indian, Salad Andhra, North Indian, Biryani Andhra, North Indian, South Indian, Chinese American, Continental, Salad, Italian, Asian
 Andhra, South Indian, Fast Food American, Continental, North Indian, South Indian Andhra, North Indian, South Indian, Chinese American, Continental, Salad, Italian, Asian
 Andhra, North Indian, Chinese, Seafood African, Burger, Desserts, Beverages, Fast Food Andhra, South Indian, Biryani, North Indian
 Andhra, Biryani, Chinese, South Indian Andhra, North Indian, Chinese, South Indian Andhra, South Indian, North Indian, Biryani Arabian, Asian, Chinese, Afghan
 Andhra, Chinese, North Indian, Hyderabadi American, Tex-Mex, Burger, BBQ, Mexican American, Continental, Steak, Salad
 Andhra, South Indian American, Finger Food, BBQ, Steak American, Italian Andhra, Biryani, Chinese, North Indian Andhra, Biryani, South Indian, Chinese
 Andhra, South Indian, Chinese Andhra, North Indian, South Indian American, Continental, Salad, Italian Andhra, Hyderabadi, North Indian
 Andhra, Kerala, South Indian Andhra, Biryani, Beverages, Kebab American, Continental, Finger Food Andhra, Continental, Chinese
 Andhra, Biryani, South Indian American, Mexican, Italian, Steak Andhra, South Indian, Hyderabadi
 Andhra, Chinese, Biryani Andhra, Chettinad Arabian American, Cafe, Continental, American, European

Most Liked Dishes by Location

Aam Panna, Pasta, Paneer Tikka, Biryani, Pav Bhaji, Veg Pulao, Nachos
 Akki Rottis, Rumali Roti, Masala Dosa, Vada, Raagi Roti, Rava Idli, Coffee
 Andhra Meal, Andhra Style Chilli Chicken, Chicken Biryani, Chicken Guntur
 Aam Panna, Pasta, Chinese Bhelpuri, Biryani, Paneer Tikka, Veg Pulao, Pav Bhaji
 Andhra Thali, Rice, Mango Dal, Salad, Chicken Meal, Aloo Matar, Chicken Curry
 Andhra Meal, Cocktails, Chicken Biryani, Panneer Butter Masala, Mutton Biryani Aloo Paratha, Dal Makhani, Chaat
 Aloo Paratha, Dal Makhani, Panneer Parantha, ChaatAppam, Buttermilk, Idiyappam, Kerala Parotta, Chicken Curry, Paratha, Fish Fry
 Ambur Biryani, Mutton Biryani, Prawn, Raita, Brinjal Curry, Vegetable Biryani, Fish Akki Rottis, Neer Dosa
 Anjal Masala Fry, Pasta, Veg Platter, Biryani, Jeera Rice, Murgh Ghee Roast, Sea Food
 Aloo Paratha, Burgers, Momos, Gulab Jamun, Mutton Roganjosh, Noodles, Butter Chicken Almond Shake, Pizza Fries
 Aloo Tikki Chat Aloo Paratha, Litti, Dal Makhani, Sattu Paratha, Liti Chokha, Cheese Paneer Paratha, Kheer Andhra Meal, Vegetable Biryani
 Ambur Biryani Andhra Meal, Mutton Biryani, Pepper Chicken, Veg Thali, Chicken Guntur, Raita, Chicken Kebab Ambur Biryani, Vegetable Biryani
 Andhra Thali, Veg Thali, Ulavacharu Mutton Biryani, Chicken Biryani, Mutton Soup, Lassi, Kodi Pulao Appam, Chicken Biryani, Butter Naan
 Aloo Paratha, Panneer Butter Masala Al Faham Chicken, Kalmi Kebab, Bbq Chicken, Chicken Tikka, Shawarma, Malabari Biryani, Chicken Wrap
 Andhra Thali, Chicken Lollipop, Mutton Biryani, Chicken Boneless Biryani, Andhra Meal, Hyderabadi Biryani, Raita Aloo Paratha, Roti, Butter Chicken
 Aloo Paratha, Manchurian Andhra Meal, Chicken Pepper Dry, Andhra Thali, Chicken Biryani, Murgh Ghee Roast, Ghee Rice, Hyderabadi Biryani
 Andhra Meal, Biryani, Chicken Curry Andhra Meal, Mutton Soup, Vegetable Biryani, Non Veg Thali, Chicken Boneless Biryani, Mutton Biryani, Chilli Chicken
 Andhra Thali, Veg Thali, Lollipop Biryani, Chicken Boneless Biryani, Hyderabadi Biryani, Mutton Biryani, Vegetable BiryaniAloo Paratha
 Andhra Meal, Thali Appam, Chicken Biryani, Kizhi Biryani, Kuluki Sarbat, Panneer Butter Masala, Meen Pollichathu, Vellarikka Pattanam
 Appam, Buttermilk, Fry Prawns, Roast Beef, Masala Prawn, Chicken Stew, Murgh Ghee Roast Aloo Paratha, Poha, Samosa, Kachori, Chaat
 Andhra Meal, Mutton Biryani, Chicken Sholay, Chicken Biryani, Chicken Guntur, Andhra Thali, Guava Ice Cream Aloo Paratha, Ande Ka Funda
 Andhra Thali, Veg Thali, Chicken Biryani, Kodi Pulao, Mutton Soup, Ulavacharu Mutton Biryani, Lassi Andhra Chicken Curry, Fried Rice, Biryani
 Aloo Paratha, Masala Dosa, Coffee, Dahl Vada, Panneer Parantha, Sweet Lassi, Mix Veg Parantha Andhra Chicken Curry, Hyderabadi Chicken Dum Biryani, Fi
 Alfam Chicken, Ghee Rice, Chicken Curry, Mutton Biryani, Chicken Grill, Shawarma, Fruit Salad Aloo Paratha, Samosa, Kachori, Poha, Chaat
 Andhra Meal, Vegetable Biryani, Veg Thali, Chicken Chettinad, French Chicken, Manchurian Ambur Biryani, Mutton Biryani, Raita
 Afghan ChickenAloo Pyaz Paratha, Kheer, Salads, Chocolate Banana, Thali, Matar Paneer, Detox Smoothie
 Meal, Potato Wedges, Chicken Biryani, Chicken Satay, Dal Fry Andhra Thali, Mutton Biryani, Mutton Fry, Lassi, Chicken Curry, Ragi Muddie, Ulavacharu
 Aloo Paratha, Veggie Wrap, Sabudana Kheer, Chicken Wrap, Rolls, Khichda, Thali Appam, Buttermilk, Idiyappam, Kerala Parotta, Chicken Curry, Paratha, Roast Beef
 Aloo Paratha, Highway Chicken, Amritsari Kulcha, Veg Platter, Roti, Garlic Naan Appam
 Aam Panna, Pasta, Biryani, Paneer Tikka, Chinese Bhelpuri, Veg Pulao, Pav Bhaji
 Akki Rottis, Roti, Rava Idli, Filter Coffee, Pongal, Masala Dosa, Kokum Juice Aloo Pyaz Paratha, Kheer, Salads, Salad, Thali, Chocolate Banana, Rajma
 Aloo Pyaz Paratha, Kheer, Salad, Salads, Thali, Rajma, Chocolate Banana
 Aloo Gobhi, Mocktails, Veg Buffet, Dahl Vada, Salads, Chaat, Buttermilk
 Aloo Palya, Masala Poori, Panipuri, Rolls, Chaat, Benne Dosa, Dahipuri



INSIGHTS FROM TABLEAU DASHBOARDS

①

Availability of Online Ordering :

Online ordering is highly preferred, with 30,444 orders marked "Yes," compared to 21,273 "No." Specific locations have higher online ordering activity, such as BTM and Koramangala, being prime delivery zones.

②

Table Booking Options :

Majority of restaurants (25,942) do not offer table booking, while only 697 do. However, restaurants offering table booking have slightly better ratings on average, as shown in the chart.

③

Restaurant Ratings:

Ratings vary across cities and neighborhoods, with most restaurants having average ratings in the range of 3 to 4. The correlation between votes and ratings is moderate(0.4340), suggesting customer feedback impacts restaurant ratings.



INSIGHTS FROM TABLEAU DASHBOARDS

4

Customer Engagement :

Engagement through table bookings appears minimal but correlates positively with ratings. Online ordering is a significant driver of customer interactions, especially in popular neighborhoods.

5

Cuisine Types :

Dishes and cuisines like desserts, drinks, and cafés are popular categories, but delivery and dine-out options dominate, hence making them more popular as options.

6

Cost Analysis :

The average cost for two people varies by restaurant type. Bakery-Café has one of the highest average costs, reflecting its premium nature. Locations like BTM & Koramangala have higher spending averages, which indicates a more affluent customer base.

A vibrant, close-up photograph of a pizza slice. The toppings include melted white cheese, fresh green basil leaves, and several red bell pepper slices. The pizza has a golden-brown crust and is garnished with small black olives. The background is dark, making the colors of the pizza stand out.

INSIGHTS FROM TABLEAU DASHBOARDS

7

Neighborhood Analysis:

Neighborhoods like Koramangala, BTM, and Indiranagar show higher engagement, with more orders, both online and dine-in. Locations with better-rated restaurants (4+) tend to have a balanced mix of cost-effective and premium options.

8

Restaurant Types:

Delivery-focused restaurants dominate the landscape (25,942 restaurants), followed by dine-out (17,779). Niche categories like desserts, cafés, and pubs have smaller but significant counts, catering to specific tastes.



INSIGHTS FROM TABLEAU DASHBOARDS

9

Dishes Liked :

Desserts and beverages have a noticeable share, highlighting a customer preference for casual and indulgent dining options.

10

Meal Types Offered :

Delivery restaurants provide versatile options for various meal types, with dine-out establishments catering to more specific meal-time experiences.



ANLYYTICAL CONCLUSION

The Zomato data provides insights into customer preferences and restaurant operations. Online ordering is the dominant mode of engagement, particularly in key neighborhoods like BTM and Koramangala. While most restaurants do not offer table booking, those that do receive slightly higher ratings. Delivery and dine-out are the primary restaurant types, with niche categories like desserts and cafés complementing them. Cost analysis shows location specific trends, and customer feedback moderately impacts ratings. Overall, Zomato's ecosystem thrives on a balance between convenience (delivery) and experience (dine-out), with customer preferences shaping the success of different restaurant types and cuisines.



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THANK YOU!

