



# ZOMATO

## ZOMATO DATA ANALYSIS USING PYTHON

BY ANSH ANAND RAVI

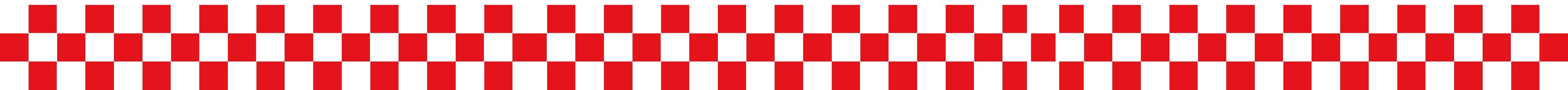


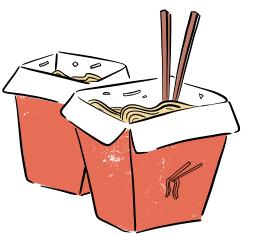


**Zomato, a leading food delivery and restaurant discovery platform, generates extensive data on customer behavior, sales patterns, and market trends. Leveraging this data can provide valuable insights into business performance and customer preferences.**

### **Objective of the Analysis:**

- Understand sales trends and patterns.
- Identify top-performing regions, cuisines, or restaurants.
- Analyze customer behavior and order frequency.
- Provide actionable insights to optimize sales and improve decision-making.





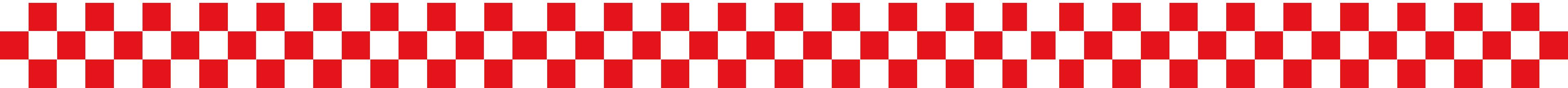
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# HELLO EVERYONE !

**My name is Ansh Anand Ravi, an aspiring Data Analyst with a passion for leveraging data to drive business decisions. In my Zomato Sales Analysis project, I used Python to analyze customer preferences, restaurant performance, and sales data, identifying key trends such as the most popular restaurant types, customer spending habits, and order modes.**

**By performing data cleaning, exploratory data analysis (EDA), and creating visualizations with Python libraries like Pandas, Matplotlib, and Seaborn, I uncovered valuable insights that can optimize business strategies and enhance customer satisfaction.**

**This project not only refined my skills in Python, data visualization, and analytics but also demonstrated my ability to turn complex datasets into actionable insights, supporting data-driven decision-making.**

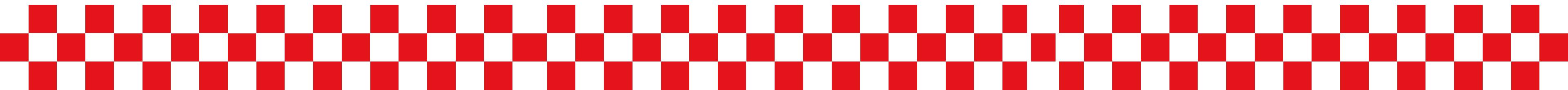




## THE MASTERMIND BEHIND ZOMATO'S SUCCESS

**DEEPIINDER GOYAL**  
CEO, ZOMATO

*Zomato is a leading platform in the food delivery industry, serving an average of 17.5 million monthly transacting customers. With an 8.7% year-on-year increase in monthly active food delivery restaurant partners, from 208,000 to 226,000, Zomato continues to expand its reach and impact.*



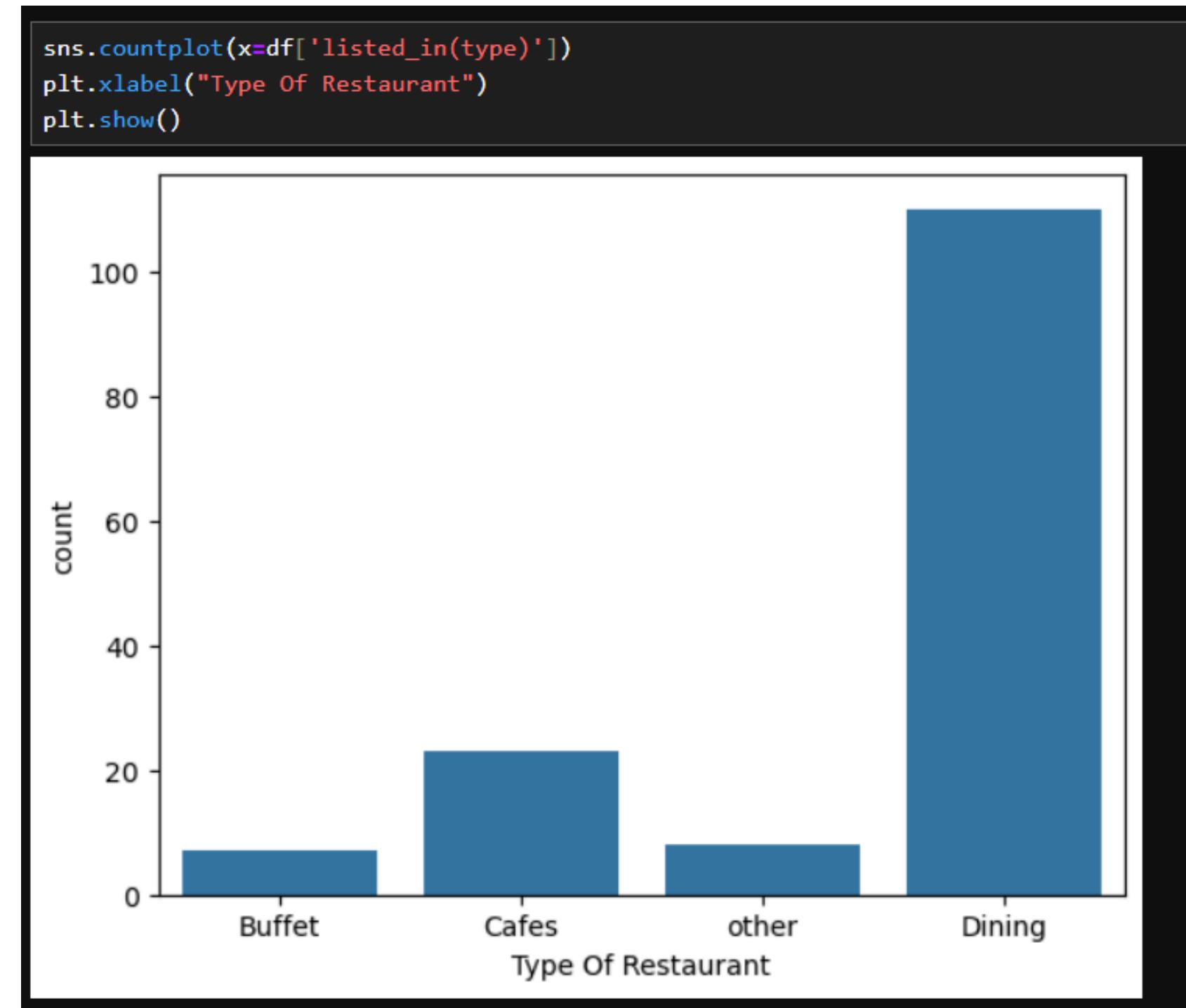
## 1) WHAT TYPE OF RESTAURANT DO THE MAJORITY OF CUSTOMERS ORDER FROM?

Type Of Restaurant

```
df.head()
```

	name	online_order	book_table	rate	votes	approx_cost(for two people)	listed_in(type)
0	Jalsa	Yes	Yes	4.1	775	800	Buffet
1	Spice Elephant	Yes	No	4.1	787	800	Buffet
2	San Churro Cafe	Yes	No	3.8	918	800	Buffet
3	Addhuri Udupi Bhojana	No	No	3.7	88	300	Buffet
4	Grand Village	No	No	3.8	166	600	Buffet

Conclusion - Majority if the Resturant fall in Dinning Category.



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## HOW MANY VOTES HAS EACH TYPE OF RESTAURANT RECEIVED FROM CUSTOMERS?

```
# Grouping the data and summing votes by 'listed_in(type)'  
grouped_data = df.groupby('listed_in(type)')['votes'].sum()  
  
# Creating a DataFrame from the grouped data  
result = pd.DataFrame({'votes': grouped_data})  
  
# Plotting the result  
plt.plot(result.index, result['votes'], c='Green', marker="o")  
  
# Setting the x and y labels with customized colors and font size  
plt.xlabel("Types Of Restaurant", color="orange", size=20)  
plt.ylabel("Votes", color="black", size=20)  
  
# Display the plot  
plt.show()
```

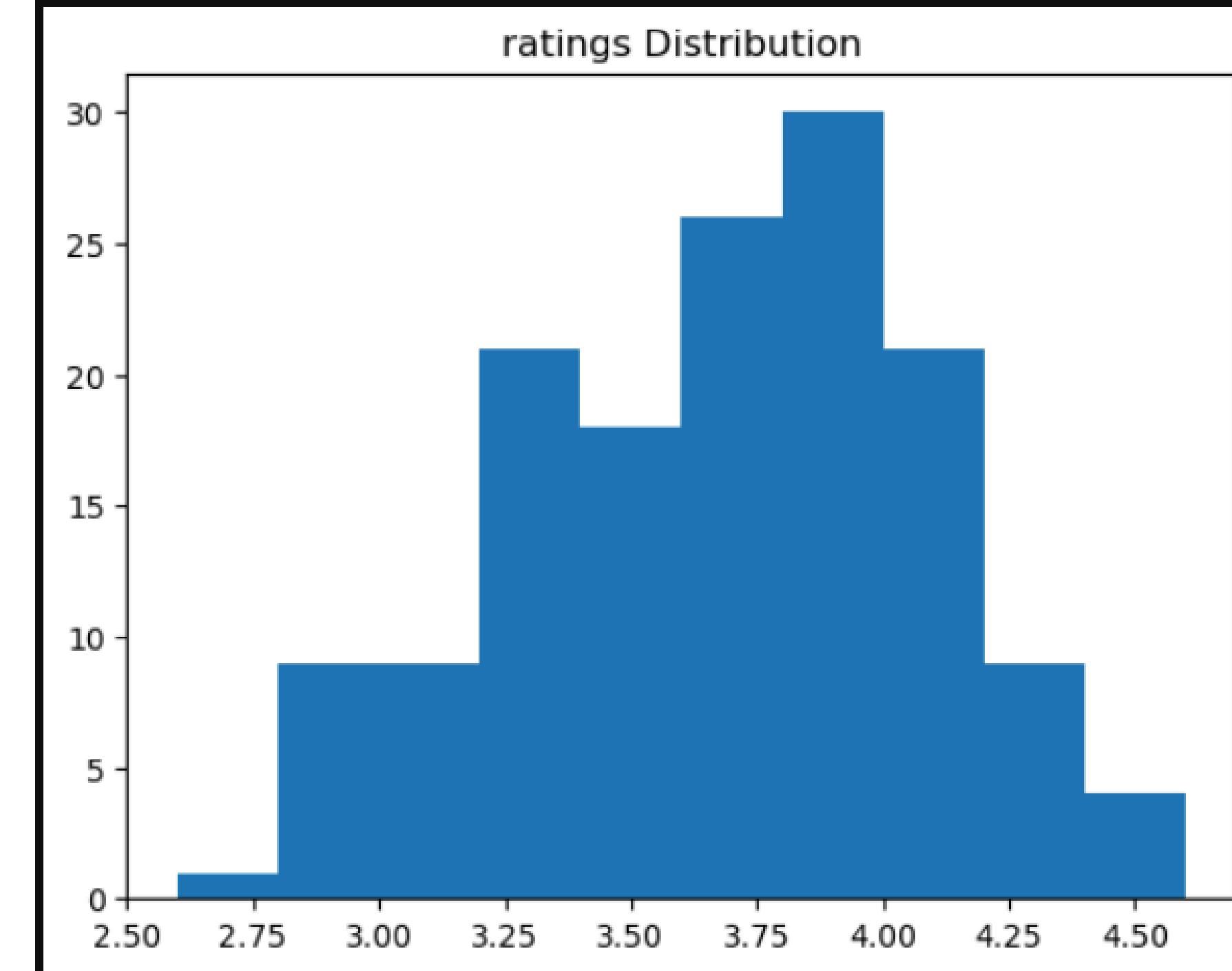


**Conclusion:- Dinning Resturants has received Maximum Votes.**

# WHAT ARE THE RATINGS THAT THE MAJORITY OF RESTAURANTS HAVE RECEIVED?

**CONCLUSION:- THE MAJORITY RESTURANT RECEIVED RATING FROM 3.5 TO 4**

```
plt.hist(df['rate'],bins=10)  
plt.title("ratings Distribution")  
plt.show()
```

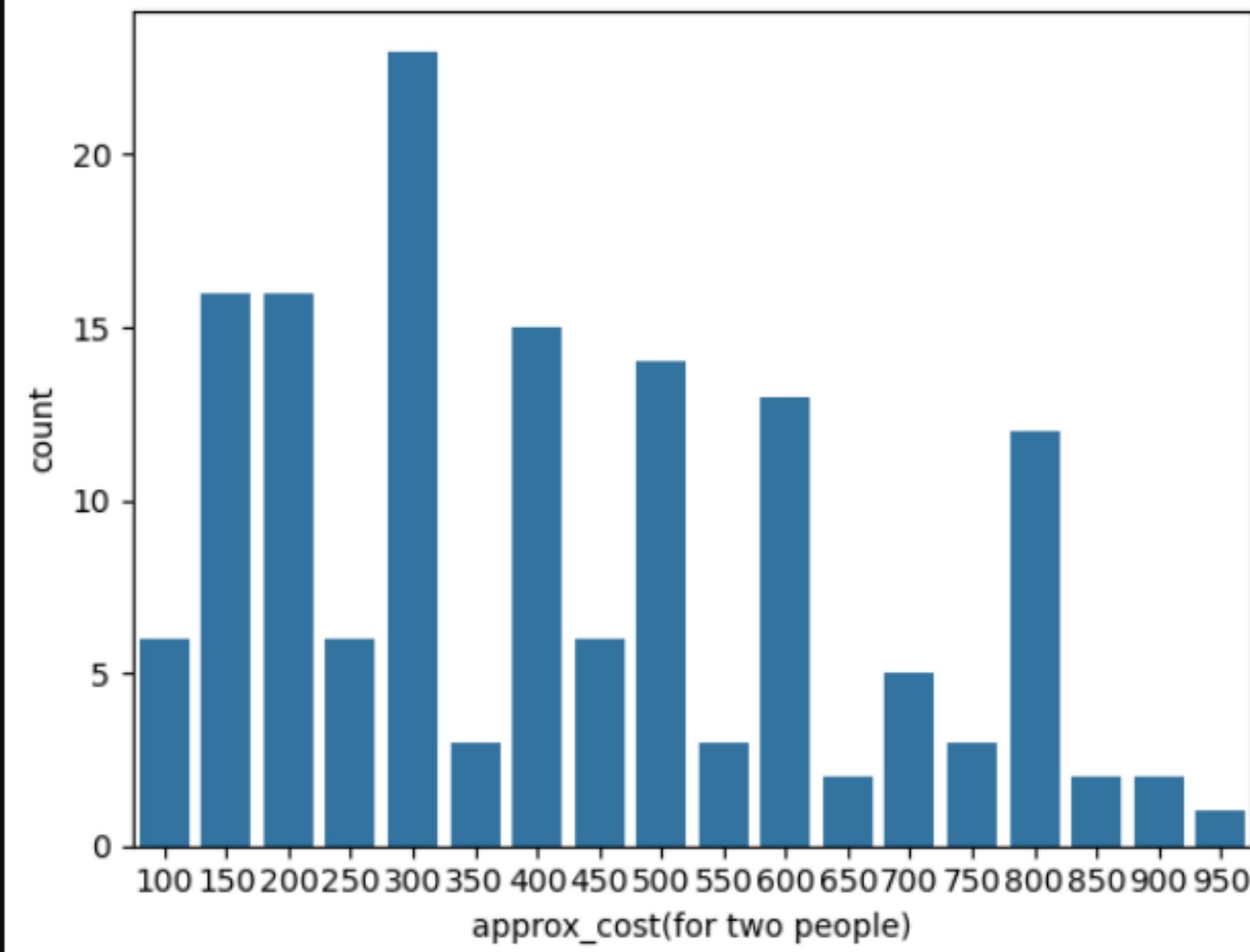


Conclusion:- The Majority resturant received rating from 3.5 to 4

# ZOMATO HAS OBSERVED THAT MOST COUPLES ORDER MOST OF THEIR FOOD ONLINE. WHAT IS THEIR AVERAGE SPENDING ON EACH ORDER?

```
couple_data=df['approx_cost(for two people)']
sns.countplot(x=couple_data)

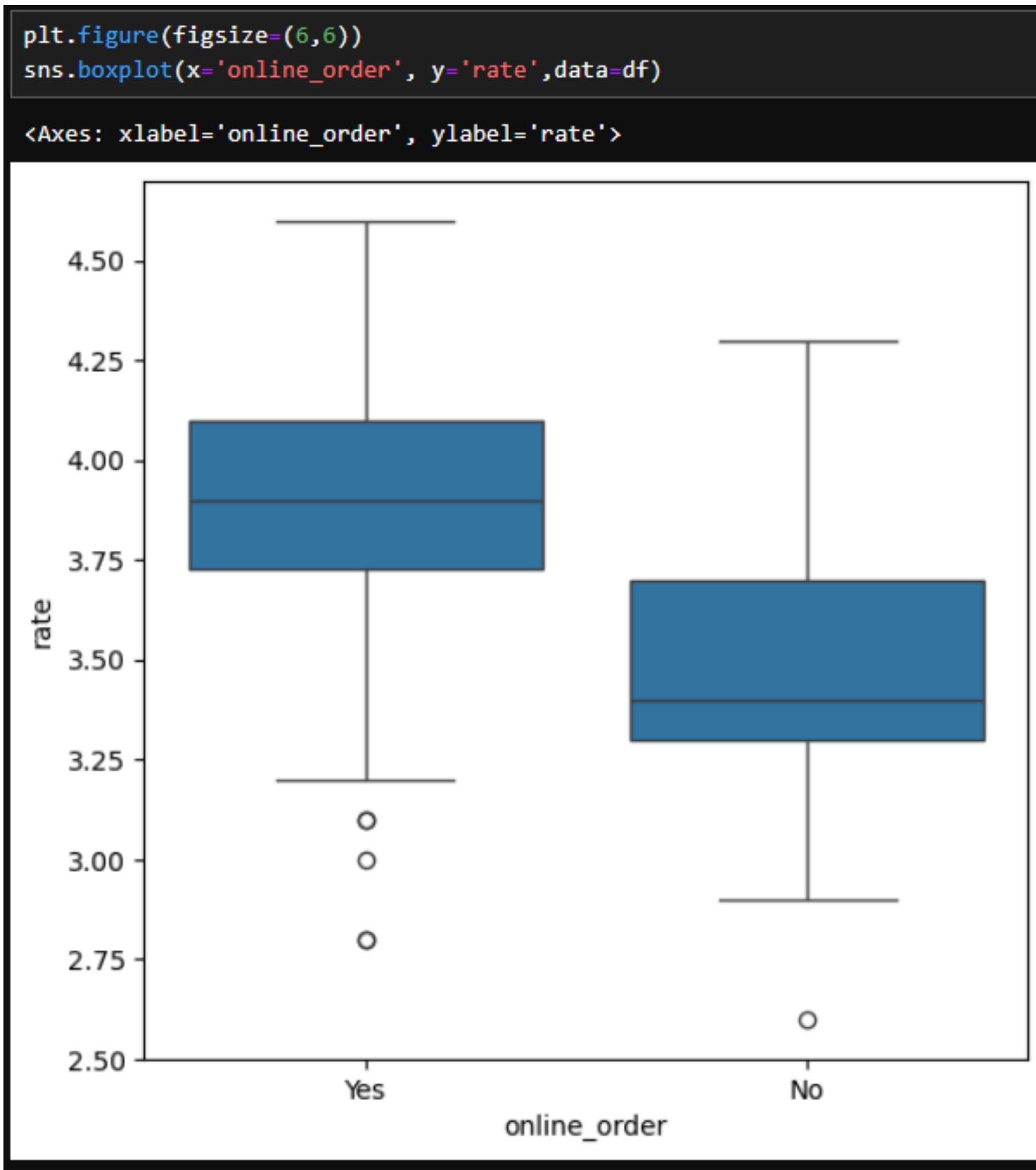
<Axes: xlabel='approx_cost(for two people)', ylabel='count'>
```



**CONCLUSION:- THE MAJORITY  
OF COUPLES PREFER  
RESTURANT WITH AN  
APPROXIMATE COST OF 300RS.**



# WHICH MODE (ONLINE OR OFFLINE) HAS RECEIVED THE MAXIMUM RATING?



**CONCLUSION:- OFFLINE ORDER RECEIVED LOWER RATING IN COMPARISON TO ONLINE ORDER.**



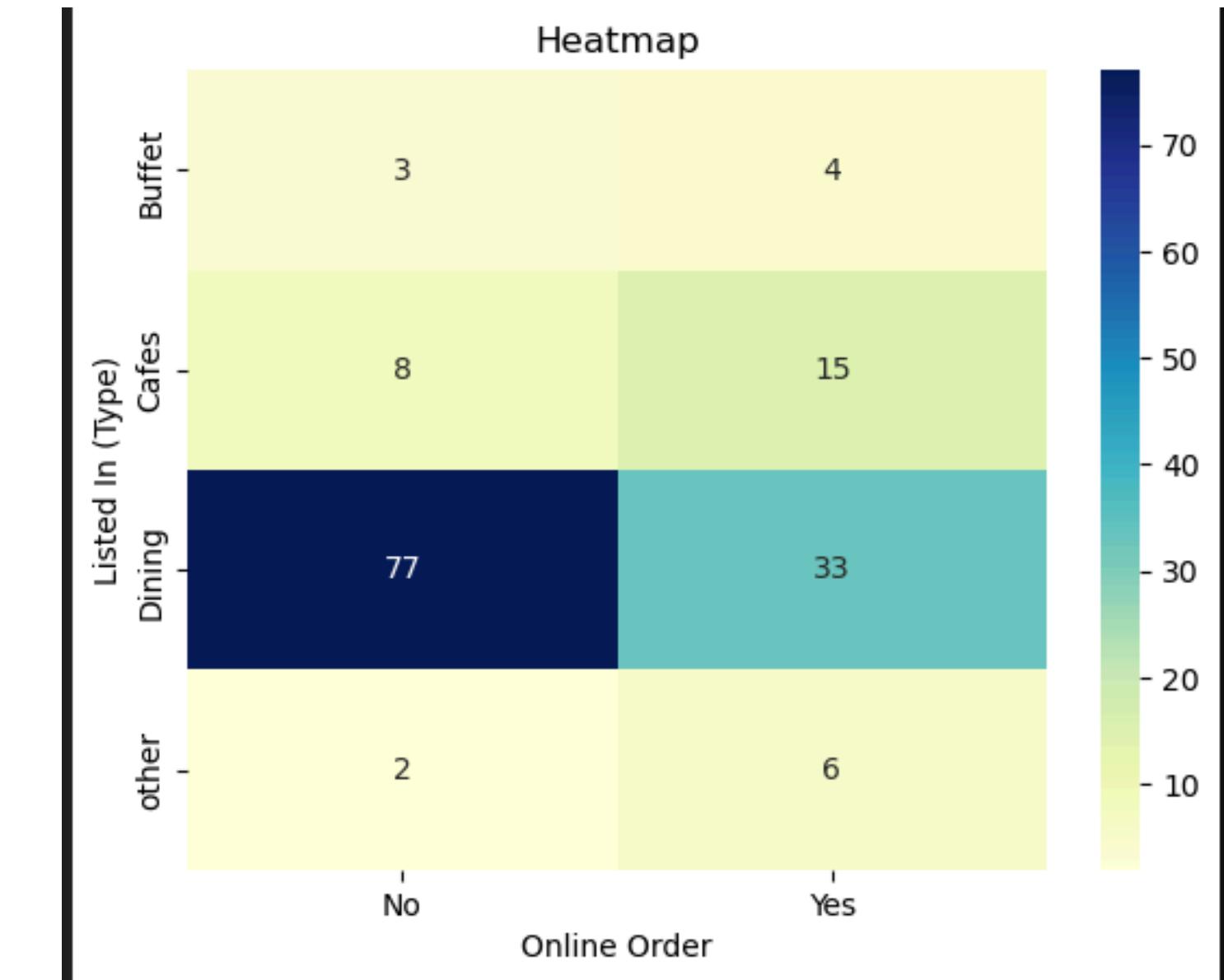
# WHICH TYPE OF RESTAURANT RECEIVED MORE OFFLINE ORDERS, SO THAT ZOMATO CAN PROVIDE THOSE CUSTOMERS WITH SOME GOOD OFFERS?

```
# Creating the pivot table
pivot_table = df.pivot_table(index='listed_in(type)',
                             columns='online_order',
                             aggfunc='size',
                             fill_value=0)

# Plotting the heatmap
sns.heatmap(pivot_table, annot=True, cmap="YlGnBu", fmt="d")

# Setting the title and labels
plt.title("Heatmap")
plt.xlabel("Online Order")
plt.ylabel("Listed In (Type)")

# Display the plot
plt.show()
```



**CONCLUSION:- DINING RESTURANT PRIMARILY ACCEPT OFFLINE ORDERS,  
WHEREAS CAFES PRIMARILY RECEIVE ONLINE ORDERS.**

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# THANK YOU

