

Zomato Restaurant data Analysis and recommendation

Goal: To analyse the restaurant's data from Zomato and get fruitful insights from the data

This analysis is also for those who want to find the value for money restaurants in various parts of the country for the cuisines.

This analysis also caters to the needs of people who are striving to get the best cuisine of the country and which locality of that country serves that cuisine with the maximum number of restaurants.

Dataset:

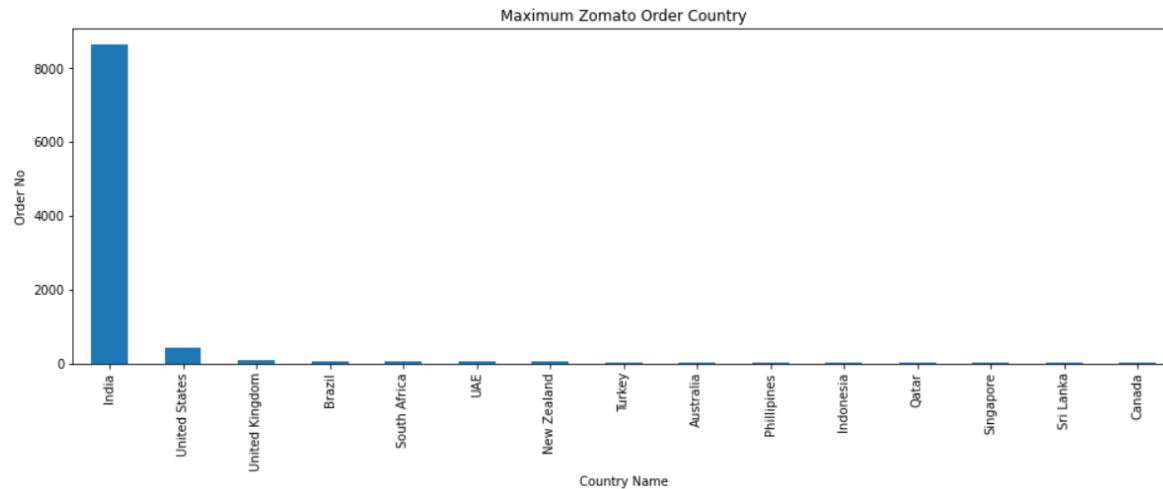
<https://www.kaggle.com/shrutimehta/zomato-restaurants-data>

<https://www.kaggle.com/himanshupoddar/zomato-bangalore-restaurants>

Analysis and Insights

1) Dataset: Zomato Restaurant Data

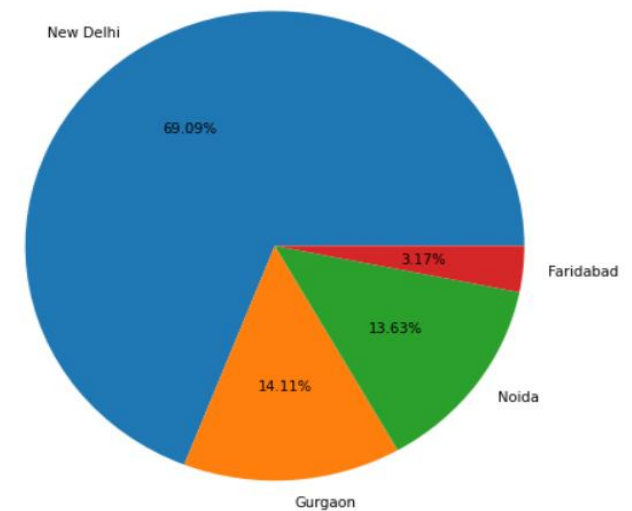
There are 9551 total restaurants where Zomato delivered their service globally.
Out of these 8652 restaurants are from India and 434 restaurants are from USA.



- INDIA has maximum orders.
- USA is second highest zomato restaurants country.
- UK is third highest zomato restaurants country.
- Zomato have more than 85% restaurants from INDIA.

In early stage Zomato has named Foodie Bay. Start-up started its journey from Gurugram, India. So That most of the restaurants of Zomato are from NCR region which are New Delhi, Gurgaon, Noida, Faridabad.

- Around 70% restaurants are from New Delhi
- 14.11% from Gurgaon
- 13.63 % from Noida.
- Zomato charges 8.20% commission based on avg orde value so most of the revenue generated from NCR region.



These are the top3 localities where Zomato serves in NCR Region.

Ex.

New Delhi:

Connaught Place has 122 restaurants collaborated with Zomato.

Rajouri Garden has 99 restaurants collaborated with Zomato.

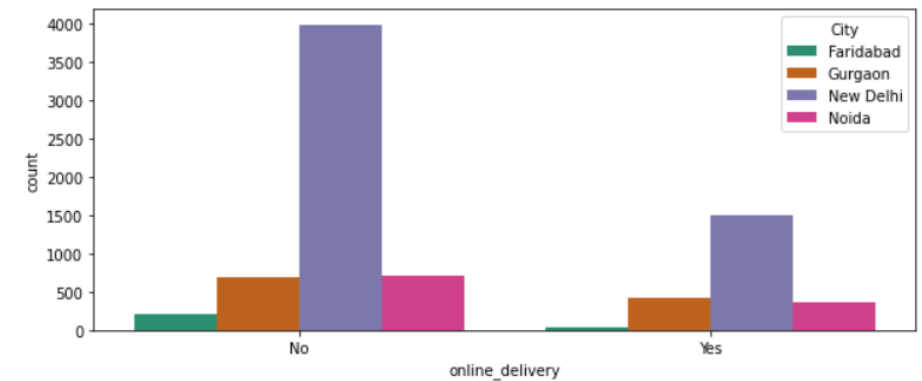
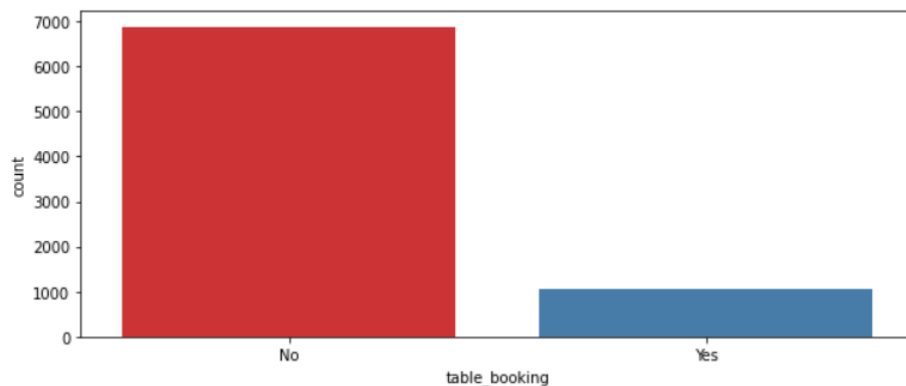
Shahdara has 87 restaurants collaborated with Zomato.

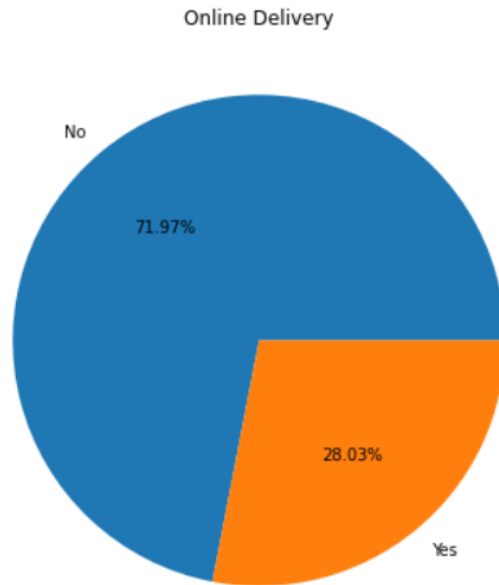
```
top 3 locality where zomato serves in New Delhi city:
Connaught Place    122
Rajouri Garden     99
Shahdara           87
Name: Locality, dtype: int64
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top 3 locality where zomato serves in Gurgaon city:
DLF Phase 3        69
Sector 56          54
Sector 14          52
Name: Locality, dtype: int64
-----
top 3 locality where zomato serves in Noida city:
Sector 62          76
Sector 18          75
Sector 72          61
Name: Locality, dtype: int64
-----
top 3 locality where zomato serves in Faridabad city:
Sector 15          31
Sector 37          20
Suraj Kund         19
```

Table Booking and Online delivery Facilities:

In NCR region Only 1046 restaurants in top cities provides Table booking facility. Ratio of restaurants provides online delivery is also less. Around 41% of the restaurants in the top cities provides Online Delivery service.

This percentage is very low as in the time of growing technology people want to save their time by ordering the food online and spending the time in other works instead of going to restaurants especially in these cities. Restaurants can maximize their business by providing online delivery services to the customers Zomato should make rewarding and offers to the restaurants so that they can join the Zomato and reach of zomato increase. Hence AOV will increase and more revenue can be generated.





This pie chart clearly shows that the in India also maximum number of restaurants not providing online delivery.

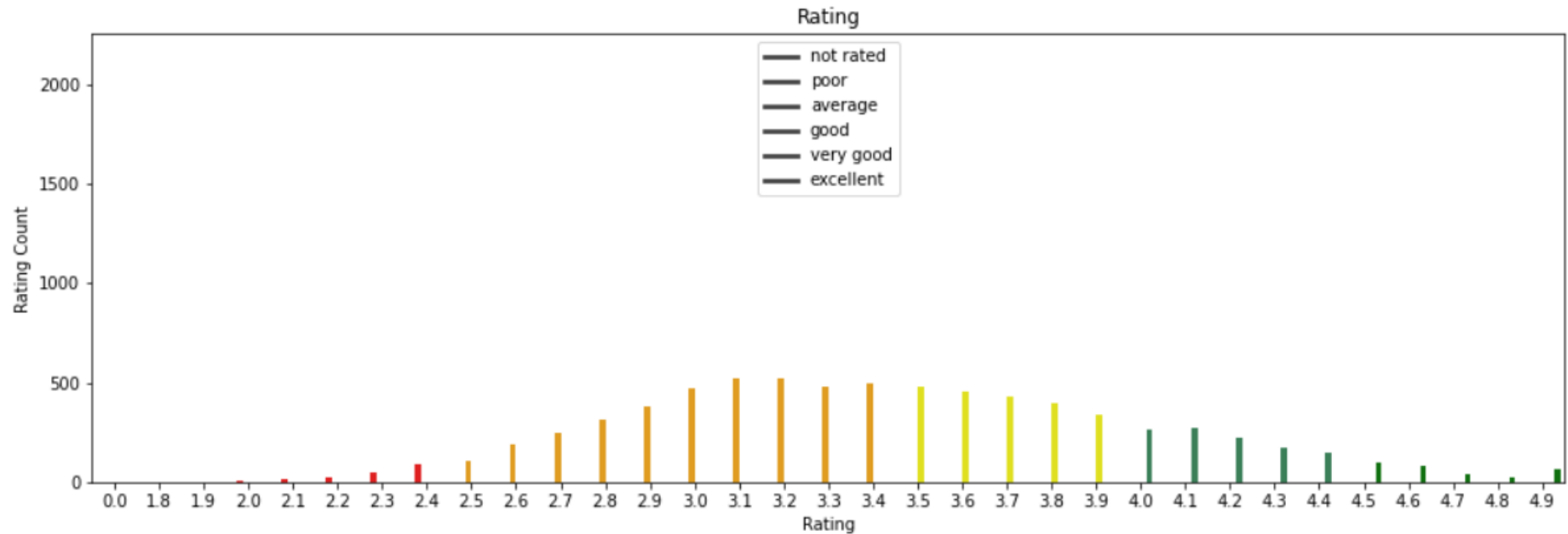
From total restaurants of Zomato India 6220 restaurants not provides online delivery whereas 2443 are providing.

- 72% restaurants not providing online delivery service which is high

COUNTRY PROVIDES ONLINE DELIVERY SERVICE GLOBAL BY ZOMATO:	
Country	
India	2423
UAE	28

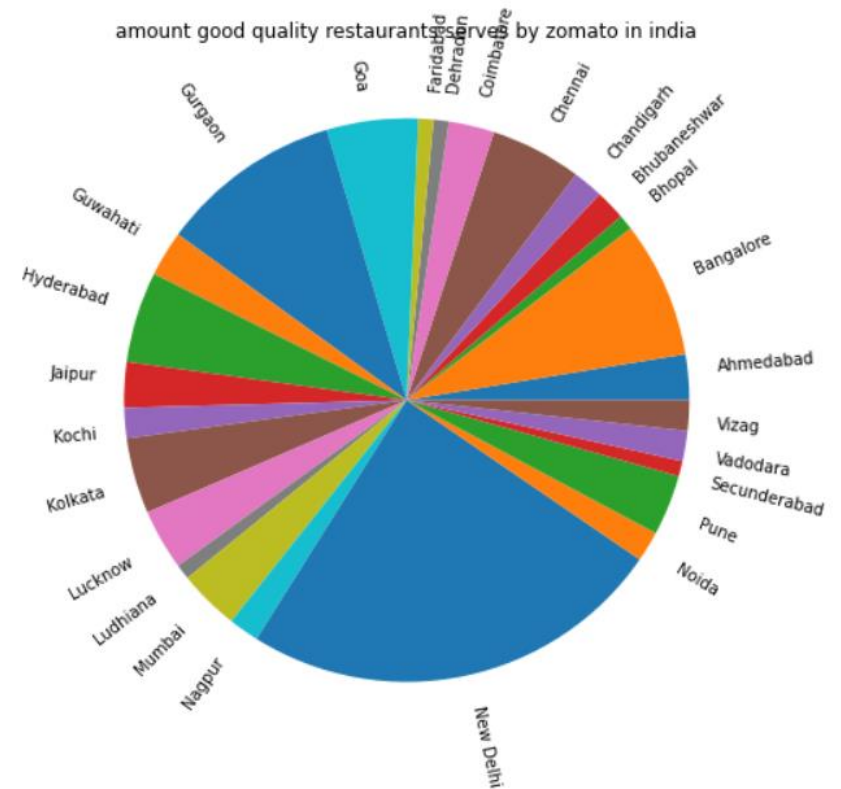
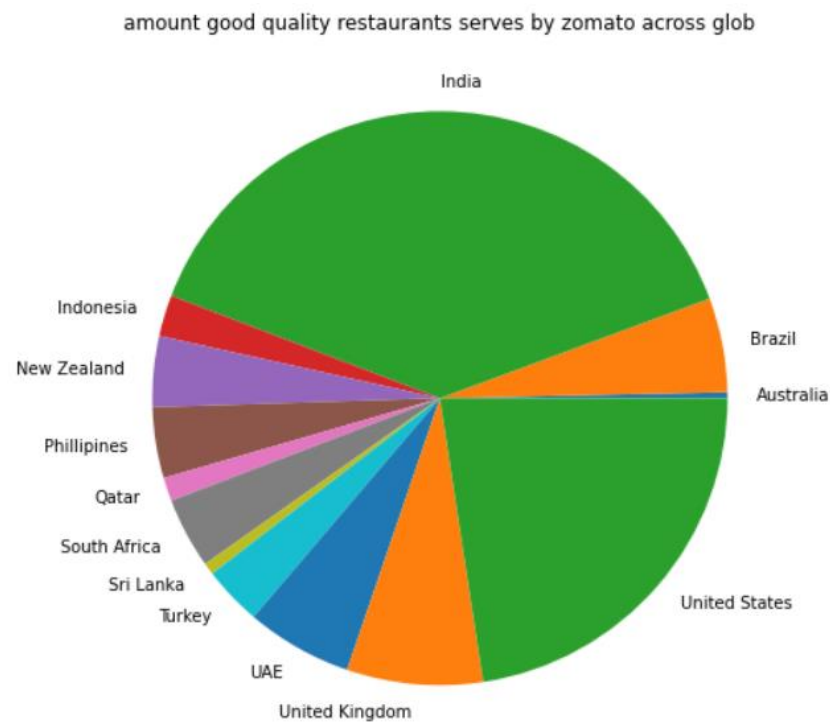
Rate distribution:

- Rating color is WHITE when it is NOT RATED (0.0)
- Rating color is RED when it is POOR (1.8-2.4)
- Rating color is ORANGE when it is AVERAGE (2.5-3.4)
- Rating color is YELLOW when it is GOOD (3.5-3.9)
- Rating color is GREEN when it is VERY GOOD (4.0-4.4)
- Rating color is DARK GREEN when it is EXCELLENT (4.5-4.9)



- In rated Restaurants maximum rating count is for Average Rating (colour = Yellow and value = 3.2)
- In Good Category 3.5 was the rating given by maximum users
- Most of the restaurants have rating between 2.6 to 4.0
- people voted average and good quality restaurants more. by which we can say that people go to these restaurants more than the others.
- 2000+ restaurants does not have any rating
- 4.8 has least amount of rating.
- excellent quality restaurants have a smaller number of votes but has good rates.
- Also, quality restaurants is in higher price range so that Zomato can engage the customer to this restaurants and get more benefits.

Let's see the good quality restaurants of Zomato in global and india.

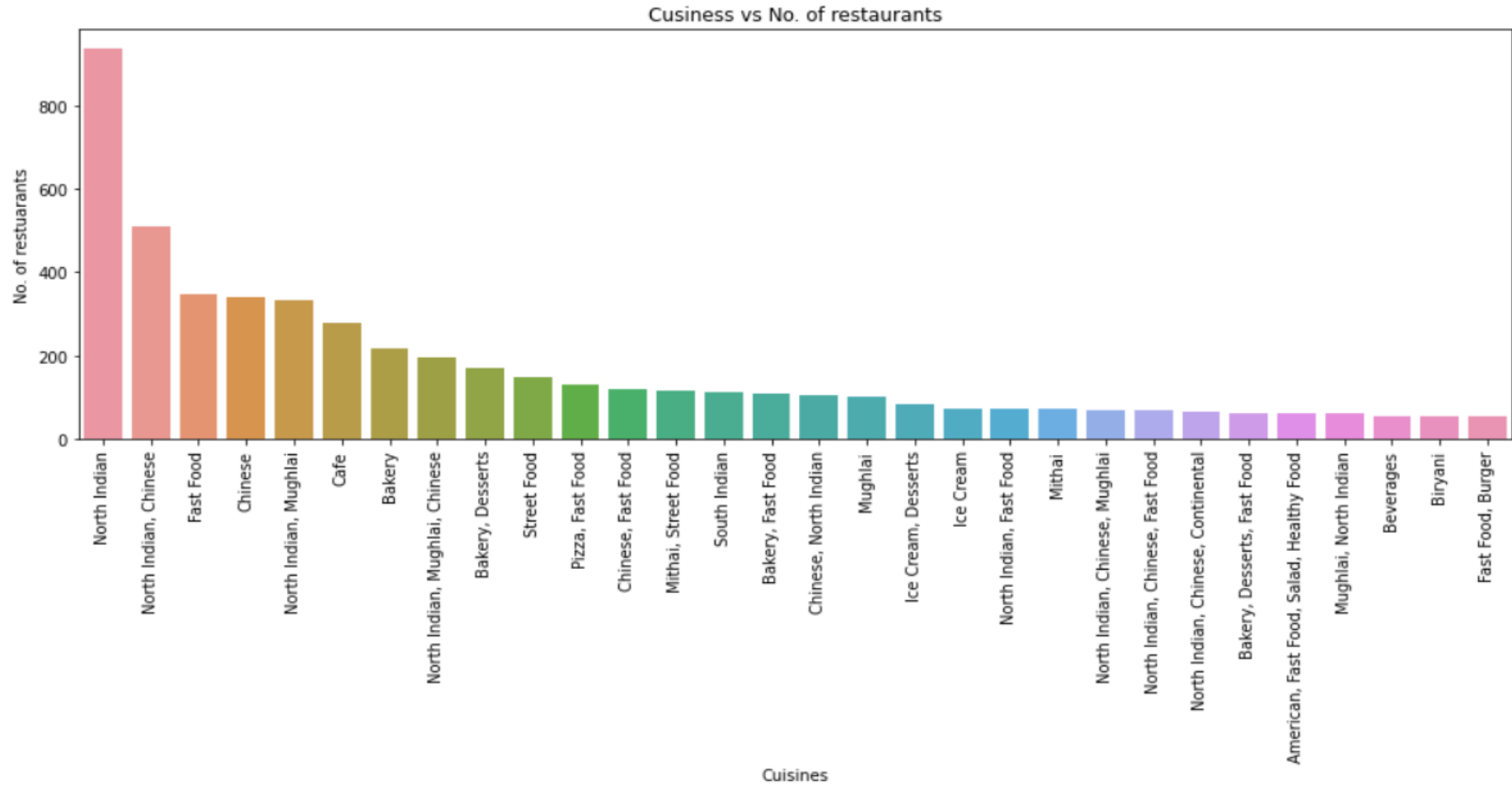


India has high number of restaurants with good rating. But it is also because Zomato has more restaurants in India.

Another fact is that USA, UK and Brazil have also more restaurants in good quality.

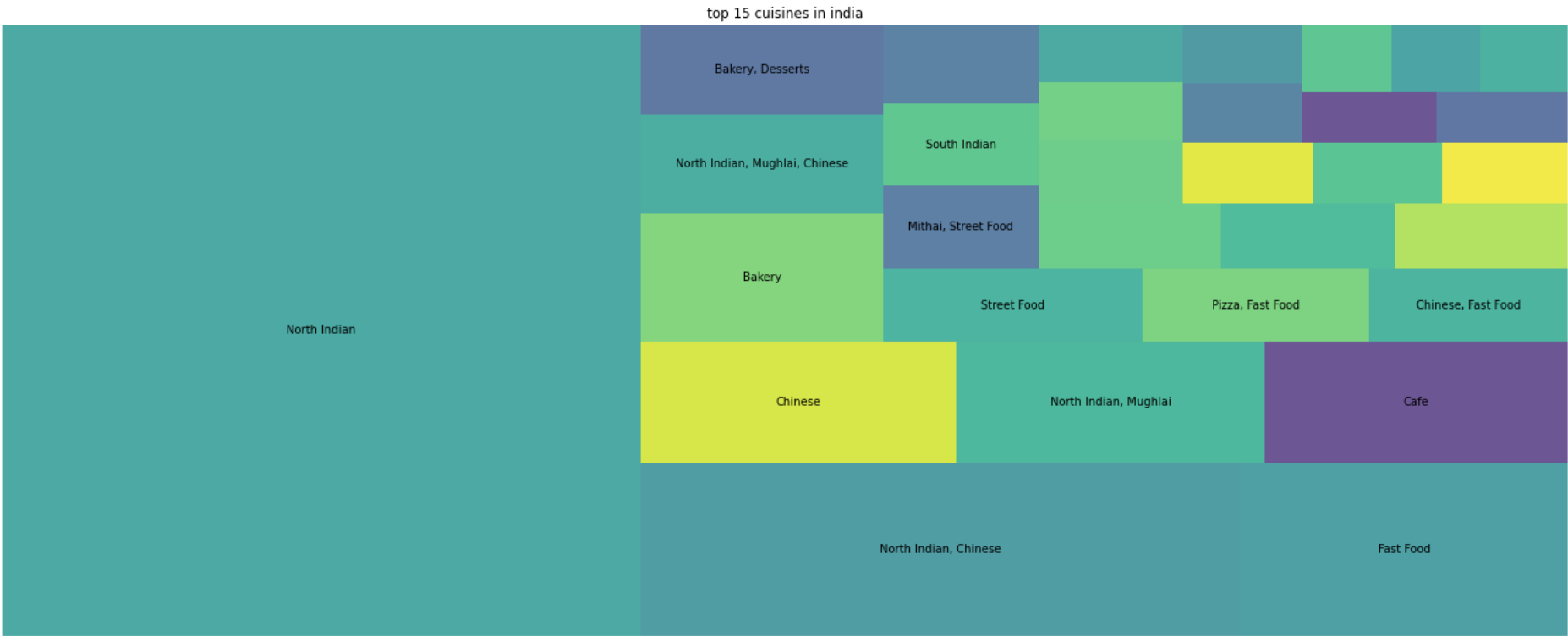
In India New Delhi, Gurgaon, Hyderabad, Goa, Bangalore have a greater number of restaurants which has good rating.

Cuisines:

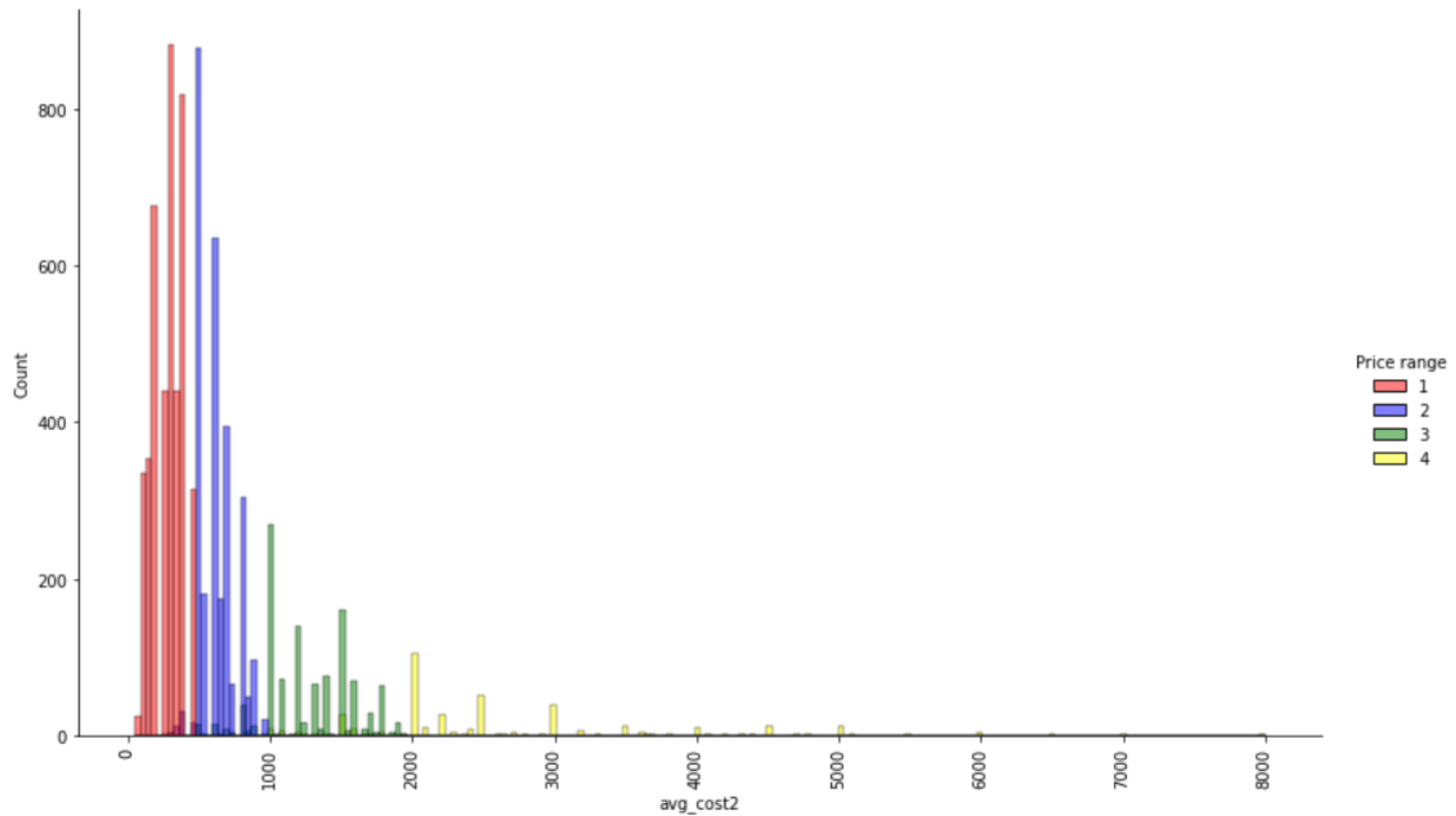


North Indian, Chinese, Fast food, Mughlai are a few popular cuisines in India, so new restaurants opening up in this space can face stiff competition from established restaurants. The potential for growth in south Indian cuisines seems good due to the lack of competition and variety of vegetarian dishes.

Tree map of cusinies in india



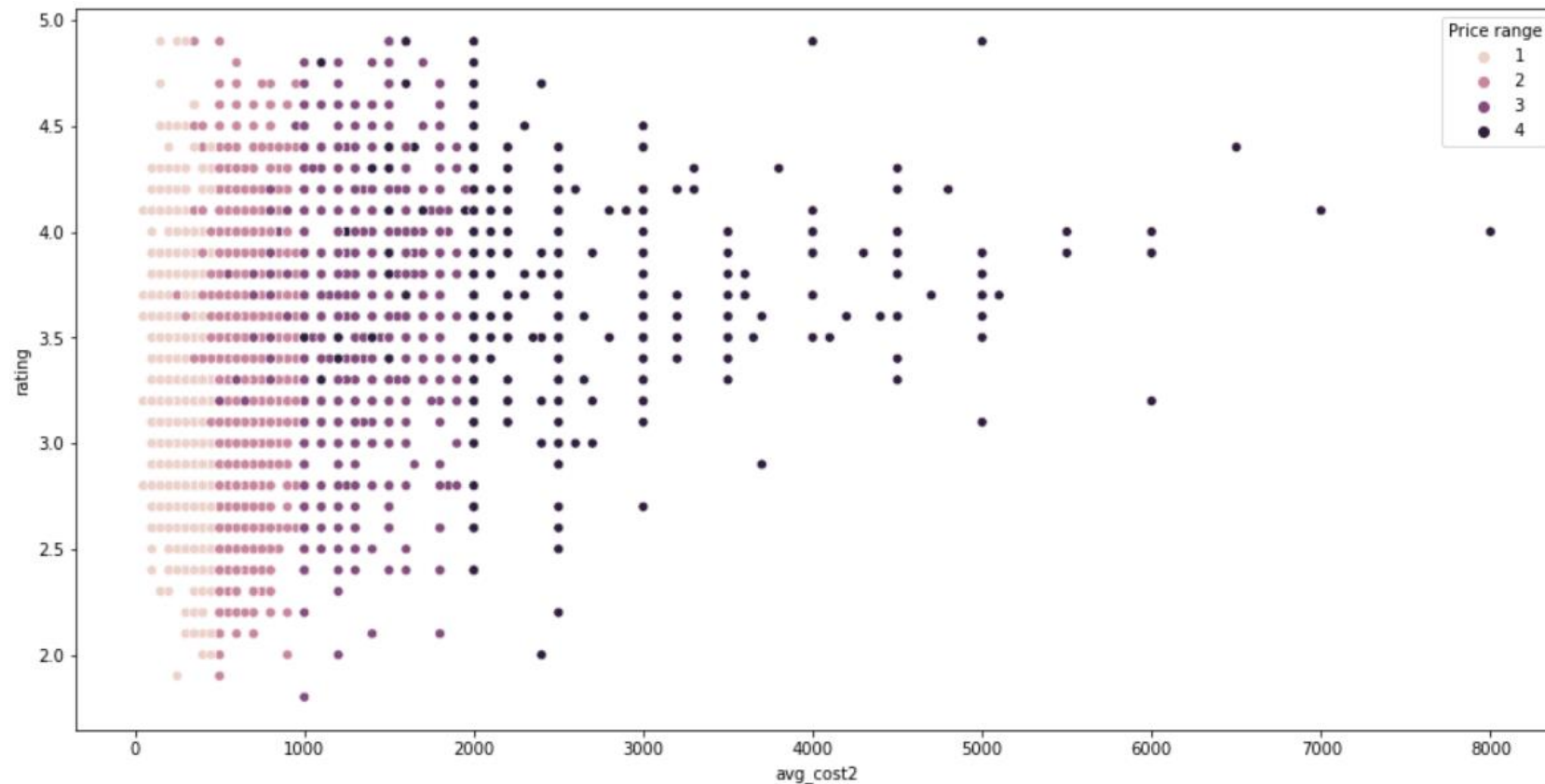
Avg. cost for 2 vs Price range



1. Red – Price Range 1
2. Blue – Price Range 2
3. Green – Price Range 3
4. Yellow – Price Range 4

In India, for the Price ranges 1, 2, 3, 4 the average price is Rs 284, 620, 1258, 2583 respectively. The distribution is shifting from 200 on the left to about 2500 on the right.

Avg cost for2 vs Rating.

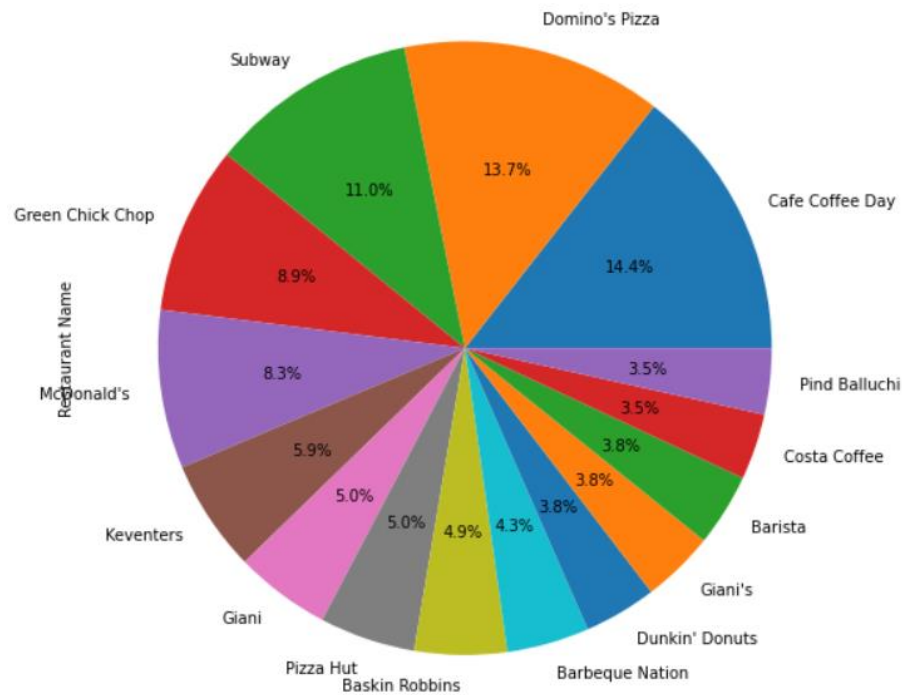


The majority of ratings are between 2.5 to 4.0, and the rests are 0. As the rating increases, there is a slight shift in average cost for two as well. For ratings 0, the average cost is at about Rs 300-400 range. There is a positive relationship between the two

- there are mainly 4 types of price range between 1-4
- price range of 1 has avg order value for 2 is of between (0-400)
- price range of 2 has avg order value for 2 is of between (400-1000)
- price range of 3 has avg order value for 2 is of between (1000-2000)
- price range of 4 has avg order value for 2 is of between (2000+)
- it can be seen that for the order size of price range 4 has higher rating comparatively

---COUNT OF RESTAURANTS WITH RESPECT TO PRICE RANGE---	
Price range	
1	4286
2	2858
3	1111
4	388

Top 15 Restaurants with maximum outlets



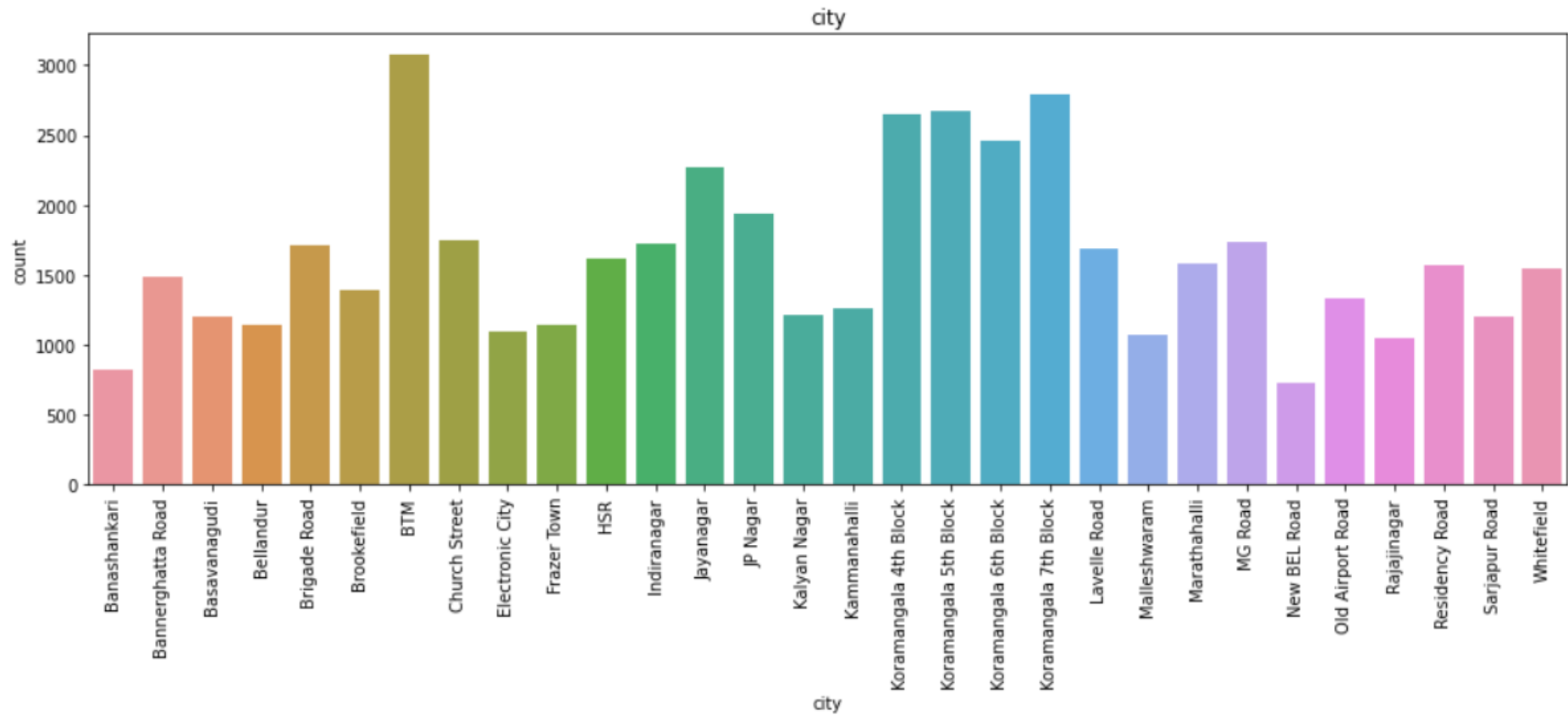
Dominos, CCD, MacDonald's, subways, green chick shops are the franchise which has max no. of outlets.

Summary/Recommendations

1. 85% of observations belong to India.
2. Majority of Indian restaurants have 0 ratings. Either Zomato should nudge customers to rate or these are newly onboarded restaurants.
3. Popular Indian cuisine is North Indian owing to 4 major North Indian cities.
4. Better affordability has led to restaurants offering in price range 1 but this could affect Zomato's unit economics. The average price range 1, except this, all the rest price ranges provide positive returns based on previous analysis on unit economics.
5. Positive relation exists between ratings and the average cost for two, this could be because of the assumed notion that premium restaurants have good ambiance or better service, whereas regular restaurants cannot provide such an experience which could lead to lower ratings.
6. Provide reservations and online delivery to receive valuable customer feedback and rating.

2) Zomato Bangalore dataset

Count of restaurants different Location of Bangalore



BTM has maximum number of restaurants after that Koramangala region has a greater number of restaurants collaborated with Zomato. New BWL road and Banashankari area has small number of restaurants with Zomato.

Count of restaurants different locality of Bangalore

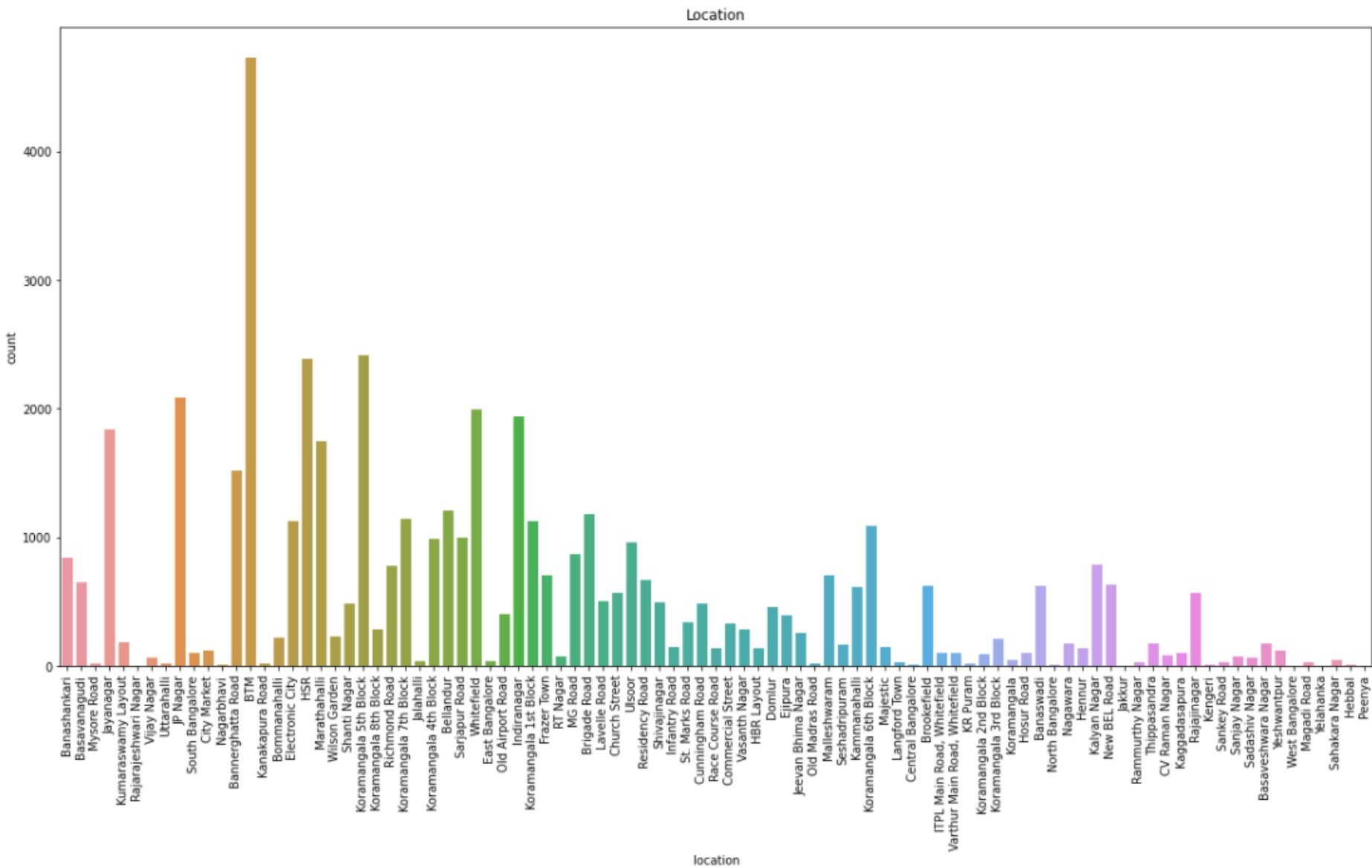
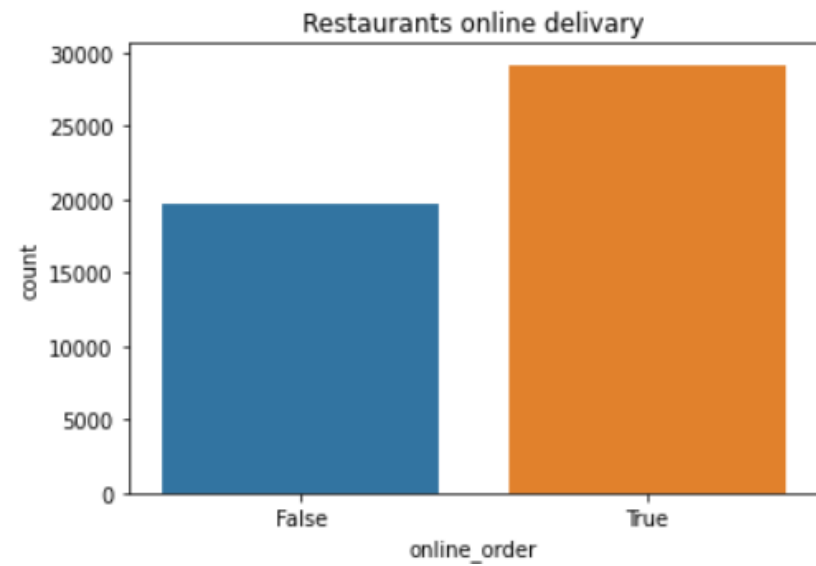
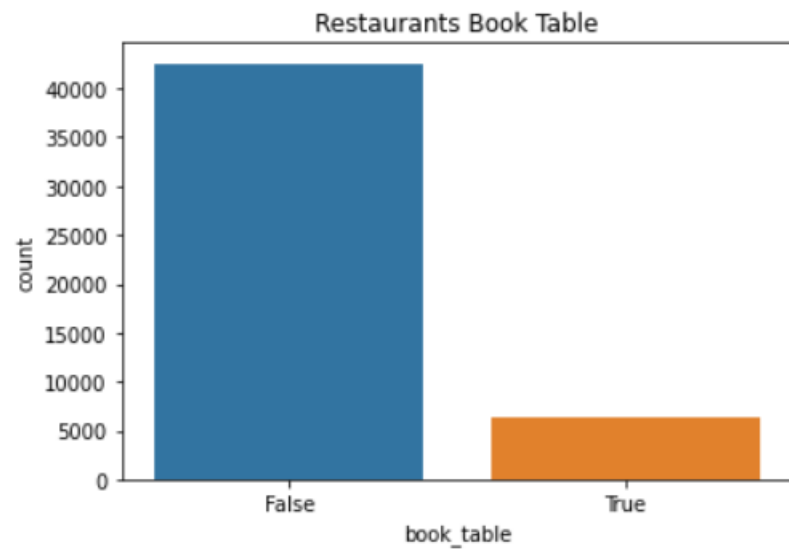


Table booking and Online delivery



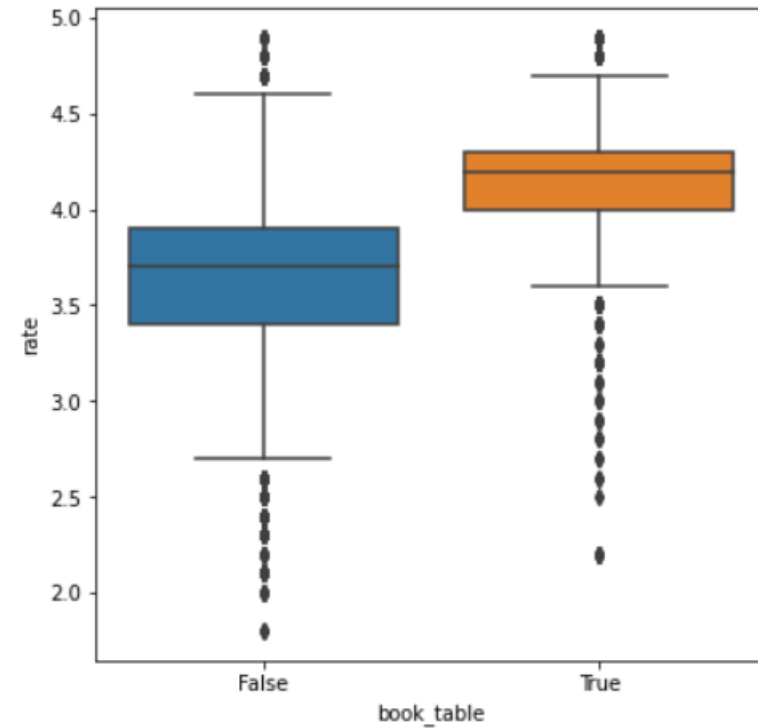
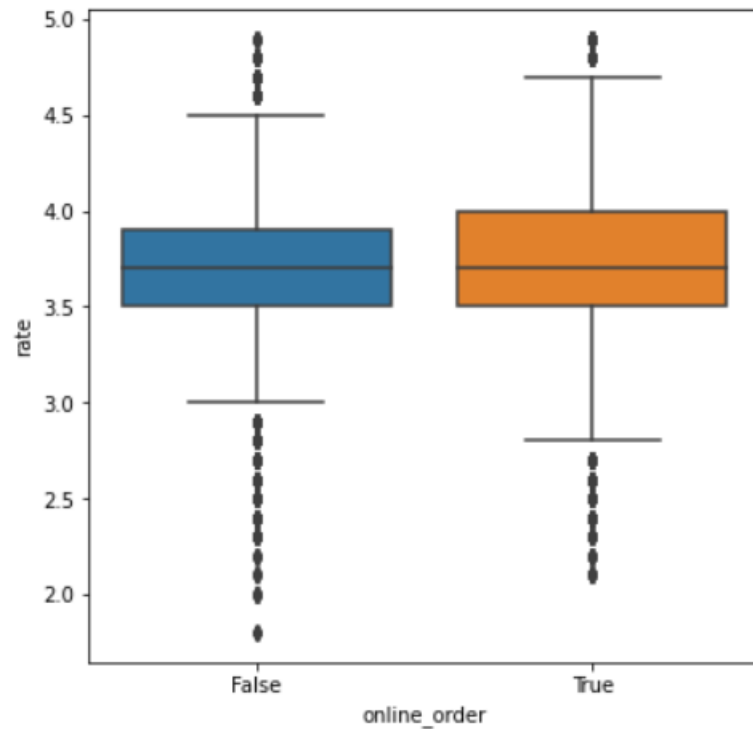
Here is the opposite scenario then above analysis for Online delivery. Most of the restaurants are providing the online delivery. Whereas table booking facilities is provided by vary a smaller number of restaurants.

online delivery vs rate // book table vs rate

the restaurants which are having online delivery has higher rating then restaurants which are not providing online delivery.

We can see that restaurants with Online delivery facilities have rating between 2.75 to 4.75

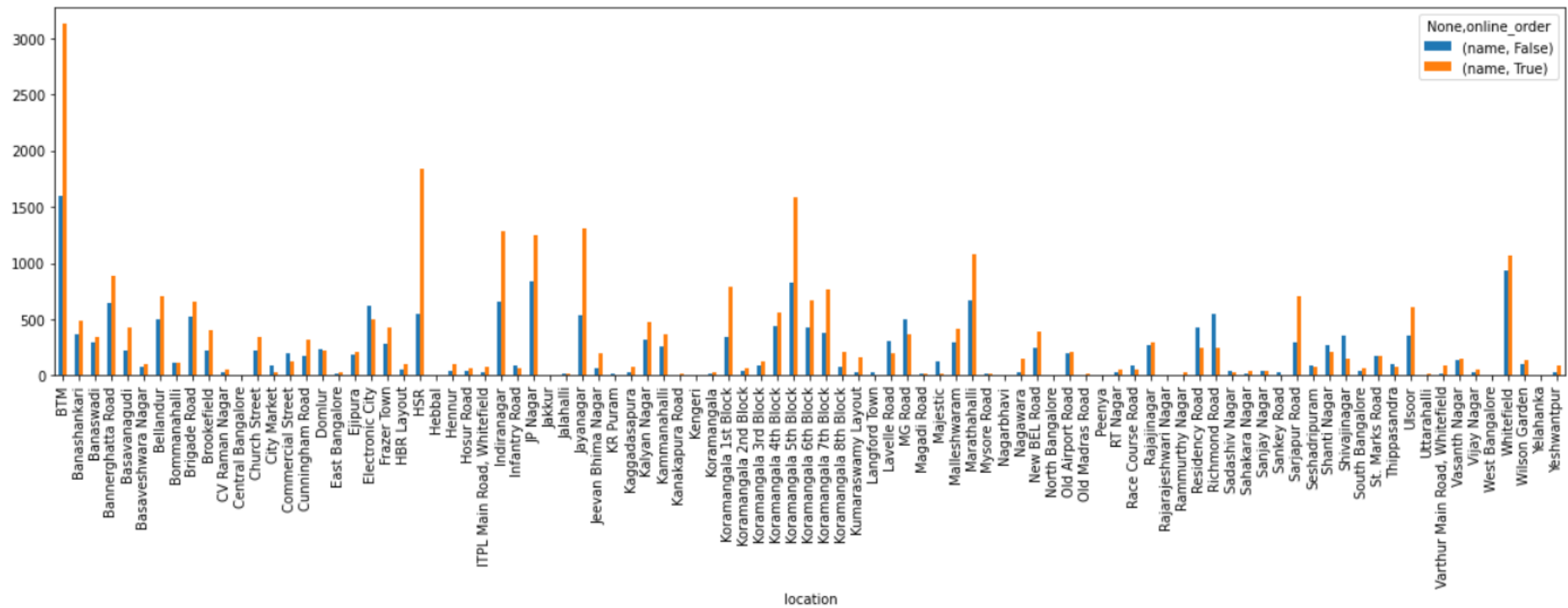
But for no Online delivery has rating 3 to 4.5 and it has less count too.



In the book table facilities average rating is higher than the restaurants which are not having book table facilities.

For any new comer to the food business keep in mind that to get better feedback an online delivery and book table facilities are must.

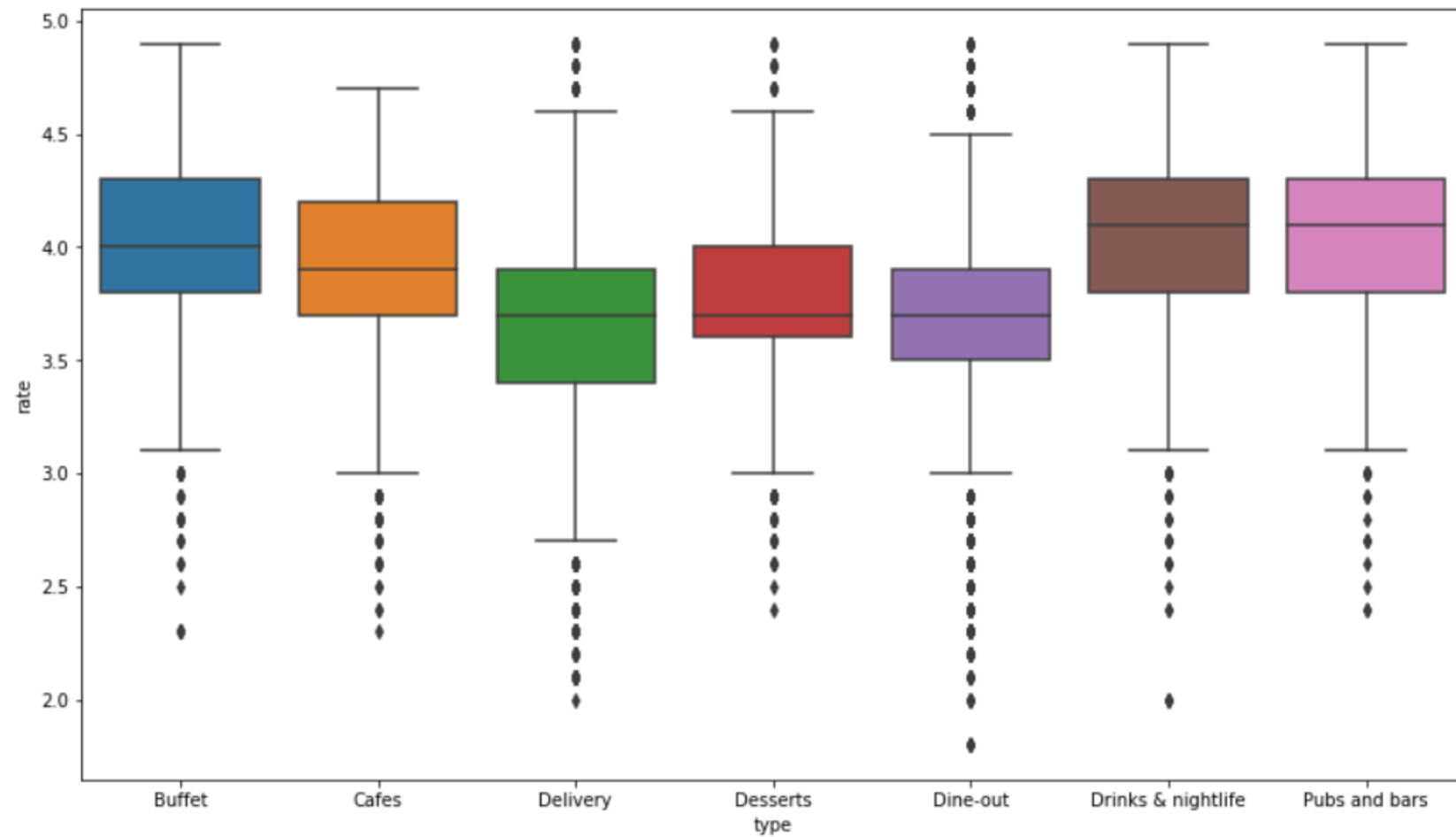
Online Delivery distribution across location



Most of the restaurants are providing the online order facilities but some of them are not. For ex. Residency Road, Richmond Road, MG road restaurants etc.

So we can nudge those restaurants and provide better rewards and offers by zomato to register with Zomato for better development.

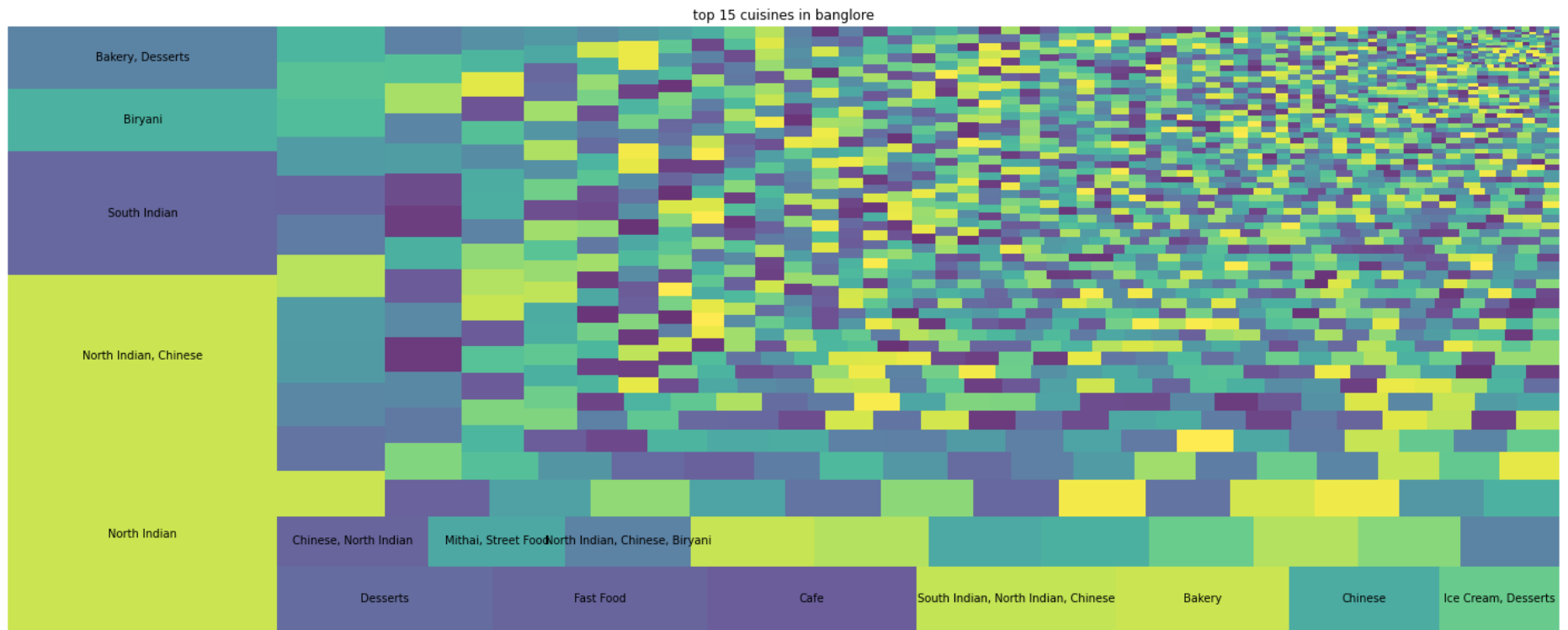
Types of restaurants



Max average rating is given to the drinks and nightlife, pubs & bars, buffet.

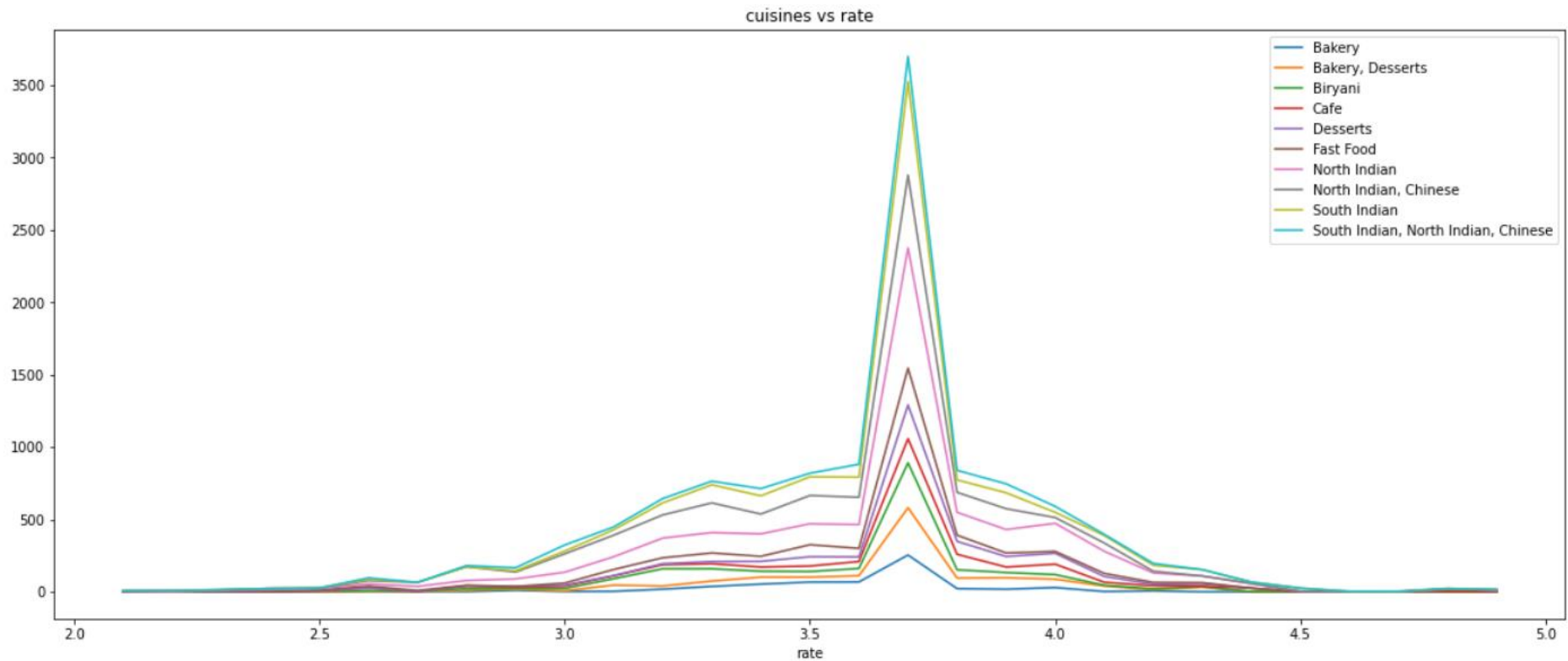
Delivery restos have avg. rating small.

Cuisines



Top cuisines are North Indian, South Indian, bakery, desserts, biriyani, cafes, Chinese.

Though Bangalore is south Indian city, no. restros with north Indian foods are more than the south Indian and biriyani.



Bakery and dessert have more rating than others

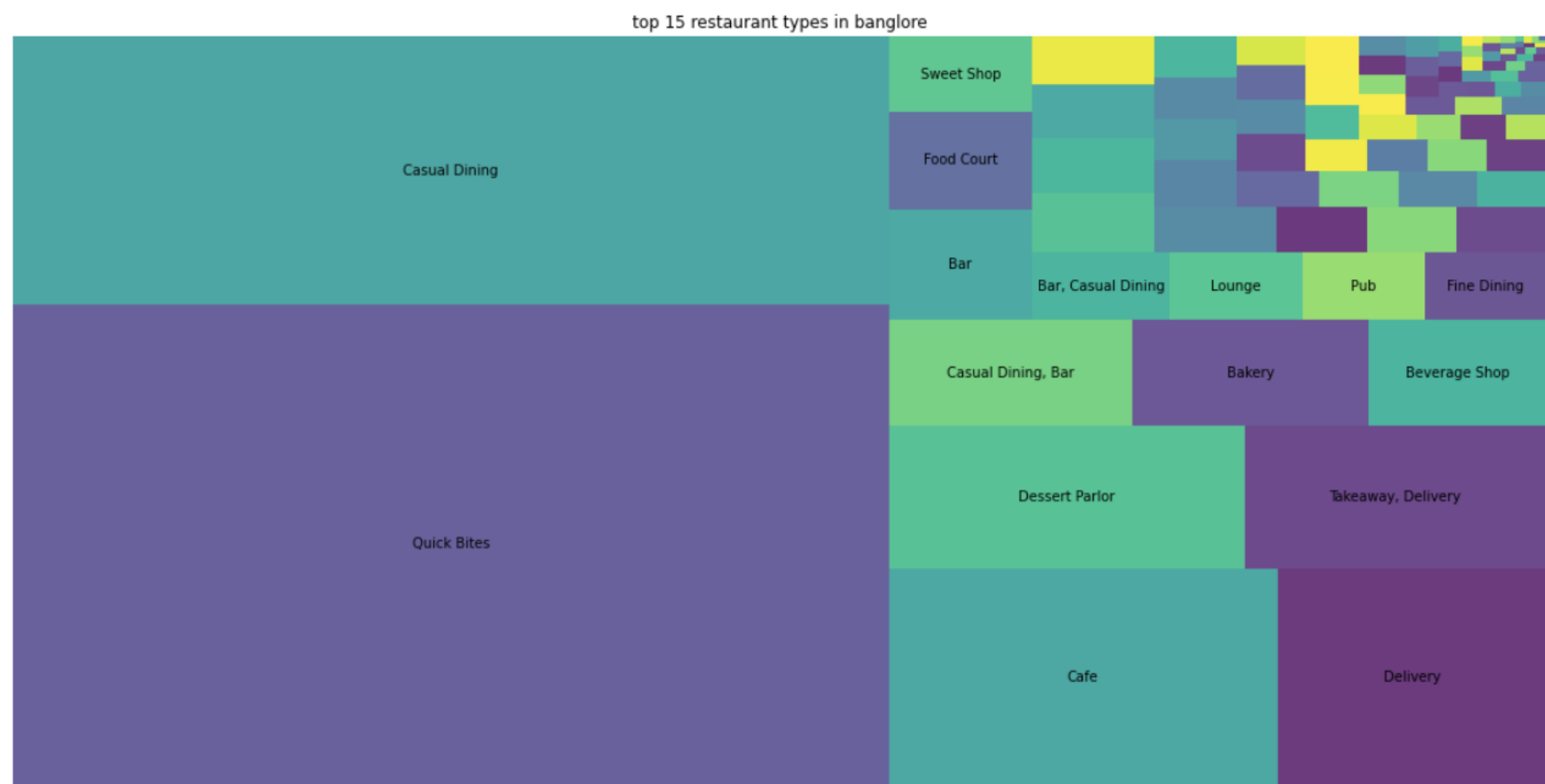
most of cuisines have rating between 3 to 4.5

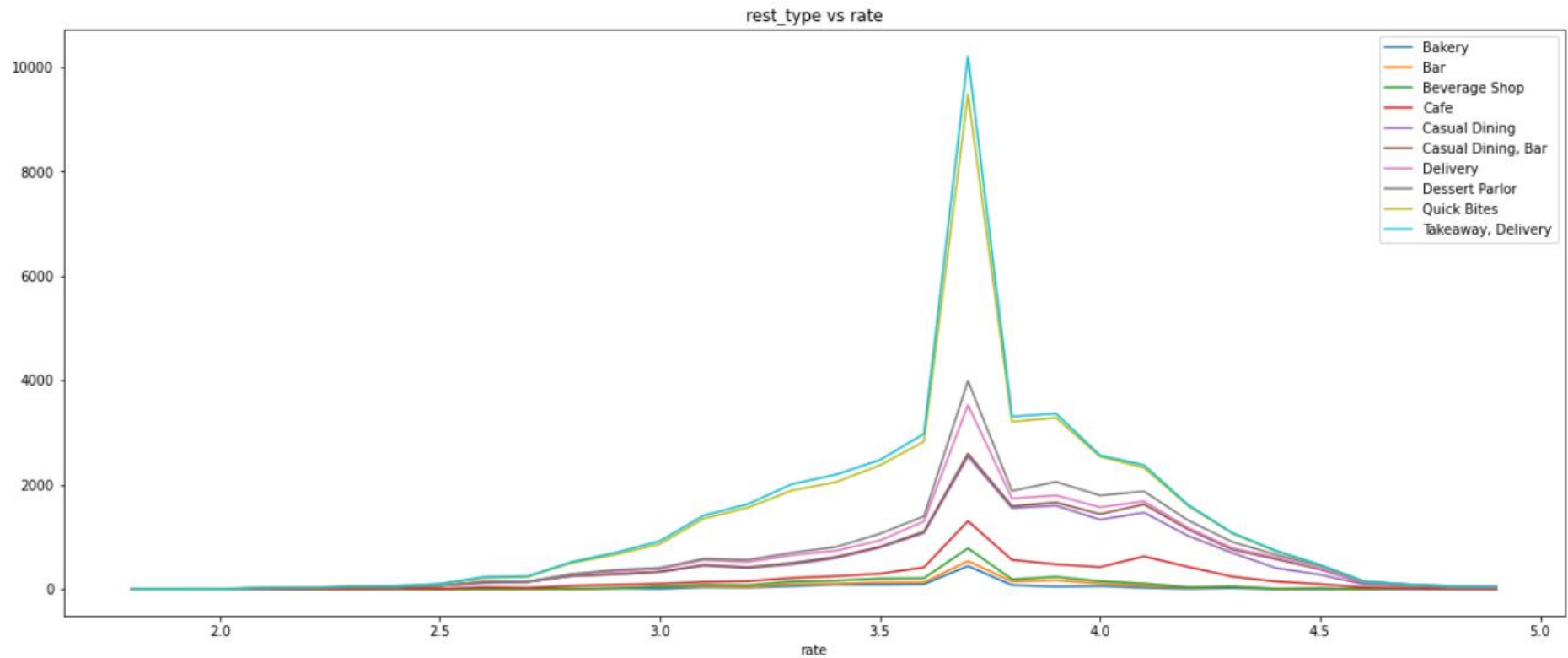
there are small number of restaurants which has rating more than 4.5

A smaller number of people voted the North Indian, south Indian cuisines and also it has higher number of rating between 3.5 to 4

fast food and desserts have a higher amount of people rated.

Types of restaurants.





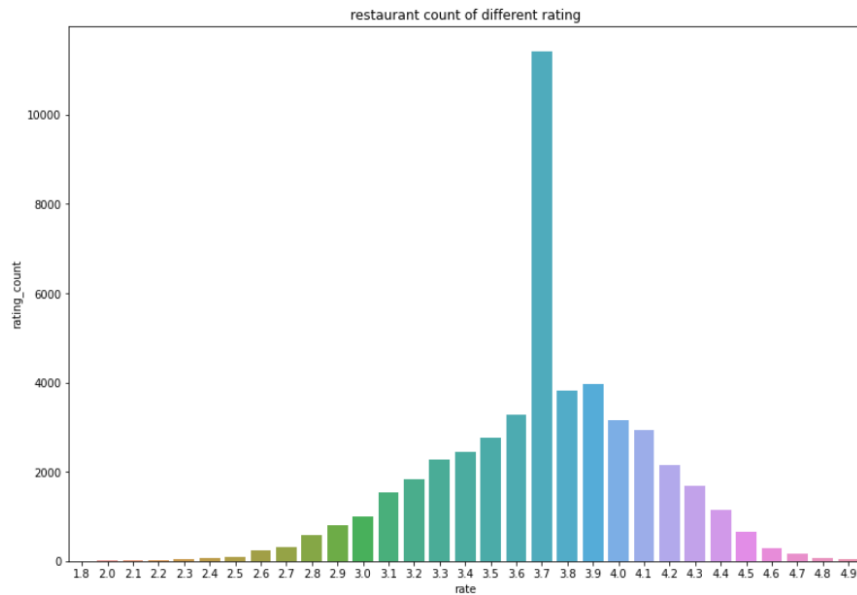
quick bites and takeaway, delivery has more rating than others

most of type rest type has rating between 3.5 to 4 except bakery and bar and drink shops.

there are small number of restaurants which has rating more than 4.

People voted more to the restaurants types which are bakery, bar, dining, cafe.

Restros vs rate



most number of restaurants have rating count between 3.5 to 4.0

3.7 is the highest number of rated restaurants.

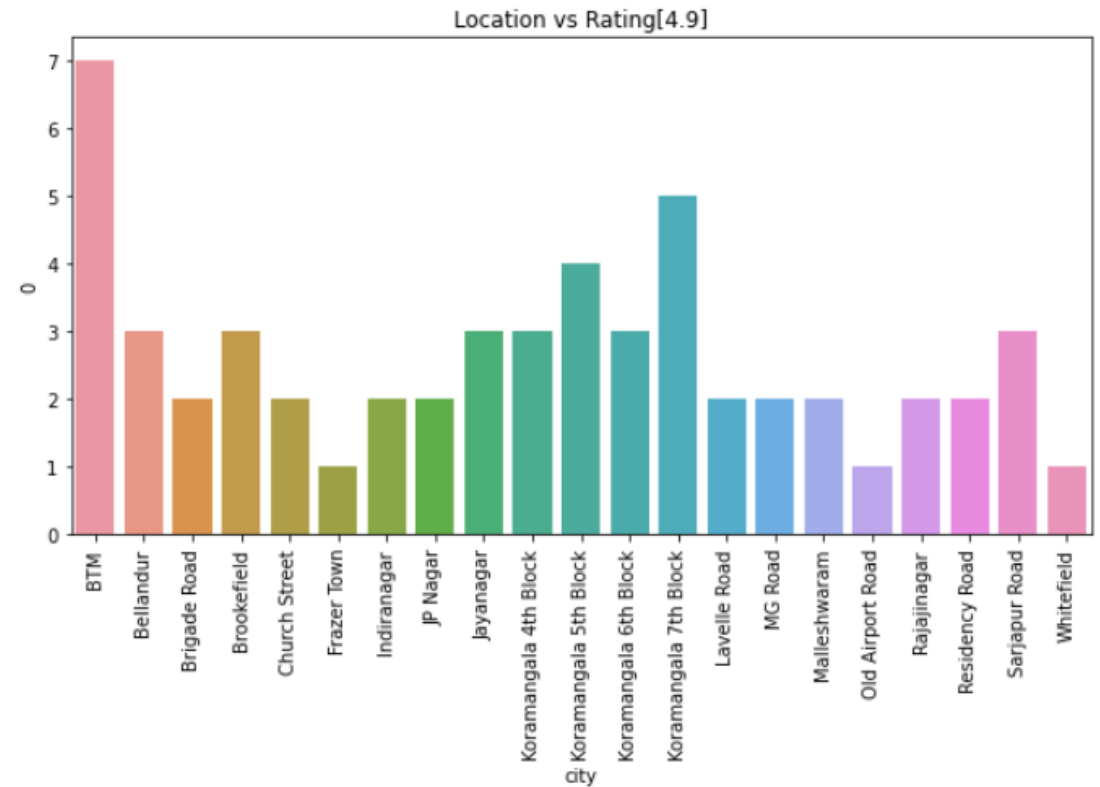
Location with higher number of good rated restaurants:

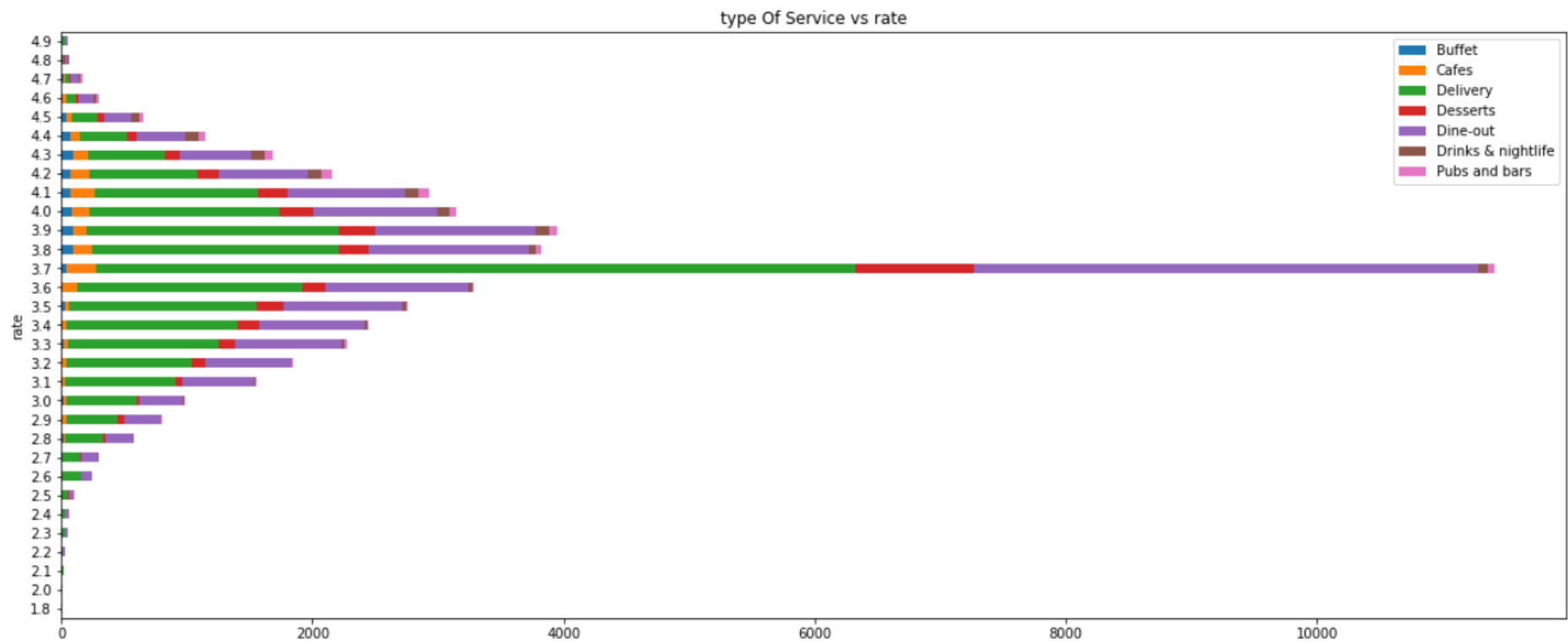
BTM

Koramangala

JP nagar

Jayanagar



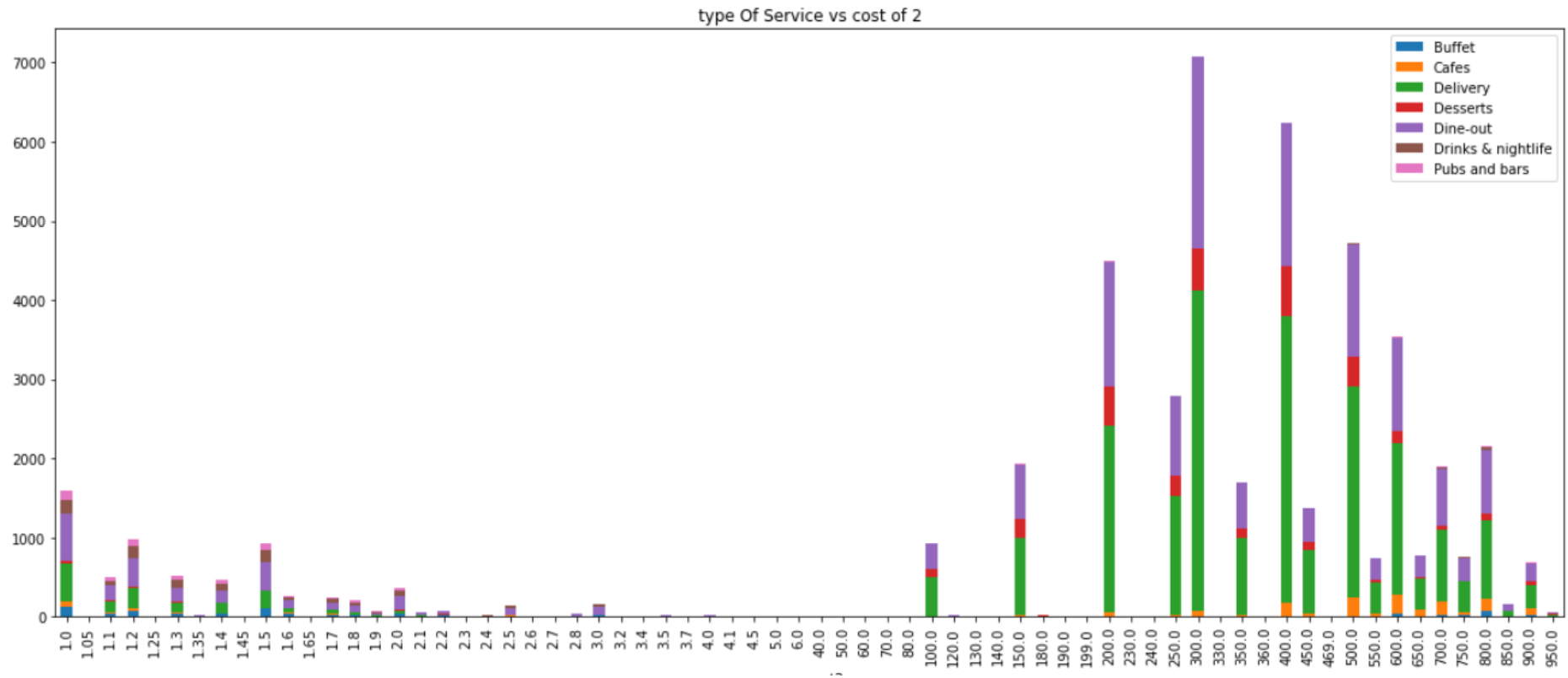


Dine-out and delivery types of restaurants gets votes more than the others.

Also, the cafes have rating between 3.7 to 4.4 but the people rated is small.

Dine-out and delivery has avg rating between 2.6 to 3.5

Average cost distribution



Most of the restaurants have average cost is between 300rs to 800rs

Delivery restaurants have the avg cost of 300 and 400 for 2 persons.

Cafes have the cost of 500-800 for the 2 persons.

NO. of outlets

