Zomato Restaurants Bangalore

Context

I was always fascinated by the food culture of Bengaluru. Restaurants from all over the world can be found here in Bengaluru. From the United States to Japan, Russia to Antarctica, you get all types of cuisines here. Delivery, Dine-out, Pubs, Bars, Drinks,Buffet, Desserts you name it and Bengaluru has it. Bengaluru is the best place for foodies. The number of restaurants is increasing day by day. Currently which stands at approximately 12,000 restaurants. With such a high number of restaurants. This industry hasn't been saturated yet. And new restaurants are opening every day. However it has become difficult for them to compete with already established restaurants. The key issues that continue to pose a challenge to them include high real estate costs, rising food costs, shortage of quality manpower, fragmented supply chain and over-licensing. This Zomato data aims at analysing demography of the location. Most importantly it will help new restaurants in deciding their theme, menus, cuisine, cost etc for a particular location. It also aims at finding similarity between neighborhoods of Bengaluru on the basis of food. The dataset also contains reviews for each of the restaurants which will help in finding overall ratings for the place.

Content

The basic idea of analyzing the Zomato dataset is to get a fair idea about the factors affecting the establishment of different types of restaurant at different places in Bengaluru, aggregate rating of each restaurant, Bengaluru being one such city has more than 12,000 restaurants with restaurants serving dishes from all over the world.

With each day new restaurants opening the industry hasn't been saturated yet and the demand is increasing day by day. In Spite of increasing demand it has become difficult for new restaurants to compete with established restaurants. Most of them serve the same food. Bengaluru being an IT capital of India. Most of the people here are dependent mainly on the restaurant food as they don't have time to cook for themselves.

With such an overwhelming demand of restaurants it has therefore become important to study the demography of a location. What kind of a food is more popular in a locality. The entire locality loves vegetarian food.

If yes then is that locality populated by a particular sect of people for eg. Jain, Marwaris, Gujaratis who are mostly vegetarian. These kind of analysis can be done using the data, by studying the factors such as

• Location of the restaurant

• Approx Price of food

• Theme based restaurant or not

• Which locality of that city serves that cuisines with maximum number of restaurants

• The needs of people who are striving to get the best cuisine of the neighborhood

• Is a particular neighborhood famous for its own kind of food.

"Just so that you have a good meal the next time you step out"

The data is accurate to that available on the zomato website until 15 March 2019.

The data was scraped from Zomato in two phases. After going through the structure of the website I found that for each neighborhood there are 6-7 categories of restaurants viz. Buffet, Cafes, Delivery, Desserts, Dine-out, Drinks & nightlife, Pubs and bars.

There are two separate files, while the columns are self explanatory. Below is a brief description:

1. Restaurant names and Metadata - This could help in clustering the restaurants into segments. Also the data has valuable information around cuisine and costing which can be used in cost vs. benefit analysis
2. Restaurant reviews - Data could be used for sentiment analysis. Also the metadata of reviewers can be used for identifying the critics in the industry.

Phase I,

In Phase I of extraction only the URL, name and address of the restaurant were extracted which were visible on the front page. The URI's for each of the restaurants on the zomato were recorded in the csv file so that later the data can be extracted individually for each restaurant. This made the extraction process easier and reduced the extra load on my machine

Phase II,

In Phase II the recorded data for each restaurant and each category was read and data for each restaurant was scraped individually. For each of the neighborhood and for each category their online order*, book*table, rate, votes, phone, location, rest type*, disliked*, cuisines, approx cost*(for two people), reviews*list, menu_item was extracted.

Acknowledgements

Inspiration

I was always astonished by how each of the restaurants are able to keep up the pace in spite of that cutting edge competition. And what factors should be kept in mind if someone wants to open new restaurant. Does the demography of an area matters? Does location of a particular type of restaurant also depends on the people living in that area? Does the theme and rating of the restaurant matter? Is a food chain category restaurant likely to have more customers than its counterpart? Are any neighborhoods similar ? If two neighborhood are similar does that mean these are related or particular group of people live in the neighborhood or these are the places to it? What kind of a food is more popular in a locality. Do the entire locality loves vegetarian food. If yes then is that locality populated by a particular sect of people for eg. Jain, Marwaris, Gujaratis who are mostly vegetarian.

About the file:

It contains the names, links and other metadata of each restaurant, which could help in clustering the restaurants into segments. Also the data has valuable information around cuisine and costing which can be used in cost vs. benefit analysis