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ZOMATO DATA ANALYSIS

zomato



About Us

Zomato connects users with a vast network of restaurants, offering diverse cuisines and a seamless dining experience with real-time order tracking. Our innovative initiatives, like Zomato Gold, provide exclusive dining offers, while our commitment to sustainability includes eco-friendly packaging and community support.

About Company

Zomato has an average of 17.5 million monthly transacting customers for its food delivery business. The average monthly active food delivery restaurant partners on Zomato's platform have also increased by 8.7% year-on-year, from 208,000 to 226,000. You are working in a data-driven role at Zomato. You have a dataset of customers. As a data professional, you need to analyze the data, perform EDA (Exploratory Data Analysis) and visualization, and answer the following questions:

About Service

Zomato offers a comprehensive food delivery and restaurant discovery platform. Users can browse menus, read reviews, and order food from a wide range of restaurants with real-time tracking. The service also includes exclusive dining offers through Zomato Gold and promotes eco-friendly practices.

Data Analysis using python

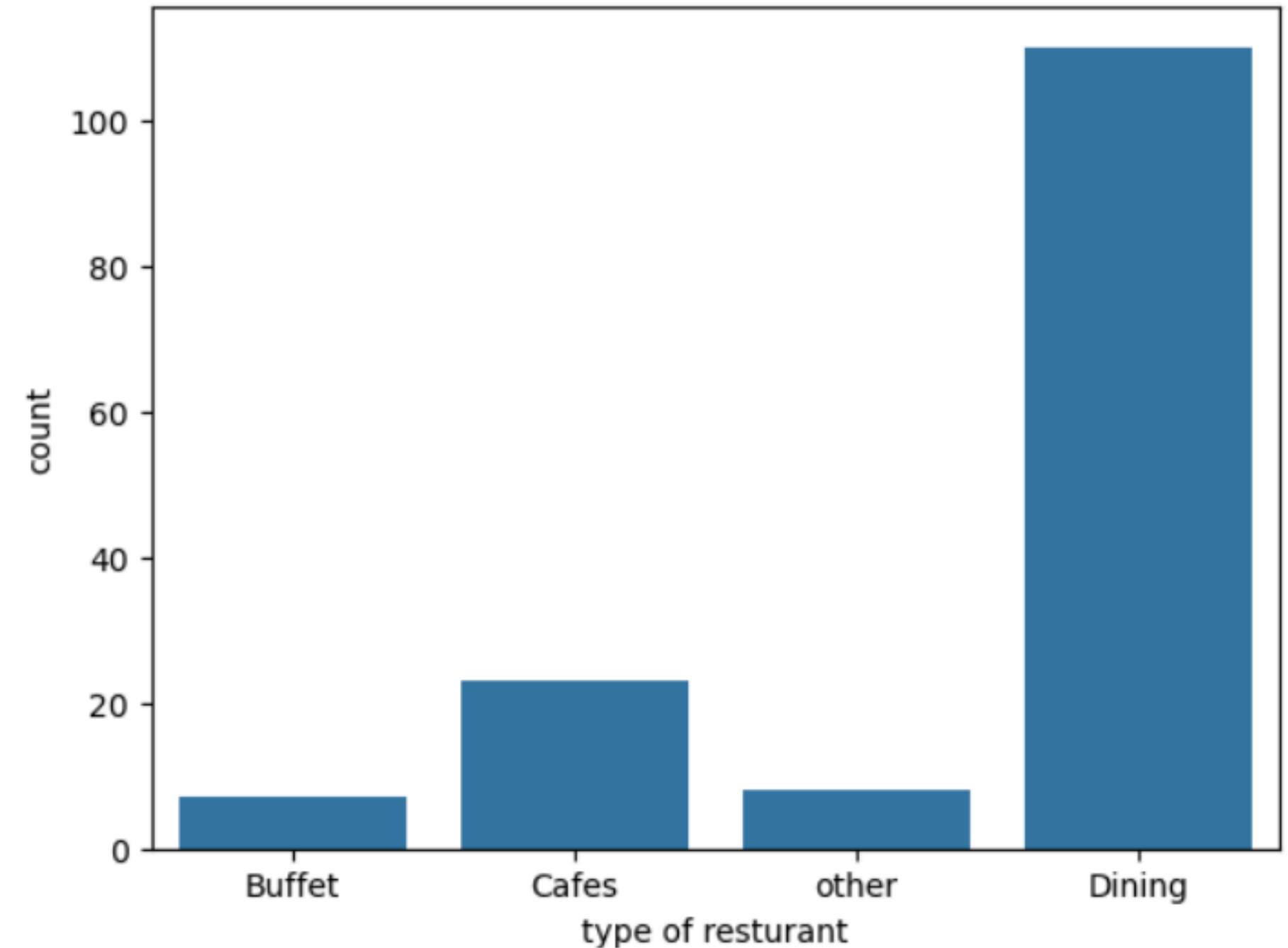
Python, combined with Jupyter Notebooks, provides a powerful environment for data analysis. Python's libraries, such as Pandas for data manipulation, Matplotlib and Seaborn for visualization, and SciPy for statistical analysis, allow for efficient data exploration and insights. Jupyter Notebooks offer an interactive platform where code, visualizations, and narrative text can be combined, making it ideal for data analysis and reporting.



What type of restaurant do the majority of customers order from?

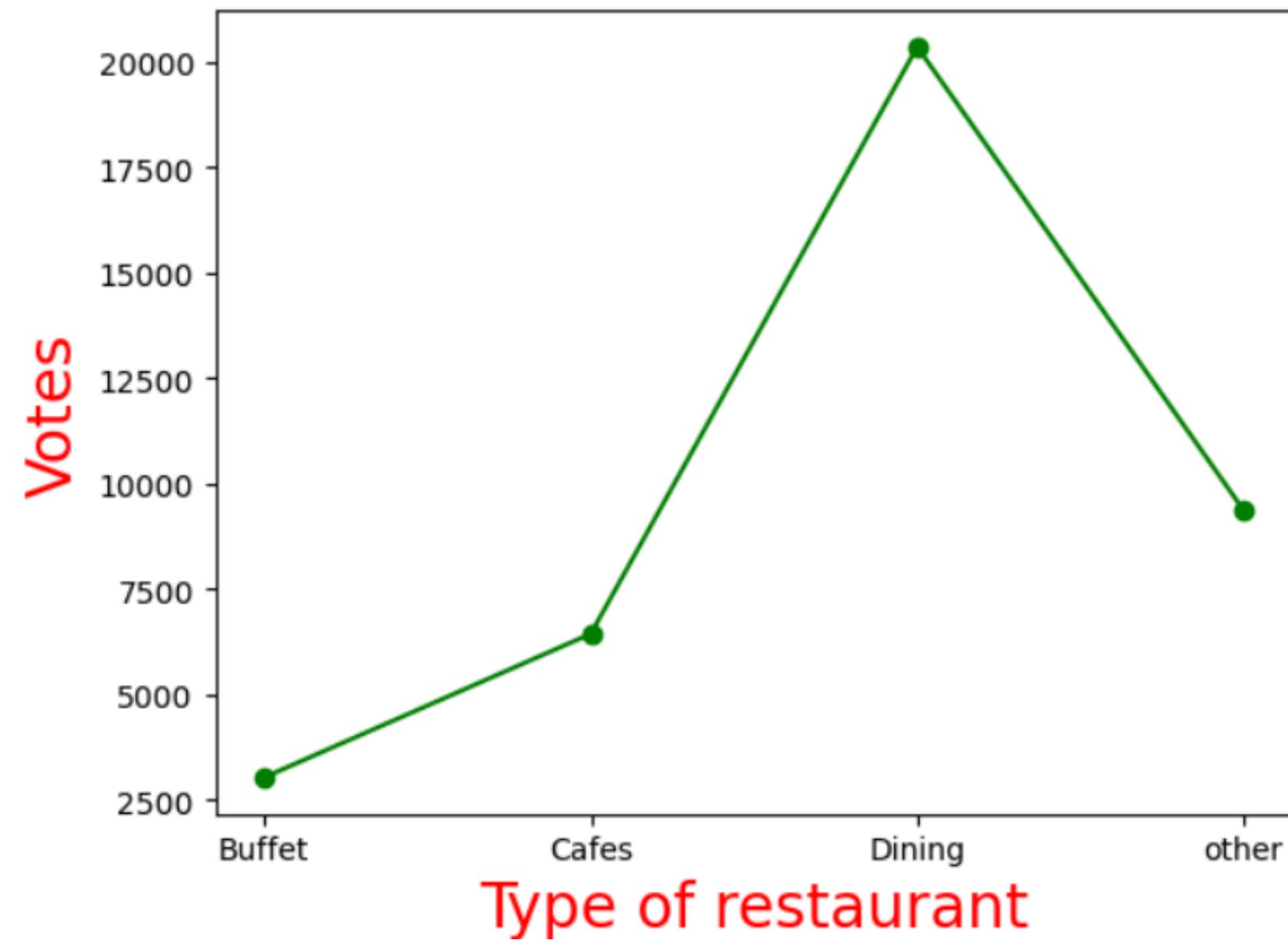
Conclusion: The majority of the restaurants fall into the dining category.

Dining restaurants are preferred by a larger number of individuals.



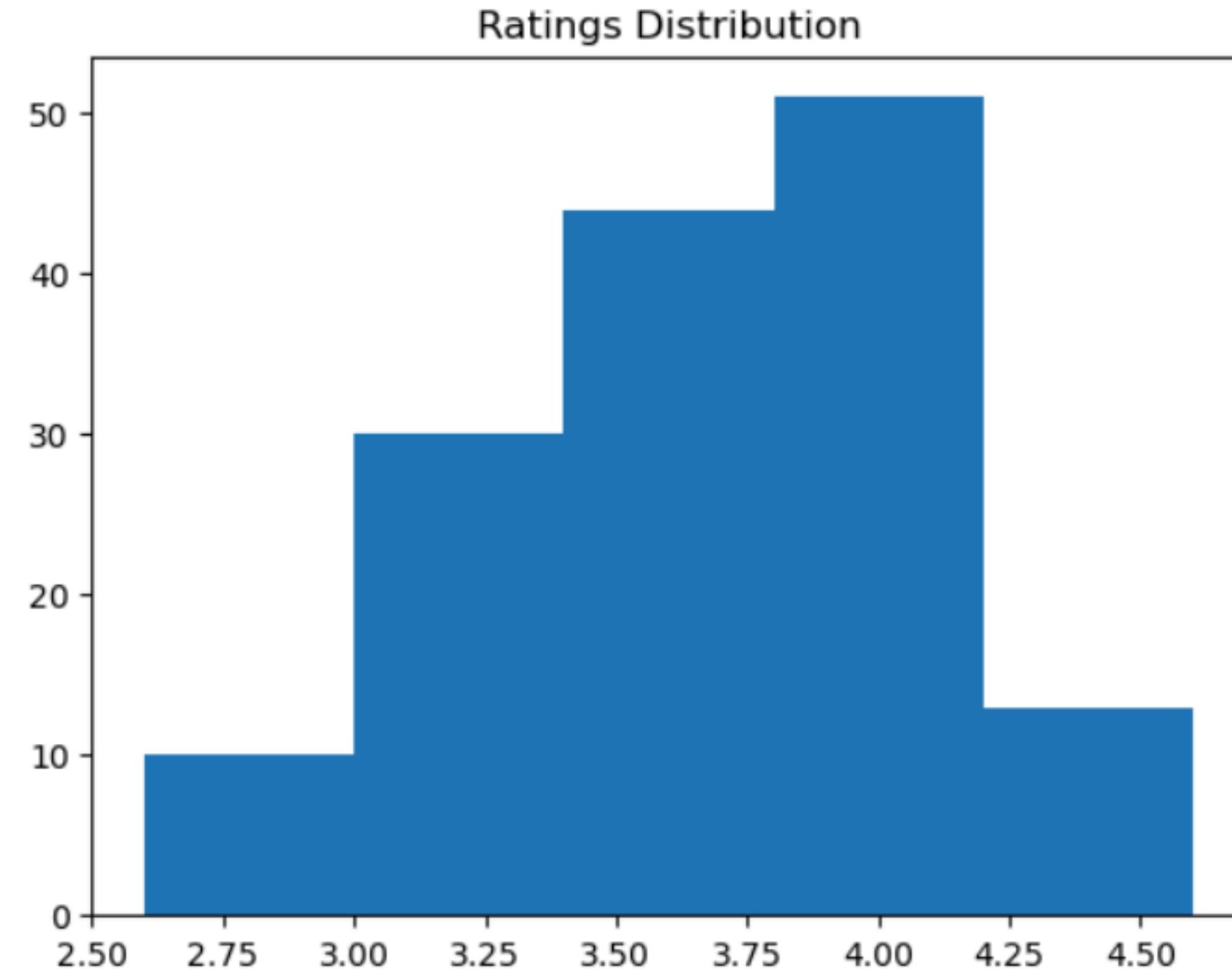
How many votes has each type of restaurant received from customers?

conclusion : dinning resturant has recived maximum votes



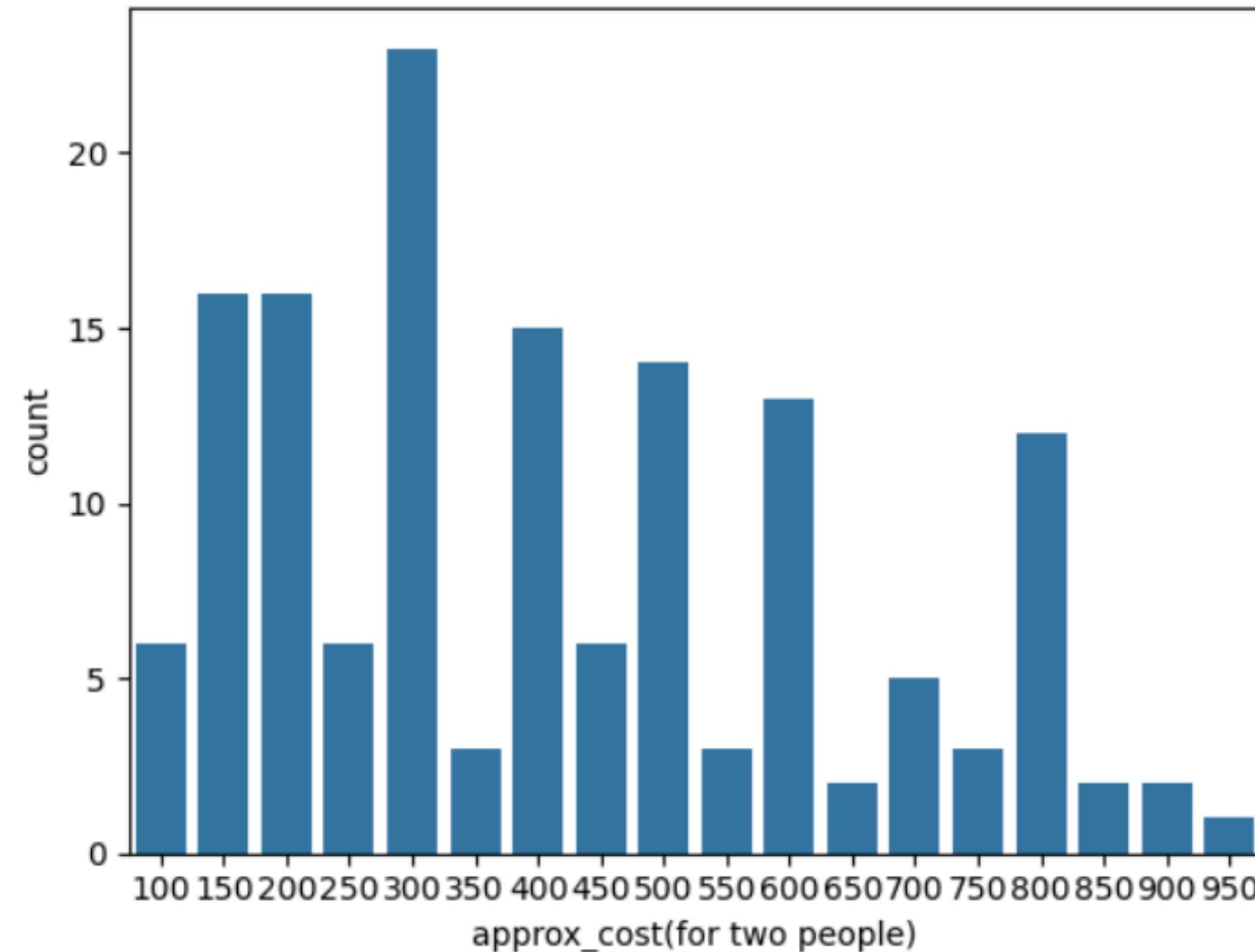
What are the ratings that the majority of restaurants have received?

conclusion = majority of resturant recived rating from 3.5 to 4



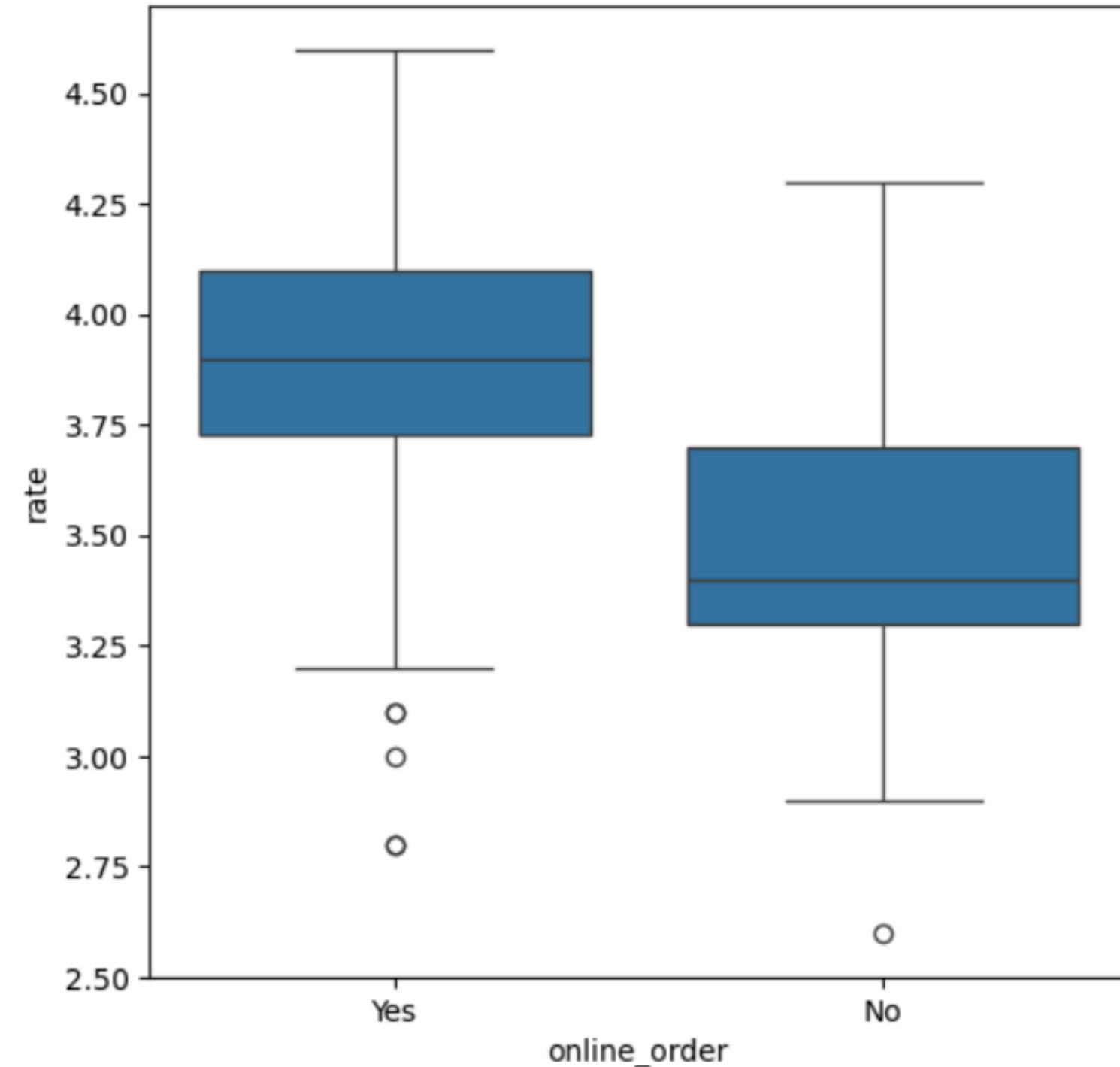
Zomato has observed that most couples order most of their food online. What is their average spending on each order?

conclusion = majority of couple prefer resturant with an approximate cost of 300 rupees



Which mode (online or offline) has received the maximum rating?

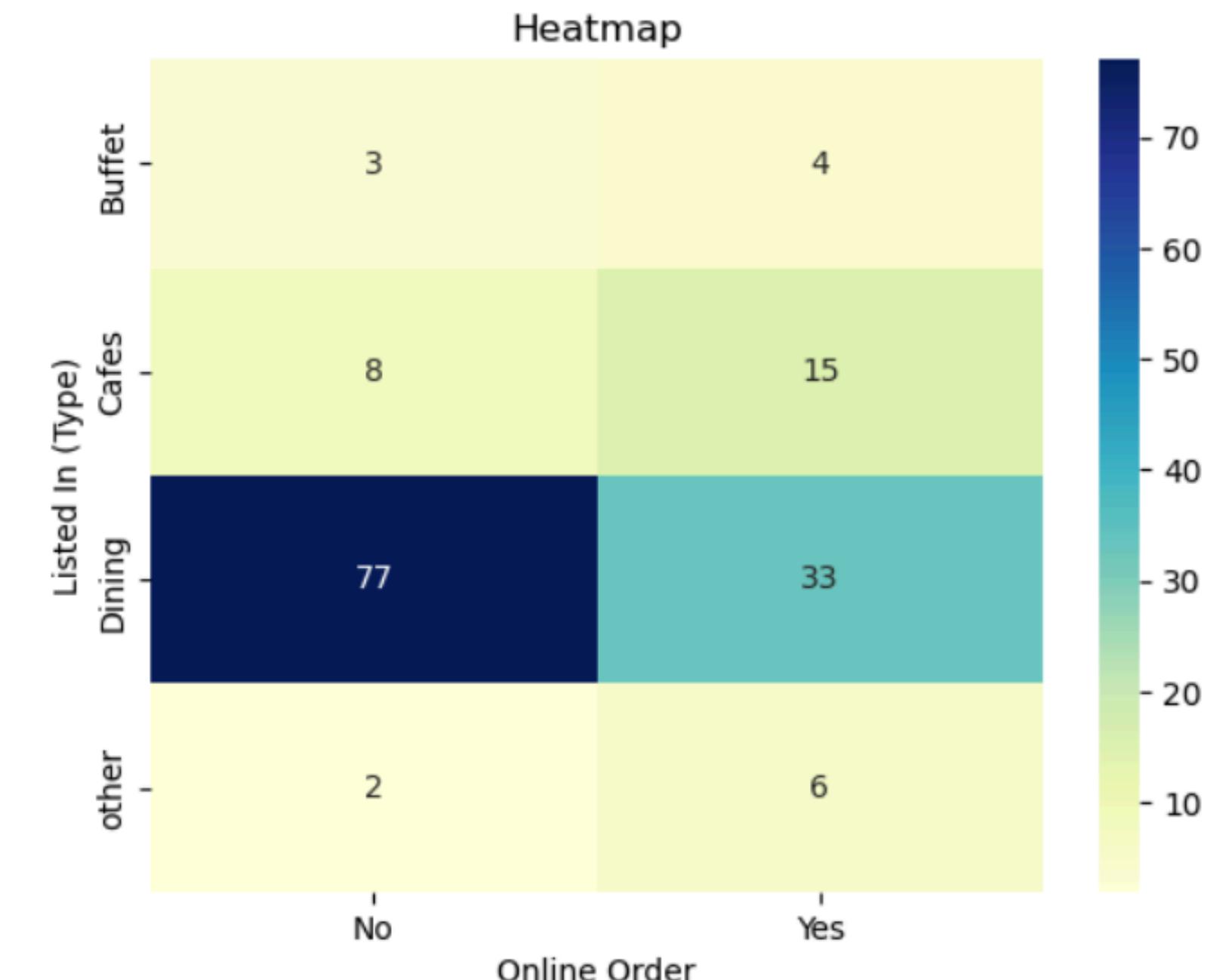
conclusion = offline order received lower rating than online order



Which type of restaurant received more offline orders, so that Zomato can provide those customers with some good offers?

Dining restaurants primarily accept offline orders,
whereas cafes primarily receive online orders.
This suggests that clients prefer to place orders

in person at restaurants, but prefer online ordering at cafes.





THANK YOU