**Overall Reach & Coverage**

* Total of **9,551 restaurants** analyzed.
* Presence in **15 countries** and **141 cities**, reflecting Zomato’s wide global footprint.
* The strongest concentration of restaurants is in **India**.

**City-Wise Distribution**

* **New Delhi** stands out significantly with **5,500+ restaurants**, showing it is a key market.
* **Gurgaon** and **Noida** are secondary hubs, each with around **1,100 restaurants**.
* Other cities like **Faridabad**, **Ghaziabad**, and **Ahmedabad** have notably fewer outlets.
* This suggests a high urban concentration, with rural or tier-2 city presence being relatively low.

**Cuisine Preferences**

* **North Indian** is the most popular cuisine by count (**936 restaurants**), followed by:
* North Indian + Mughlai (**511 restaurants**)
* **Chinese** (**354 restaurants**)
* **Fast Food** (**354 restaurants**)
* **Cafe** (**299 restaurants**)
* Indicates strong customer demand for traditional and quick-service foods.

**Brand & Rating Performance**

* Restaurants like **Barista**, **Baskin Robbins**, and **Domino's** have relatively **high average ratings**.
* High-rated chains indicate brand consistency and customer trust.
* Some restaurants have a **high count but lower average rating**, highlighting areas for quality improvement.

**Customer Services**

* **Table Booking:**

Only **12%** of restaurants offer table booking.

Could be improved for customers seeking planned dining experiences.

* **Online Delivery:**

**74%** of restaurants support it, reflecting a strong digital delivery ecosystem.

Highlights shift toward **convenience-focused consumer behavior**.

* **User Engagement**
* **1,826 votes** and **28,000 total ratings** reflect active user participation and feedback.
* Can be leveraged for sentiment analysis, trend forecasting, and service improvements.

**Actionable Recommendations**

* **Boost Presence** in underrepresented cities and regions to balance geographic spread.
* Promote **emerging or niche cuisines** to diversify the customer offering.
* Encourage restaurants to adopt **table booking systems**—especially in premium dining segments.
* Maintain and enhance **online delivery infrastructure**, as it aligns with customer behavior.
* Use **rating patterns** to identify top-performing chains and partner more closely with them.
* Improve quality and service consistency in restaurants with **low average ratings** but high footfall.

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A screenshot of a table

AI-generated content may be incorrect.

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AI-generated content may be incorrect.

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