



# zomato

## Bangalore Insights

### Using Tableau

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# Introduction To Zomato



Zomato is a global restaurant discovery and food delivery platform that connects people with a wide range of dining options. Founded in 2008 by Deepinder Goyal and Pankaj Chaddah in India, Zomato began as a restaurant review and discovery service.

Over time, it has evolved into a comprehensive platform offering services such as food delivery, table reservations, and restaurant management tools.



# Introduction To Tableau



Tableau is a leading data visualization and business intelligence tool that helps users transform raw data into actionable insights through interactive and shareable dashboards. It simplifies complex data analysis and enhances decision-making by making data accessible to everyone; from data scientists to business executives.

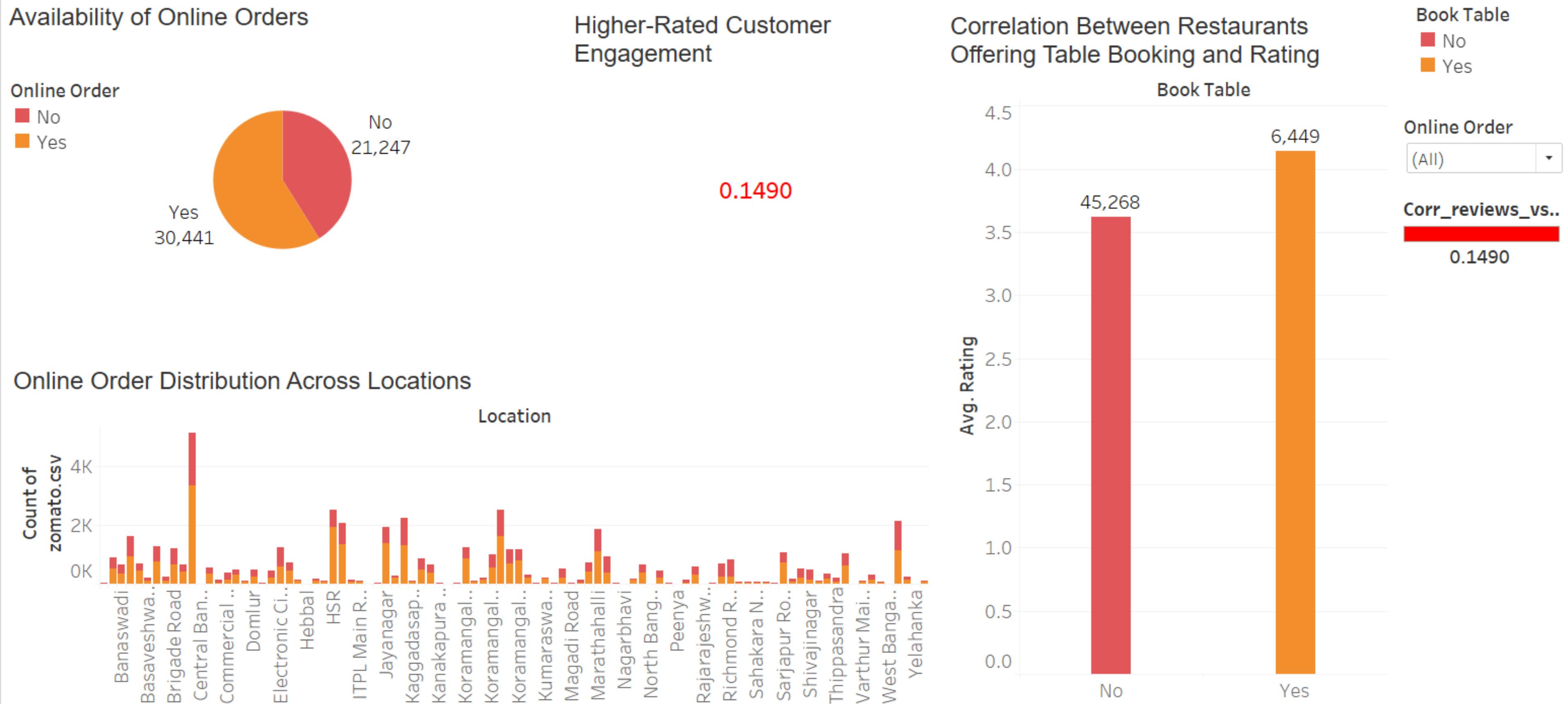
# Problem Statement



Zomato needs to identify and optimize critical operational factors (e.g., delivery time, service availability, customer preferences) to improve restaurant popularity, ratings, and customer satisfaction in Bengaluru. Using Tableau dashboards and data analysis, Zomato seeks to provide actionable insights to improve decision-making for both the platform and its partner restaurants.



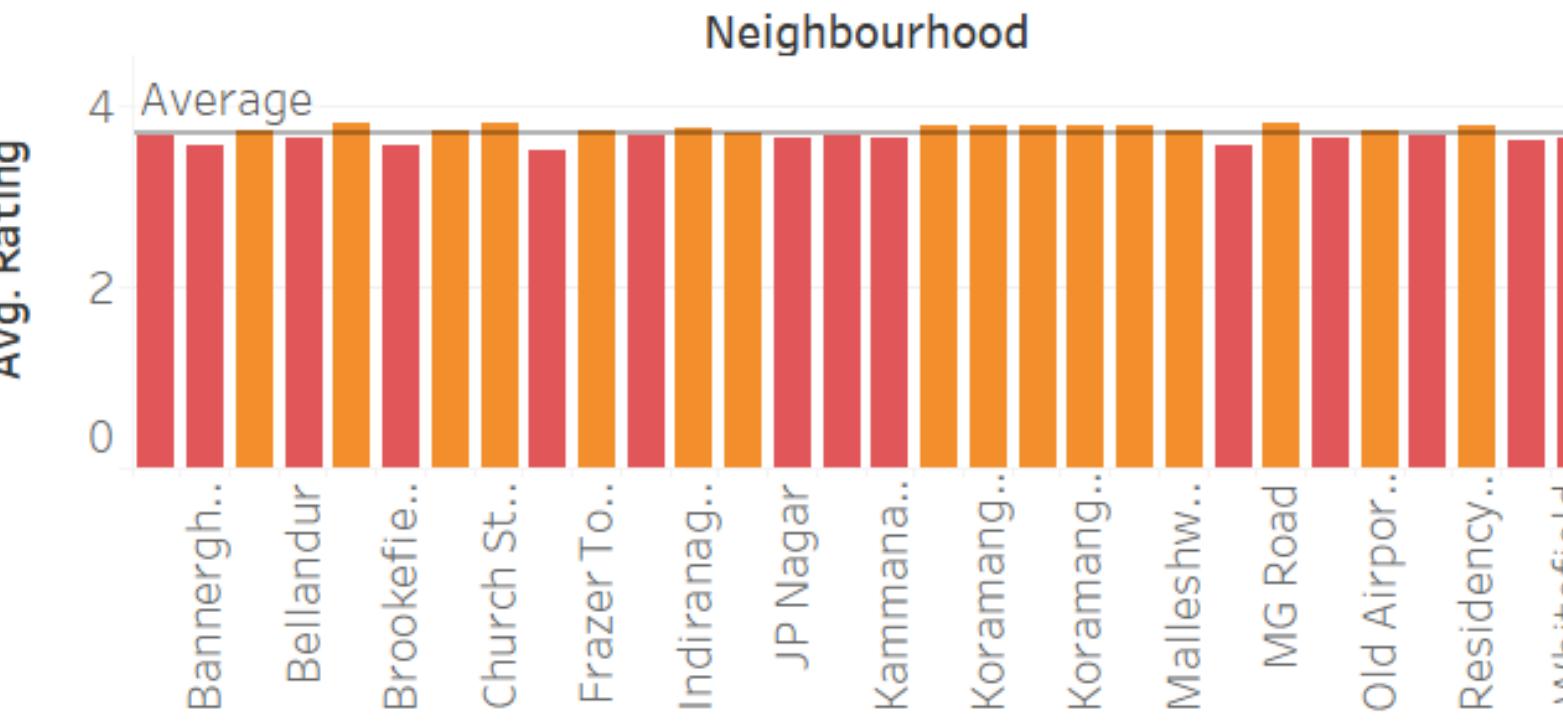
# Online Orders and Ratings



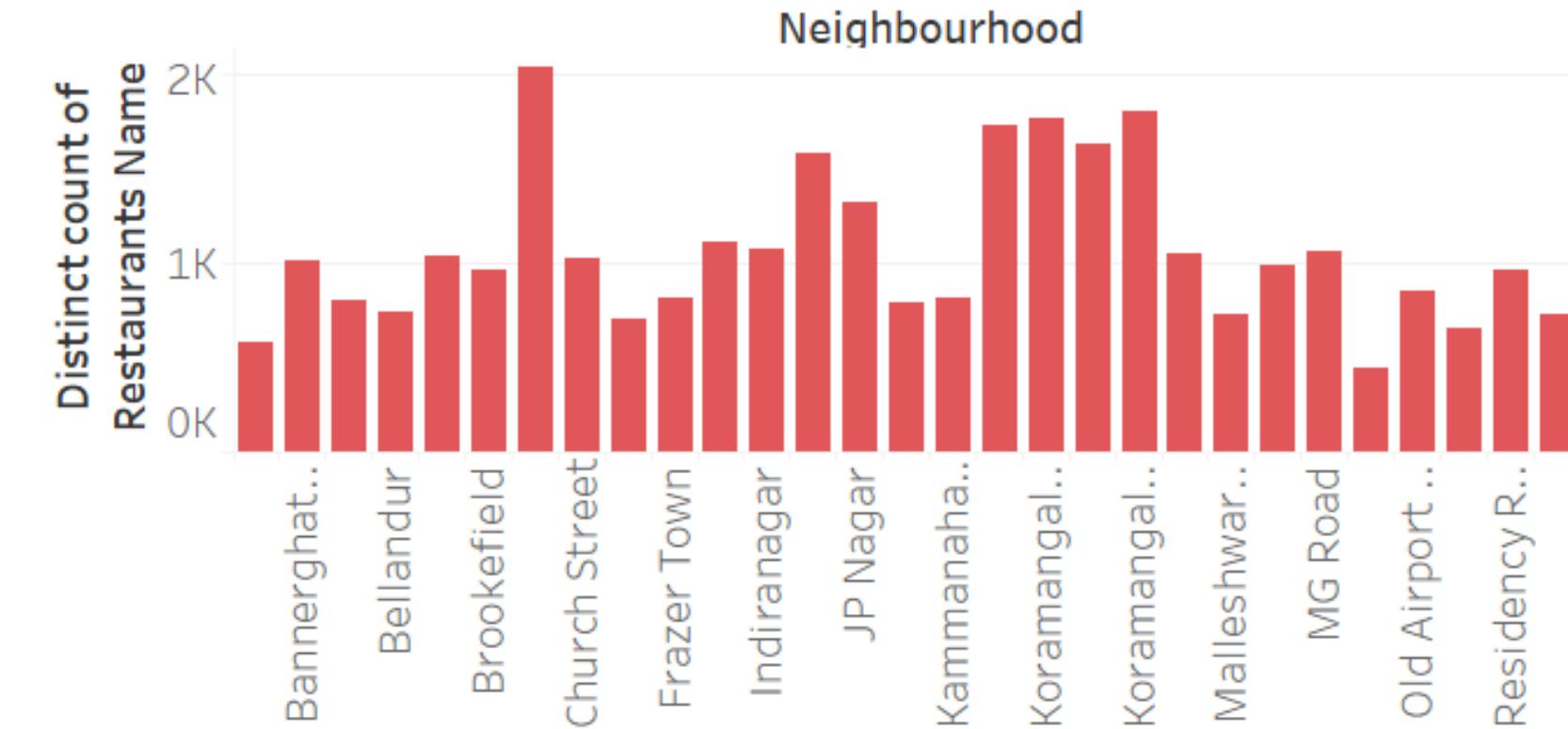
# Restaurant Analytics Costs and Ratings



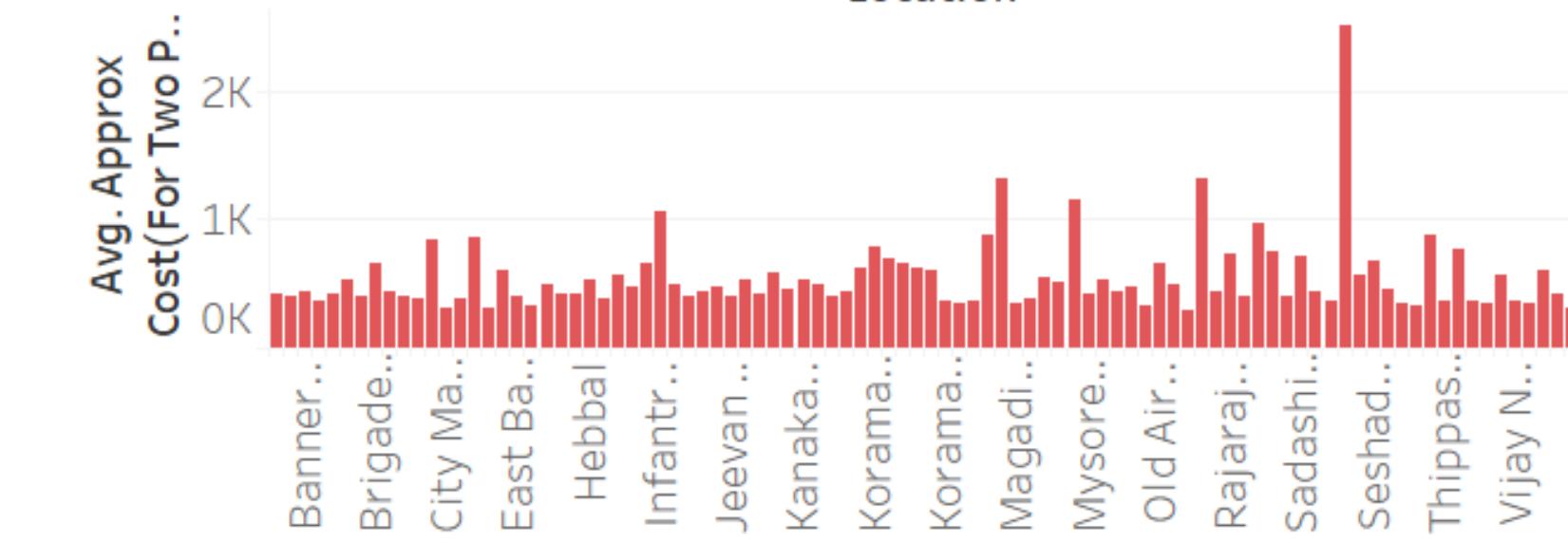
Highest Average Rated Restaurants



Count of Restaurants by Neighborhood



Average Cost for Two People by Location



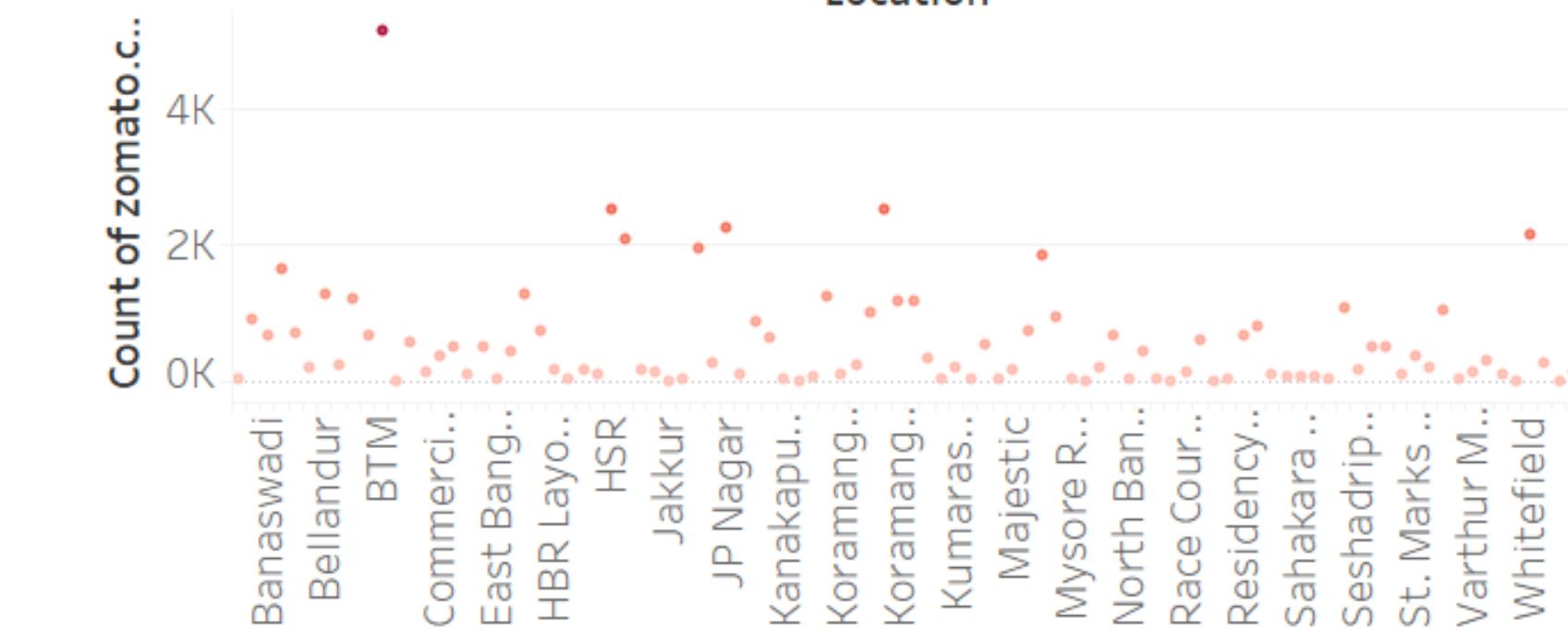
Bar red/green  
green  
red

Average Cost  
for Two  
People and  
Rating

0.3852

Count of zomat..  
1      5,124

Concentration of Highly-Rated Restaurants



# Regional Favorites: Cuisines and Dishes



## Cuisine Types

- (All)
  - Banashankari
  - Bannerghatta
  - Basaveshwara
  - Bellandur
  - Brigade Road
  - Brookefield
  - BTM
  - Church St
  - Electronics City
  - Frazer Town
  - HSR
  - Indiranagar
  - Jayanagar
  - JP Nagar
  - Kalyan Nagar
  - Kammanahalli
  - Koramangala
  - Koramangala 90ft
  - Koramangala 100ft
  - Koramangala 120ft
  - Lavelle Road
  - Malleshwaram
  - Marathahalli
  - MG Road

## Popular Cuisines by Neighborhood

Andhra, Biryani	Asian, Continental	Bakery	Beverages
Biryani, North Indian	Andhra, North Indian	Biryani, Fast Food	Beverages, Bakery
Beverages, Tea	Bakery, Tea, Beverages	Burger, Fast Food, Italian	Beverages, Fast Food, Juices
Cafe, Continental, Burger	Cafe, Continental, Beverages	Beverages, Sandwich	
Biryani, North Indian, Andhra		Biryani, Chinese, North Indian	Arabian
Biryani, North Indian, Mughlai	Cafe, Beverages, Fast Food, Rolls	American, Burger, Fast Food	
Cafe, Fast Food, Beverages	Andhra, Biryani, North Indian, Chinese	Cafe, Beverages, Desserts	
Beverages, Juices	Biryani, Andhra, North Indian, Seafood	Cafe, Continental, Beverages, Desserts	
Cafe, Beverages, Fast Food	Cafe, Continental, Sandwich	Beverages	
Beverages, Street Food	Biryani, Andhra, Hyderabadi, North Indian	Andhra, Chinese, North Indian	
Andhra, South Indian, Biryani, North Indian	Burger, Fast Food, Desserts, Sandwich		
Biryani, Mughlai	Cafe, Asian, Burger, Continental, Italian, Salad	Arabian, Rolls, North Indian, BBQ	
American, Chinese, Continental, North Indian	Biryani, South Indian, North Indian, Chinese, Andhra		
Asian, Korean, Indonesian, Japanese, Chinese, Thai, Momos	Bengali, North Indian, Chinese		
Beverages, Fast Food	Arabian, North Indian, Chinese, Seafood, Biryani, Rolls, Beverages		
Cafe, Fast Food	Burger, Turkish, Arabian, Fast Food, Salad, Healthy Food, Desserts		
Cafe, Continental, Italian	Bakery, Desserts	Cafe, Chinese, Continental, Italian	
Cafe, Beverages	Asian, Chinese, Continental, Italian		
Andhra, North Indian, Chinese, Mangalorean, Seafood, Biryani	Cafe, Continental, Beverages, Healthy Food, Desserts, Sandwich, Pizza, Salad		
Andhra Biryani, North Indian, Chinese, Andhra, South Indian	Cafe, Chinese, Continental, Fast Food		
Cafe, Continental, Mediterranean, Italian, Desserts	Bakery, Fast Food, Desserts, Beverages		
Biryani	Biryani, Chinese, South Indian, North Indian	Beverages, Ice Cream, Fast Food	
	Cafe, Burger, Continental, Italian, Desserts		
Biryani, Seafood, South Indian	Biryani, North Indian, Chinese, Rajasthani	Beverages, Desserts	
Bakery, Desserts, Fast Food	Andhra, Seafood, North Indian, Chinese	Burger, Sandwich, Beverages	
Cafe	Biryani, North Indian, Seafood, Andhra	Andhra, North Indian, Chinese	
	Biryani, Andhra, North Indian, Chinese	Beverages, Desserts, Ice Cream	
Cafe, American, Continental, Italian	Cafe, Continental, Italian, Burger	Bakery, Healthy Food	
Biryani, North Indian, Kebab	Cafe, American, Pizza	Burger, Fast Food, Beverages	
	Biryani, North Indian, Rolls	Biryani, Kebab, Chinese	Beverages, Juices, Ice Cream
Beverages, Ice Cream	Bakery, French, Desserts	Cafe, Continental, Fast Food	Bakery, Fast Food
Biryani, South Indian	Mithai	Cafe, Continental, Asian	Burger, Pizza, Fast Food
Biryani, Kebab	Burger, Fast Food	Cafe, Continental	Bakery, Street Food
			Bengali, Mughlai
		Cafe, Desserts	

## Dishes Like

- (All)
  - Null
  - Banashankari
  - Banaswadi
  - Bannerghatta
  - Basavangudi
  - Basaveshwara
  - Bellandur
  - Bommanahalli
  - Brigade Road
  - Brookefield
  - BTM
  - Central Bangalore
  - Church Street
  - City Marathahalli
  - Commercial Street
  - Cunningham Road
  - CV Ramanagar
  - Domlur
  - East Bangalore
  - Ejipura
  - Electronics City
  - Frazer Town
  - HBR Layout
  - Hebbal

## Popular Dish by Location

Freak Shake, Fries, Pasta Alfredo, Biryani, Pepper Chicken Paratha, Pasta Butter Chicken, Noodles, Thali, Biryani, Whole Meat Shawarma, Fries Biryani, Chicken Grill, Butter Chicken, Mughlai Paratha, Laccha Paratha, Rolls, Panneer Butter Masala, Manchurian, Noodles, Tandoori Roti, Naan, Paratha, French Fries  
Lemon Soda, Wine, Coffee, Fried Rice, Chicken, Chilli Chicken, Milk Shake, Oreo Shake

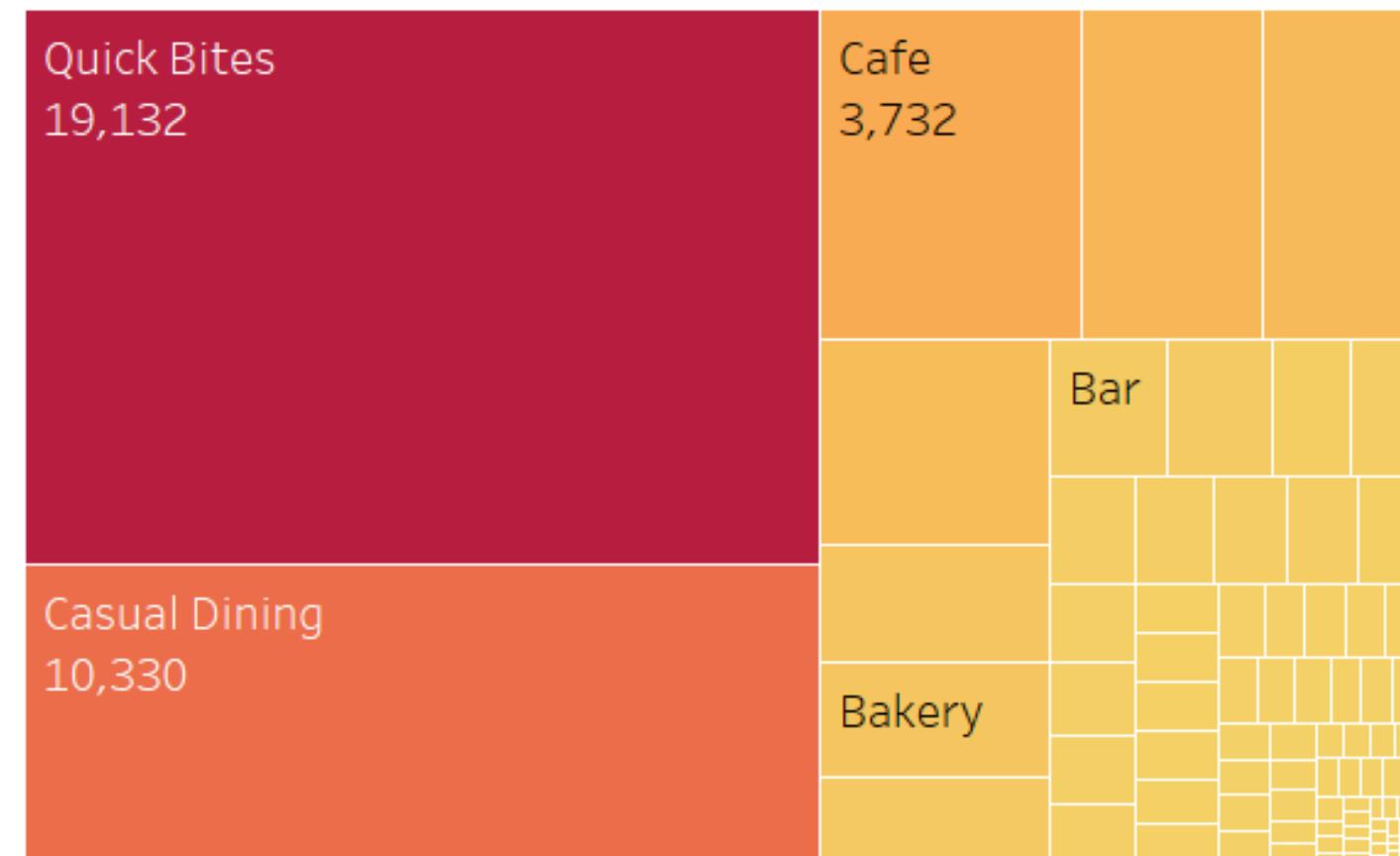
# Cocktails, Pizza, French Fries

Butter Chicken, Chicken Grill, Tandoori Chicken, Noodles, Biryani,  
Fried Rice Chicken  
Sea Food, Crab Meat, Crab Soup, Fish Curry, Chicken Cafreal, Butter Naan, Butter Chicken  
Pizza, Pasta, Spinach Salsa, Garlic Bread, Lasagne, Bruschettas, Chocolate Bomb  
Biryani Paratha, Lassi, Manchurian, Thali Tandoori Chicken, Rolls  
Shawarma, Biryani, Bbq Chicken, Chicken Grill, Raita Burgers, Fries, Mojito, Chicken Burger  
Rolls, Chicken Egg Roll, Aloo Paratha, Sattu Paratha, Paneer Roll Pizza, Burgers Coffee, Chaat  
Biryani, Shawarma Masala Dosa, Coffee Rolls, Paratha, Chicken Biryani, Aloo Paratha

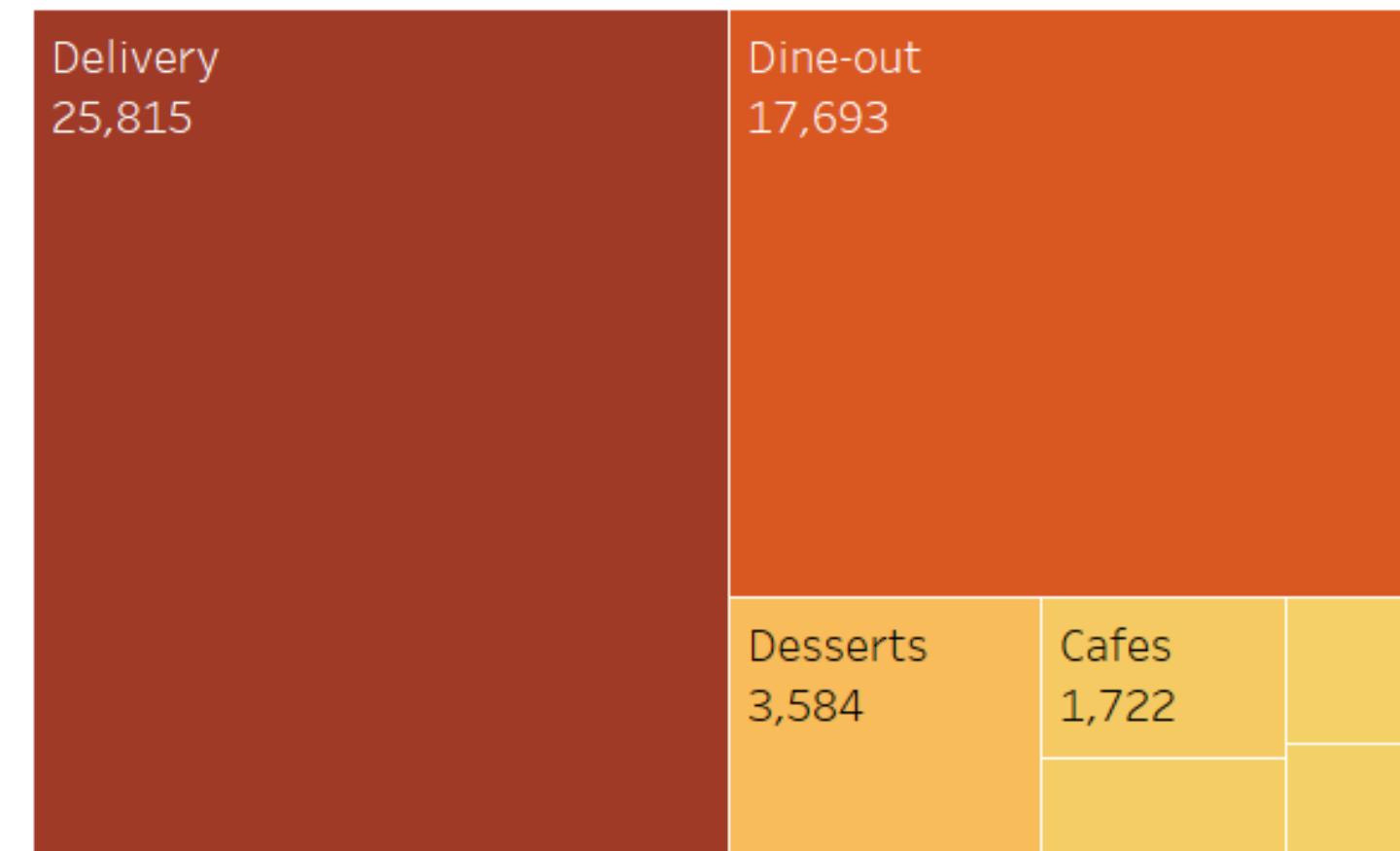
# Types of Restaurant and Ratings



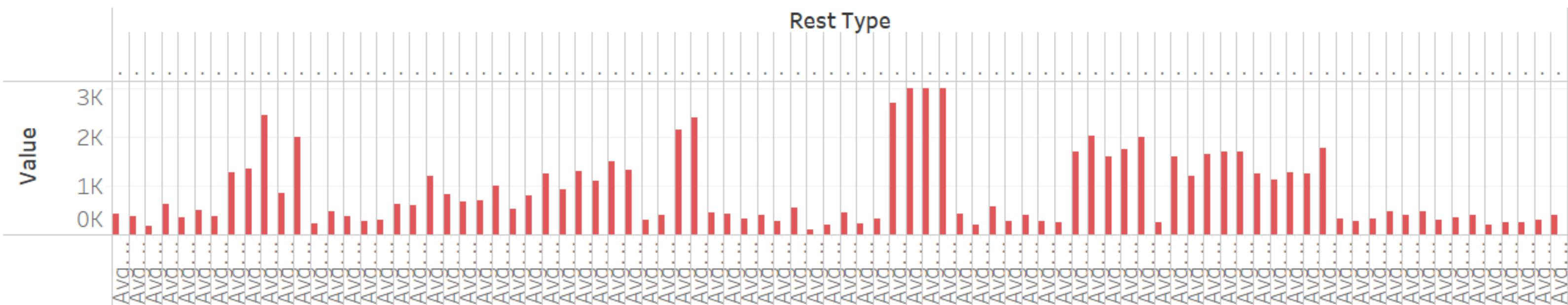
## Most Common Restaurant Types



## Count of Restaurants By Meal Types



## Ratings and Costs Compare



# Online Orders and Ratings



## 1. Availability of Online Orders

- A significant number of restaurants offer online orders (Yes: 30,441) compared to those that don't (No: 21,247).

## 2. Higher-Rated Customer Engagement

- There is a weak positive correlation (0.1490) between customer reviews and some engagement metrics.

## 3. Correlation Between Table Booking and Average Rating

- Restaurants offering table booking (Yes) tend to have slightly higher average ratings compared to those that don't (No).
- The number of restaurants not offering table bookings is much higher (45,268) compared to those that do (6,449).

## 4. Online Order Distribution Across Locations

- Locations like Brigade Road and HSR have a higher count of restaurants offering online orders.
- The distribution shows a variation in online ordering trends across different areas.

# Restaurant Analytics Costs and Ratings

## 1. Highest Average Rated Restaurants

- Neighborhoods like Church Street, Koramangala, and Indiranagar have restaurants with higher average ratings, mostly around 4.0.

## 2. Average Cost for Two People by Location

- The cost for two people varies significantly by location, with some areas showing higher average costs (e.g., Koramangala and Sadashivanagar).
- The correlation between average cost and rating is moderate (0.3852)

## 3. Count of Restaurants by Neighborhood

- Areas such as Koramangala, Indiranagar, and Church Street have the highest concentration of restaurants.

## 4. Concentration of Highly-Rated Restaurants

- Some locations (e.g., BTM and HSR) show a higher density of highly-rated restaurants (ratings above 4.0).



# Regional Favorites: Cuisines and Dishes

## 1. Popular Cuisines by Neighborhood

- Commonly preferred cuisines include Biryani, Bakery, Desserts, Chinese, Fast Food, and North Indian.
- Preferences vary by neighborhood, with some areas favoring Continental, Andhra, or Asian cuisines.

## 2. Popular Dishes by Location

- Frequently liked dishes include Cocktails, Pizza, French Fries, Butter Chicken, Biryani, Tandoori Chicken, and Pasta.
- Other popular dishes like Parathas, Lassi, and Shawarma highlight diverse culinary preferences.

## 3. Cuisine Types and Dishes Liked (Filter Options):

- Users can filter the data by specific neighborhoods or dish preferences to focus on more localized insights.



# Types of Restaurant and Ratings

## 1. Most Common Restaurant Types (Tree Map):

- The most frequent restaurant types are Quick Bites (19,132) and Casual Dining (10,330).
- Other popular types include Cafes (3,732), Bars, and Bakeries.

## 2. Count of Restaurants by Meal Types

- Delivery is the most common meal type, with 25,815 restaurants offering it.
- Dine-out is also significant, with 17,693 options available.
- Smaller segments include Desserts (3,584) and Cafes (1,722).

## 3. Ratings and Costs Comparison (Bar Chart):

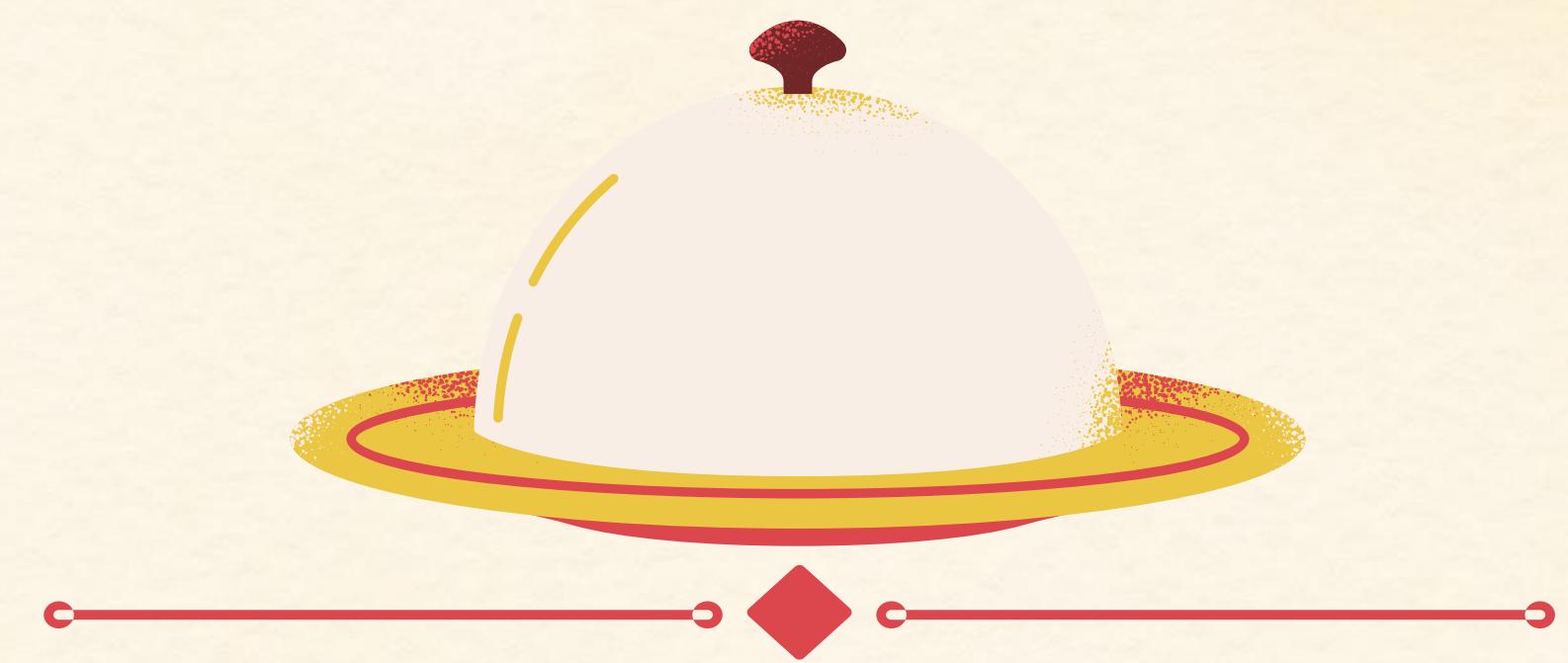
- The chart compares restaurant ratings and average costs for two people across different restaurant types.
- Some restaurant types show higher costs associated with higher ratings, while others do not follow this trend.



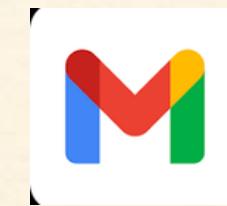
# Overall Conclusion

Zomato's strategy in Bengaluru should emphasize:

1. Strengthening delivery and online ordering services in high-demand neighborhoods.
2. Encouraging restaurants to adopt table booking and niche cuisines for a premium experience.
3. Supporting quality improvements in lower-rated areas through targeted initiatives.
4. Leveraging popular cuisines and dishes to increase customer retention.
5. Optimizing pricing strategies based on location demographics and customer preferences.



# THANK YOU



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