

# Brewing Insights: A Study of Indian Café Culture

- BY DIVIT SRIVASTAVA

## IMPORTING DATA

```
In [ ]: from google.colab import drive
drive.mount('/content/drive')

Mounted at /content/drive

In [ ]: import pandas as pd
from google.colab import drive
drive.mount('/content/drive')

Drive already mounted at /content/drive; to attempt to forcibly remount, call drive.mount("/content/drive", force_remount=True).

In [ ]: df = pd.read_csv('//content/drive/MyDrive/Colab Notebooks/Zomato Big Data Analysis/zomato.csv', encoding='latin-1')
```

## GLOBAL RESTAURANT DATA

```
In [ ]: df
```

Out[ ]:

	Restaurant ID	Restaurant Name	Country Code	City	Address	Locality	Locality Verbose	Longitude	Latitude	Cuisines	...	Currency	Has Table booking	Has Online delivery	Is delivering now	Switch to order menu	Price range	Aggregate rating	Rating color	Rating text	Votes
0	6317637	Le Petit Souffle	162	Makati City	Third Floor, Century City Mall, Kalayaan Avenu...	Century City Mall, Poblacion, Makati City	Century City Mall, Poblacion, Makati City, Mak...	121.027535	14.565443	French, Japanese, Desserts	...	Botswana Pula(P)	Yes	No	No	No	3	4.8	Dark Green	Excellent	314
1	6304287	Izakaya Kikufuji	162	Makati City	Little Tokyo, 2277 Chino Roces Avenue, Legaspi...	Little Tokyo, Legaspi Village, Makati City	Little Tokyo, Legaspi Village, Makati City, Ma...	121.014101	14.553708	Japanese	...	Botswana Pula(P)	Yes	No	No	No	3	4.5	Dark Green	Excellent	591
2	6300002	Heat - Edsa Shangri-La	162	Mandaluyong City	Edsa Shangri-La, 1 Garden Way, Ortigas, Mandal...	Edsa Shangri-La, Ortigas, Mandaluyong City	Edsa Shangri-La, Ortigas, Mandaluyong City, Ma...	121.056831	14.581404	Seafood, Asian, Filipino, Indian	...	Botswana Pula(P)	Yes	No	No	No	4	4.4	Green	Very Good	270
3	6318506	Ooma	162	Mandaluyong City	Third Floor, Mega Fashion Hall, SM Megamall, O...	SM Megamall, Ortigas, Mandaluyong City	SM Megamall, Ortigas, Mandaluyong City, Mandal...	121.056475	14.585318	Japanese, Sushi	...	Botswana Pula(P)	No	No	No	No	4	4.9	Dark Green	Excellent	365
4	6314302	Sambo Kojin	162	Mandaluyong City	Third Floor, Mega Atrium, SM Megamall, Ortigas...	SM Megamall, Ortigas, Mandaluyong City	SM Megamall, Ortigas, Mandaluyong City, Mandal...	121.057508	14.584450	Japanese, Korean	...	Botswana Pula(P)	Yes	No	No	No	4	4.8	Dark Green	Excellent	229
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
9546	5915730	NamlÜ± Gurme	208	ÜÁstanbul	KemankeÐð Karamustafa PaÐða Mahallesi, RÜ±htÜ±...	Karakí_y	Karakí_y, ÜÁstanbul	28.977392	41.022793	Turkish	...	Turkish Lira(TL)	No	No	No	No	3	4.1	Green	Very Good	788
9547	5908749	Ceviz AÜðacÜ±	208	ÜÁstanbul	KoÐðuyulu Mahallesi, Muhittin İstí_ndaÜð Cadd...	KoÐðuyulu	KoÐðuyulu, ÜÁstanbul	29.041297	41.009847	World Cuisine, Patisserie, Cafe	...	Turkish Lira(TL)	No	No	No	No	3	4.2	Green	Very Good	1034
9548	5915807	Huqqa	208	ÜÁstanbul	Kuruí_eÐðme Mahallesi, Muallim Naci Caddesi, N...	Kuruí_eÐðme	Kuruí_eÐðme, ÜÁstanbul	29.034640	41.055817	Italian, World Cuisine	...	Turkish Lira(TL)	No	No	No	No	4	3.7	Yellow	Good	661
9549	5916112	AÐðÐðk Kahve	208	ÜÁstanbul	Kuruí_eÐðme Mahallesi, Muallim Naci Caddesi, N...	Kuruí_eÐðme	Kuruí_eÐðme, ÜÁstanbul	29.036019	41.057979	Restaurant Cafe	...	Turkish Lira(TL)	No	No	No	No	4	4.0	Green	Very Good	901
9550	5927402	Walter's Coffee Roastery	208	ÜÁstanbul	CafeaÜða Mahallesi, BademaltÜ± Sokak, No 21/B,...	Moda	Moda, ÜÁstanbul	29.026016	40.984776	Cafe	...	Turkish Lira(TL)	No	No	No	No	2	4.0	Green	Very Good	591

9551 rows × 21 columns

## FILTERING INDIAN RESTAURANTS

Refining the data frame to filter Indian Restaurants only

```
In [ ]: Indiadf=df[df['Country Code']==1]
Indiadf.to_csv('///content/drive/MyDrive/Colab Notebooks/Zomato Big Data Analysis/Only-India.csv', index=False)
removingcolumns = ['Latitude', 'Longitude', 'Switch to order menu']
Indiadf = Indiadf.drop(removingcolumns, axis=1)
Indiadf
```

Out[ ]:

	Restaurant ID	Restaurant Name	Country Code	City	Address	Locality	Locality Verbose	Cuisines	Average Cost for two	Currency	Has Table booking	Has Online delivery	Is delivering now	Price range	Aggregate rating	Rating color	Rating text	Votes
624	3400025	Jahanpanah	1	Agra	E 23, Shopping Arcade, Sadar Bazaar, Agra Cant...	Agra Cantt	Agra Cantt, Agra	North Indian, Mughlai	850	Indian Rupees(Rs.)	No	No	No	3	3.9	Yellow	Good	140
625	3400341	Rangrezz Restaurant	1	Agra	E-20, Shopping Arcade, Sadar Bazaar, Agra Cant...	Agra Cantt	Agra Cantt, Agra	North Indian, Mughlai	700	Indian Rupees(Rs.)	No	No	No	2	3.5	Yellow	Good	71
626	3400005	Time2Eat - Mama Chicken	1	Agra	Main Market, Sadar Bazaar, Agra Cantt, Agra	Agra Cantt	Agra Cantt, Agra	North Indian	500	Indian Rupees(Rs.)	No	No	No	2	3.6	Yellow	Good	94
627	3400021	Chokho Jeeman Marwari Jain Bhojanalya	1	Agra	1/48, Delhi Gate, Station Road, Raja Mandi, Ci...	Civil Lines	Civil Lines, Agra	Rajasthani	400	Indian Rupees(Rs.)	No	No	No	2	4.0	Green	Very Good	87
628	3400017	Pinch Of Spice	1	Agra	23/453, Opposite Sanjay Cinema, Wazipura Road,...	Civil Lines	Civil Lines, Agra	North Indian, Chinese, Mughlai	1000	Indian Rupees(Rs.)	No	No	No	3	4.2	Green	Very Good	177
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
9271	2800100	D Cabana	1	Vizag	Beach Road, Near Bus Stop, Sagar Nagar, Visakh...	Sagar Nagar	Sagar Nagar, Vizag	Continental, Seafood, Chinese, North Indian, B...	600	Indian Rupees(Rs.)	No	No	No	2	3.6	Yellow	Good	193
9272	2800418	Kaloreez	1	Vizag	Plot 95, Opposite St. Lukes Nursing School, Da...	Siripuram	Siripuram, Vizag	Cafe, North Indian, Chinese	400	Indian Rupees(Rs.)	No	No	No	2	3.7	Yellow	Good	85
9273	2800881	Plot 17	1	Vizag	Plot 17, Gangapur Layout, Siripuram, Vizag	Siripuram	Siripuram, Vizag	Burger, Pizza, Biryani	600	Indian Rupees(Rs.)	No	No	No	2	4.3	Green	Very Good	172
9274	2800042	Vista - The Park	1	Vizag	The Park, Beach Road, Pedda Waltair, Lawsons B...	The Park, Lawsons Bay	The Park, Lawsons Bay, Vizag	American, North Indian, Thai, Continental	1500	Indian Rupees(Rs.)	No	No	No	4	3.8	Yellow	Good	74
9275	2800019	Flying Spaghetti Monster	1	Vizag	10-50-12/F2, Sai Dakshata Complex, Beside Leno...	Waltair Uplands	Waltair Uplands, Vizag	Italian	1400	Indian Rupees(Rs.)	No	No	No	3	4.4	Green	Very Good	316

8652 rows × 18 columns

## FILTERING CAFES

Refining the data frame further to filter the cafes

In [ ]:

```
def hascafe(x):
    if 'Cafe' in x:
        return 'Yes'
    else:
        return 'No'

cafe=Indiadf.copy()
cafe=cafe[cafe['Cuisines'].apply(hascafe)=='Yes']
```

## STUDYING THE CAFE DATA

In [ ]:

```
cafe
```

Out[ ]:

	Restaurant ID	Restaurant Name	Country Code	City	Address	Locality	Locality Verbose	Cuisines	Average Cost for two	Currency	Has Table booking	Has Online delivery	Is delivering now	Price range	Aggregate rating	Rating color	Rating text	Votes
637	3400346	Sheroes Hangout	1	Agra	Opposite The Gateway Hotel, Fatehabad Road, Ta...	Tajganj	Tajganj, Agra	Cafe, North Indian, Chinese	0	Indian Rupees(Rs.)	No	No	No	1	4.9	Dark Green	Excellent	77
639	3400391	Chapter 1 Cafe	1	Agra	1374 K/1375 K, 2nd floor, Dinesh Nagar, Fatehb...	Tajganj	Tajganj, Agra	Cafe, Italian, Mexican, North Indian, Continental	0	Indian Rupees(Rs.)	No	No	No	1	3.9	Yellow	Good	98
650	18143128	Mocha	1	Ahmedabad	6-9, Ground Floor, Devashish Business Park, Op...	Bodakdev	Bodakdev, Ahmedabad	Cafe, Continental, Desserts	1000	Indian Rupees(Rs.)	No	Yes	No	3	4.4	Green	Very Good	944
651	18438944	Blue - Rooftop Cafe Restaurant Bistro	1	Ahmedabad	10th Floor, Balaji Heights Buliding, Behind Ta...	C G Road	C G Road, Ahmedabad	North Indian, Cafe, Italian, Mexican, Continental	1000	Indian Rupees(Rs.)	No	Yes	No	3	3.8	Yellow	Good	63
658	113703	Cafe Alfresco	1	Ahmedabad	101, Dynamic House, Vijay Cross Road, Above HD...	Navrangpura	Navrangpura, Ahmedabad	Cafe, Beverages, Desserts, Pizza	700	Indian Rupees(Rs.)	No	Yes	No	2	4.0	Green	Very Good	404
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
9250	3900009	eastWEST - Radisson Hotel	1	Varanasi	Radisson Hotel, The Mall Road, Nadesar, Varanasi	Radisson Hotel, Nadesar	Radisson Hotel, Nadesar, Varanasi	Cafe, North Indian, Continental	600	Indian Rupees(Rs.)	No	No	No	3	3.3	Orange	Average	34
9253	18346996	3Cherryz Sky Lounge & Cafe	1	Varanasi	5th Floor Roof Top,(Above Big Bazaar) Sagra. O...	Sigra	Sigra, Varanasi	Cafe, North Indian, Chinese	500	Indian Rupees(Rs.)	No	No	No	3	3.2	Orange	Average	26
9263	2800911	Double Roti	1	Vizag	Ground Floor, ATR Towers, Harbour Park Road, P...	Kirlampudi Layout	Kirlampudi Layout, Vizag	Cafe, Fast Food, American	1000	Indian Rupees(Rs.)	No	No	No	3	3.8	Yellow	Good	27
9267	18306045	Percolator Coffee House	1	Vizag	RK Beach, Maharani Peta, Vizag Visakhapatnam,....	Maharani Peta	Maharani Peta, Vizag	Mughlai, Chinese, Cafe, BBQ, Cajun	500	Indian Rupees(Rs.)	No	No	No	2	3.6	Yellow	Good	84
9272	2800418	Kaloreez	1	Vizag	Plot 95, Opposite St. Lukes Nursing School, Da...	Siripuram	Siripuram, Vizag	Cafe, North Indian, Chinese	400	Indian Rupees(Rs.)	No	No	No	2	3.7	Yellow	Good	85

627 rows × 18 columns

```
In [ ]: import matplotlib.pyplot as plt
import seaborn as sns
import numpy as np
```

FINDING THE CITIES WITH THE MOST NUMBER OF CAFES

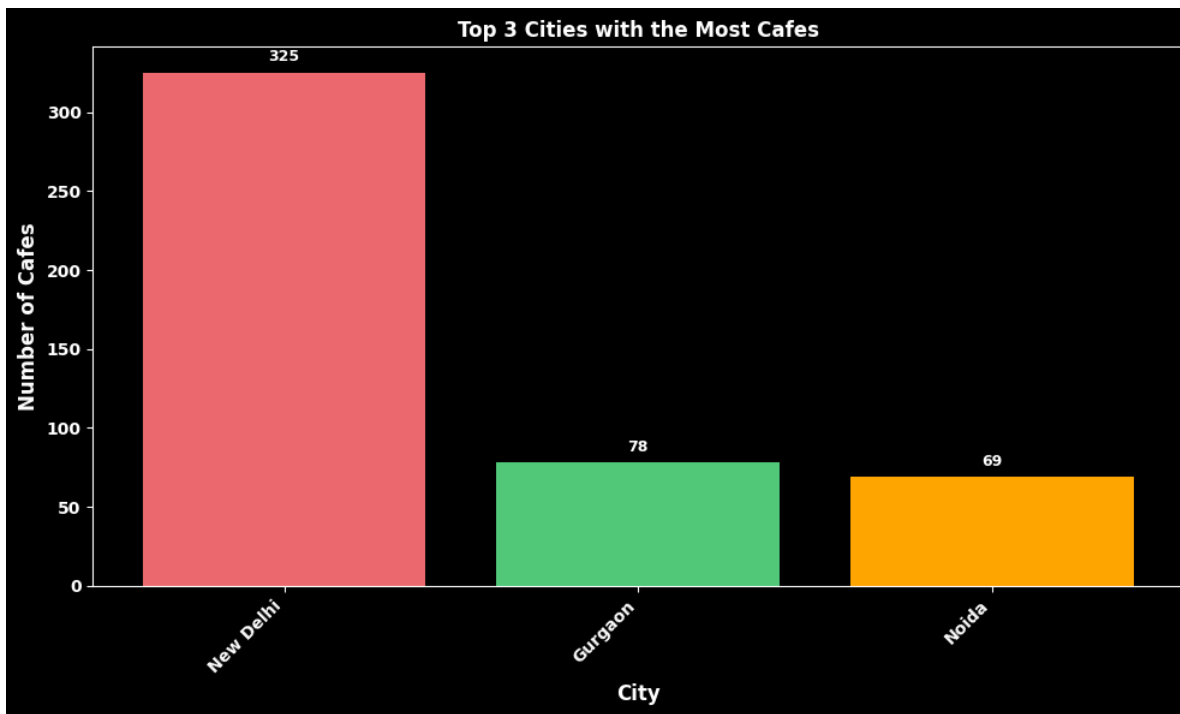
```
In [ ]: import matplotlib.pyplot as plt
top_3_cafe_cities = cafe.groupby('City')['Restaurant Name'].count().sort_values(ascending=False).head(3)

plt.figure(figsize=(10, 6))
plt.style.use('dark_background')
plt.bar(top_3_cafe_cities.index, top_3_cafe_cities.values, color=['#ee6b6e', '#50C878', '#FFA500'])
plt.xlabel('City', fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.ylabel('Number of Cafes', fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.title('Top 3 Cities with the Most Cafes', fontsize=12, fontfamily='sans-serif',fontweight='bold')

plt.xticks(rotation=45, ha='right', fontsize=10, fontweight='bold')
plt.yticks(ha='right', fontsize=10, fontweight='bold')

for i, v in enumerate(top_3_cafe_cities.values):
    plt.text(i, v + 5, str(v), ha='center', va='bottom', fontsize=9, color='white',fontweight='bold')

plt.tight_layout()
plt.show()
```



#### TOP 3 CITIES WITH THE MOST NUMBER OF CAFES

1. New Delhi - 325
2. Gurgaon - 78
3. Noida - 69

#### CAFES WHO DO HOME DELIVERY

```
In [ ]: print(cafe['Has Online delivery'].value_counts())
```

```
Has Online delivery
No      440
Yes     187
Name: count, dtype: int64
```

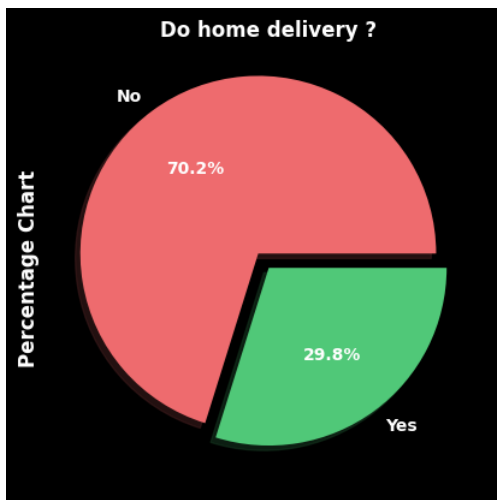
```
In [ ]: import matplotlib.pyplot as plt
import matplotlib.font_manager as fm

plt.style.use('dark_background')

wedges, texts, autotexts = plt.pie(
    cafe['Has Online delivery'].value_counts(),
    autopct='%1.1f%%',
    shadow=True,
    explode=(0.1, 0),
    colors=['#ee6b6e', '#50C878'],
    labels=['No', 'Yes'],
    textprops={'weight': 'bold'})

plt.title('Do home delivery ?', fontweight='bold', fontsize=12, fontfamily='sans-serif')
plt.setp(autotexts, weight='bold', fontsize=10, fontfamily='sans-serif')
plt.ylabel('Percentage Chart', fontsize=12, fontfamily='sans-serif', fontweight='bold')

plt.show()
```



*Has Online delivery ?*

**No : 440**

**Yes : 187**

#### HOW PRICING AFFECTS POPULARITY

```
In [ ]: cafe['Votes'] = pd.to_numeric(Indiadf['Votes'], errors='coerce')
price_range_votes = cafe.groupby('Price range')['Votes'].mean()
plt.figure(figsize=(10, 6))
plt.style.use('dark_background')
sns.barplot(x=price_range_votes.index, y=price_range_votes.values,color='#ee6b6e')
plt.title('How Price Range affects Popularity',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xlabel('Price Range',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.ylabel('Popularity based on Votes',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xticks(fontsize=10, fontweight='bold')
plt.yticks(ha='right', fontsize=10, fontweight='bold')
plt.show()
```



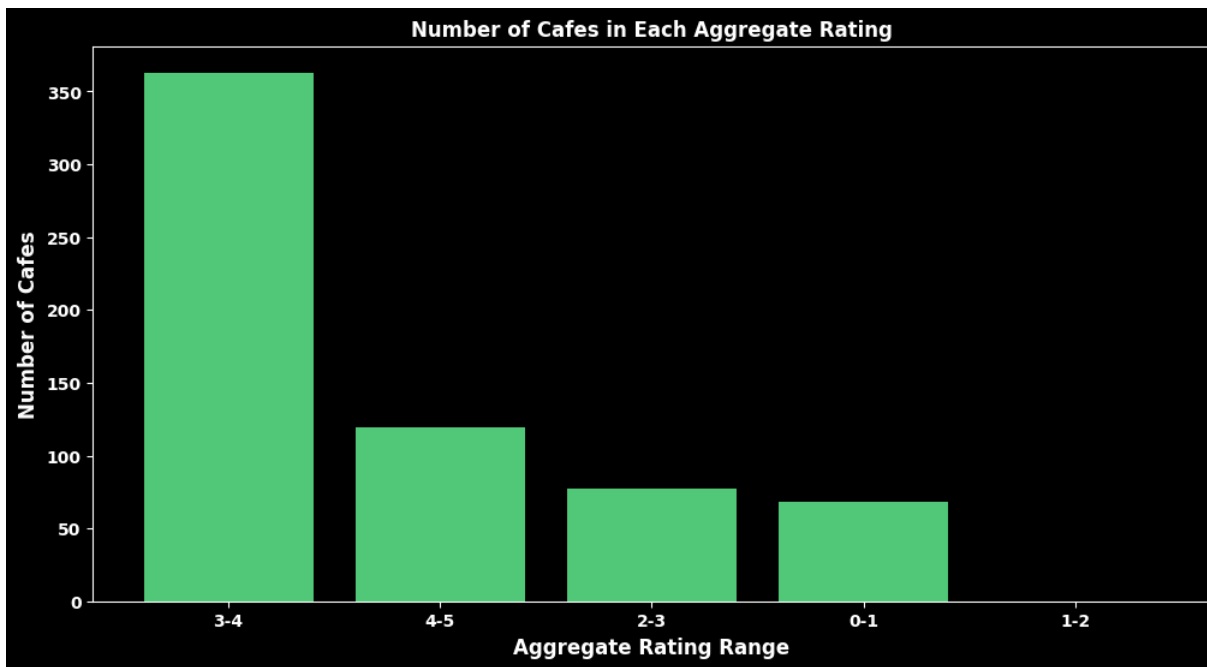
**CAFES WITH HIGH PRICES ARE MORE POPULAR**

#### ANALYZING CAFE RATINGS

```
In [ ]: bins = [0, 1, 2, 3, 4, 5]
labels = ['0-1', '1-2', '2-3', '3-4', '4-5']
cafe['rating'] = pd.cut(cafe['Aggregate rating'], bins=bins, labels=labels, include_lowest=True)

rating_counts = cafe['rating'].value_counts()

plt.figure(figsize=(12, 6))
plt.style.use('dark_background')
plt.bar(rating_counts.index, rating_counts.values, color='#50C878')
plt.xlabel('Aggregate Rating Range', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.ylabel('Number of Cafes', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.title('Number of Cafes in Each Aggregate Rating', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.xticks(fontsize=10, fontweight='bold')
plt.yticks(ha='right', fontsize=10, fontweight='bold')
plt.show()
```



**THE MAJORITY OF CAFES RECEIVE A RATING BETWEEN 3 AND 5**

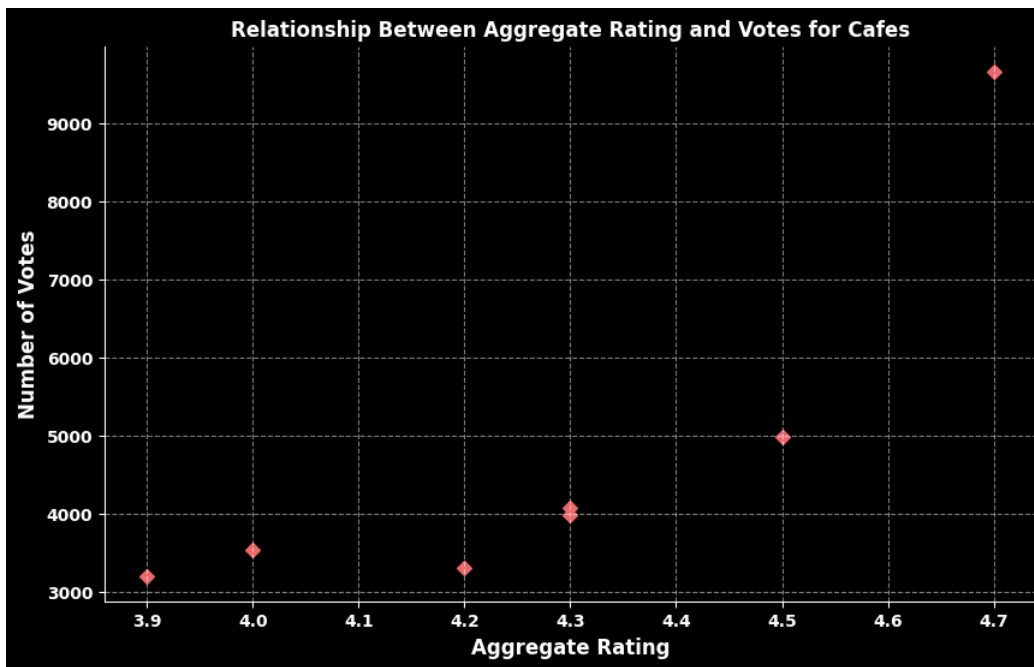
**ANALYZING HOW POPULARITY AFFECTS RATING**

```
In [ ]: cafe_filtered = cafe[cafe['Aggregate rating'] >= 3.5]
```

```
In [ ]: cafe_filtered = cafe_filtered[cafe_filtered['Votes'] >= 3000]
```

```
In [ ]: import matplotlib.pyplot as plt
plt.figure(figsize=(10, 6))
plt.style.use('dark_background')
plt.scatter(cafe_filtered['Aggregate rating'], cafe_filtered['Votes'], marker='D', color='#ee6b6e')
plt.xlabel('Aggregate Rating')
plt.ylabel('Votes')
plt.gca().spines[['top', 'right']].set_visible(False)
plt.gca().spines[['top', 'right']].set_visible(False)
plt.grid(True, linestyle='--', alpha=0.5)
plt.title('Relationship Between Aggregate Rating and Votes for Cafes',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xlabel('Aggregate Rating',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.ylabel('Number of Votes',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xticks(fontsize=10, fontweight='bold')
plt.yticks(ha='right', fontsize=10, fontweight='bold')
plt.show()
```





**HIGHER RATED RESTAURANTS ARE EXCEPTIONALLY POPULAR**

**WHAT PERCENTAGE OF CAFES ARE PURELY CAFES**

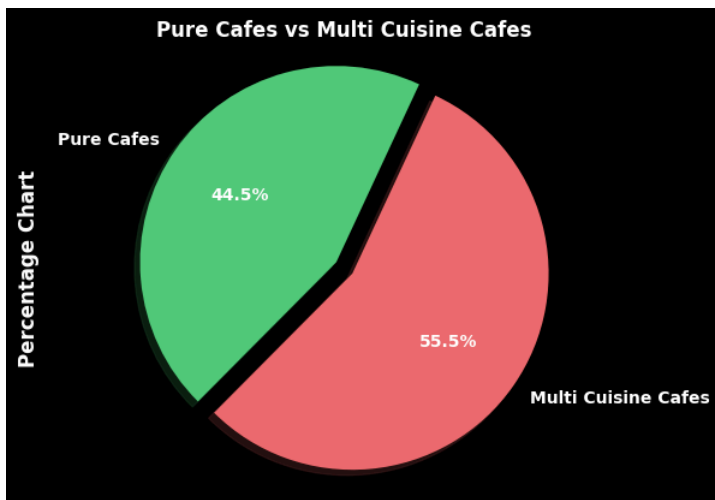
```
In [ ]: def only_cafe(x):
        if x == 'Cafe':
            return 'Yes'
        else:
            return 'No'

pure_cafe = cafe.copy()
pure_cafe[pure_cafe['Cuisines'].apply(only_cafe)=='Yes']

In [ ]: pure_cafe_percentage = (len(pure_cafe) / len(cafe)) * 100
other_cafe_percentage = 100 - pure_cafe_percentage

labels = ['Pure Cafes', 'Multi Cuisine Cafes']
sizes = [pure_cafe_percentage, other_cafe_percentage]
colors = ['#50C878', '#ee6b6e']
wedges, texts, autotexts = plt.pie(sizes,
                                   labels=labels,
                                   colors=colors,
                                   autopct='%1.1f%%',
                                   shadow=True,
                                   explode=(0.1, 0),
                                   startangle=65,
                                   textprops={'weight': 'bold'})

plt.setp(autotexts, weight='bold', fontsize=10, fontfamily='sans-serif')
plt.axis('equal')
plt.style.use('dark_background')
plt.title('Pure Cafes vs Multi Cuisine Cafes', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.ylabel('Percentage Chart', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.show()
```



*Pure Cafes - 44.5%*

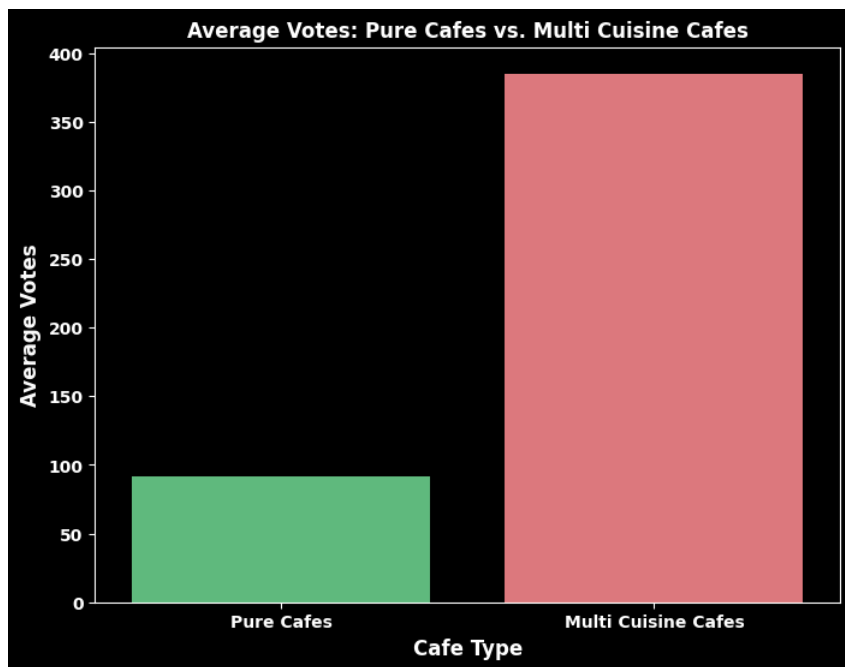
*Multi Cuisine Cafes - 55.5%*

#### PERFORMANCE OF PURE CAFES VS MULTI-CUISINE CAFES

```
In [ ]: import matplotlib.pyplot as plt
import seaborn as sns

pure_cafe_avg_votes = pure_cafe['Votes'].mean()
other_cafe = cafe[cafe['Cuisines'].apply(only_cafe)=='No']
other_cafe_avg_votes = other_cafe['Votes'].mean()

plt.figure(figsize=(8, 6))
plt.style.use('dark_background')
sns.barplot(x=['Pure Cafes', 'Multi Cuisine Cafes'],
            y=[pure_cafe_avg_votes, other_cafe_avg_votes],
            hue=['Pure Cafes', 'Multi Cuisine Cafes'],
            palette=['#50C878', '#ee6b6e'],
            dodge=False, legend=False)
plt.title('Average Votes: Pure Cafes vs. Multi Cuisine Cafes',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.ylabel('Average Votes',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xlabel('Cafe Type',fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xticks(fontsize=10, fontweight='bold')
plt.yticks(fontsize=10, fontweight='bold')
plt.show()
```



**POPULARITY OF MULTI CUISINE CAFES IS A LOT HIGHER THAN PURE CAFES**

**FINDING HOW MUCH PEOPLE SPEND ON CAFES**

```
In [ ]: cafe
cafe.drop(['Rating color'],axis=1,inplace=True)
```

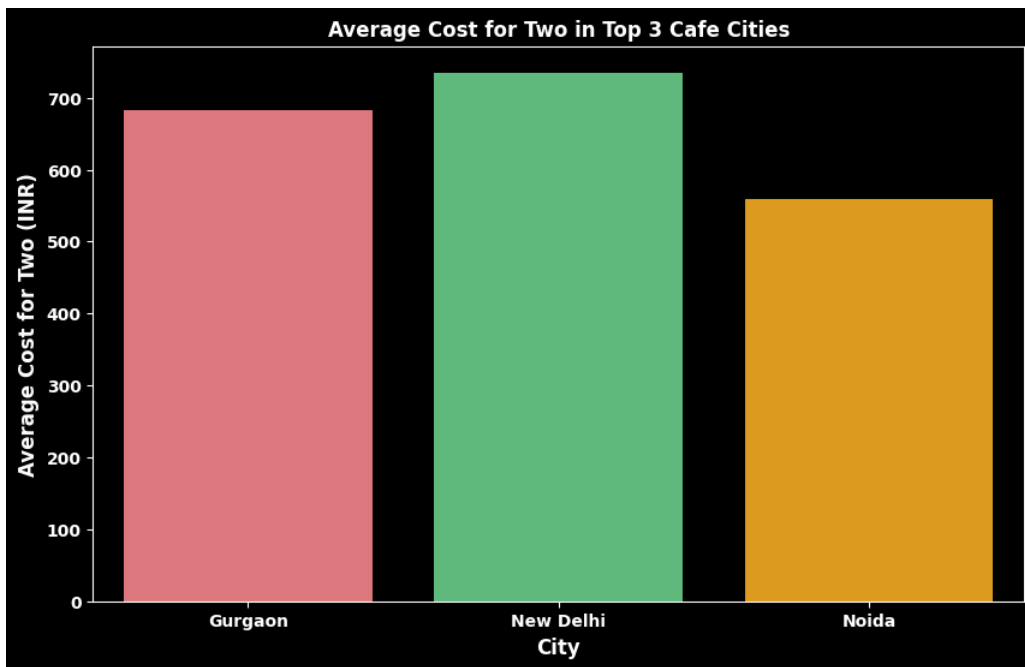
```
In [ ]: columns=['Restaurant Name','Average Cost for two']
filteringforaveragecost = cafe.query('`Average Cost for two` != 0')
df=filteringforaveragecost[columns]
```

**AVERAGE SPEND ON A CAFE FOR TWO PEOPLE**

```
In [ ]: import matplotlib.pyplot as plt
import seaborn as sns

top_3_cities = ['New Delhi', 'Gurgaon', 'Noida']
cafe_top_3 = cafe[cafe['City'].isin(top_3_cities)]
avg_cost_by_city = cafe_top_3.groupby('City')['Average Cost for two'].mean()

plt.figure(figsize=(10, 6))
plt.style.use('dark_background')
sns.barplot(x=avg_cost_by_city.index, y=avg_cost_by_city.values, hue=avg_cost_by_city.index, palette=['#ee6b6e', '#50C878', '#FFA500'], dodge=False, legend=False)
plt.title('Average Cost for Two in Top 3 Cafe Cities', fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xlabel('City', fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.ylabel('Average Cost for Two (INR)', fontsize=12, fontfamily='sans-serif',fontweight='bold')
plt.xticks(fontsize=10, fontweight='bold')
plt.yticks(ha='right', fontsize=10, fontweight='bold')
plt.show()
```



```
In [ ]: df=filteringforaveragecost['Average Cost for two']
a=df.mean()
print("Average spend on cafes is INR ",a)

Average spend on cafes is INR 694.9519230769231
```

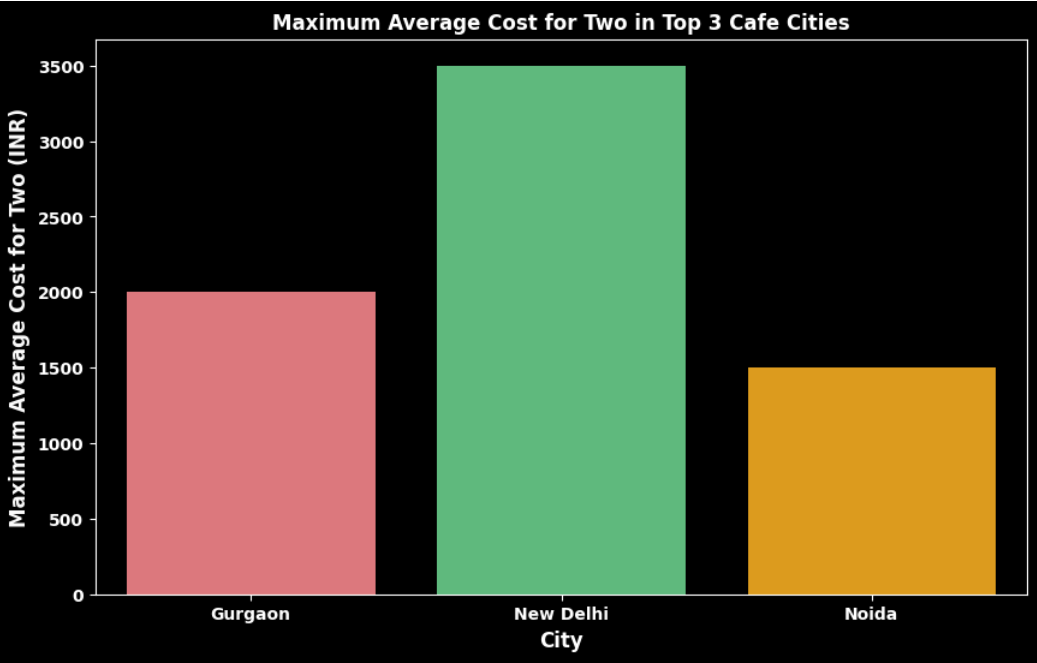
**Average spend on cafes for two people is INR 694**

**MAXIMUM SPEND ON A CAFE FOR TWO PEOPLE**

```
In [ ]: import matplotlib.pyplot as plt
import seaborn as sns

top_3_cities = ['New Delhi', 'Gurgaon', 'Noida']
cafe_top_3 = cafe[cafe['City'].isin(top_3_cities)]
max_cost_by_city = cafe_top_3.groupby('City')['Average Cost for two'].max()

plt.figure(figsize=(10, 6))
plt.style.use('dark_background')
sns.barplot(x=max_cost_by_city.index, y=max_cost_by_city.values, hue=max_cost_by_city.index, palette=['#ee6b6e', '#50C878', '#FFA500'], dodge=False, legend=False)
plt.title('Maximum Average Cost for Two in Top 3 Cafe Cities', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.xlabel('City', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.ylabel('Maximum Average Cost for Two (INR)', fontsize=12, fontfamily='sans-serif', fontweight='bold')
plt.xticks(fontsize=10, fontweight='bold')
plt.yticks(ha='right', fontsize=10, fontweight='bold')
plt.show()
```



```
In [ ]: a=max(df)
print("Maximum average cost for two at cafes is INR ",a)
```

Maximum average cost for two at cafes is INR 3500

*Maximum average spend on cafes for two people is INR 3500*

# THIS WAS A COMPLETE STUDY DONE ON THE DATA OF INDIAN CAFES

## OBSERVATIONS FROM THIS STUDY

- NEW DELHI, GURGAON AND NOIDA HAVE THE MOST NUMBER OF CAFES IN INDIA
- MAJORITY CAFES PREFER OFFERING ONLY DINE-IN
- SHOCKINGLY THE MOST POPULAR CAFES ARE THE ONES WITH ABOVE AVERAGE PRICING
- THE MOST COMMON RATING THAT CAFES GET IS BETWEEN 3 AND 4
- POPULARITY OF THE RESTAURANT GREATLY AFFECTS ITS RATINGS
- ALMOST 45% CAFES STICK TO JUST A CAFE MENU AND DO NOT OFFER OTHER CUISINES
- AN AVERAGE SPEND ON CAFES IS ALMOST INR 700

## TAKEAWAYS FROM THIS STUDY

- Having a cafe in New Delhi, Gurgaon and Noida should be seen as a great opportunity rather than a tough competition
- It is okay not to provide Home Delivery as a Cafe

- Customers who visit cafes are comfortable with a 'High Pricing'
  - A rating between 3 and 4 is an above-average rating
  - To have better ratings it is necessary to be a popular cafe
  - Cafes offering multiple cuisines have more popularity compared to pure cafes
  - An average pricing for serving two people should be approximately INR 700
-