1. \*\*Expansion Strategy\*\*:

- \*\*City Focus\*\*: Given the high concentration of restaurants in New Delhi, expansion efforts could target underrepresented cities like Faridabad and Ghaziabad to balance restaurant distribution and tap into new markets.

- \*\*Cuisine Diversity\*\*: Diversifying the cuisine offerings in cities where North Indian cuisine dominates could attract a wider customer base. Introducing more Chinese, Fast Food, and unique cuisines might help in increasing footfall.

2. \*\*Pricing Strategy\*\*:

- With 76% of the restaurants in the $0-$10 price range, introducing mid-range and premium dining options could cater to a different segment of customers willing to spend more, potentially increasing average revenue per customer.

3. \*\*Quality Improvement\*\*:

- Focus on improving restaurant ratings, as the average rating is relatively low at 2.9. Implementing quality control measures, staff training, and customer feedback systems can enhance the dining experience and improve ratings.

4. \*\*Online Services\*\*:

- With only 12% of restaurants offering online table booking and 26% providing online delivery, there is substantial room for growth in these areas. Expanding online services can meet growing customer demand for convenience and increase market share.

5. \*\*Marketing and Promotions\*\*:

- Restaurants like "Toit" and "Truffles" with high vote counts can be studied for best practices in customer engagement and satisfaction. Leveraging their success stories in marketing campaigns can boost the visibility and reputation of other restaurants.

**Objective of the Analysis:**

* **Understanding Global Operations:** Provide a comprehensive overview of Zomato’s performance and operational presence across different countries.
* **Identifying Key Trends and Insights:** Analyse data to identify key trends in the restaurant industry, including popular cuisines, restaurant ratings, and pricing strategies.
* **Strategic Decision Making:** Offer prescriptive insights to guide strategic decision-making for future growth, focusing on areas like expansion, quality improvement, pricing strategies, and online service enhancements.
* **Comparative Analysis:** Highlight the differences and similarities between Zomato's operations globally and excluding India to understand the unique dynamics of different markets.
* **Enhancing Market Penetration:** Suggest strategies to enhance market penetration and customer satisfaction in underrepresented countries and regions.
* **Improving Customer Experience:** Recommend improvements in online services, customer engagement, and partnership opportunities to enhance the overall customer experience and operational efficiency.