ZOMATO DATASET

INSIGHTS:

1. Cuisine Popularity:

* American Cuisine is the most popular, with 220k votes, followed by Asian, Italian and Mexican cuisine.
* Zunka is the top-selling items with 28k votes.

2. Top Restaurants:

* Hyder leads with 45k total votes followed by L’aperitif and Bagel.
* The top 10 restaurants have votes ranging from 30k to 45k.

3. Dinning Ratings:

* The average dinning rating across cuisines is 4, indicating overall customer satisfaction.
* Italian and Mexican cuisines have the highest dinning ratings.

4. City Performance:

* Austin has the most restaurants (20), followed by Boston, Chicago and Denver.
* Cities with higher total votes and average dinning ratings include central business distinct and tourist areas.

RECOMMENDATIONS:

1. Focus on Popular Cuisines:

* Promote American, Asia and Italian cuisines, as they attract the highest number of votes and have higher dinning ratings.

2. Highlight Top Restaurants:

* Feature top restaurants like Hyder and L’aperitif in marketing campaigns to attract more customers.

3. Improve Dinning Experience:

* Enhance the dinning experience for cuisines with lower ratings by analyzing customer feedback and making necessary improvements.

4. Expand in High-Performing Cities:

* Consider opening new branches or promoting existing restaurants in Cities like Austin and Boston to maximize reach.

CONCLUSION:

The analysis uncovers crucial trends in restaurant performance, such as cuisine popularity, top-rated restaurants and City performance. By focusing on popular cuisines, promoting top-restaurants, improving dining experience and expanding in high-performing cities, stakeholders can enhance customer satisfaction and derive growth.