ZOMATO ANALYSIS DASHBOARD

GIRIRAJU B

Country	City	Currency	Rating	Online delivery	Table booking	Delivering now	Restaurant ID
All	All	All	All	All	All	All	All

Restaurants	Cuisines	Cities	Countries	Currency Type	Unique Rest. Names	Avg. Cost	Sum of Votes
9551	1826	141	15	12	7433	$1.2K	1M

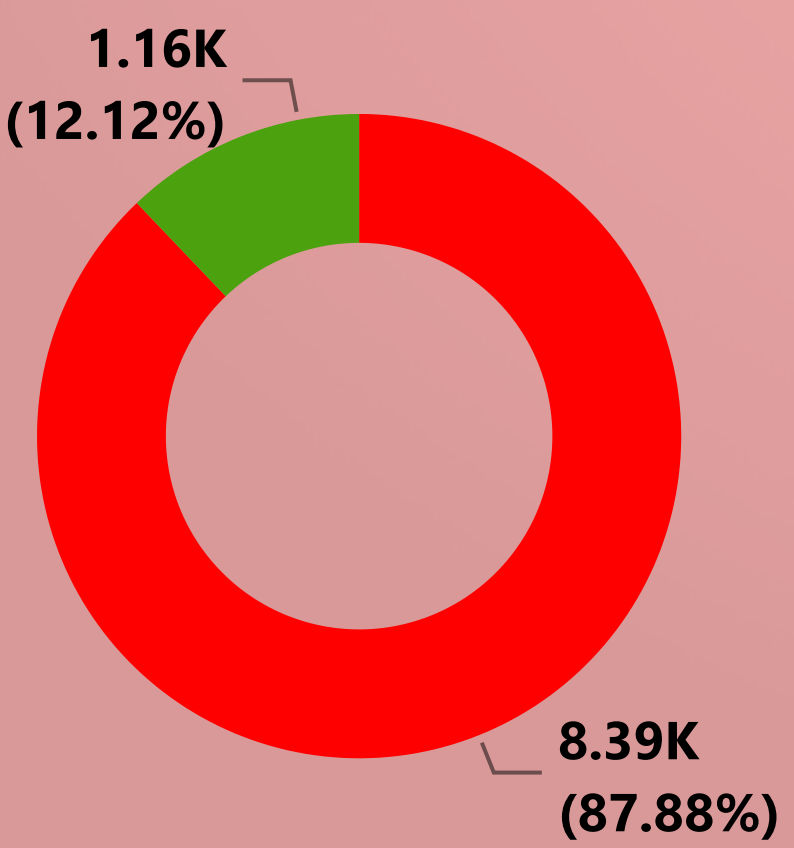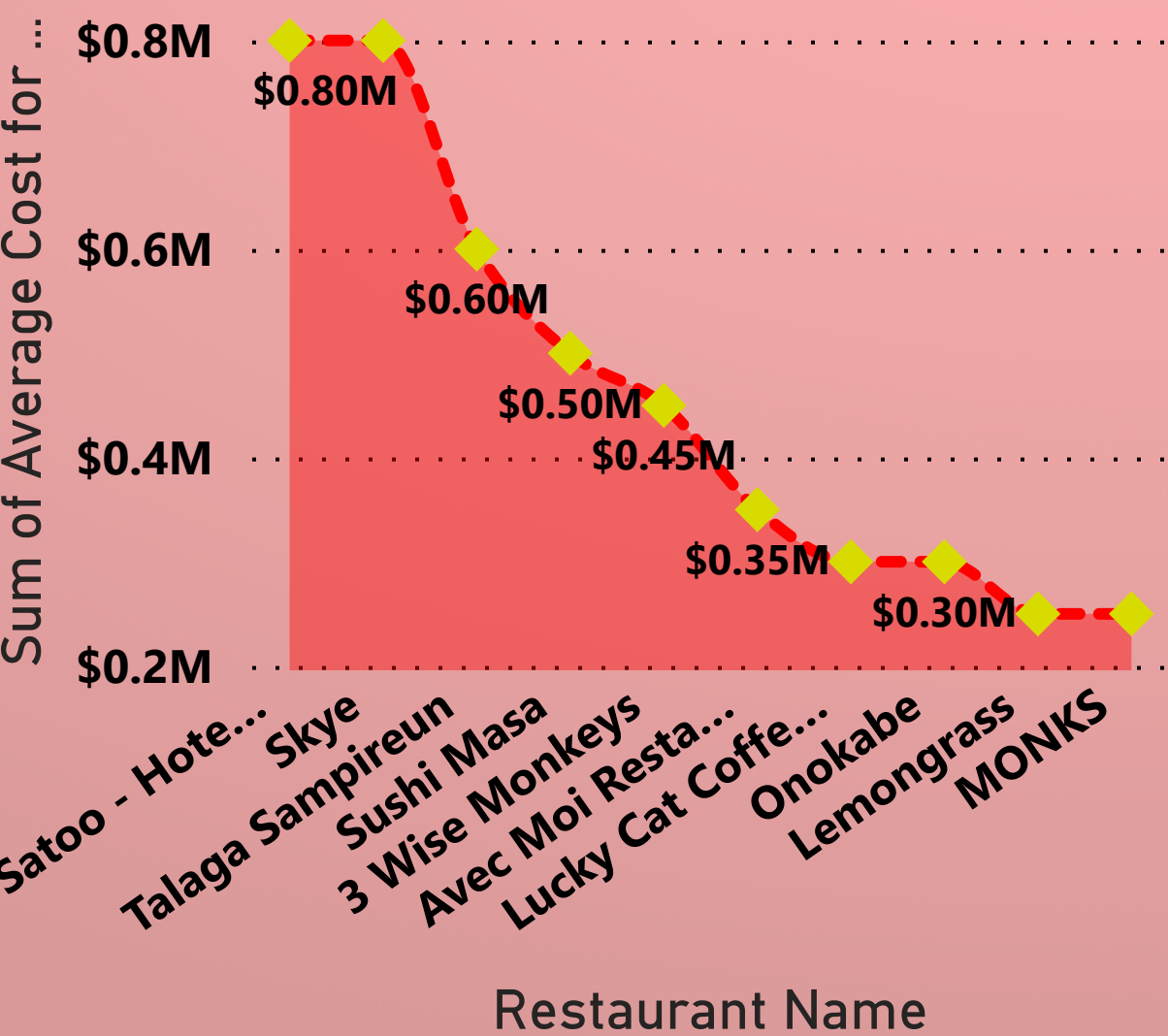| Rest. having Online Delivery	Rest. having Table Booking	Rest. not having Table Booking	Rest. delivering now	Rating	Highest Rated Rest.	Lowest Rated Rest.
2451	1158	8393	34	Average	Barbeque Nation	Let's Burrrp

Restaurant by Table booking

Has Ta... ● No ● Yes

1.16K (12.12%)

8.39K (87.88%)

Average Cost for two by Top 10 Restaurant

$0.8M
$0.80M
$0.6M
$0.60M
$0.4M
$0.50M
$0.45M
$0.35M
$0.2M
$0.30M

Sum of Average Cost for

Restaurant Name

Satoo - Hote... Skye Talaga Sampireun Sushi Masa 3 Wise Monkeys Avec Moi Resta... Lucky Cat Coffe... Onokabe Lemongrass MONKS

Restaurants count by Top 10 Locality

Locality

Connau...	122
Rajouri ...	99
Shahdara	87
Defence...	86
Malviya...	85
Pitamp...	85
Mayur ...	84
Rajinde...	81
Safdarj...	80
Satyani...	79

0   50   100

Count of Restaurant Na...
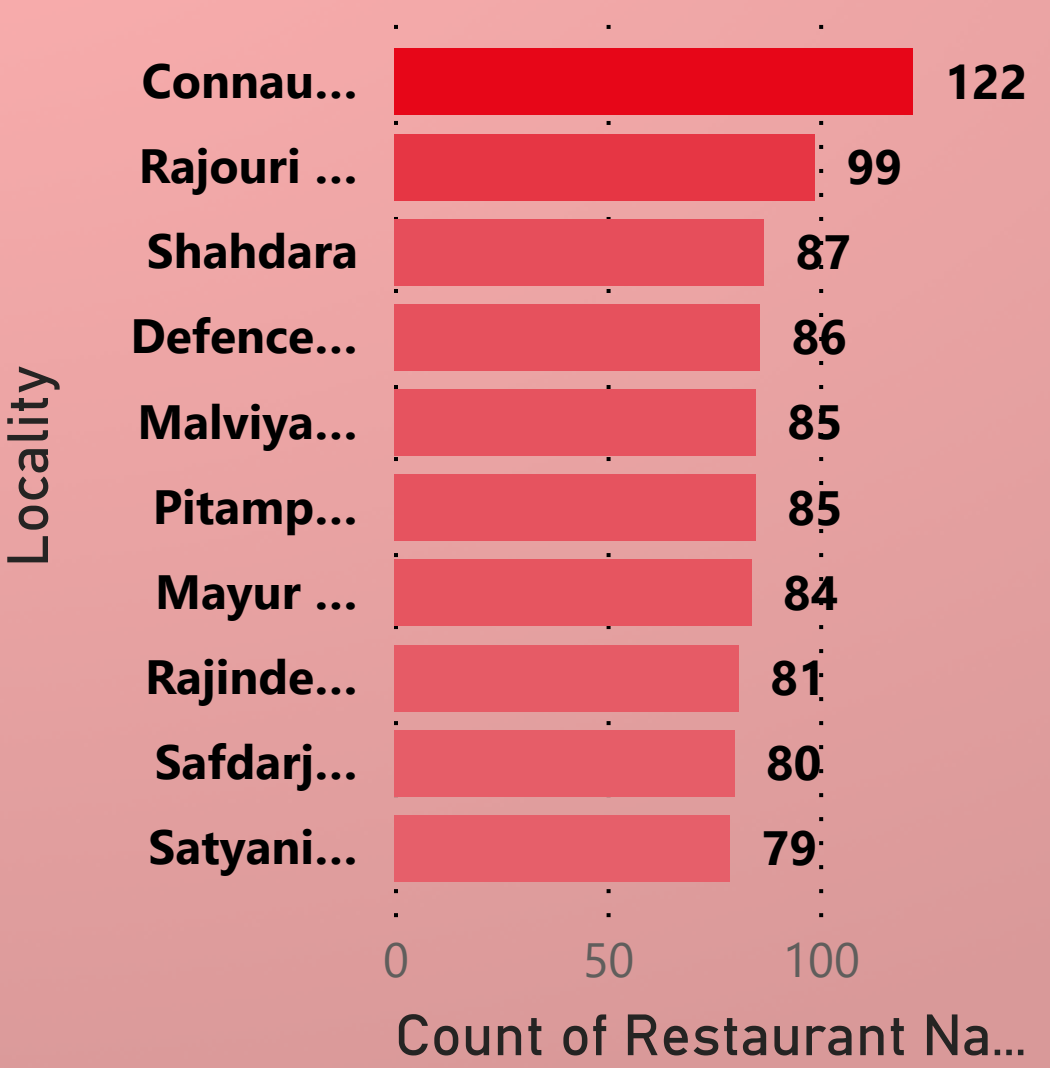
Ratings by Total Votes

Rating ... ● Very Good ● Good ● Excellent
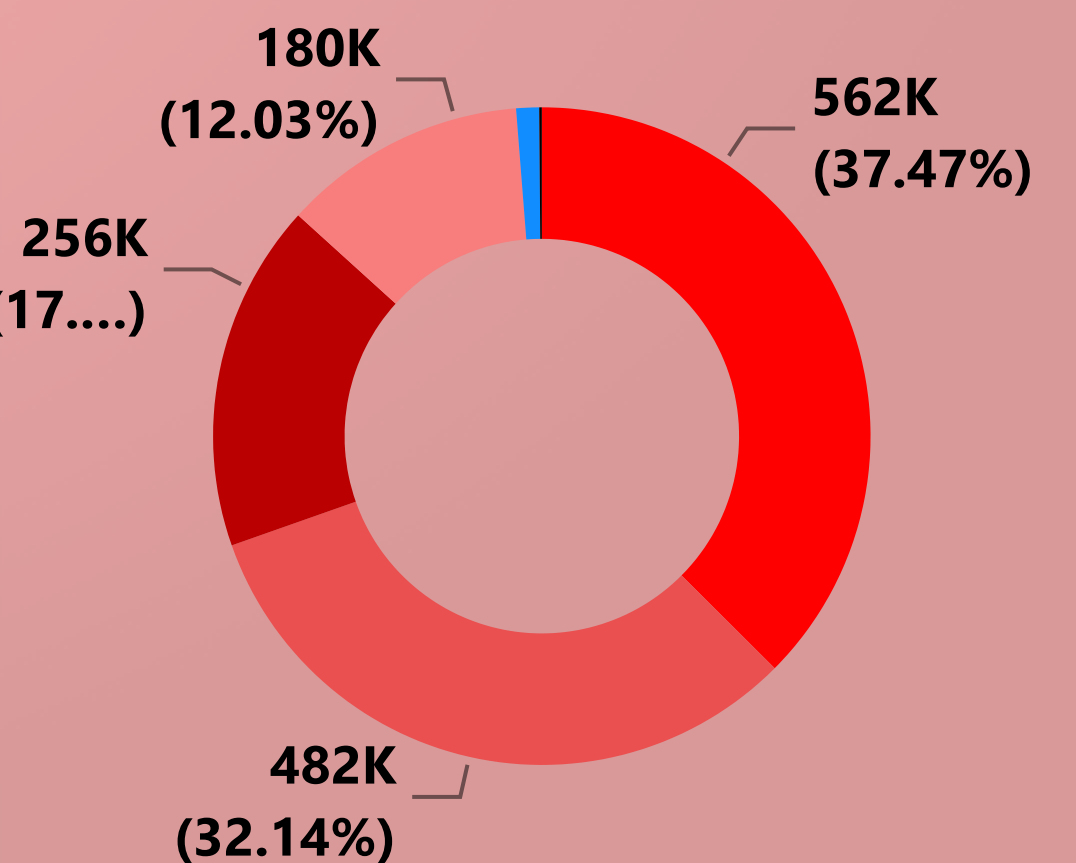
180K (12.03%)

256K (17....)

562K (37.47%)

482K (32.14%)

ZOMATO ANALYSIS DASHBOARD

GIRIRAJU B

Country	City	Currency	Rating	Online delivery	Table booking	Delivering now	Restaurant ID
All	All	All	All	All	All	All	All

Restaurant Count by Country

Canada
United Kingdom
United States
Turkey
India
UAE
Qatar
Indonesia
Brazil
Sri Lanka
South Africa
Australia

Microsoft Bing
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Restaurants count by Top 5 City

- New D... 5473
- Gurgaon 1118
- Noida 1080
- Faridab... 251
- Ghazia... 25
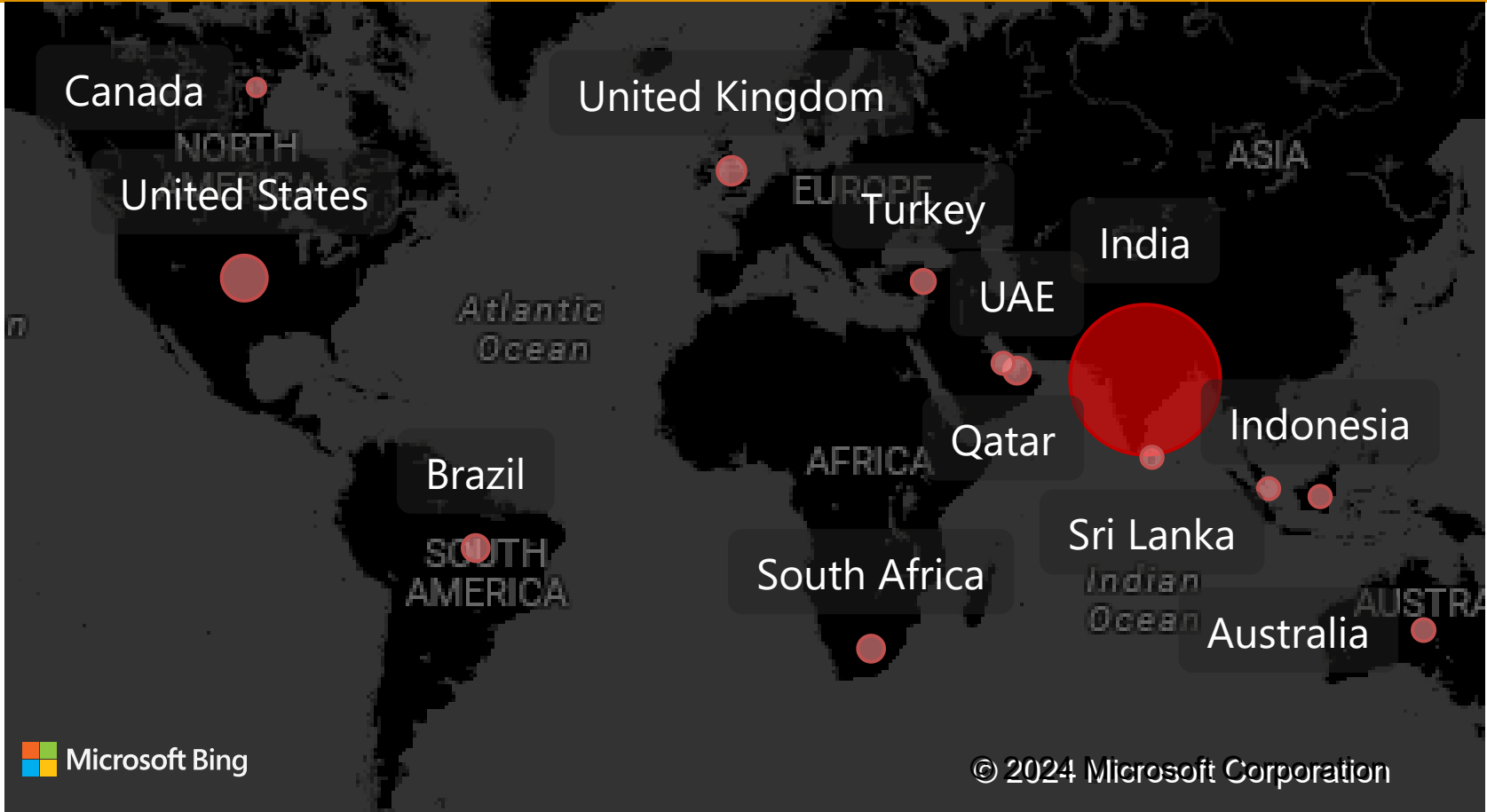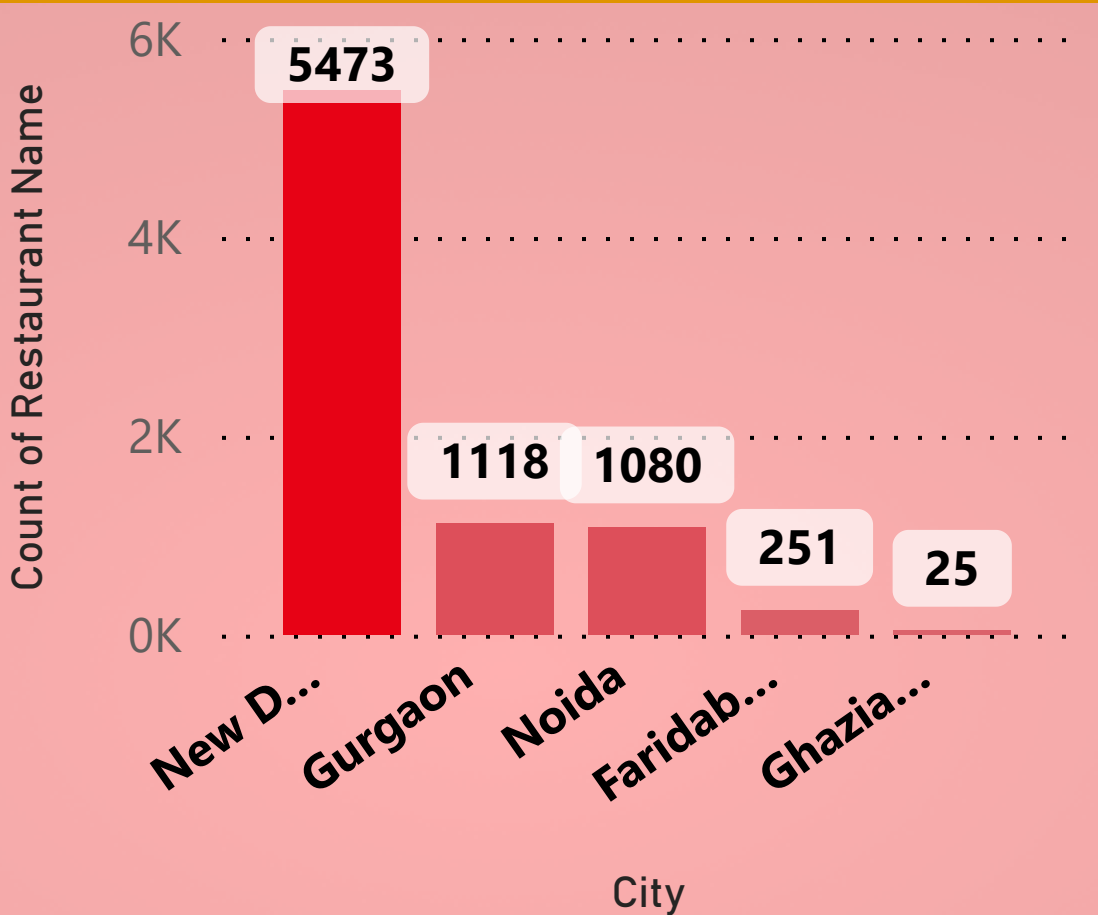
Restaurant Count & Avg. Aggregate rating by Locality

● Count of Restaurant ID ● Average of Aggregate rating

Locality	Count	Avg rating
Connaug...	122	
Rajouri ...	99	
Shahdara	87	1.4
Defence ...	86	3.2
Malviya ...	85	3.4
Pitampura	85	2.9
Mayur V...	84	2.0
Rajinder ...	81	2.9
Safdarjung	80	2.8
Satyanik...	79	3.5

Sum of Price range by Cuisines

100%

- North Indian
- North Indian, ... 933
- North Indian, ... 695
- Chinese 525
- Cafe 517
- North Indian, ... 405
- Fast Food 402
- Bakery 270
- Pizza, Fast Food 247
- Bakery, Desserts 242

19.3%

Restaurants count by Rating Color

- Orange 3737
- White 2148
- Yellow 2100
- Green 1079
- Dark Gr... 301
- Red 186
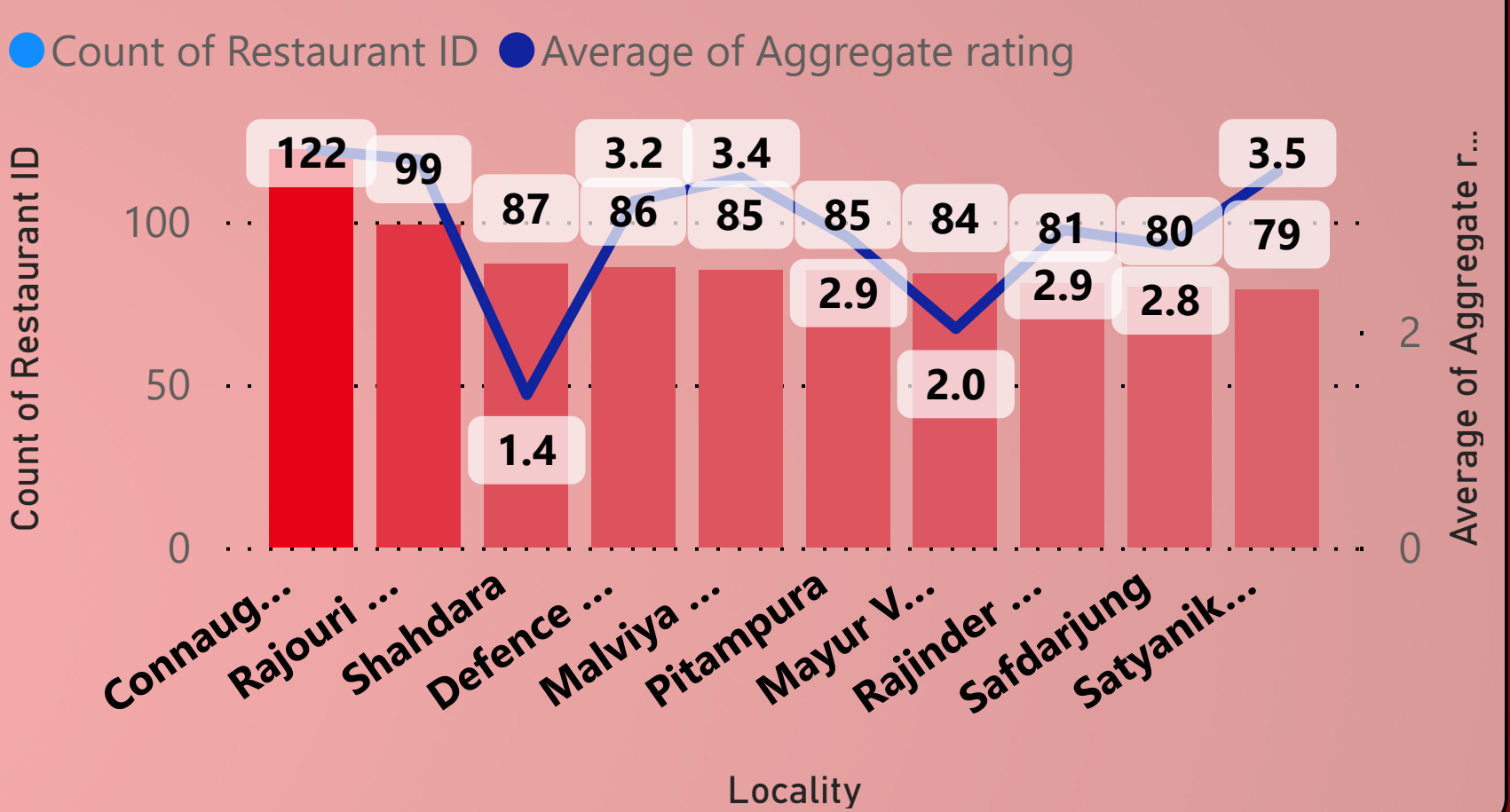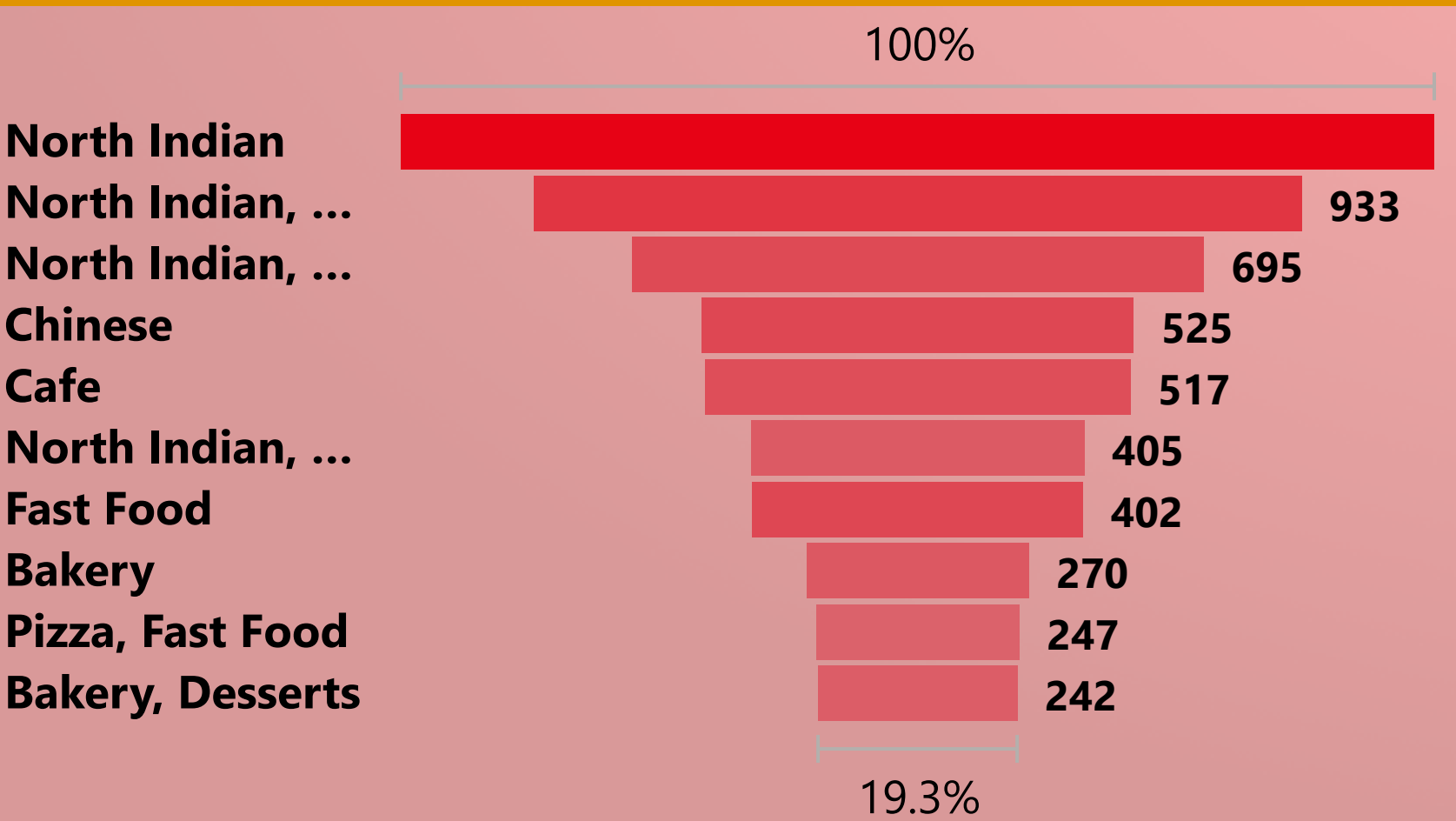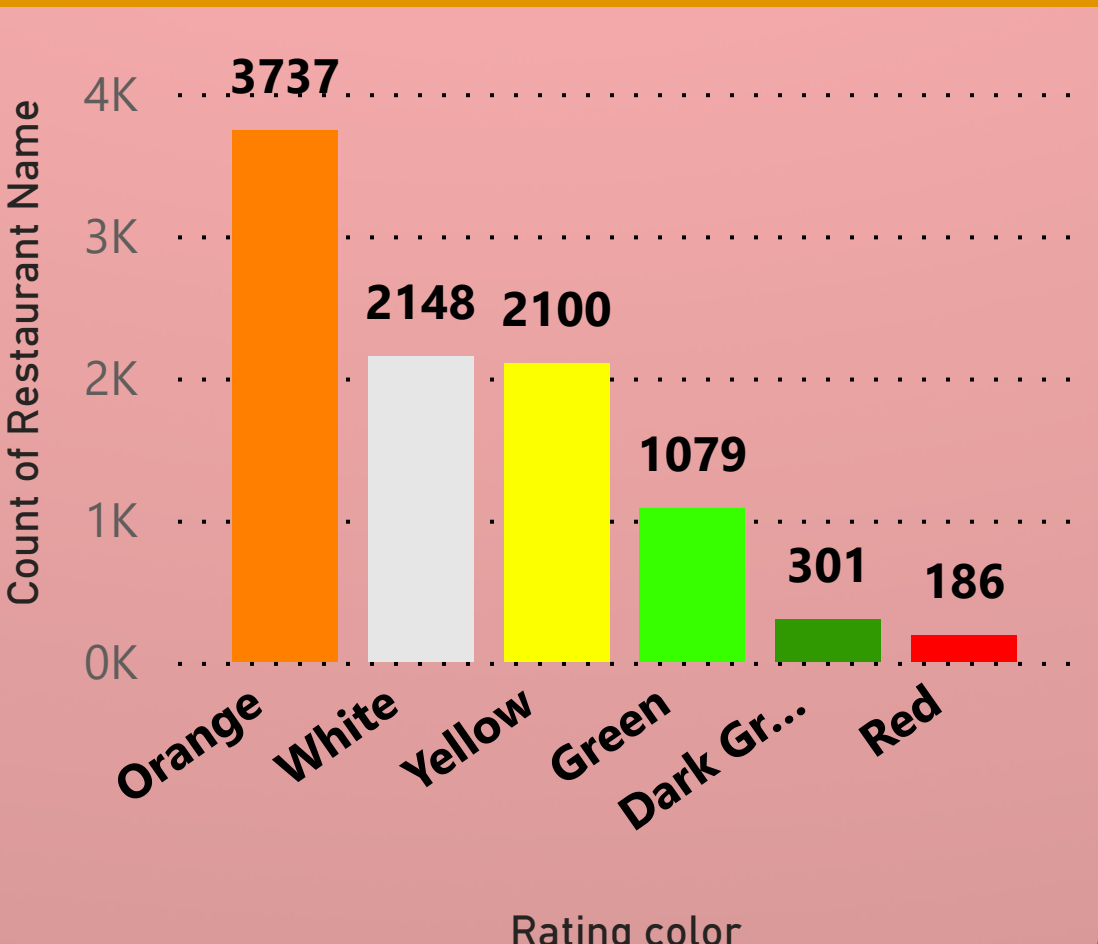
Cuisines	Currency	Avg. Cost for two
Asian, Indonesian, Western	Indonesian Rupiah(IDR)	$800,000
Italian, Continental	Indonesian Rupiah(IDR)	$800,000
Sunda, Indonesian	Indonesian Rupiah(IDR)	$600,000
Sushi, Japanese	Indonesian Rupiah(IDR)	$500,000
Japanese	Indonesian Rupiah(IDR)	$450,000
North Indian	Indian Rupees(Rs.)	$387,710
French, Western	Indonesian Rupiah(IDR)	$350,000
North Indian, Chinese	Indian Rupees(Rs.)	$319,650
Cafe, Western	Indonesian Rupiah(IDR)	$300,000
Total		**$11,453,662**

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Insights

INSIGHTS:

1. Total number of restaurants is **9551**, cuisines are **1826**, cities are **141**, countries are **15**, and there are **12** types of currencies. The unique number of restaurants is **7433**, with an average cost for two being **$1.2k**, and the sum of votes is **1 million**.

2. There are **2451** restaurants offering online delivery, **1158** with table booking, and **8393** without table booking. Currently, **34** restaurants are delivering. The highest-rated restaurant is **Barbeque Nation**, while the lowest-rated is **Let's Burrrp**.

3. Restaurants with table booking - **Yes** account for **87.88%**, while those with table booking - **No** constitute **12.12%**.

4. The average cost for two at the top 10 restaurants is led by **Satoo at Hotel Shangri & Skye** with a difference of **$0.80M**, followed by **Talaga Sampireun** with **$0.60M**, and then **Susi Masa** with **$0.50M**, and so on.

5. The count of restaurants in the top 10 localities is topped by **Connaught Place** with **122**, followed by **Rajouri Garden** with **99**, **Shahdara** with **87**, and **Defence Colony** with **86**.

6. Ratings based on total votes are categorized as **Very Good** at **37.47%**, **Good** at **32.14%**, **Excellent** at **17.11%**, **Average** at **12.03%**, and **Poor** at **1.13%**.

7. The restaurant count by country is highest in **India** with **8652**, followed by the **US** with **434**, the **UK** with **80**, and **Brazil** and **South Africa** with **60** each.

8. The count of restaurants in the top 5 cities is led by **New Delhi** with **5473**, followed by **Gurgaon** with **1118**, **Noida** with **1080**, **Faridabad** with **251**, and **Ghaziabad** with **25**.

9. The count of restaurants and average aggregate rating by locality is as follows: **Connaught Place - 122** with a rating of **3.69**, **Rajouri Garden - 99** with a rating of **3.69**, **Satyaniketan - 79** with a rating of **3.48**.

10. The sum of price range by cuisines is highest for **North Indian** with **1256**, followed by **North Indian and Chinese** with **933**, **North Indian and Mughlai** with **695**, **Chinese** with **525**, and **Café** with **517**.

11. Restaurants count by rating color: **Orange - 3737**, **White - 2148**, **Yellow - 2100**, **Green - 1079**, **Dark Green - 301**, and **Red - 186**.

12. The top three cuisines - **Asian, Indonesian, Western** - top the list with the Indonesian Rupiah (IDR) as the currency, and the average cost for two is **$8,00,000**. This is followed by **Asian, Italian, Continental**, and **Sunda, Indonesian**, both with an average cost for two of **$8,00,000** and **$6,00,000**, respectively, and so on.

RECOMMENDATIONS:

1. Exclusive Partnerships and Deals:
Forge exclusive partnerships with popular restaurants to offer unique deals or discounts to Zomato users. This could be in the form of limited-time offers, combo deals, or loyalty programs to encourage repeat orders.

2. Premium Subscription Service:
Introduce a premium subscription service that offers additional benefits to subscribers, such as free or discounted delivery, exclusive access to new restaurants, and special promotions. This can create a steady stream of recurring revenue.

3. Enhanced User Experience:
Continuously improve the Zomato app and website to provide a seamless and user-friendly experience. This includes faster loading times, intuitive navigation, and personalized recommendations based on user preferences.

4. Integrated Loyalty Program:
Implement a comprehensive loyalty program that rewards users for their frequent orders. Points earned could be redeemed for discounts, free items, or even exclusive access to events. This can incentivize users to stick with Zomato for their food orders.

5. Targeted Advertising and Sponsored Listings:
Allow restaurants to opt for sponsored listings or targeted advertising within the app. This could be a featured placement for a limited time, promoting their menu or special offers. This creates an additional revenue stream while helping restaurants increase their visibility.