**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.