ZOMATO DATA ANALYSIS AND RATE PREDICTION

SYNOPSIS

TITLE – ZOMATO DATA ANALYSIS AND RATE PREDICTION
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ABOUT THE TOPIC (DATASET):

The "Zomato Bangalore Restaurants" dataset is a rich resource for understanding the restaurant landscape in Bangalore, India. It includes detailed information on over 12,000 restaurants, covering various aspects such as restaurant names, addresses, locations, cuisines offered, average costs for two people, user ratings, votes, and more. This comprehensive dataset allows users to perform diverse analyses, from identifying popular cuisines and high-rated restaurants to understanding the geographic distribution of dining establishments in Bangalore.

One of the key aspects of this dataset is its potential for data analysis and machine learning projects. For instance, it can be used to develop recommendation systems, perform sentiment analysis on customer reviews, and predict restaurant ratings based on various features. Additionally, businesses can leverage this data to gain insights into consumer preferences and market trends. The dataset's detailed attributes make it suitable for both exploratory data analysis and advanced predictive modeling, providing a valuable tool for data scientists and analysts interested in the food and beverage industry.

The "Zomato Bangalore Restaurants" dataset offers numerous opportunities for insightful analysis:

1. **Time Series Analysis**: Track trends in restaurant popularity, cuisine preferences, and ratings over time to identify seasonal patterns or shifts in consumer behavior.

2. **Predictive Modeling**: Use historical data to predict future trends in restaurant ratings, customer footfall, and popular cuisines, aiding restaurant owners in decision-making and marketing strategies.

3. **Correlation Analysis**: Explore relationships between restaurant ratings and factors like location, cuisine type, cost for two, and user votes to understand what influences customer satisfaction.

4. **Cluster Analysis**: Group restaurants based on attributes like ratings, cuisine, and cost to

identify different market segments and customer preferences, helping in targeted marketing and service improvements.

These analyses can help restaurant owners, marketers, and analysts gain valuable insights into the food and beverage industry in Bangalore.

Data set:

https://www.kaggle.com/himanshupoddar/zomato-bangalore-restaurants

Technologies:

Pandas, matplotlib, Microsoft, PowerBi, numpy, scikit-learn.

Software Requirements:

Operating System – Windows, Linux and mac

IDLE – Jupyter Notebook

Hardware Requirements:

RAM – Minimum 6GB

Processor – Minimum intel i5

THANK YOU