

ZOMATO BANGLORE RESTAURANTS



EXPLORATORY DATA ANALYSIS



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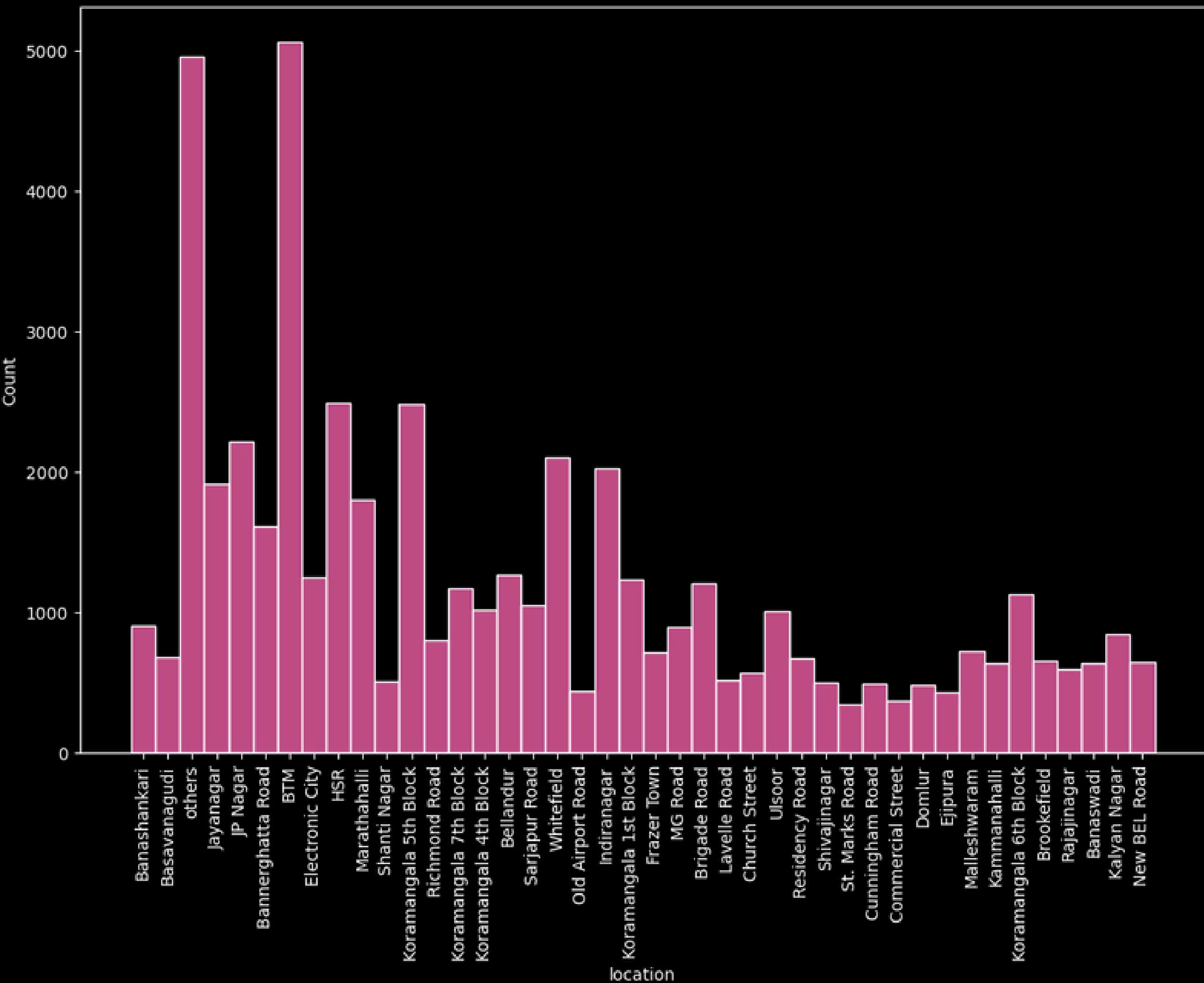
BUSINESS PROBLEM

OBJECTIVE :

To conduct a comprehensive analysis of customer ratings and reviews for various restaurant types listed on Zomato, with the aim of identifying key factors influencing customer satisfaction and providing actionable insights to restaurant owners and managers. This will help in enhancing the overall dining experience, improving service quality, and increasing customer retention and loyalty.



Count Plot Of Various Locations



VISUALIZING RESTAURANTS COUNT AT VARIOUS LOCATIONS

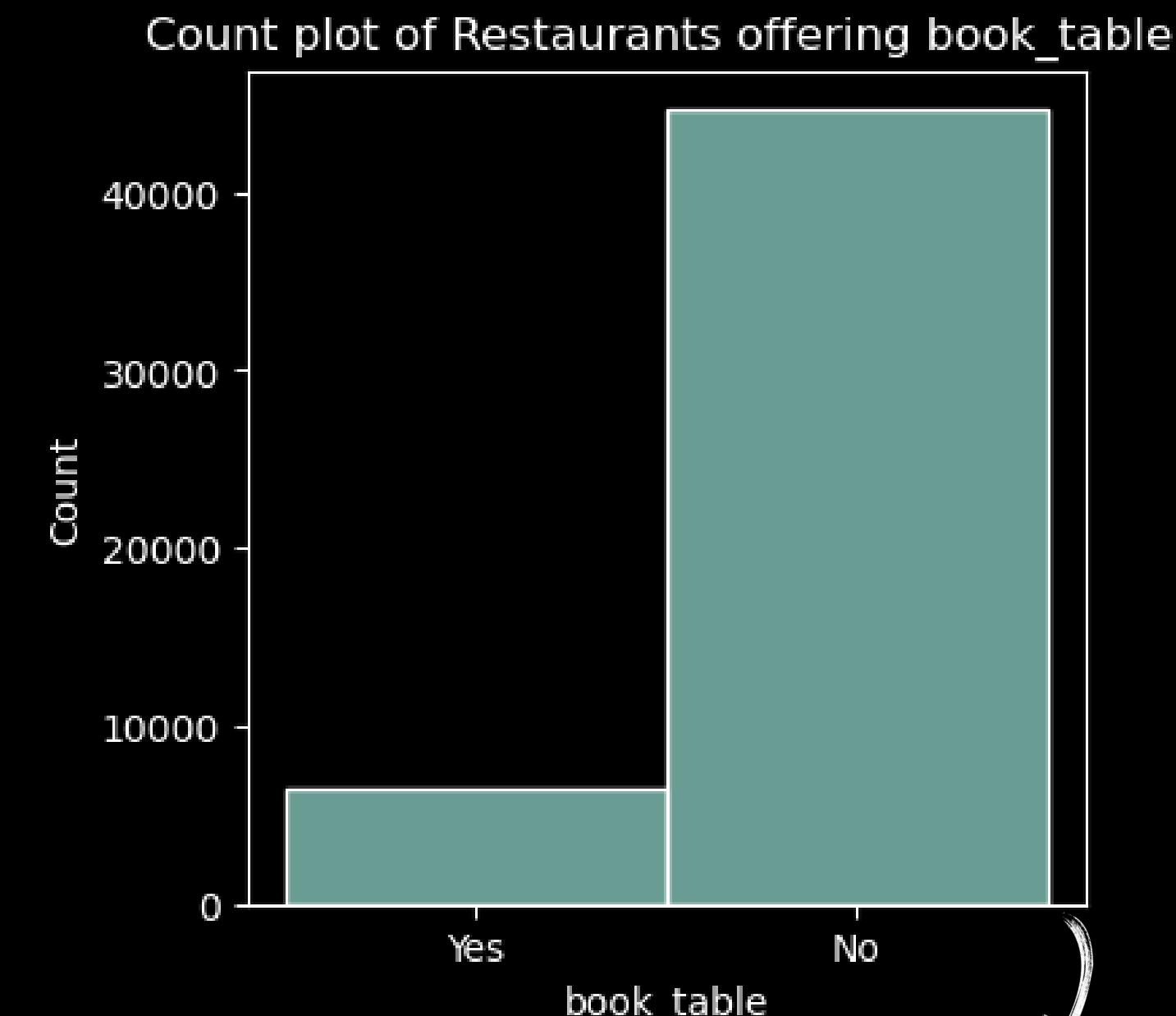
Interpretation : Most of the "Restaurants" are at location "BTM", so it is good to open new restaurants at location such as "Old Airport Road", "St. Marks road",etc, where there are only few restaurants.



VISUALIZING RESTAURANTS OFFERS/NOT OFFERS ONLINE ORDER AND BOOK TABLE FACILITY



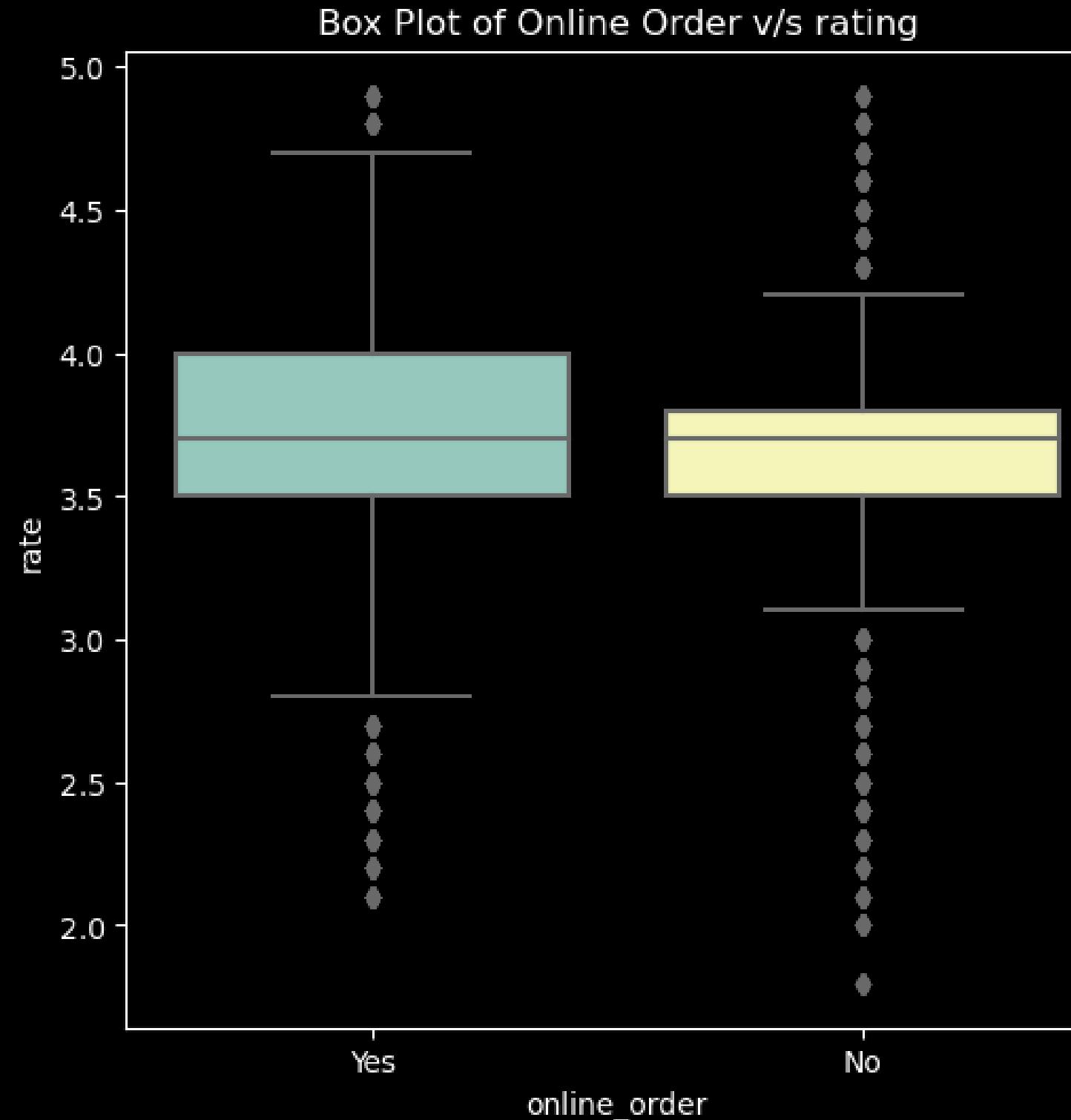
Most of the restaurants supports online order facility , i.e approx 30000



Most of the restaurants doesn't offers book table facility , i.e approx 40000



VISUALIZING ONLINE ORDER FACILITY V/S RATE(RATING)

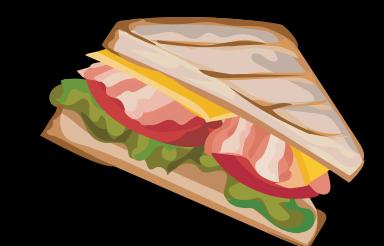


The restaurants those who are offering online order facility having highest rating of "4.8" while restaurants doesn't offering online order facility have highest rating of "4.2"

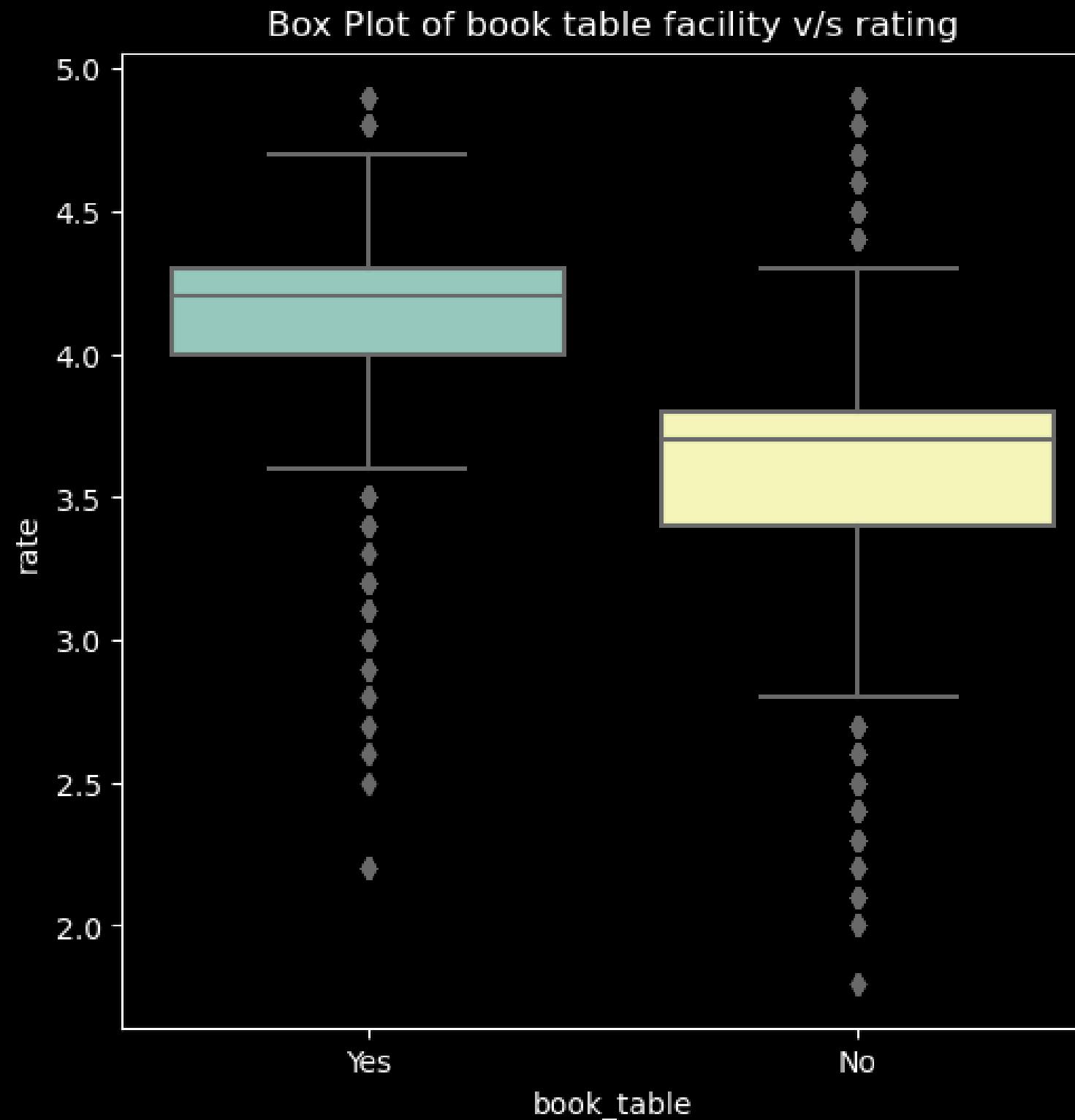
The restaurants those who are offering online order facility having average rating of "3.7" which is same for the restaurants doesn't offering online order facility

The restaurants those who are offering online order facility having lowest rating of "2.8" while restaurants doesn't offering online order facility have lowest rating of "3.1"

Since average rating of restaurants offering / not offering online facility is same



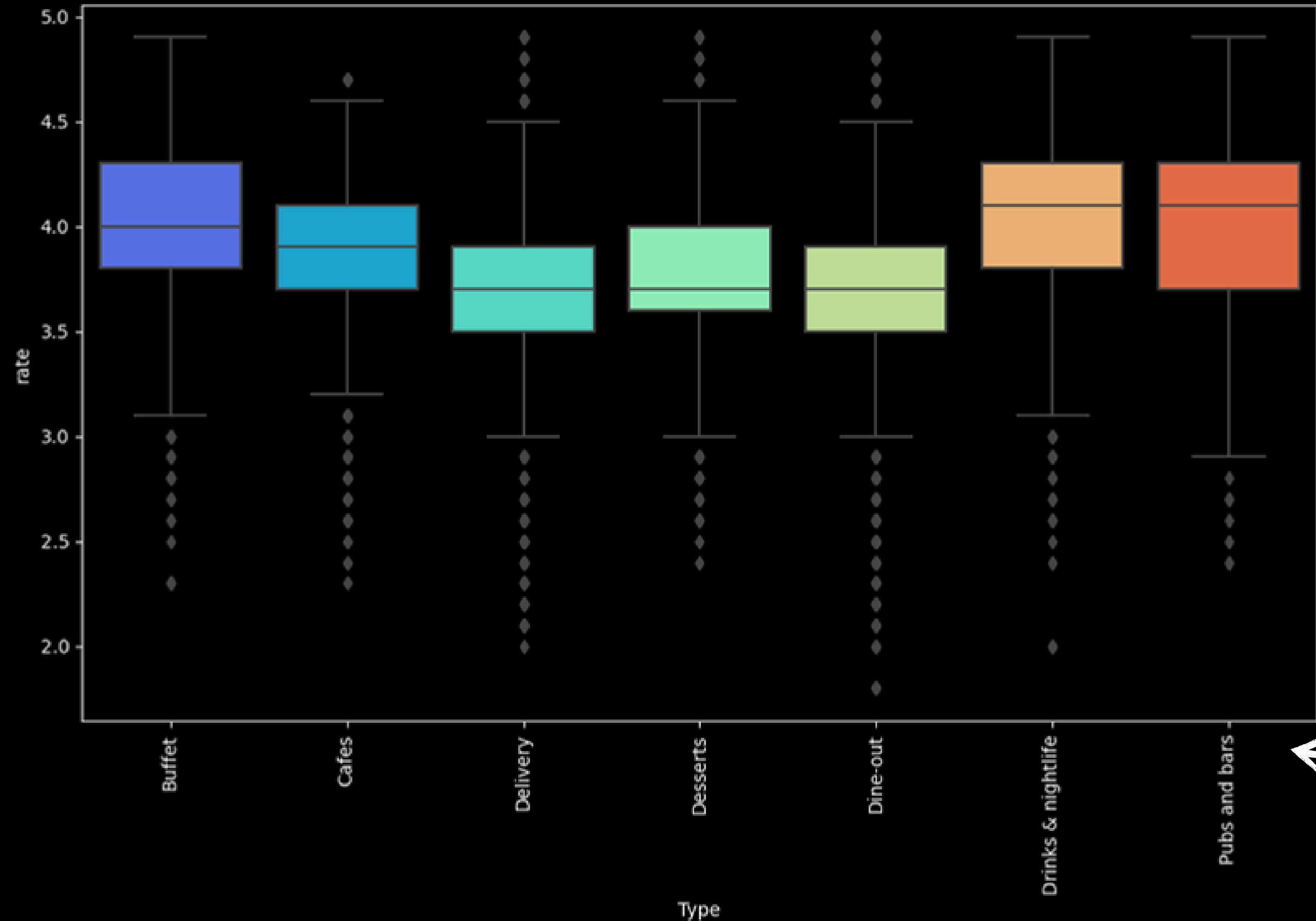
VISUALIZING BOOK TABLE FACILITY V/S RATE (RATING)



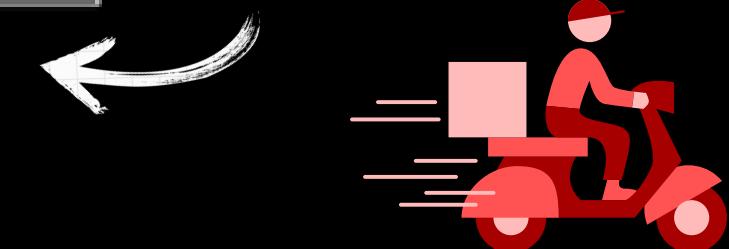
Average rating of the restaurants offering book table facility is higher as compared to the restaurants doesn't offering book table facility , so for the profit of restaurants they should offer book table facility.



VISUALIZING TYPES OF RESTAURANTS V/S RATING(RATE)

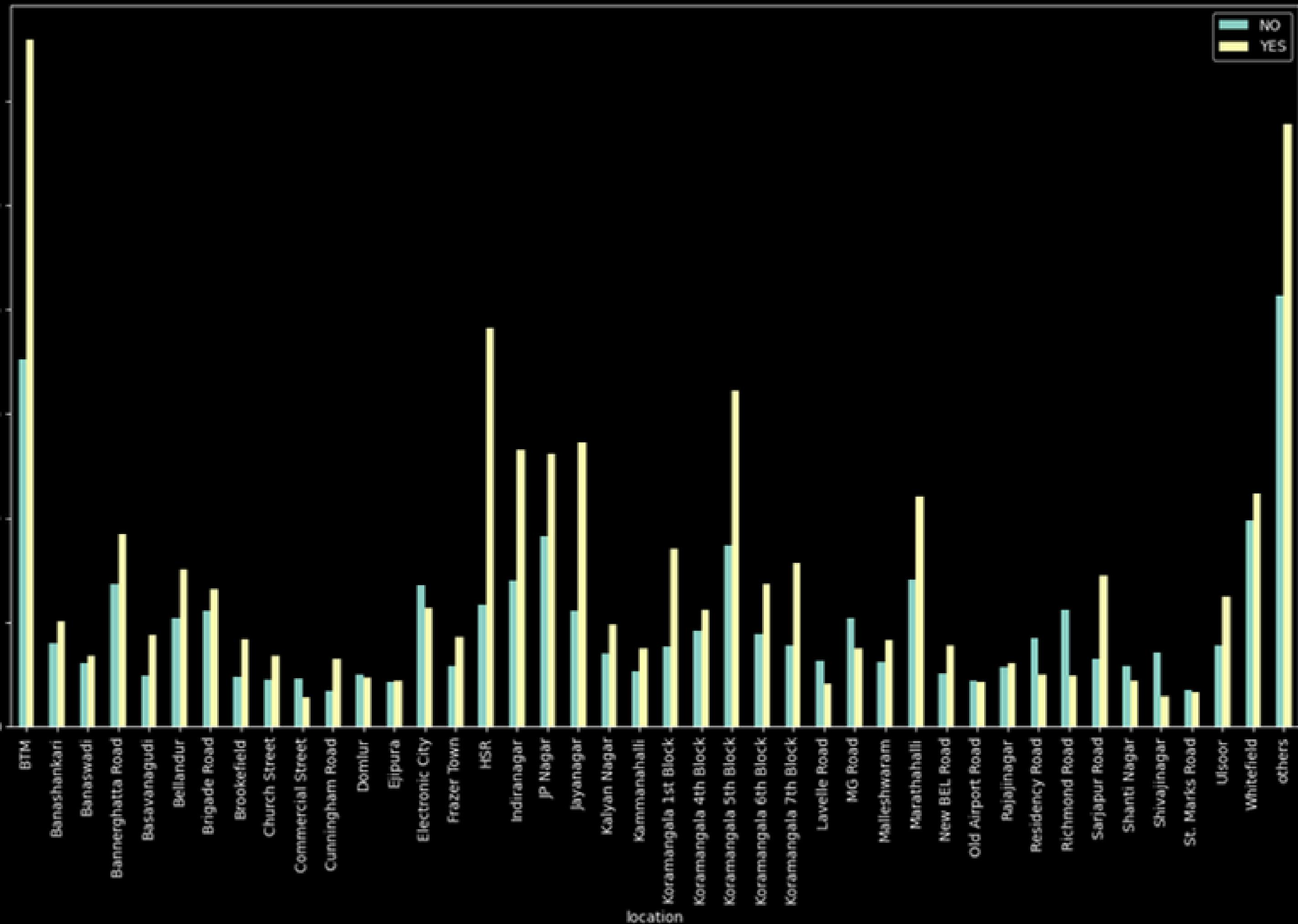


Plot shows that Buffets, Drinks & nightlife, and Pubs and bars generally receive higher ratings compared to Cafes, Delivery, and Dine-out options. All categories show some variability and have outliers, particularly on the lower end. To improve overall ratings, Delivery and Dine-out services should focus on consistency and quality enhancements, addressing the factors that lead to lower ratings.



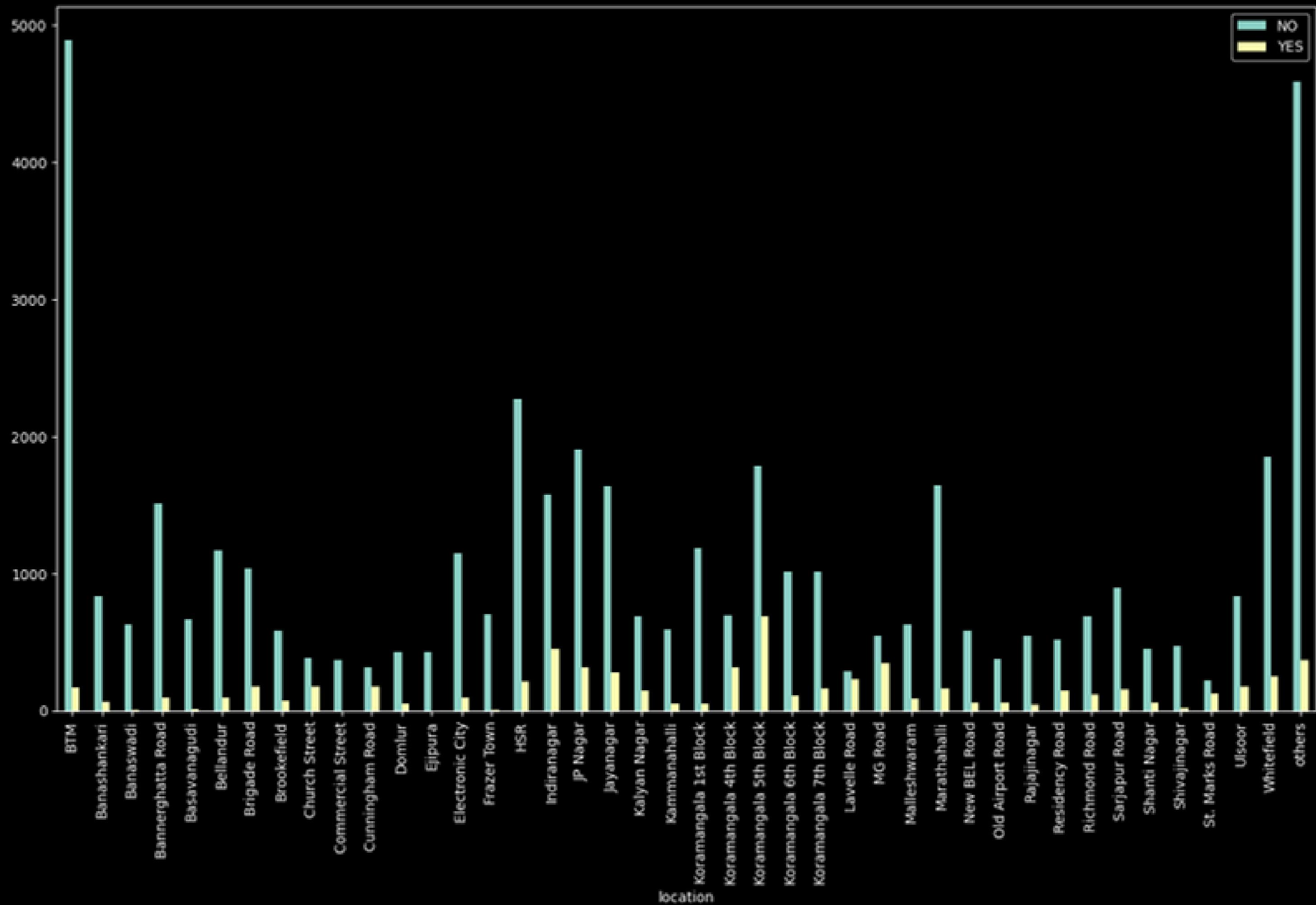
VISUALIZING RESTAURANTS OFFERING ONLINE ORDER FACILITY LOCATION WISE

The plot shows that in the locations such as BTM , HSR , Marathahalli and more , most of the restaurants are offering online order facility but in the locations such as Electronic city , Lavelle Road , Residency Road , Shivaji Nagar only few restaurants are offering online order facility , so for the profit it is beneficial to open new restaurants at these locations where there is shortage of online order facility.



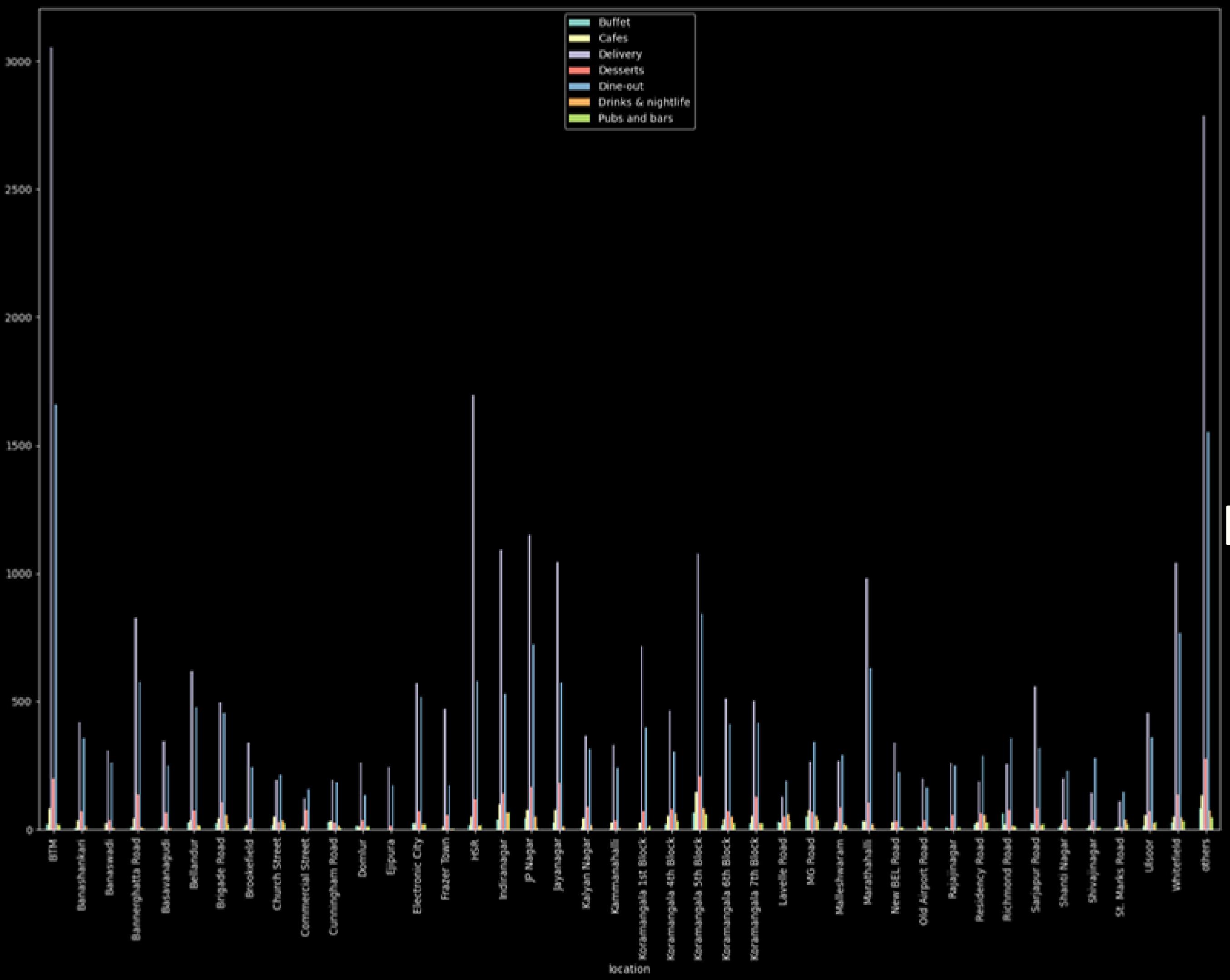
VISUALIZING RESTAURANTS OFFERING BOOK TABLE FACILITY LOCATION WISE

From given plot we can conclude at all the locations , the restaurants that are offering book table facility are less as compared to restaurants that doesn't offers book table facility , so if a person want to open a new restaurant , so he/she can open new outlet at any of the locations and offers book table facility to maximize profit.

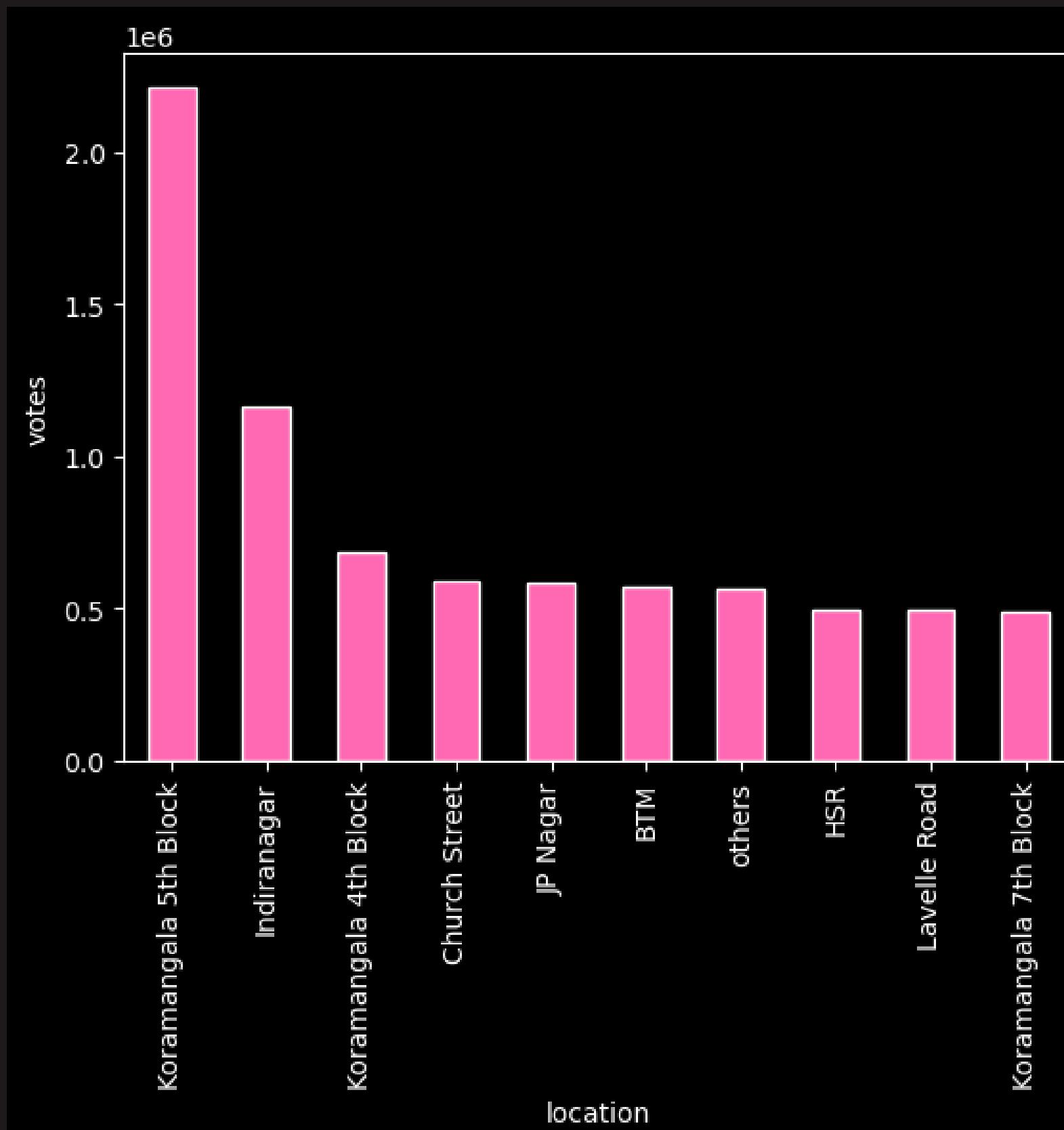


VISUALIZING TYPES OF RESTAURANTS LOCATION WISE

This plot shows that Dine-out and delivery options are the most prevalent across locations, with Koramangala and Indiranagar leading in overall establishment count.

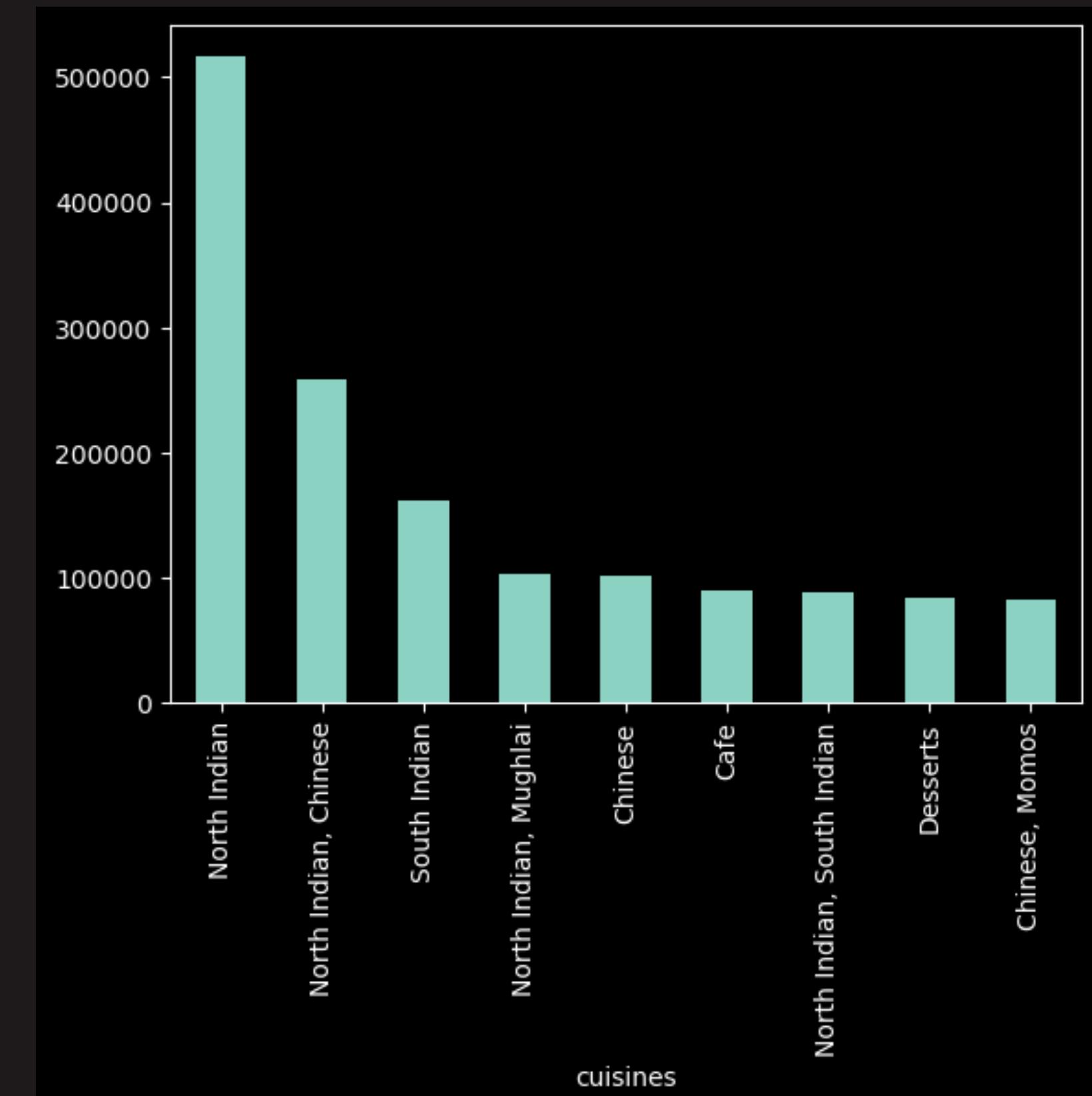


TOP - 10 VOTING LOCATIONS



Koramangala 5th Block is the most popular location, followed by Indiranagar. Focus marketing and expansion efforts on these top-performing areas.

TOP - 10 CUISINES VOTING



North Indian cuisine is the most popular, followed by North Indian and Chinese. Increase focus on North Indian cuisine, potentially offering variations or specialties. Explore combining North Indian and Chinese elements for new dishes.

INTERPRETATION AND SUGGESTIONS

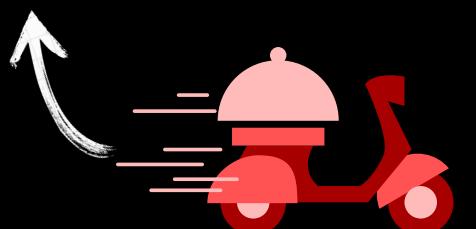
Based on the analysis of customer ratings and reviews for restaurants listed on given Zomato Bangalore restaurants dataset , the following key factors influence customer satisfaction:

- Restaurant Type: Pubs and bars tend to have higher overall ratings compared to other types.
- Location: Koramangala 5th Block and Indiranagar are perceived as top locations for dining out, with a significantly higher number of votes.
- Cuisine: North Indian cuisine is the most popular choice among customers.
- Additional Services: Restaurants with online ordering and table booking facilities tend to receive higher ratings.

Valuable Insights and suggestions :

- Focus on enhancing the dining experience at pubs and bars.
- Expand restaurant presence and marketing efforts in Koramangala 5th Block and Indiranagar.
- Prioritize North Indian cuisine while considering offering a diverse menu.
- Implement online ordering and table booking facilities to improve customer convenience.

By addressing these factors, the restaurants can significantly improve customer satisfaction and overall business performance.





THANK YOU

kaggle dataset: <https://www.kaggle.com/datasets/himanshupoddar/zomato-bangalore-restaurants>