

Summary on Zomato Data Analysis

1. Objective -

The goal of this analysis is to understand patterns in restaurant data, focusing on factors such as online ordering, table booking, ratings, cost, and popularity by category. These insights provide actionable strategies for improving restaurant service offerings.

2. Dataset Overview -

The dataset consists of information about 148 restaurants. Key features include:

- **General Info:** Restaurant names and listing types.
- **Service Options:** Online ordering and table booking availability.
- **Ratings and Popularity:** Customer ratings and votes.
- **Costs:** Average cost for two people.

Preliminary examination included:

- Identifying missing or anomalous data in ratings.
 - Data type assessments for structured analysis.
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3. Data Preprocessing -

- **Rating Normalization:** Converted ratings from textual to numeric form.
 - **Cleaning:** Addressed non-numeric or missing values for ratings.
 - **Preparation for Analysis:** Verified data consistency for categorical and numeric fields.
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4. Exploratory Data Analysis (EDA) -

Key findings include:

- **Service Preferences:**
 - 58 restaurants offer online ordering, while only 8 provide table booking.
- **Ratings Distribution:**
 - Average rating: 3.63/5.
 - Ratings vary widely, showing customer diversity in preferences.
- **Cost Insights:**
 - Average cost for two people: ₹418.24.
 - Buffet listings have higher average costs.
- **Popularity:**
 - Dining is the most common category (110 listings).

Visualizations include bar charts to compare popularity, cost trends, and service availability.

5. Insights and Recommendations -

Insights :

1. Online ordering is popular but underutilized; only 39% of restaurants offer it.
2. Table booking is a niche service; further exploration into its demand might be beneficial.
3. Customers tend to prefer Dining-type establishments.
4. The average customer rating suggests room for service improvement.

Recommendations :

1. Encourage more restaurants to adopt online ordering by highlighting its revenue potential.
 2. Explore marketing strategies to promote underrepresented categories like Buffet.
 3. Regularly engage with customers for feedback to enhance services and improve ratings.
 4. Optimize cost structures for maximum customer reach.
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6. Conclusion -

This analysis provides a snapshot of the restaurant landscape, highlighting areas for strategic growth and customer engagement. A focus on expanding popular services and refining cost-efficiency can increase competitiveness and satisfaction.