SUMMARY AND RECOMMENDATIONS

Objective :

The objective of analyzing the dataset is to derive actionable insights that can help enhance customer satisfaction, improve restaurant service quality, and expand market reach.

Key Insights:

1. **Restaurant Ratings**:
   - The ratings follow a clear trend where:
     - **Ratings between 4.5 and 4.9** are considered **excellent**.
     - **Ratings from 4.0 to 4.4** are deemed **very good**.
     - The **highest frequency** of ratings falls between **2.5 and 3.4**, which are **average** to **poor**, indicating potential service issues or customer dissatisfaction in this segment.
   - **Unrated restaurants** have a high count, suggesting many establishments either lack sufficient feedback or customer engagement.

2. **Top Countries by Restaurant Listings**:
   - The top countries represented in Zomato's data include **India, UAE, and the United States**.
   - **Online delivery** options are only available in **India and UAE**, limiting Zomato's potential reach in other countries.
   - **Currency** usage varies by country, and a grouped analysis provides insights into how Zomato can better price services or offer promotions.

3. **City Analysis**:
   - **Delhi** has the **highest market share** of Zomato listings at **68%**, followed by other key cities like **Bangalore** and **Mumbai**.
   - The data suggests that Zomato has a significant influence in Indian cities, with room for growth in other global markets.

4. **Average Cost and Price Range**:
   - The **average cost for two** diners is **₹1,199**, with most restaurants falling within a **price range** of **1-2 (low to moderate)**.
   - There are a few outliers with costs as high as **₹8,00,000**, skewing the data, but the bulk of restaurants remain affordable.
   - **Price range** data shows that **customers primarily prefer** budget-friendly options, which is consistent with Zomato's core market demographic.

5. **Rating Colors and Distribution**:
   - **Rating color** classification adds another layer to understanding customer satisfaction:
     - **Green ratings (3.5-4.9)** are associated with **good to excellent** service.
     - **Yellow and orange ratings (2.5-3.4)** are more prevalent, indicating that service quality in this range could be a pain point.
   - **Maximum ratings** are clustered between **2.5 and 3.4**, signaling a need to improve overall customer experience.

Visualization Summary:

- **Pie charts** indicate that **Delhi** dominates with **68% of Zomato listings** in cities, reflecting strong market penetration in India.
- **Bar charts** highlighting **aggregate ratings** show that **most restaurants** fall in the **2.5 to 3.4 range**, with a smaller percentage achieving higher ratings.
- **Count plots** of **rating colors** emphasize that many restaurants are struggling with low customer satisfaction, especially in the **2.5-3.4 rating band**.

Recommendations:

1. **Focus on Service Quality Improvement for Mid-Tier Restaurants**:
    - **Action**: Prioritize improving service for restaurants with **ratings between 2.5 and 3.4**, as they form the largest segment of restaurants in the dataset. Efforts should include better staff training, menu optimization, or improving ambiance.
    - **Rationale**: These restaurants are rated as "average" or "poor" by customers, which may lead to a high churn rate. Enhancing their service can boost ratings, attract more customers, and increase revenue.

2. **Expand Online Delivery in Untapped Markets**:
    - **Action**: Roll out online delivery services in key markets outside of **India and UAE** where there is high restaurant presence but limited delivery options.
    - **Rationale**: Expanding online delivery options to other countries could meet increasing customer demand for convenience, enhance customer satisfaction, and increase market share.

3. **Revisit Pricing Strategies**:
    - **Action**: Analyze price-sensitive segments and adjust pricing structures for restaurants in regions where the **average cost for two** is perceived as too high relative to local income levels.
    - **Rationale**: The average cost for two people is around **₹1,199**, but a significant range exists, with some restaurants charging significantly higher amounts. Providing more value-driven pricing strategies for budget-conscious customers could improve ratings and attract a wider audience.

4. **Capitalize on High-Rated Restaurants**:
    - **Action**: Highlight and promote restaurants with **excellent ratings (4.5 to 4.9)** through Zomato's marketing campaigns.
    - **Rationale**: Customers trust highly-rated restaurants, and promoting these establishments could boost overall engagement on the platform, leading to increased orders and visibility.

5. **Diversify City Focus Beyond Delhi**:
    - ○ **Action**: Allocate resources to increase Zomato's influence in cities beyond **Delhi**, which currently holds the **highest market share** at 68%.
    - ○ **Rationale**: Focusing on other cities, especially tier-2 cities where Zomato has fewer listings, could increase its market penetration and revenue potential.

These recommendations aim to improve **customer satisfaction**, **increase revenue**, and **enhance market presence** by leveraging insights from the existing data.