**Zomato Case Study – Zomato Restaurant Analysis**

**Objective Questions**:

1. What is the total no. of tables present in the data? A screen shot of a computer

   Description automatically generated

**Raw data sheet**

Total tables present in the data =9951

Country description in the data = 999

1. What is the total no. of attributes present in the data?

**Categorical Columns:**

1. Restaurant ID
2. Restaurant Name
3. CountryCode
4. Country Name
5. City
6. Address
7. Locality
8. Locality Verbose
9. Cuisines
10. Currency
11. Has Table Booking
12. Has Online Delivery
13. Is Delivering Now
14. Switch to Order Menu
15. Price Range

**Total Categorical Attributes: 15**

**Continuous Columns:**

1. Longitude
2. Latitude
3. Votes
4. Average Cost for Two
5. Rating

**Total Continuous Attributes: 5**

### Overall Total Attributes:

15 (categorical) + 5 (continuous) = **20 total attributes** in the dataset.

1. How many categorical columns are there in the data? [Search about categorical and continuous data, and try to answer this question]

Here are the **15 categorical columns** from your dataset:

1. **Restaurant ID**
2. **Restaurant Name**
3. **Country Code**
4. **Country Name**
5. **City**
6. **Address**
7. **Locality**
8. **Locality Verbose**
9. **Cuisines**
10. **Currency**
11. **Has Table Booking**
12. **Has Online Delivery**
13. **Is Delivering Now**
14. **Switch to Order Menu**
15. **Price Range**

These columns help categorize and describe the restaurants in dataset.

1. The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.

**Data Cleaning Steps**

**Identify Inconsistent Values**:

* + **Visual Inspection**: Scan through columns for types, variations, or unexpected entries.
  + **Conditional Formatting**: Use this feature to highlight duplicates or unique entries.

**Address Missing Values**:

* + **Find Missing Values**: Use filters to identify blank cells.
  + **Imputation Strategies**:
    - For **Average Cost for Two**: Replace blanks with the average cost within that price range.
    - For **Latitude/Longitude**: Use **VLOOKUP** to replace blank/invalid values with entries from non-duplicate **Locality Verbose** entries.

**Standardize Data**:

* + **Consistent Formats**: Ensure consistency in categorical columns (e.g., country names, cuisines).
  + **Date Formats**: Fix any inconsistencies in the **Datekey\_Opening** column.

**Remove Duplicates**:

* + Use Excel's **Remove Duplicates** feature to ensure there are no duplicate entries in dataset.

**Check Data Types**:

* + Ensure that numerical columns (e.g., **Votes**, **Average Cost for Two**) are formatted as numbers, while categorical columns (e.g., **Cuisines**, **Currency**) are formatted as text.

**Create New Columns** (if needed):

* + Consider creating a **"Price Category"** column that combines the currency symbol with the average cost for better analysis.

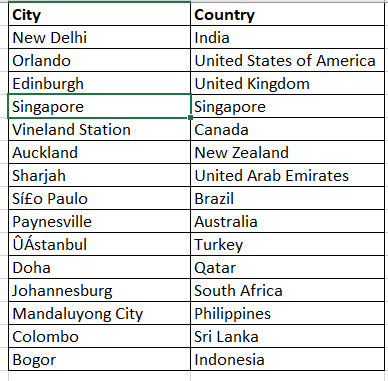
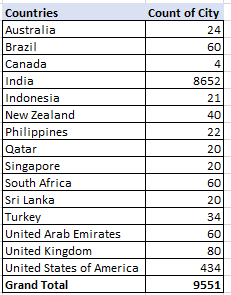
.

1. Using the LookUp functions, fill up the countries in the original data using the country code.

Formula Used:

**=VLOOKUP (C2,'country description'!$A$2:$B$16,2,0)**

**Sample output:**

**** ****

1. Create a table to represent the number of restaurants opened in each country.

**Observation:**

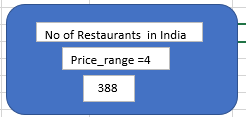
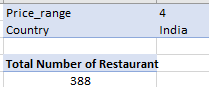
* It’s the insight of the data which represent the restaurants opened in each country

1. Also, the management wants to look at the number of restaurants opened each year, so provide them with something here.

**Observation:**

* **Bars represent the count:** The Bars represent the number of restaurants opened in each country in the year wise visualization.

1. What is the total number of restaurants in India in the price range of 4?

**Observation:**

* According to insight: There are 388 restaurants around india and which are price range greater than 4.It clears that around of 8652 there are 388 restaurants are in the price range of 4

9.What is the average number of voters for the restaurants in each country according to the data?

**Observation:**

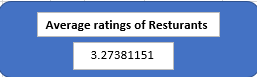
* Votes for Restaurants:In that chart ,we can see the votes for Restaurants in country wise. It may differes from years.but according to the chart Philiphines, SouthAfrica, United Arab Emirates, United States of America are much higher than other countries.

10.Calculate the average rating for all the restaurants that have price\_range < 4 and provide online delivery. Use only the “IF” function, Logical Operators, and Aggregation functions to solve this problem.

**Formula Used:**

**=AVERAGEIFS(T2:T9552,Q2:Q9552,"<4",N2:N9552,"Yes")**

**Result:**

****

**Observation:**

* **Average of ratings:** The above mentioned data represent the average ratings of Restaurants in the dataset

11.Using Conditional formatting highlight the rows of restaurants that are located in the countries or cities that you’ve suggested to the management for opening new restaurants.

**Observation:**

* Countries Suggested for opening Restaurants:According to the chart from dataset ,I’ll recommend countries according to the number of restaurants

Opend in the country. Canada,Qatar,Singapore,SriLanka,Indonesia,philiphines are the countries suggested for opening new restaurants.

12.Create a new customized price column that consists of the abbreviation/symbol of the currency along with the Average\_cost\_for\_two value.

|  |  |  |
| --- | --- | --- |
| **Currency** | **Average\_Cost\_for\_two** | **Average Cost\_for\_two\_with\_curreny symbol** |
| Indian Rupees(Rs.) | 300 | Rs. 300 |
| Dollar($) | 50 | $ 50 |
| Pounds(Œ£) | 50 | Œ£ 50 |
| NewZealand($) | 70 | $ 70 |
| Emirati Diram(AED) | 100 | AED 100 |
| Brazilian Real(R$) | 100 | R$ 100 |
| Turkish Lira(TL) | 120 | TL 120 |
| Qatari Rial(QR) | 150 | QR 150 |

**Observation:**

* The mentioned table represent the price along with their symbol of type money in prefix

13. How can you create an array formula in Excel or Google Sheets to count the number of restaurants listed that do not offer online delivery, are in the lowest price range, and have an average cost for two people less than or equal to 250 Indian Rupees?

**Using VLOOKUP to Retrieve Data**: Let's assume your raw data is in a sheet named "RawData" and you want to retrieve the necessary columns into your main sheet.

**Online Delivery**:



**Price Range**:



**Average Cost for Two $**:



### Steps to Format Cells as Currency in INR

 **Right-click**: After selecting the cells, right-click on the highlighted area.

 **Select Format Cells**: From the context menu, click on **Format Cells**.

 **Choose Currency**:

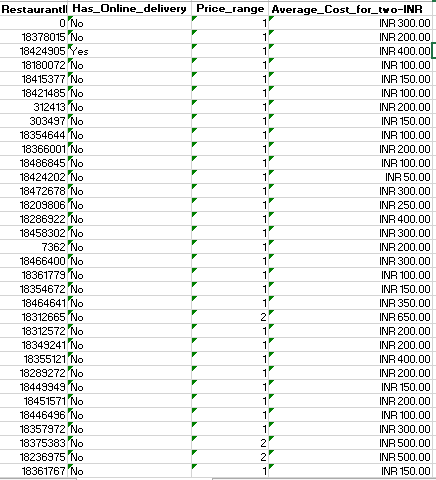
* In the Format Cells dialog box, click on the **Number** tab.
* Select **Currency** from the list on the left.

 **Set to INR**:

* In the **Symbol** dropdown, look for **₹ Indian Rupee**. If you don't see it, you might need to select a locale that includes INR.
* You can also set the number of decimal places you want to display (e.g., 2 for cents).

 **Click OK**: After selecting the desired options, click **OK** to apply the formatting.

**RAW DATA**



* **Array Formula**

**average cost for two people less than or equal to 250 INR**



**average cost for two people greater than 250 INR**



#### . **Overview of Results**

* **1816 Restaurants**: Count of restaurants that **do not offer online delivery**, are in the **lowest price range (1)**, and have an **average cost for two people less than or equal to 250 INR**.
* **2310 Restaurants**: Count of restaurants that **do not offer online delivery**, are in the **lowest price range (1)**, and have an **average cost for two people greater than 250 INR**.

**Subjective Question:**

1. Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualization/technique will you use here to justify the suggestions?

|  |  |
| --- | --- |
| **country** | **Count of RestaurantName** |
| Australia | 24 |
| Brazil | 60 |
| Canada | 4 |
| India | 8652 |
| Indonesia | 21 |
| New Zealand | 40 |
| Philippines | 22 |
| Qatar | 20 |
| Singapore | 20 |
| South Africa | 60 |
| Sri Lanka | 20 |
| Turkey | 34 |
| United Arab Emirates | 60 |
| United Kingdom | 80 |
| United States of America | 434 |

• Total 9045 Restaurants in 15 Countries

• Highest Number of Restaurants in India.

|  |  |
| --- | --- |
| **country** | **Average of Rating** |
| Australia | 3.658333333 |
| Brazil | 3.846666667 |
| Canada | 3.575 |
| India | 2.770550162 |
| Indonesia | 4.295238095 |
| New Zealand | 4.2625 |
| Philippines | 4.468181818 |
| Qatar | 4.06 |
| Singapore | 3.575 |
| South Africa | 4.21 |
| Sri Lanka | 3.87 |
| Turkey | 4.3 |
| United Arab Emirates | 4.233333333 |
| United Kingdom | 4.1 |
| United States of America | 4.011290323 |
| **Grand Total** | **2.89126793** |

 **Canada**, **Qatar**, **Singapore**, **Turkey**, and **Australia** all meet the criteria of having **moderately low restaurant counts** and **average ratings that are not exceptionally high**, creating a potential market for a **high-price range, premium restaurant**.

 **Canada** and **Singapore** stand out due to their **very low number of restaurants** and **lower ratings**, offering an opportunity to introduce a new and higher-quality dining experience with potentially less competition.

 **Qatar** and **Turkey** have higher ratings, but their relatively low number of restaurants still presents an opportunity for a differentiated, high-end restaurant offering.

1. Come up with the names of States and cities in the suggested countries suitable for opening restaurants.

|  |  |  |  |
| --- | --- | --- | --- |
| **country and city** | **Sum of Votes** | **Average of Average\_Cost\_for\_two** | **Average of Rating** |
| **Australia** | **2674** | **24.08333333** | **3.658333333** |
| Armidale | 25 | 20 | 3.5 |
| Balingup | 21 | 20 | 3.2 |
| Beechworth | 237 | 20 | 4.6 |
| Dicky Beach | 29 | 7 | 3.6 |
| East Ballina | 56 | 20 | 4.1 |
| Flaxton | 37 | 30 | 3.5 |
| Forrest | 29 | 20 | 3.7 |
| Hepburn Springs | 285 | 13.5 | 3.8 |
| Huskisson | 40 | 20 | 4.1 |
| Inverloch | 100 | 7 | 3.7 |
| Lakes Entrance | 97 | 7 | 3.8 |
| Lorn | 18 | 20 | 3.6 |
| Macedon | 31 | 20 | 3.5 |
| Mayfield | 11 | 20 | 2.9 |
| Middleton Beach | 176 | 30 | 3.8 |
| Montville | 193 | 30 | 2.4 |
| Palm Cove | 381 | 30 | 4.4 |
| Paynesville | 16 | 120 | 2.6 |
| Penola | 19 | 20 | 3.4 |
| Phillip Island | 351 | 20 | 3.7 |
| Tanunda | 339 | 30 | 4.4 |
| Trentham East | 87 | 20 | 4.1 |
| Victor Harbor | 96 | 20 | 3.6 |
| **Brazil** | **1177** | **134.6666667** | **3.846666667** |
| Brasí\_lia | 217 | 120 | 3.545 |
| Rio de Janeiro | 401 | 126.75 | 4.315 |
| Sí£o Paulo | 559 | 157.25 | 3.68 |
| **Canada** | **412** | **36.25** | **3.575** |
| Chatham-Kent | 176 | 25 | 3.7 |
| Consort | 6 | 25 | 3 |
| Vineland Station | 204 | 70 | 4.3 |
| Yorkton | 26 | 25 | 3.3 |
| **Singapore** | **638** | **155.75** | **3.575** |
| Singapore | 638 | 155.75 | 3.575 |
| **Sri Lanka** | **2929** | **2375** | **3.87** |
| Colombo | 2929 | 2375 | 3.87 |
| **Grand Total** | **7830** | **464.203125** | **3.7640625** |
|  |  |  |  |

**Recommended Locations for New Restaurants:**

1. **Tanunda, Australia**
   * **Sum of Votes**: 339
   * **Average Cost for Two**: 30
   * **Average Rating**: 4.4
   * **Reason**: High engagement and excellent rating indicate a strong customer base.
2. **Beechworth, Australia**
   * **Sum of Votes**: 237
   * **Average Cost for Two**: 20
   * **Average Rating**: 4.6
   * **Reason**: High rating suggests strong customer satisfaction and potential repeat business.
3. **Rio de Janeiro, Brazil**
   * **Sum of Votes**: 401
   * **Average Cost for Two**: 126.75
   * **Average Rating**: 4.315
   * **Reason**: A vibrant tourist destination with a willingness to spend.
4. **São Paulo, Brazil**
   * **Sum of Votes**: 559
   * **Average Cost for Two**: 157.25
   * **Average Rating**: 3.68
   * **Reason**: Large population and diverse dining needs create significant market opportunities.
5. **Marina Bay, Singapore**
   * **Average Cost for Two**: 155.75
   * **Average Rating**: 3.575
   * **Reason**: A prime area for high-end dining experiences.
6. **Colombo, Sri Lanka**
   * **Sum of Votes**: 2929
   * **Average Cost for Two**: 2375
   * **Average Rating**: 3.87
   * **Reason**: High engagement and strong customer spending indicate a robust market.

### Conclusion

Using the pivot table results, these locations represent strong candidates for opening new restaurants based on customer engagement, average costs, and satisfaction ratings. Focus on cities with high sums of votes and ratings for the best chances of success.

1. According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?

|  |  |
| --- | --- |
| **country** | **Average of Rating** |
| Canada | 3.575 |
| Qatar | 4.06 |
| Singapore | 3.575 |
| Sri Lanka | 3.87 |

* **Average Rating Range**: The average ratings in the data range from 3.58 to 4.06 on a scale of 5.0.
* **Top Performers**:
  + **Qatar** leads with the highest average rating of **4.06**.
  + **Sri Lanka** follows with a commendable average rating of **3.87**.
* **Lowest Ratings**:
  + **Singapore** and **Canada** have the lowest average ratings among the suggested countries, both at **3.58**.

### Suggestions for Improvement

* **Above Average Ratings**: All highlighted countries exhibit above-average ratings, indicating successful restaurant models that resonate with customers.
* **Learn and Implement**:
  + Analyze the successful practices and strategies employed by top-rated restaurants in these regions.
  + Focus on aspects such as menu offerings, customer service, ambiance, and marketing strategies to replicate their success.

1. Also, what is the current expenditure on food in the suggested countries, so we can keep our financial expenditure in control?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Average of Average\_Cost\_for\_two** | **price range** |  |  |  |  |
| **country** | **1** | **2** | **3** | **4** | **Grand Total** |
| Australia | 7 | 20 | 30 | 120 | 24.08333333 |
| Brazil | 30 | 49.28571429 | 74.6875 | 185.1428571 | 134.6666667 |
| Canada |  | 25 |  | 70 | 36.25 |
| India | 284.9607963 | 620.1259622 | 1257.875788 | 2582.860825 | 623.6565673 |
| Indonesia |  | 70000 | 291750 |  | 281190.4762 |
| New Zealand | 23.33333333 | 38.75 | 53.52941176 | 103.4375 | 69.75 |
| Philippines |  | 600 | 954.1666667 | 2588.888889 | 1606.818182 |
| Qatar |  | 50 | 86 | 285.3571429 | 223.75 |
| Singapore |  | 20 | 42 | 206.0714286 | 155.75 |
| South Africa |  | 141.25 | 242.8823529 | 525.3846154 | 419.7333333 |
| Sri Lanka |  | 1266.666667 | 2490.909091 | 4166.666667 | 2375 |
| Turkey |  | 43.18181818 | 80 | 194 | 84.85294118 |
| United Arab Emirates |  | 63.33333333 | 137.7586207 | 246.3636364 | 166.4166667 |
| United Kingdom | 13.75 | 26.42857143 | 44.375 | 100.625 | 47.8125 |
| United States of America | 27.54867647 | 25 | 39.68181818 | 69.13043478 | 31.85857143 |
| **Grand Total** | **276.2975338** | **596.8262127** | **5177.268466** | **1848.523891** | **1199.729373** |

* **Observation**: The average cost for two is notably low in **Sri Lanka**, at around **₹2,375**. This indicates that food expenditure is relatively manageable for residents there.
* **Leading Countries**: In contrast, **Singapore** leads with an average cost of **₹8,598.75**, followed by **Qatar** at **₹15,672.50** and **Canada** at **₹2,175**. These higher averages reflect the costs associated with living in developed nations.

### Suggestions:

* **Market Insights**: Given these insights, it’s clear that **Singapore**, **Qatar**, and **Canada**—as developed countries—have significantly higher food costs compared to **Sri Lanka**. This variation suggests that pricing strategies should be tailored to local economic conditions and consumer expectations.
* **Implementing Pricing Strategies**: Businesses should consider these disparities when setting prices for food offerings. In developed markets, prices may need to reflect the higher cost of living and dining out, while in countries like **Sri Lanka**, more affordable pricing could help attract and satisfy customers.

1. Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets,

|  |  |
| --- | --- |
| **country and city resturant** | **Average of Rating** |
| **Brazil** | **3.2375** |
| **Gero** | **3.3** |
| **Gopala Hari** | **3.1** |
| **Kawa Sushi** | **3.5** |
| Sí£o Paulo | 3.5 |
| **Manzuíç** | **3.2** |
| Brasí\_lia | 3.2 |
| **Paris 6 Classique** | **3.4** |
| Sí£o Paulo | 3.4 |
| **Pizza íæ Bessa** | **3.2** |
| Brasí\_lia | 3.2 |
| **Rovereto** | **3.1** |
| Brasí\_lia | 3.1 |
| **Sushi Loko** | **3.1** |
| Brasí\_lia | 3.1 |
| **Canada** | **3.3** |
| **Arigato Sushi** | **3.3** |
| Yorkton | 3.3 |
| **India** | **3.293935644** |
| **Singapore** | **3.2** |
| **Artichoke Cafe** | **3.2** |
| Singapore | 3.2 |
| **Boufe Boutique Cafe** | **3.2** |
| Singapore | 3.2 |
| **I Am** | **3.2** |
| Singapore | 3.2 |
| **Potato Head Folk** | **3.1** |
| Singapore | 3.1 |
| **Sky On 57** | **3.4** |
| Singapore | 3.4 |
| **Super Loco** | **3.2** |
| Singapore | 3.2 |
| **The Lokal** | **3.1** |
| Singapore | 3.1 |
| **The Refinery Singapore** | **3.2** |
| Singapore | 3.2 |
| **United Arab Emirates** | **3.2** |
| **Red Lobster** | **3.2** |
| Dubai | 3.2 |
| **Grand Total** | **3.293407043** |

### HIGH-Rated Restaurants (3.1 to 3.5)

1. **Strong Competitors in Brazil:**
   * Restaurants like **Kawa Sushi** (3.5) and **Paris 6 Classique** (3.4) lead the ratings, showing strong customer satisfaction.
2. **Diverse Options:**
   * A variety of cuisines are represented, including sushi and Brazilian dishes, appealing to different tastes.
3. **Consistent Ratings Across Countries:**
   * Brazil (3.2375), Canada (3.3), and Singapore (3.2) have similar average ratings, indicating a competitive market.
4. **Room for Improvement:**
   * Restaurants rated 3.1 (like **Gopala Hari** and **Sushi Loko**) could enhance their service or menu to improve ratings.
5. **Opportunities in Singapore:**
   * Multiple restaurants in Singapore have ratings of 3.2, indicating a healthy competition, especially for cafes and casual dining.
6. **Emphasis on Quality:**
   * Higher-rated restaurants (3.4 and above) demonstrate that maintaining high quality is key to attracting customers.

|  |  |
| --- | --- |
| **country and city resturant** | **Average of Rating** |
| **Brazil** | **1** |
| **Cantinho da Gula** | **1** |
| Sí£o Paulo | 1 |
| **Divino Fogí£o** | **1** |
| Sí£o Paulo | 1 |
| **Quiosque Chopp Brahma** | **1** |
| Rio de Janeiro | 1 |
| **Sandubas Cafí©** | **1** |
| Brasí\_lia | 1 |
| **Super Grill** | **1** |
| Sí£o Paulo | 1 |
| **India** | **1.004467194** |
| **United Kingdom** | **1** |
| **Damascena Coffee House** | **1** |
| Birmingham | 1 |
| **United States of America** | **1** |
| **Frick's Tap** | **1** |
| Davenport | 1 |
| **Los Agaves** | **1** |
| Davenport | 1 |
| **Nosh Mahal** | **1** |
| Pocatello | 1 |
| **Grand Total** | **1.004448563** |

### Low-Rated Restaurants (1 to 2)

1. **Consistently Low Ratings:**
   * Multiple restaurants across different countries (Brazil, India, UK, USA) have a uniform low rating of 1. This suggests widespread customer dissatisfaction.
2. **High Concentration in Specific Cities:**
   * In Brazil, cities like São Paulo and Brasília have multiple low-rated options, indicating potential issues in service or quality that need addressing.
3. **Global Presence of Low Ratings:**
   * Low ratings are not confined to one region; they appear in Brazil, India, the UK, and the USA, highlighting a broader concern for certain dining establishments.
4. **Opportunity for Improvement:**
   * Restaurants rated 1 have significant room for improvement. Addressing customer feedback could lead to better experiences and higher ratings.
5. **Impacts on Reputation:**
   * Such low ratings can severely affect a restaurant's reputation and customer trust. It may deter potential customers from visiting.
6. **Need for Customer Engagement:**
   * These restaurants might benefit from engaging with customers to understand their issues better and implement necessary changes.
7. Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?

|  |  |  |
| --- | --- | --- |
| **CUISINES CITY AND COUNTRY** | **Average of Rating** | **Sum of Votes** |
| **American, BBQ, Sandwich** | **4.9** | **1252** |
| **Orlando** | **4.9** | **1252** |
| United States of America | 4.9 | 1252 |
| **American, Burger, Grill** | **4.9** | **162** |
| **Manchester** | **4.9** | **162** |
| United Kingdom | 4.9 | 162 |
| **American, Caribbean, Seafood** | **4.9** | **548** |
| **Augusta** | **4.9** | **548** |
| United States of America | 4.9 | 548 |
| **American, Coffee and Tea** | **4.9** | **570** |
| **Des Moines** | **4.9** | **570** |
| United States of America | 4.9 | 570 |
| **American, Sandwich, Tea** | **4.9** | **1457** |
| **Orlando** | **4.9** | **1457** |
| United States of America | 4.9 | 1457 |
| **BBQ, Breakfast, Southern** | **4.9** | **249** |
| **Dalton** | **4.9** | **249** |
| United States of America | 4.9 | 249 |
| **Burger, Bar Food, Steak** | **4.9** | **2238** |
| **Pensacola** | **4.9** | **2238** |
| United States of America | 4.9 | 2238 |
| **Continental, Indian** | **4.9** | **641** |
| **Dubai** | **4.9** | **641** |
| United Arab Emirates | 4.9 | 641 |
| **European, Asian, Indian** | **4.9** | **621** |
| **Pasay City** | **4.9** | **621** |
| Philippines | 4.9 | 621 |
| **European, Contemporary** | **4.9** | **441** |
| **Inner City** | **4.9** | **441** |
| South Africa | 4.9 | 441 |
| **European, German** | **4.9** | **1413** |
| **Tampa Bay** | **4.9** | **1413** |
| United States of America | 4.9 | 1413 |
| **Hawaiian, Seafood** | **4.9** | **1343** |
| **Rest of Hawaii** | **4.9** | **1343** |
| United States of America | 4.9 | 1343 |
| **Italian, Bakery, Continental** | **4.9** | **322** |
| **Jaipur** | **4.9** | **322** |
| India | 4.9 | 322 |
| **Italian, Deli** | **4.9** | **1424** |
| **Tampa Bay** | **4.9** | **1424** |
| United States of America | 4.9 | 1424 |
| **Mexican, American, Healthy Food** | **4.9** | **223** |
| **Gurgaon** | **4.9** | **223** |
| India | 4.9 | 223 |
| **Mughlai, Lucknowi** | **4.9** | **1057** |
| **Lucknow** | **4.9** | **1057** |
| India | 4.9 | 1057 |
| **Sunda, Indonesian** | **4.9** | **5514** |
| **Jakarta** | **4.9** | **3302** |
| Indonesia | 4.9 | 3302 |
| **Tangerang** | **4.9** | **2212** |
| Indonesia | 4.9 | 2212 |
| **World Cuisine** | **4.9** | **95** |
| **Ankara** | **4.9** | **95** |
| Turkey | 4.9 | 95 |
| **Grand Total** | **4.9** | **19570** |

### Observations

1. **Consistent High Ratings**: All listed cuisines have an average rating of **4.9**, indicating strong customer satisfaction across the board.
2. **Dominance of American Cuisine**: American dishes (BBQ, burgers, seafood) are highly rated and popular in multiple U.S. cities, particularly in **Orlando** and **Pensacola**.
3. **Indonesian Popularity**: **Sunda** cuisine in **Jakarta** shows the highest engagement with **5514 votes**, highlighting a strong preference for Indonesian flavors.
4. **Strong Indian Presence**: Mughlai and Continental Indian cuisines are well-rated in India, suggesting a loyal customer base for these offerings.
5. **Regional Variability**: Different cities show distinct preferences, with **Dubai** and **Pasay City** favoring a mix of European and Asian cuisines.
6. **Low Interest in World Cuisine**: The **World Cuisine** category has the lowest vote count (95), indicating limited customer interest in that offering.
7. According to our current data, should we go for online delivery and table booking? Does that affect the customer’s ratings?

|  |  |
| --- | --- |
| No of Restaurants has table booking | 1158 |
| No of Restaurants has online delivery | 2451 |

suggested country

|  |  |  |
| --- | --- | --- |
| **Country** | **No of Restaurants has table booking** | **No of Restaurants has online delivery** |
| Canada | - | - |
| Indonesia | - | - |
| Philippines | 14 | - |
| Qatar | 1 | - |
| Singapore | - | - |
| Sri Lanka | - | - |

Insights:

* **Restaurants with table booking and online delivery :** Here, the analysis of countries with restaurants suggested for opening new restaurants.

Recommendations:

* **Suggested countries for restaurants:** As per the insights, Mostly there is no available of table booking and online delivery. If we provide those two services it would be secret for capturing customers as soon as possible.

1. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

|  |  |  |  |
| --- | --- | --- | --- |
| **CUISINE** | **Average of Rating** | **Average of Average\_Cost\_for\_two-INR** | **Sum of Votes** |
| North Indian, Mughlai | 3.008383234 | INR 9.29 | 53747 |
| North Indian | 2.163068783 | INR 5.96 | 48967 |
| North Indian, Chinese | 2.64481409 | INR 7.51 | 42012 |
| Café | 3.048160535 | INR 8.10 | 30657 |
| Chinese | 2.409322034 | INR 7.54 | 21925 |
| North Indian, Mughlai, Chinese | 2.736040609 | INR 8.66 | 20115 |

### Insights

1. **Top Cuisines**:
   * **Cafe** and **North Indian, Mughlai** have the highest ratings (3.05 and 3.01). They are popular and likely to attract customers.
2. **Lower Ratings**:
   * **North Indian** (2.16) and **Chinese** (2.41) have low ratings, indicating room for improvement.
3. **Cost vs. Quality**:
   * **North Indian, Mughlai** has the highest average cost (INR 9.29), suggesting customers are willing to pay for quality.
4. **Customer Engagement**:
   * **North Indian, Mughlai** has the most votes (53,747), while **Chinese** has the least (21,925), showing less interest in that category.

### Recommendations

1. **Focus on High-Rated Cuisines**:
   * Prioritize **Cafe** and **North Indian, Mughlai** in your new restaurant.
2. **Improve Underperforming Cuisines**:
   * Revamp **North Indian** and **Chinese** menus based on customer feedback.
3. **Market as Quality Dining**:
   * Position your restaurant to offer a premium experience, especially for **North Indian, Mughlai**.
4. **Try Fusion Dishes**:
   * Consider combining popular elements from **North Indian** and **Chinese** cuisines for new menu items.
5. **Engage Customers**:
   * Use loyalty programs or tasting events to increase interaction and gather feedback.
6. What is the distribution of the number of restaurants of different price ranges in all the countries?

|  |  |
| --- | --- |
| **CUISINE** | **Count of RestaurantName** |
| 1 | 4444 |
| 2 | 3113 |
| 3 | 1408 |
| 4 | 586 |

 The dataset reveals that most restaurants cater to lower and mid-price ranges, with **42%** at the lowest price point and **35%** at the next tier.

 There are fewer options in the higher price ranges, suggesting potential opportunities for introducing more mid-to-high-end restaurants.

1. Explain your approach in brief for suggesting countries/cities in order to open new restaurants, if the objective and subjective questions would have not been given to assist you.

* According to analysis of the dataset across all the conditions, filters, visualization charts.
* For opening new restaurants, I had analyzed the countries, cities, price range, ratings, votes, cuisines
* **CANADA, QATAR, INDONESIA, SINGAPORE, PHILIPHINES, SRI LANKA** are the countries suggested for opening new restaurants.
* **CAFE, CHINESE, NORTH INDIAN, NORTH INDIAN, MUGHALAI** are the cuisines suggested as per ratings
* According to expenditure of food the team need control the expenditure as much as people
* As per currently the count of restaurants less than in the suggested countries comparatively others
* I had suggested the countries with their count of restaurants in the countries.
* Introducing Table\_booking and Online\_delivery is the advantage for us to making customers.

CREATED BY : D.KAVIN

CREATED DATE: 04/11/2024