DATA ANALYSIS INTERNSHIP PROJECT REPORT

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Company: Cognifyz Technologies

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Executive Summary

This report presents findings from the data analysis of a restaurant dataset with 9,551 records. The goal was to look at restaurant trends, customer preferences, and geographical distribution using Python (Pandas & Matplotlib). The analysis includes Level 1 (Basic) and Level 2 (Intermediate) tasks as required for the internship.

Level 1 Analysis: Basic Insights

Task 1: Top Cuisines

Objective: To identify the most common cuisines and their market share.

Findings:

The most popular cuisine is North Indian, available at about 41.46% of restaurants.

Chinese is the second most popular (28.64%), while Fast Food comes in third (20.79%).

This shows a strong preference for local and quick-service food options in the dataset.

Task 2: City Analysis

Objective: To analyze restaurant distribution across cities.

Findings:

New Delhi has the largest number of restaurants, with 5,473 outlets listed.

Inner City has the highest average rating at 4.90, indicating high customer satisfaction compared to other areas.

Task 3: Price Range Distribution

Objective: To understand the affordability of restaurants.

Findings:

Most restaurants (46.5%) fall into Price Range 1 (most affordable).

Only 6.1% of restaurants are in Price Range 4 (premium/luxury).

This shows that budget-friendly dining options dominate the market.

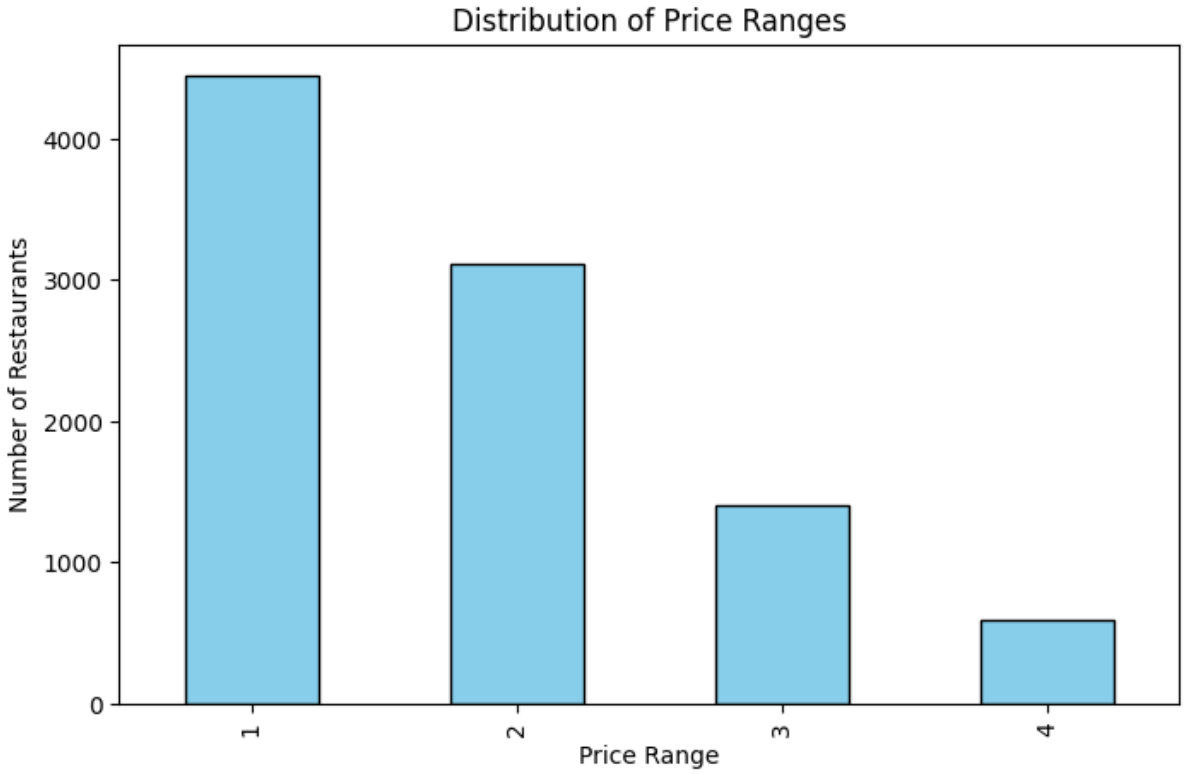

Fig: Price Range Distribution Bar Chart

Task 4: Online Delivery Services

Objective: To evaluate the availability and impact of online delivery.

Findings:

Only 25.66% of restaurants offer online delivery services.

Impact on Ratings: Restaurants with online delivery have a much higher average rating of 3.25 than those without it, which average 2.47. This suggests that convenience is important for customer satisfaction.

Level 2 Analysis: Advanced Insights

Task 1: Restaurant Ratings

Objective: To analyze the distribution of customer ratings.

Findings:

Most ratings fall between 3.0 and 4.0, indicating average to good performance for many restaurants.

The average number of votes per restaurant is 156.91, showing decent customer engagement.

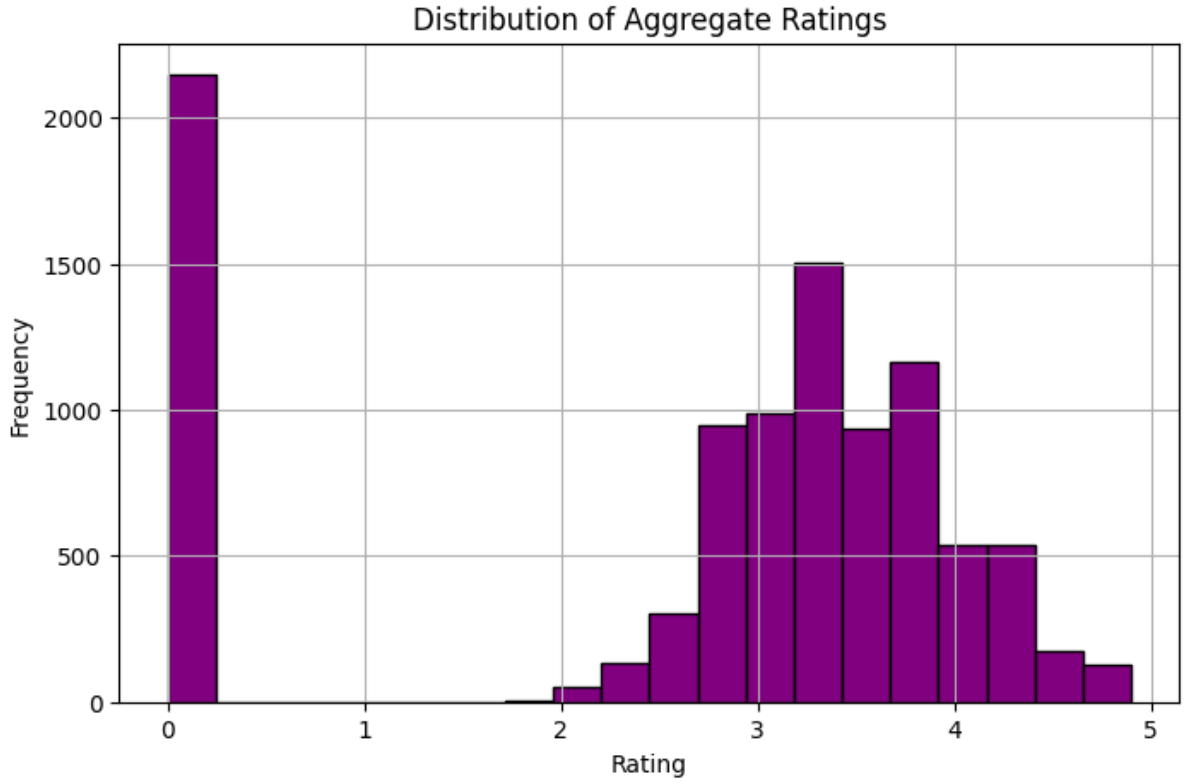

Fig: Rating Distribution Histogram

Task 2: Cuisine Combinations

Objective: To identify popular cuisine combinations.

Findings:

The most common combination is standalone North Indian food.

The combination of North Indian and Chinese is also very popular.

Restaurants serving North Indian and Mughlai tend to have higher average ratings (2.89) compared to standalone Fast Food restaurants (2.12).

Task 3: Geographic Analysis

Objective: To visualize restaurant locations.

Findings:

The geographic plot shows clusters of restaurants in major metropolitan areas.

High density is seen in specific longitudes and latitudes that correspond to New Delhi and nearby regions.

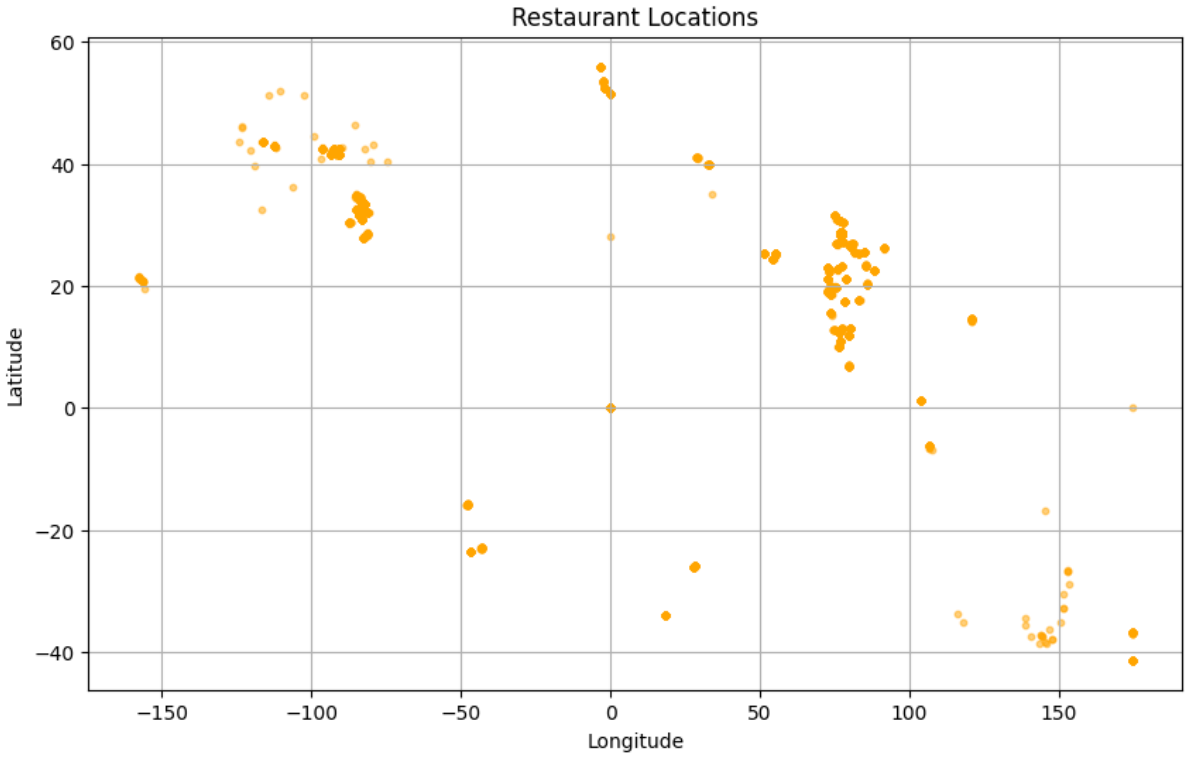

Fig: Geographic Scatter Plot Map

Task 4: Restaurant Chains

Objective: To analyze the performance of multi-outlet chains.

Findings:

Major restaurant chains like Domino's Pizza, Subway, and McDonald's are included in the dataset.

McDonald's has the highest average rating among the top chains at 3.34, followed by Subway at 2.91 and Domino's at 2.74

Conclusion

The analysis offers useful insights into the dining landscape. The market heavily leans toward budget-friendly North Indian cuisine. While online delivery is not yet widespread, it is linked to higher customer ratings. Restaurant chains remain consistent, with global brands showing varying levels of customer satisfaction.