SkillCircle
THINK BEYOND NINE TO FIVE

PROJECT

DATA ANALYTICS

Indian Restaurants

Exploratory Data Analysis (EDA) serves as an initial phase in the realm of Machine Learning, extensively employed to gain a profound understanding of the dataset

By Skill Circle

ZOMATO RESTAURANT SUCCESS FACTORS ANALYSIS

Exploratory Data Analysis (EDA) serves as an initial phase in the realm of Machine Learning, extensively employed to gain a profound understanding of the dataset. While not mandatory for model development, EDA is strongly recommended as it facilitates a nuanced comprehension of the data. When executed meticulously, EDA unveils insights that may not be readily apparent.

WHAT WE CAN DO WITH THIS DATASET

- Knowing basic composition of data
- Removing duplicates
- Dealing with missing values
- Understanding features
- Plotting horizontal bar charts (multicolor)
- Using groupby, apply, and unique functions
- Scatter plot
- Word Cloud
- Box plot
- Density plot
- Bar Charts
- Drawing insights and conclusions from data

DATASET →

About This Project :
In this project, we aim to analyze Zomato restaurant data to identify key factors that contribute to the success of restaurants, as measured by their ratings. By exploring various features such as location, cuisine, pricing, and service offerings, we aim to provide insights that can help restaurant owners and Zomato users make informed decisions.

Data Overview:

Explore the basic characteristics of the dataset, including dimensions, data types, and missing values.

Basic Statistics:

Calculate and visualize the average rating of restaurants.
Analyze the distribution of restaurant ratings to understand the overall rating landscape.

Location Analysis:

Identify the city with the highest concentration of restaurants.
Visualize the distribution of restaurant ratings across different cities.

Cuisine Analysis:

Determine the most popular cuisines among the listed restaurants.
Investigate if there's a correlation between the variety of cuisines offered and restaurant ratings.

Price Range and Rating:

Analyze the relationship between price range and restaurant ratings.
Visualize the average cost for two people in different price categories.

Online Order and Table Booking:

Investigate the impact of online order availability on restaurant ratings.
Analyze the distribution of restaurants that offer table booking.

Top Restaurant Chains:

Identify and visualize the top restaurant chains based on the number of outlets.
Explore the ratings of these top chains.

Restaurant Features:

Analyze the distribution of restaurants based on features like Wi-Fi, Alcohol availability, etc.
Investigate if the presence of certain features correlates with higher ratings.

Word Cloud for Reviews:

Create a word cloud based on customer reviews to identify common positive and negative sentiments.
Analyze frequently mentioned words and sentiments.

Seasonal Trends:

Explore if there are any seasonal trends in restaurant ratings or user reviews.
Visualize the distribution of ratings during different times of the year.

Conclusion:
Summarize the key findings and insights obtained from the analysis. Provide recommendations for restaurant owners and Zomato users based on the identified success factors.

This project structure allows you to focus on a specific problem—understanding the factors influencing restaurant success—and guides you through various aspects of data analysis to derive meaningful insights. Feel free to adapt or add more questions based on the specific areas you find interesting or relevant.