

Hello everyone, I'm excited to share insights into Pune's thriving food culture and the untapped potential it holds for the restaurant industry. Pune's diverse food scene, with over 12,000 restaurants, offers a heaven for food lovers.

This project analyses Pune's demographics, food culture, and neighbourhood preferences. It aims to guide new restaurant owners in theme, menu, and location choices and help diners find the perfect spot. The project addresses key questions for both restaurants and food enthusiasts and offers valuable insights for aspiring restaurant owners.

I formulated a series of questions which consists various aspects of restaurants. These questions revolved around their themes, the types of cuisines they offered, the ratings they received on the Zomato app, and the amenities they provided to their customers.

Business Questions: -

1. What cuisines are most popular in Pune, and how can new restaurants cater to these preferences?
2. How do demographics affect restaurant choices in Pune?
3. Which Pune neighborhoods share similar food preferences?
4. Are any neighborhoods similar based on the type of food?
5. Is a particular neighborhood famous for its own kind of food?
6. Do amenities such as kids friendly, pet friendly, disable friendly, free parking align with Pune's food culture?
7. Are there niche themes that can thrive in specific Pune neighborhoods?
8. How does the choice of restaurant theme impact customer ratings and reviews in Pune?
9. What role does the cuisine type play in influencing restaurant ratings and customer satisfaction?
10. Are there specific combinations of themes and cuisines that tend to lead to higher ratings?

To provide insightful answers to these business questions, I used advanced Excel features to design a dashboard.

Dash Board -

- The very first table you can search any restaurant in Pune and get details about locality, cuisines served, ratings, restaurant timing, modes of payments and specific amenities in the restaurants
- We'll start with the first graph, which tells us which locality has the most restaurants. This is essential information to have before we dive into any analysis.
- You can also make use of filters of locality and cuisines to filter out localities and cuisines of your choice.
- Next is the graph displaying the amenities provided by the restaurants, including things like free parking, kids friendly, pet friendly and disable friendly.
- Moving on, the below graph shows the top cuisines offered in different localities
- The following one highlights the main restaurant themes in those areas.
- When it comes to ratings and other details, there's a table that shows the average ratings for all the restaurants in a specific area. It also identifies restaurants with ratings above the average.
- The table beside this table gives the general information like total number of restaurants, Pure vegetarian restaurant and vegan restaurants.