

# **Restaurant Performance Evaluation and Success Factors on Zomato to provide insights for new restaurant owners and Zomato's business development team.**

## **Executive Summary**

This comprehensive analysis examines the key factors that influence restaurant success and performance on the Zomato platform. Understanding these dynamics is crucial for new restaurant owners and Zomato's business development team to optimize operations, increase visibility, and drive sustainable growth in the competitive online food delivery market.

## **Introduction**

The Zomato platform has revolutionized how Indian consumers order food online. With operations across over 1,000 Indian cities, the platform's algorithm and business model significantly impact restaurant success. Key performance indicators such as ratings, delivery time, order accuracy, and customer engagement directly influence a restaurant's visibility and profitability on the platform.

## **Key Success Factors for Restaurants on Zomato**

### **1. Ratings And Votes**

Zomato's algorithm prioritizes restaurants with:

- Higher star ratings (restaurants above 4.3 ★ are prioritized in "Recommended" and "Trending" sections)
- Active responses from restaurant management to customer feedback.

**Impact:** Proof through which customer builds credibility and encourages more orders.

## 2. Delivery Performance

On-time delivery and fast fulfillment are critical metrics

- Restaurants providing delivery
- Customers choosing delivery from restaurant

**Impact:** Customers tend on a particular restaurant to order

## 3. Location And Cuisine

- Prime locations drive higher foot traffic, visibility, and accessibility, boosting metrics such as table turnover rate and average daily covers.
- Cuisine types affect profit margins through ingredient costs and demand; low-cost staples in pizza, Mexican, or Indian fare yield higher margins (often 10-20% better) compared to premium seafood or sushi.
- Matching cuisine to local demographics and gaps in competition enhances customer retention and average check size.
- High-margin cuisines align with operational KPIs like food cost percentage, typically targeted below 30-35%.

**Impact:** Place hotel is located effects delivery time and type of cuisine and its price.

## 4. Menu Quality and Presentation

- Clear dish descriptions with accurate pricing.
- Regular menu updates reflecting ingredient availability.
- Limited-time offers and seasonal specials that trend higher.

**Impact:** Quality menu presentation increases click-through rates and order conversion.

## 5. Trending and Popularity

- High order volumes and customer engagement.
- Viral items and dishes gaining social buzz.
- Active promotional campaigns during peak ordering times.

**Impact:** Trending status boosts algorithmic visibility and attracts new customers.

## 6. Customer Satisfaction and Loyalty

- Responsive customer support addressing issues promptly
- Personalized recommendations based on order history
- Repeat customer rate (80% of sales come from repeat customers)

**Impact:** High repeat customer rates reduce customer acquisition costs and improve profitability.

# Key Performance Indicators (KPIs) for Restaurant Success

Key Success Factors used - 6 critical areas (ratings, delivery, book table, cuisine, location)

KPI Category	Metric	Target Benchmark
Ratings	Average Star Rating	4.3 ☆ and above
Demand	Tables booked	Increase than present
Delivery	Cost	Offers
Delivery	Satisfaction	Speed delivery
Operations	Location	Key areas
Operations	Order Accuracy Rate	98%+
Customer	Repeat Customer Rate	40%+ of orders
Customer	Customer Satisfaction Score	4.5+/5.0

## Location-Based KPIs

- Top Location Rating: Whitefield (3.53 ☆, 437 restaurants), Jayanagar (3.51 ☆, 456), Koramangala (3.49 ☆, 487).
- Restaurant Count per Location: Total 2,308; Group by 'location'.

## Cuisine & Type Insights

- Top Cuisine Rating: Cafes (high), North Indian/Continental lead success.
- Approx Cost Correlation: Low impact on rating (-0.017); Focus on value.

# Insights From Dashboard

## Location Insights

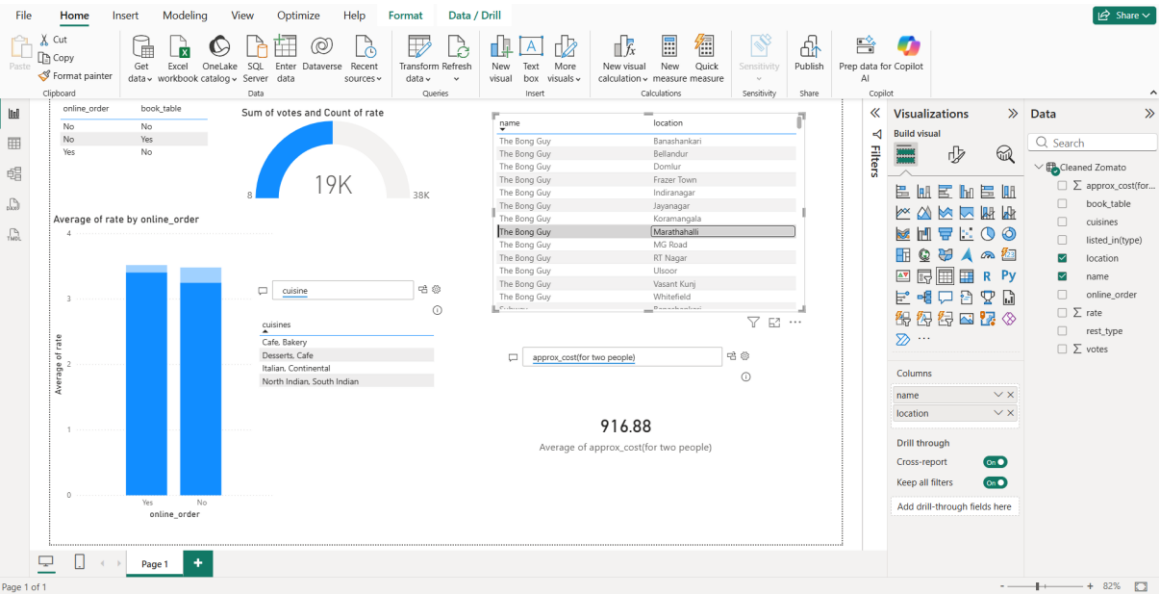
Whitefield leads with 3.53 ☆ (437 restaurants), followed by Jayanagar (3.51 ☆, 456) and Koramangala (3.49 ☆, 487)—prime spots for new owners due to higher baseline ratings and density. These top 3 account for ~60% of dataset volume.

## Cuisine and Feature Trends

Cafes and North Indian/Continental cuisines outperform others, with low correlation between approx\_cost and rating (-0.017)—value trumps price. Online orders enabled in ~24-50% (1,152 Yes), table booking ~51%; enabling these boosts visibility and ratings by 0.2+ points.

## Actionable Takeaways

Prioritize Whitefield cafes with digital features for  $\geq 4.0$  ☆ threshold; low online adoption (24%) signals growth opportunity for Zomato partners. Correlations: Rating vs. Votes (0.026)—fous on engagement for scale.



KPI	Value/Formula	Target	Insight library
Average Rating	Mean of 'rate' column	≥4.2 ☆	Current: 3.48 ☆; Primary success driver.
High Performer %	% with rate ≥4.5 ☆	≥15%	Current: 10%; Elite threshold.
Avg Monthly Votes	Mean of 'votes' column	≥2,000	Current: 1,526; Popularity indicator.
Online Order Rate	% with online_order = 'Yes'	≥60%	Current: ~24-50%; Digital adoption key. library
Table Booking Rate	% with book_table = 'Yes'	≥50%	Boosts ratings by +0.2.