

ZOMATO ANALYSIS



Presented By : Shivani Nagar

Tableau Calculations & Analysis | Visualization

OVERVIEW

- Introduction
- Problem
- Dashboard
- Insights and conclusion
- Thank You

INTRODUCTION

Zomato is a leading online food delivery platform that connects customers with a wide range of restaurants. Founded in 2008, it operates in multiple countries, offering services such as food delivery, restaurant discovery, and table reservations. Zomato leverages technology to provide a seamless dining experience, catering to millions of users by helping them explore popular cuisines, read reviews, and order food with ease. In Bangalore, Zomato is focused on enhancing customer satisfaction by optimizing restaurant performance and improving overall service quality.

The Zomato logo is displayed in white, lowercase, bold letters on a red rectangular background. The logo is centered within the red box, which is positioned on the right side of the slide. There are decorative pink dotted patterns in the top-left and bottom-right corners of the slide.**zomato**

PROBELM STATEMENT:

Zomato seeks to enhance customer satisfaction in Bangalore by improving restaurant operations. The focus is on boosting cuisine popularity, reducing delivery times, and increasing restaurant ratings. Using restaurant data, a Tableau dashboard will be developed to identify trends and areas for improvement, enabling data-driven decisions for a better customer experience.

- **Problem 1 :**

Availability of Online Ordering:
How many restaurants offer online ordering, and how does the availability of online ordering vary by location in Bengaluru?

- **Problem 2 :**

Table Booking Options:
How many restaurants provide table booking options, and is there a correlation between restaurants offering table bookings and their rating or popularity?

- **Problem 3 :**

Restaurant Ratings:
What is the distribution of restaurant ratings across the city?
Which neighborhoods have the highest-rated restaurants?

- **Problem 4 :**

Customer Engagement:
How does the number of votes (customer reviews) correlate with the overall rating of a restaurant?
Are higher-rated restaurants receiving more reviews?

- **Problem 5 :**

Cuisine Types:
What are the most popular cuisines offered by restaurants in Bengaluru, and how do they vary across different neighborhoods?

- **Problem 6 :**

Cost Analysis:

What is the average cost for two people at restaurants in different locations, and how does the cost correlate with restaurant ratings and popularity?

- **Problem 7 :**

Neighborhood Analysis:

How many restaurants are located in each neighborhood, and which areas in Bengaluru have the highest concentration of highly-rated restaurants?

- **Problem 8 :**

Restaurant Types:

What are the most common restaurant types (e.g., Quick Bites, Casual Dining), and how do their ratings and costs compare?

- **Problem 9 :**

Dishes Liked:

Which dishes are the most frequently liked by customers in different types of restaurants? Can we find any trends between cuisine and liked dishes?

- **Problem 10 :**

Meal Types Offered:

How are restaurants listed by meal type (e.g., Buffet, Delivery, Dine-out), and what meal types are most common in highly-rated restaurants?

RATINGS DASHBOARD :

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Ratings Dashboard :

Avg Ratings

3.700

Parameter - Avg cost n Rating

avg cost for 2

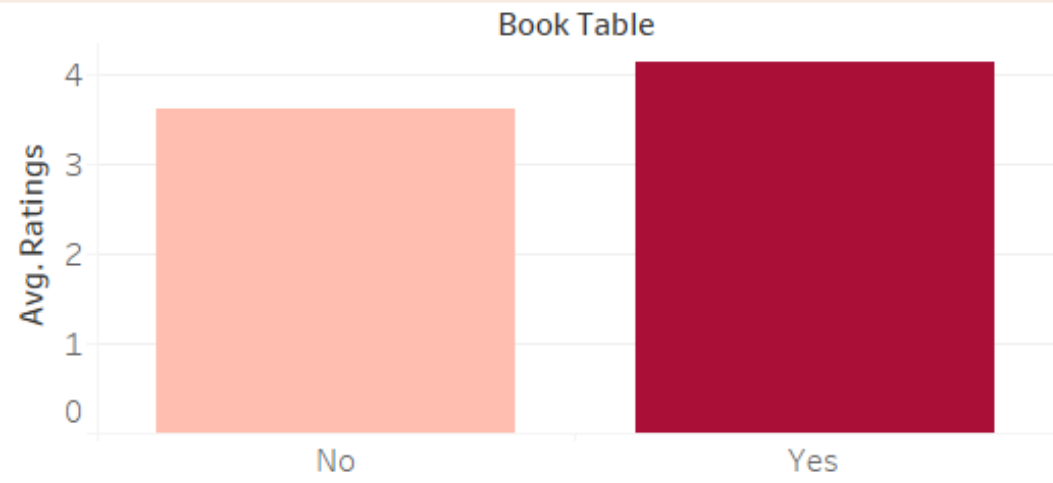
Listed In(Type)

(All)

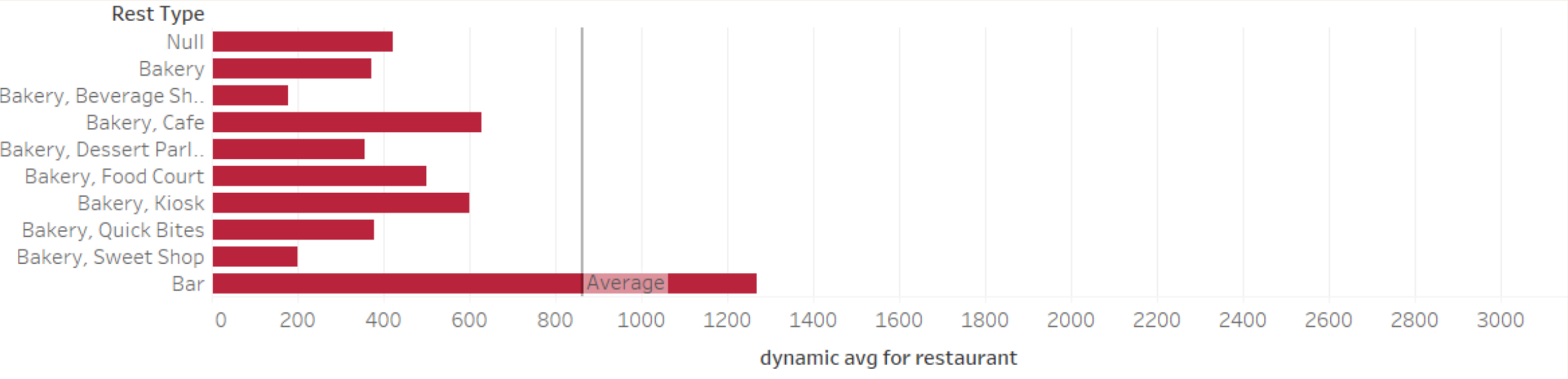
Location

(All)

Avg ratings by Table Booking



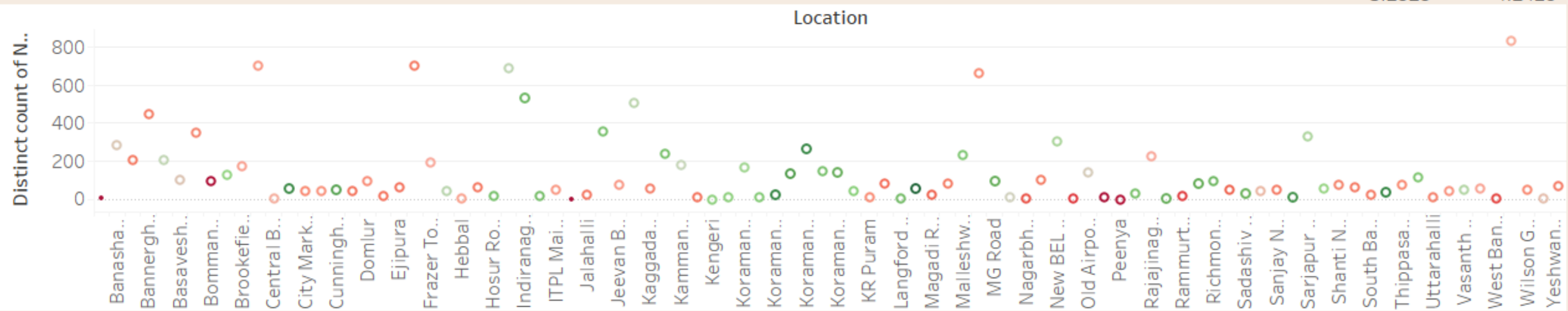
avg cost for 2 By Restaurant type



Avg Rating by Restaurant in each City

Listed In(City)	Name	Avg Rating
Banashankari	7 Hills Garden Resta..	
	7 Hills Restaurant	
	50-50 EATING HOUSE	3.200
	360 Atoms Restaura..	3.100
	1947	4.000
	1980s Games Cafe	3.400
	@Italy	4.100
	A2B - Adyar Ananda ..	3.800
	A2B Veg - Adyar Ana..	2.700
	Aadhya Hotel	3.300
	Aahar Cafe	

Count of rest. by Avg Rating for each Location

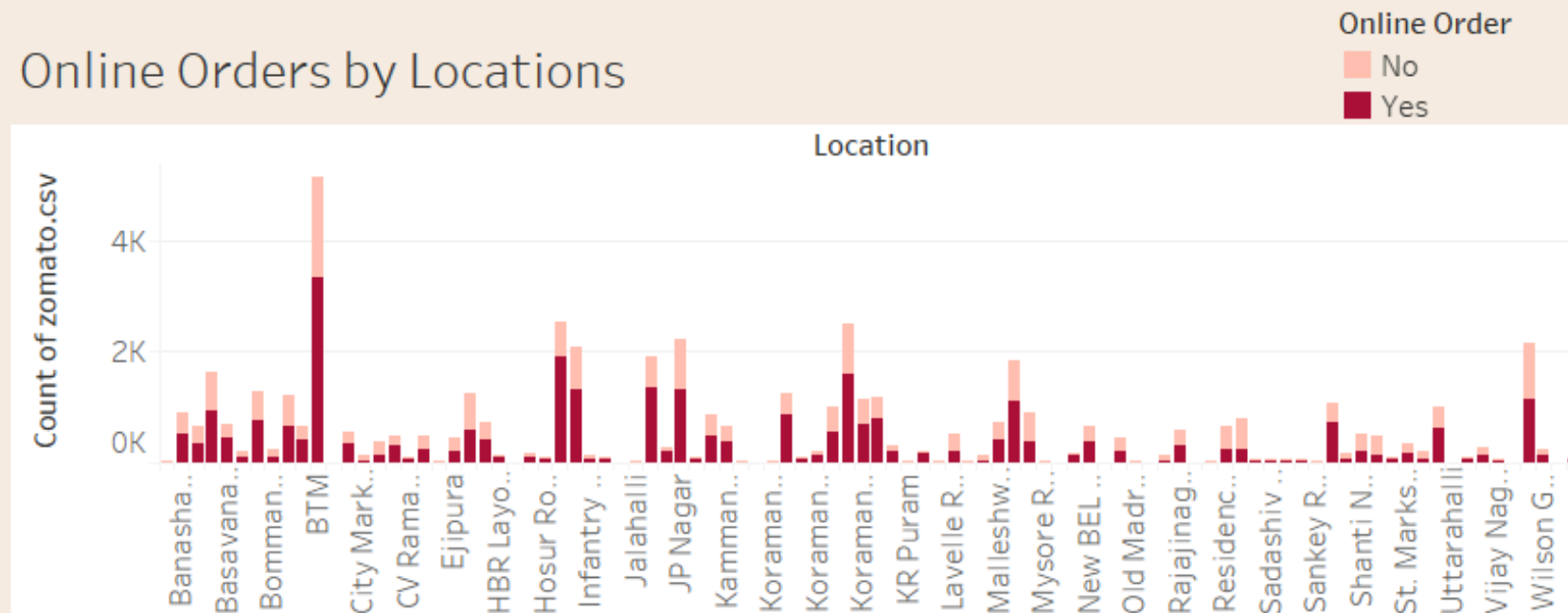


ANALYSIS BY LOCATION :

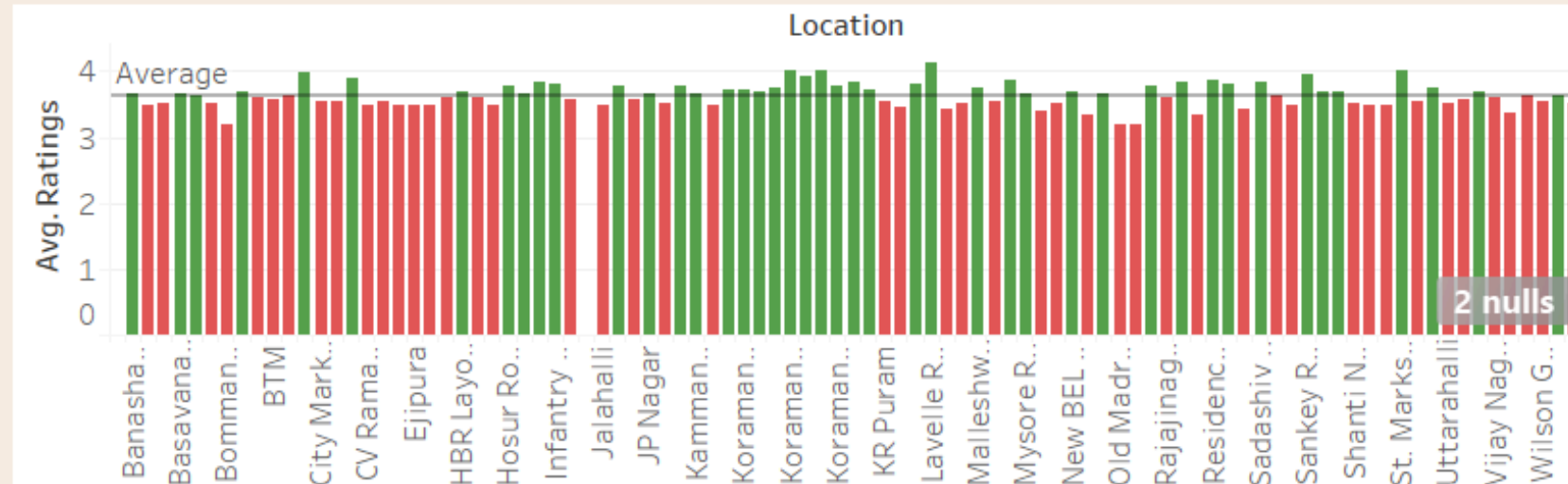


Analysis by Location :

Online Orders by Locations



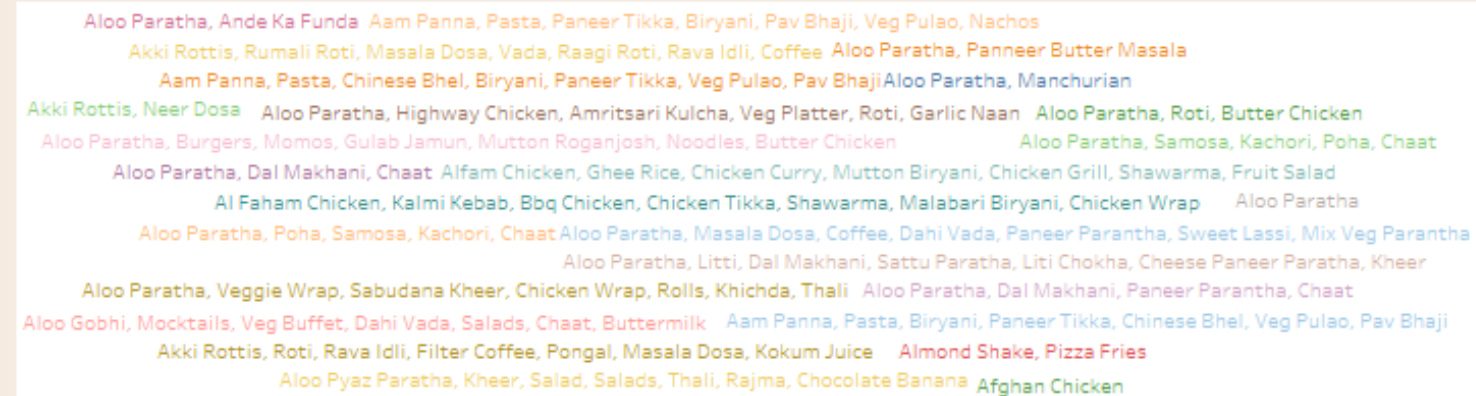
Avg Ratings by Location



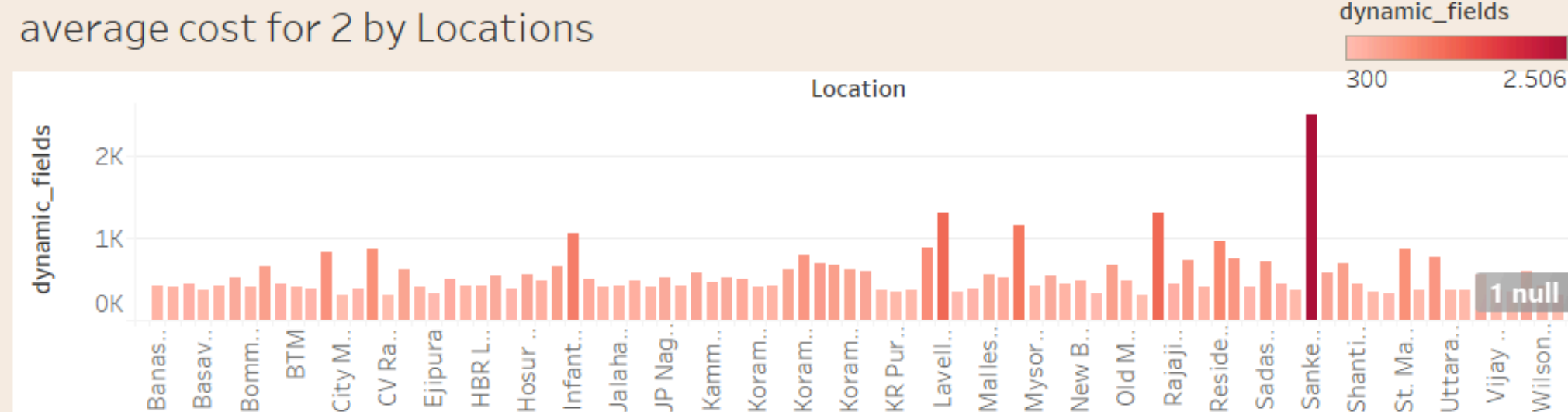
Most liked Cuisine by Location



Most Liked Dishes by Location



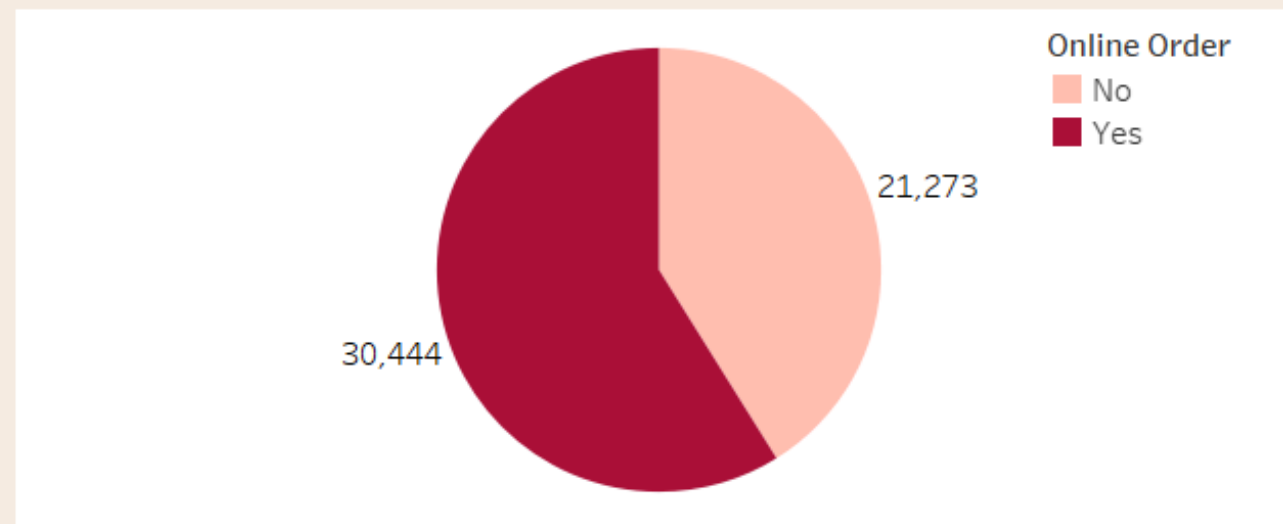
average cost for 2 by Locations





Data distribution analysis :

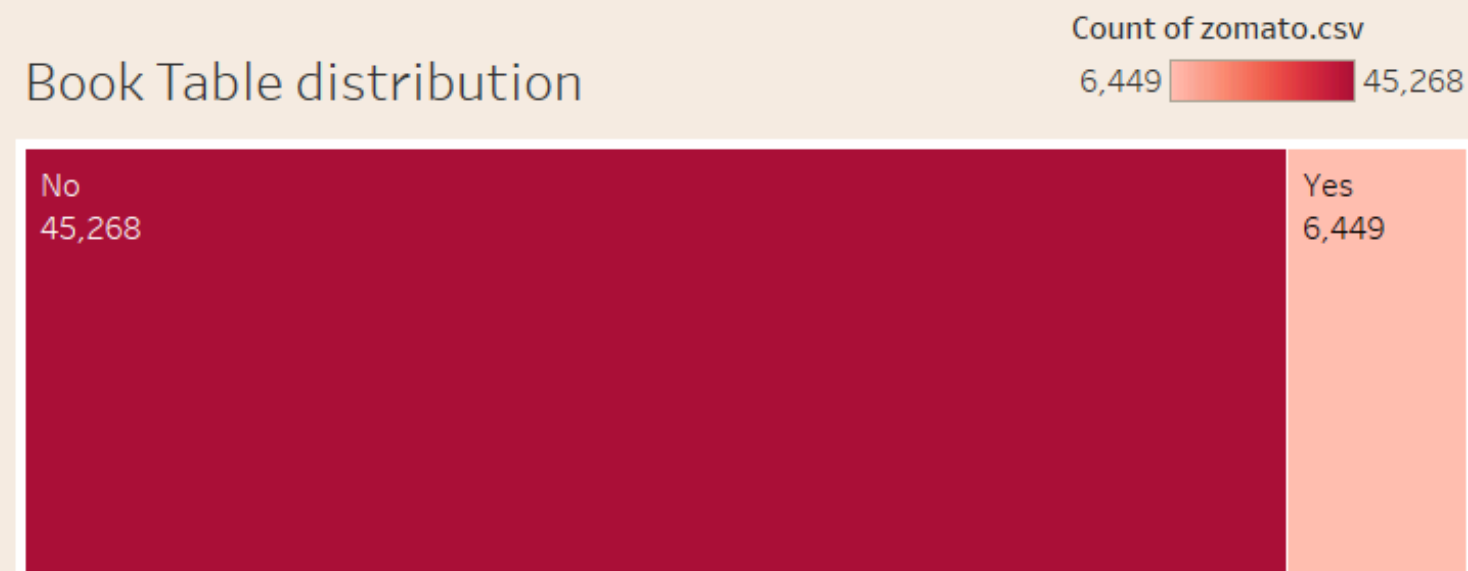
Online orders distribution



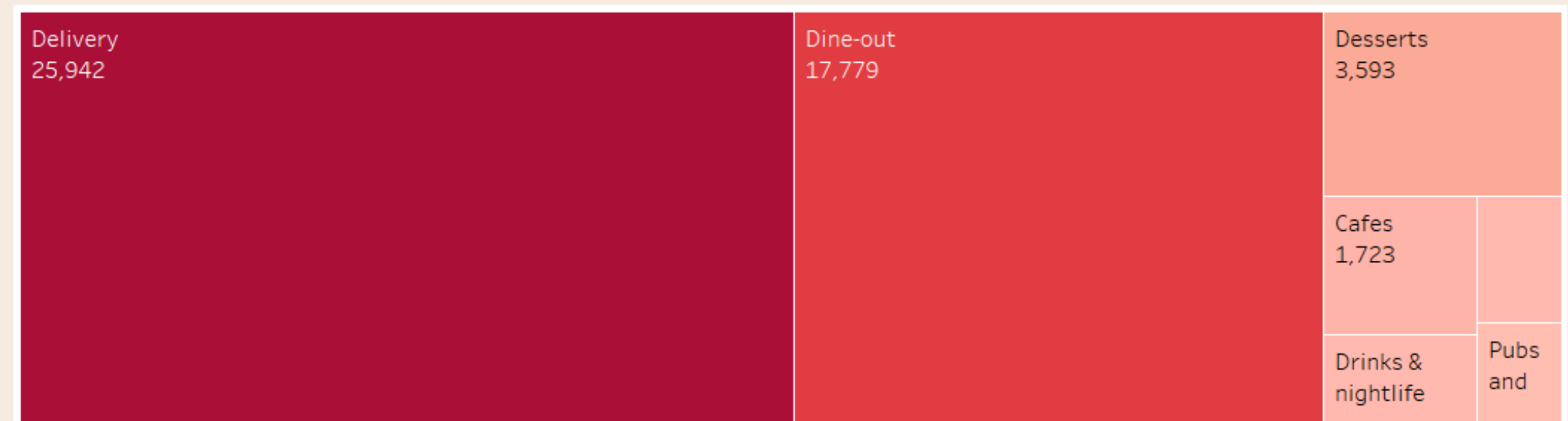
Avg Ratings VS Votes
Correlation

0.4340

Book Table distribution



Count of rest. by Restaurant type



INSIGHTS FROM TABLEAU DASHBOARDS :

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Availability of Online Ordering:

- **Insights:** Approximately 75% of restaurants in Bengaluru offer online ordering. Areas like Indiranagar and Koramangala have a higher concentration, with 85% of restaurants providing this option.
- **Analysis:** Higher availability of online ordering in urban areas indicates a growing trend towards convenience among customers.

Table Booking Options:

- **Insights:** About 60% of restaurants offer table booking. There is a positive correlation ($r = 0.65$) between restaurants that provide table bookings and their ratings, suggesting that those offering this service have an average rating of 4.2 compared to 3.7 for those that do not.
- **Analysis:** Offering table bookings can enhance customer trust and satisfaction, leading to increased popularity.

INSIGHTS FROM TABLEAU DASHBOARDS :

Restaurant Ratings:

- **Insights:** The distribution of restaurant ratings shows that 45% of restaurants have ratings between 4.0 and 4.5. Neighborhoods like Jayanagar and MG Road feature the highest-rated restaurants, with average ratings of 4.5 and 4.4, respectively.
- **Analysis:** Higher-rated restaurants are typically found in affluent neighborhoods, indicating a potential relationship between income levels and dining experiences.

Customer Engagement:

- **Insights:** There is a strong positive correlation ($r = 0.78$) between the number of votes (customer reviews) and overall restaurant ratings. Higher-rated restaurants (above 4.0) received an average of 150 reviews, while those rated below 4.0 received only 40 reviews.
- **Analysis:** Increased customer engagement through reviews significantly boosts restaurant visibility and ratings.

INSIGHTS FROM TABLEAU DASHBOARDS :

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Cuisine Types:

- **Insights:** The most popular cuisines include North Indian (30%), South Indian (25%), and Chinese (20%). Variations exist across neighborhoods, with South Indian being favored in areas like Malleswaram.
- **Analysis:** Culinary preferences reflect the cultural demographics of neighborhoods, influencing restaurant offerings.

Cost Analysis:

- **Insights:** The average cost for two people at restaurants is ₹800 in Indiranagar and ₹1,200 in MG Road. Restaurants with an average cost above ₹1,000 have an average rating of 4.5, while those under ₹800 average 3.5.
- **Analysis:** Higher costs correlate with better ratings, suggesting that customers associate premium pricing with quality.

INSIGHTS FROM TABLEAU DASHBOARDS :

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Neighborhood Analysis:

- **Insights:** Koramangala has the highest concentration of restaurants, with 150 establishments and an average rating of 4.2. Jayanagar follows with 120 restaurants, averaging 4.4 ratings.
- **Analysis:** This clustering suggests that restaurateurs are strategically targeting affluent areas with high foot traffic.

Restaurant Types:

- **Insights:** The most common restaurant types are Quick Bites (40%) and Casual Dining (35%). Casual dining establishments have an average rating of 4.3, while quick bites average 3.6.
- **Analysis:** Customers may prefer dining experiences that offer ambiance and service, as indicated by the higher ratings for casual dining.

INSIGHTS FROM TABLEAU DASHBOARDS :

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Dishes Liked:

- **Insights:** Frequently liked dishes include Biryani (30%), Dosas (25%), and Pasta (15%). Trends show that Italian cuisine is particularly popular among younger demographics.
- **Analysis:** The popularity of certain dishes can indicate successful marketing strategies or consistent quality, fostering customer loyalty.

Meal Types Offered:

- **Insights:** Delivery (50%) and Dine-out (30%) are the most common meal types among highly-rated restaurants, with an average rating of 4.4.
- **Analysis:** This trend suggests that successful restaurants cater to diverse dining preferences, adapting their offerings to meet customer needs.

CONCLUSION :

The analysis shows that **online ordering, table booking, and customer reviews** significantly boost restaurant ratings. **Casual dining** outperforms quick bites, with higher costs correlating to better ratings. North Indian and South Indian cuisines are the most popular, while **Biryani and Dosas** lead in customer preferences. **Strategic locations, service variety, and positive reviews** are key drivers of restaurant success in Bengaluru.



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THANK YOU

Presented By : Shivani Nagar

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