

Zomato Restaurant Analysis

Objective:

The project aims to analyze Zomato restaurant data using SQL, focusing on extracting valuable insights into restaurant performance, customer preferences, and pricing trends. It helps identify top-rated restaurants, evaluate online order impact, and determine popular cuisines across cities. This analysis will assist restaurant owners in making data-driven decisions to enhance business performance and customer satisfaction.

Purpose of the Project:

The Zomato data analysis project aims to provide a comprehensive understanding of the food industry landscape using SQL queries. It will help track restaurant popularity, assess pricing strategies, analyze customer preferences, and optimize online food delivery services. By leveraging data-driven insights, businesses can enhance customer engagement, improve service quality, and make strategic decisions for growth in the competitive food market.

About the table:

1. Zomato Restaurant

This table contains detailed information about various restaurants, including their names, locations, ratings, cuisines, and pricing. It helps in analyzing restaurant performance and customer preferences.

Columns:

- **Restaurant Name** – Name of the restaurant
- **City** – City where the restaurant is located
- **Area** – Specific locality or neighbourhood of the restaurant
- **Rating** – Overall rating of the restaurant based on customer feedback
- **Rating Count** – Number of reviews received
- **Cuisine** – Type of cuisine(s) offered by the restaurant
- **Cost For Two** – Approximate cost for two people dining at the restaurant
- **Address** – Full address of the restaurant
- **Online Order** – Indicates whether online ordering is available (Yes/No)
- **Table Reservation** – Indicates whether table reservation is available
- **Famous Food** – Most popular dish served at the restaurant.

2. Zomato Dataset

This table focuses on restaurant attributes such as food types, service options, and pricing. It helps in analyzing restaurant distribution, pricing trends, and customer preferences.

Columns:

- **Restaurant Name** – Name of the restaurant
- **Dining Rating** – Average rating for dine-in experience
- **Delivery Rating** – Average rating for food delivery
- **Dining Votes** – Number of reviews for dine-in service
- **Delivery Votes** – Number of reviews for delivery service
- **Cuisine** – Type of cuisine offered by the restaurant
- **Place Name** – Specific location or area of the restaurant
- **City** – City where the restaurant is located
- **Item Name** – Name of a food item available at the restaurant
- **Best Seller** – Most popular dish at the restaurant
- **Votes** – Total number of customer reviews
- **Prices** – Cost of the food item.