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**zomato**

# ZOMATO BANGALORE INSIGHTS

Using Tableau

Presented By :  
Nidhi Bharatkar

## ABOUT ZOMATO:

- Founded: 2008 by Deepinder Goyal and Pankaj Chaddah
- Headquarters: Gurugram, Haryana, India
- Services:
- Food delivery from local restaurants
- Restaurant discovery and reviews
- Table reservations
- Online ordering and takeaway services
- Zomato Pro (membership program offering discounts)
- Presence: Available in several countries (though it exited some international markets in recent years to focus on India)
- Business Model: Combines commission from restaurants, delivery charges, subscriptions (Zomato Gold/Pro), and advertisements.
- IPO: Went public in July 2021 on Indian stock exchanges (NSE and BSE)
- Subsidiaries: Includes Blinkit (quick commerce), Hyperpure (restaurant supply chain), and investments in other food-tech startups.



## 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.

# TABLEAU CALCULATIONS AND ANALYSIS

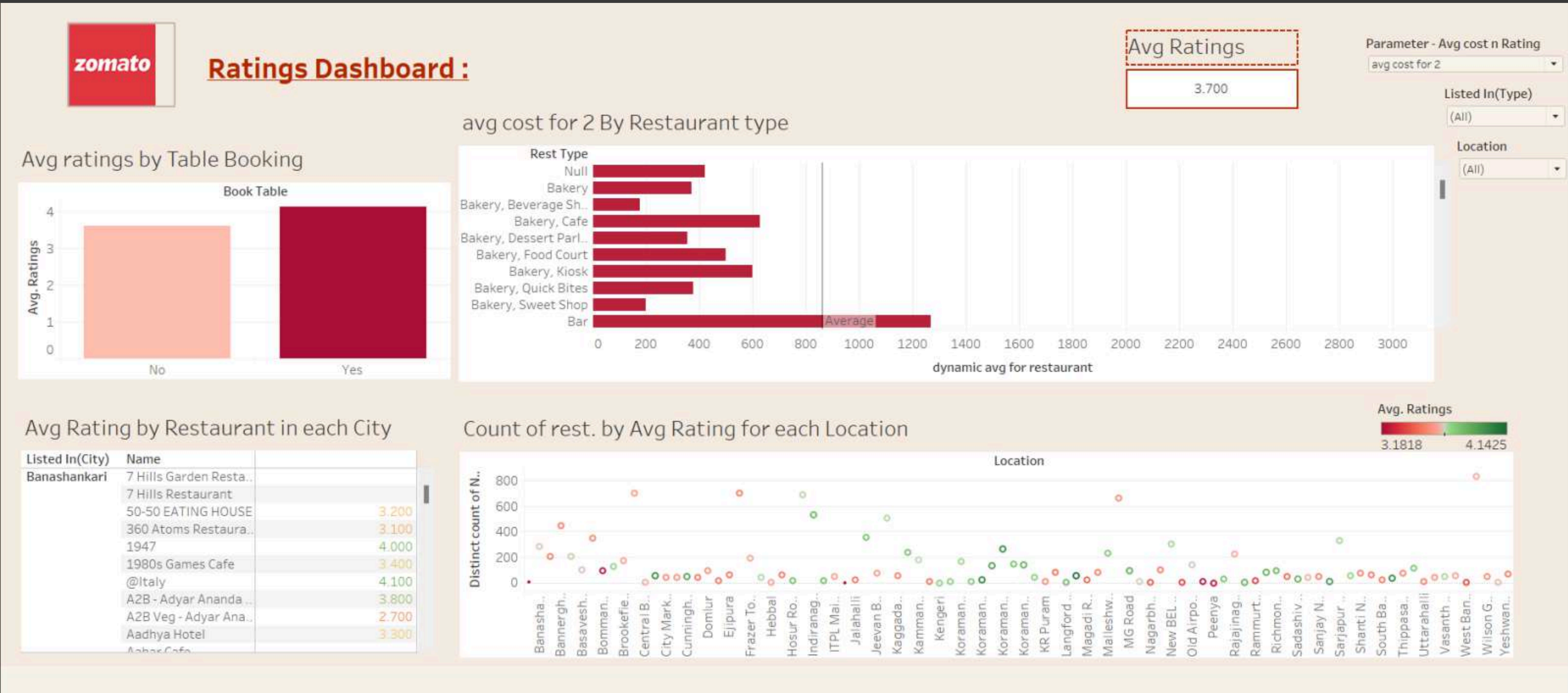
- **Availability of Online Ordering:** How many restaurants offer online ordering, and how does the availability of online ordering vary by location in Bengaluru?
- **Table Booking Options:** How many restaurants provide table booking options, and is there a correlation between restaurants offering table bookings and their rating or popularity?
- **Restaurant Ratings:** What is the distribution of restaurant ratings across the city? Which neighborhoods have the highest-rated restaurants?
- **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?
- **Cuisine Types:** What are the most popular cuisines offered by restaurants in Bengaluru, and how do they vary across different neighborhoods?

# TABLEAU CALCULATIONS AND ANALYSIS

- **Meal Types Offered:** How are restaurants listed by meal type (e.g., Buffet, Delivery, Dineout), and what meal types are most common in highly-rated restaurants?
- **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?
- **Neighborhood Analysis:** How many restaurants are located in each neighborhood, and which areas in Bengaluru have the highest concentration of highly-rated restaurants?
- **Restaurant Types:** What are the most common restaurant types (e.g., Quick Bites, Casual Dining), and how do their ratings and costs compare?
- **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?



• RATINGS DASHBOARD :





• ANALYSIS BY LOCATION :



Analysis by Location :

Online Orders by Locations



Avg Ratings by Location



Most liked Cuisine by Location

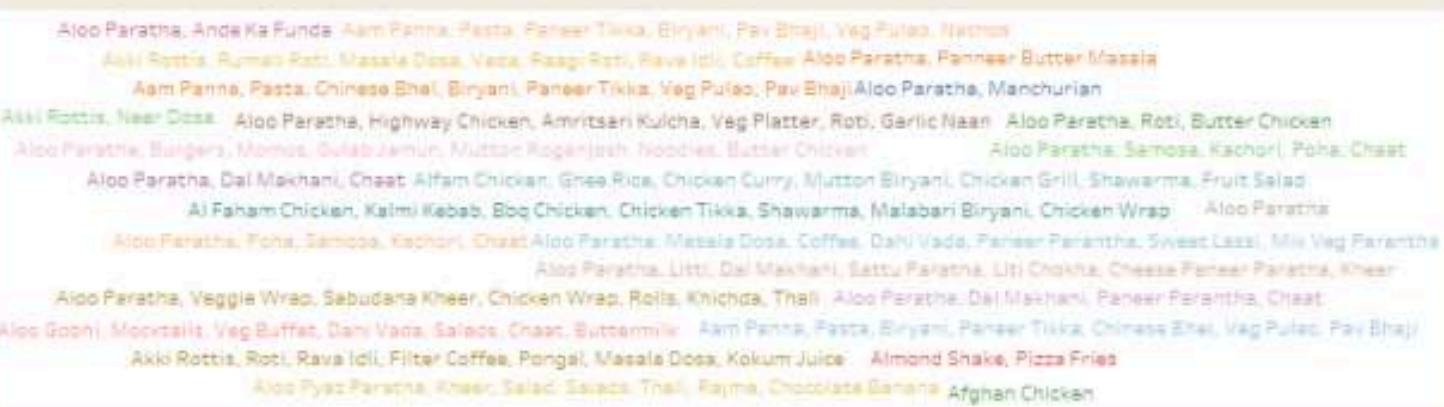


Parameter - Avg, count  
average cost for 2

Location  
(All)

Name  
(All)

Most Liked Dishes by Location



average cost for 2 by Locations

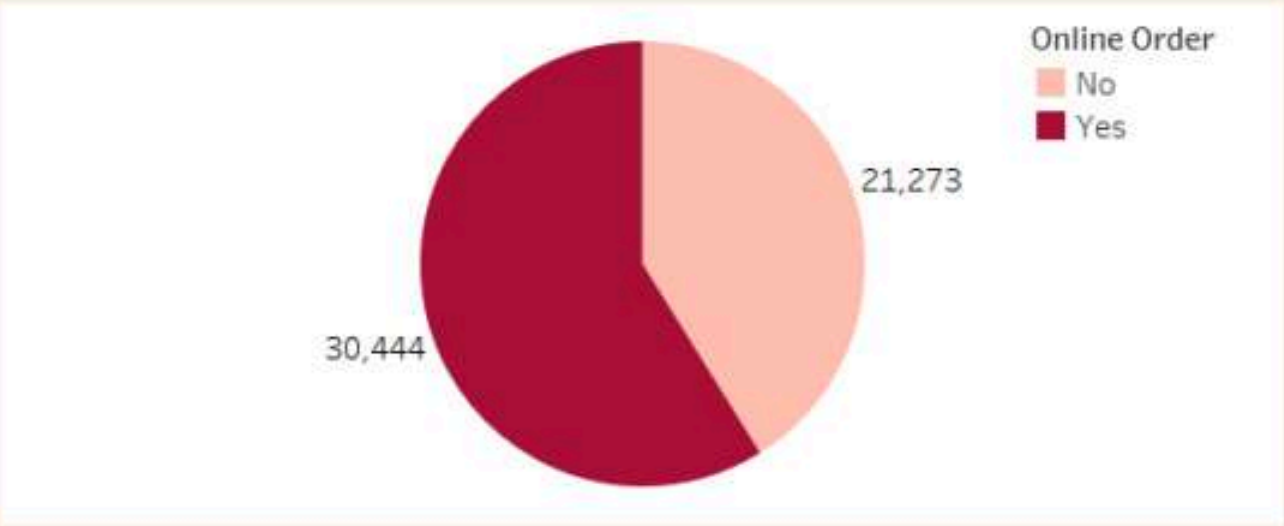


• DATA DISTRIBUTION ANALYSIS :



Data distribution analysis :

Online orders distribution



Avg Ratings VS Votes  
Correlation

0.4340

Book Table distribution

Count of zomato.csv  
6,449 45,268



Count of rest. by Restaurant type

Count of Name  
697 25,942





# Customer Experience Overview

## 1. Online Ordering:

- Neighborhoods like Koramangala, HSR Layout, and Bangalore show the highest concentration of restaurants providing online food ordering.
- Other areas such as Jayanagar and Whitefield also have a strong presence of eateries offering this convenience.

## 2. Table Reservations:

- There is a noticeable trend where restaurants that support table reservation services tend to have better average ratings.
- Dining spots with reservation options are typically rated higher than those without this feature.

## 3. Restaurant Ratings:

- Koramangala, Indiranagar, and HSR Layout stand out with consistently high-rated restaurants.
- These localities are well-known for their vibrant dining scenes and attract competitive, quality establishments.

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# Popularity & Cost Analysis

## 4. Customer Engagement:

- Analysis shows a moderate positive correlation (0.3938) between the number of votes (reviews) and restaurant ratings.
- This suggests that restaurants with better ratings tend to receive more reviews, reflecting greater customer interaction and interest.

## 5. Top Cuisines:

- North Indian, Chinese, and Bakery/Desserts rank as the most favored cuisines among Bangalore customers.
- Other widely loved options include Biryani, Sweets (Mithai), and Fast Food, which are commonly available across numerous restaurants in the city.

## 6. Cost Insights:

- Dining costs for two people are noticeably higher







# Neighbourhood & Restaurant Types Insights



## 7.Area-Wise Insights:

Koramangala and Indiranagar lead in the number of restaurants, followed by HSR Layout and Whitefield.

These locations are dining hotspots, well-known for hosting numerous highly-rated restaurants and attracting a steady customer base.

## 8.Types of Restaurants:

The most frequently found restaurant formats in Bangalore are Quick Bites and Casual Dining.

Though less common, Buffet and Pub & Bar outlets are popular in select zones like Koramangala and Indiranagar, where they tend to perform well.

## 9.Popular Dishes:


Customer favorites across the city include Biryani, Masala Papad, Chicken Grill, and Roast Beef.

These dishes are popular across various types of eateries and contribute to drawing more customers.

## 10.Meal Service Options:

Delivery, Dine-out, and Buffet are the most frequently offered meal services.

Restaurants with higher ratings usually provide a broader range of services, such as Pubs & Bars and specialty Desserts.





The Zomato data provides insights into customer preferences and restaurant operations. Online ordering is the dominant mode of engagement, particularly in key neighborhoods like BTM and Koramangala. While most restaurants do not offer table booking, those that do receive slightly higher ratings. Delivery and dine-out are the primary restaurant types, with niche categories like desserts and cafés complementing them. Cost analysis shows locationspecific trends, and customer feedback moderately impacts ratings. Overall, Zomato 's ecosystem thrives on a balance between convenience (delivery) and experience (dine-out), with customer preferences shaping the success of different restaurant types and cuisines.

*CONCLUSION*

**CONCLUSION**





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