Zomato Performance Dashboard - Insights

# Business Snapshot

- Total Restaurants: 9,551  
- Cities Covered: 141  
- Localities Mapped: 1,208  
- Cuisines Offered: 145  
- Customer Votes: 14.98 million  
- Average Rating: 2.67 / 5.0  
- Average Cost for Two: $9.94

# Key Metrics Analysis

## 1. Price Range & Ratings

- 80%+ restaurants fall under Price Range 1 & 2.  
- Higher price range (3 & 4) restaurants show significantly better ratings (≈4.0+), while Range 1 averages around 2.0.

**Action**: Implement service and quality uplift programs for low-range restaurants to boost ratings and customer satisfaction.

## 2. Online Delivery & Table Booking Adoption

- Only 26% of restaurants offer online delivery.  
- A mere 12% support table booking.

**Action**: Drive platform value by incentivizing more restaurants to enable these features. Prioritize in cities with high dining demand and mobile penetration.

## 3. Cuisine Distribution Insights

- Top Cuisines: North Indian, Continental, Ice Cream, Chinese, Fast Food.  
- Caribbean, Fusion, Nepalese) have limited presence.

**Action**: Launch culinary diversity campaigns in foodie cities, partner with niche cuisine chefs, and build cuisine loyalty programs.

## 4. City-Level Performance

- Highest Ratings: Inner City, Taguig, Chennai, Kolkata – avg. > 4.5.  
- Lowest Ratings: Faridabad, Ghaziabad – avg. < 3.0.  
- Highest Cost Cities: Pasay, Taguig, Abu Dhabi – avg. > $200.  
- Lowest Cost Cities: Indian Tier-2/3 cities – avg. < $15.

**Action**: Geo-segment strategy: upscale offerings in premium cities, and volume or combo deals in price-sensitive markets.

# Strategic Recommendations for Leadership

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| Focus Area | Recommendation | Expected Impact |
| Rating Improvement | Support low-price range restaurants with hygiene, service & digital training. | Enhanced brand trust & user retention. |
| Feature Adoption | Target 30% growth in delivery-enabled restaurants via onboarding drives. | Boosted order volumes & app engagement |
| Cuisine Expansion | Run pilot for emerging cuisines in 5 cities with low variety scores. | Increased order frequency & discovery. |
| Regional Pricing | Introduce geo-specific pricing strategies & loyalty bundles. | Optimized conversion & profitability. |