----------ZOMATO----------

BY

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ABSTRACT

The Zomato dataset is a comprehensive collection of restaurant-related data sourced from the Zomato food delivery and restaurant aggregator platform. This dataset encompasses a wide range of information, including restaurant details, menu items, customer reviews, ratings, pricing, and geographical location data. Researchers and analysts can leverage this dataset to explore various aspects of the restaurant industry, such as customer preferences, regional culinary trends, and the impact of online food delivery services on dining establishments. Additionally, this dataset may facilitate the development of machine learning models for predicting restaurant success, customer sentiment analysis, and other data-driven insights to inform the foodservice industry. The Zomato dataset provides a valuable resource for conducting in-depth analyses and deriving actionable insights within the domain of food and dining.

INTRODUCTION

ABOUT DATASET:

The basic idea of analyzing the Zomato dataset is to get a fair idea about the factors affecting the aggregate rating of each restaurant, establishment of different types of restaurant at different places, Bengaluru being one such city has more than 12,000 restaurants with restaurants serving dishes from all over the world. With each day new restaurants opening the industry has'nt been saturated yet and the demand is increasing day by day. Inspite of increasing demand it however has become difficult for new restaurants to compete with established restaurants. Most of them serving the same food. Bengaluru being an IT capital of India. Most of the people here are dependent mainly on the restaurant food as they don't have time to cook for themselves. With such an overwhelming demand of restaurants it has therefore become important to study the demography of a location. What kind of a food is more popular in a locality. Do the entire locality loves vegetarian food. If yes then is that locality populated by a particular sect of people for eg. Jain, Marwaris, Gujaratis who are mostly vegetarian. These kind of analysis can be done using the data, by studying different factors.

Analysis through six phases

ASK:

- **What are the most popular cuisines in a specific city or region according to Zomato data?**
- **Is there a correlation between restaurant ratings and the average cost of dining in various cities?**
- **Can we predict the success or failure of a restaurant based on factors such as cuisine type, location, and user ratings?**
- **Is there all restaurants having both online and table booking facilities?**
- **In how many restaurants have different type of rest types?**

PREPARE:

I downloaded the data and saved in cvs format and check for data consistency in that I found unstructured data I removed:

- **Deleting redundant columns.**
- **Renaming the columns.**
- **Dropping duplicates.**
- **Cleaning individual columns.**
- **I removed url,phone, number address columns which not need**

PROCESS:

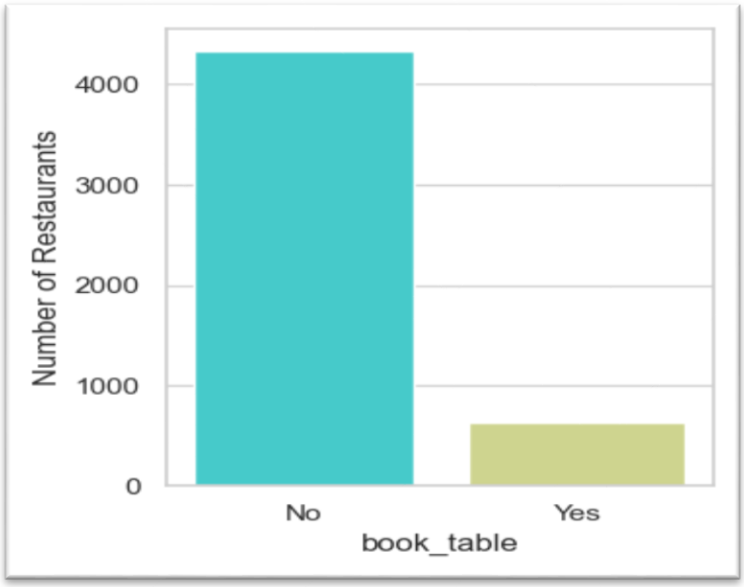
In process phase is used tools like:

- **Excel for cleaning the dataset**
- **Python for visualization to find the relation between the features**

ANALYSIS/SHARE:

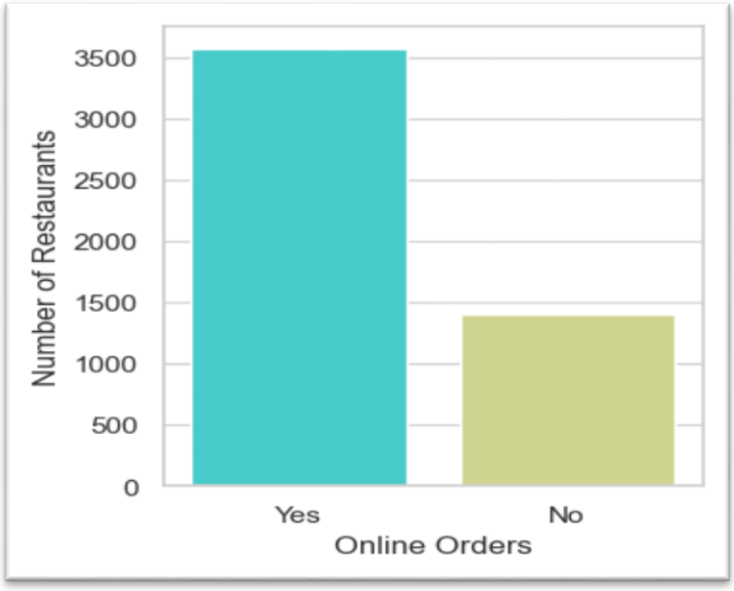
Here i analysis the data through my insights and given visualization on data set:

1.



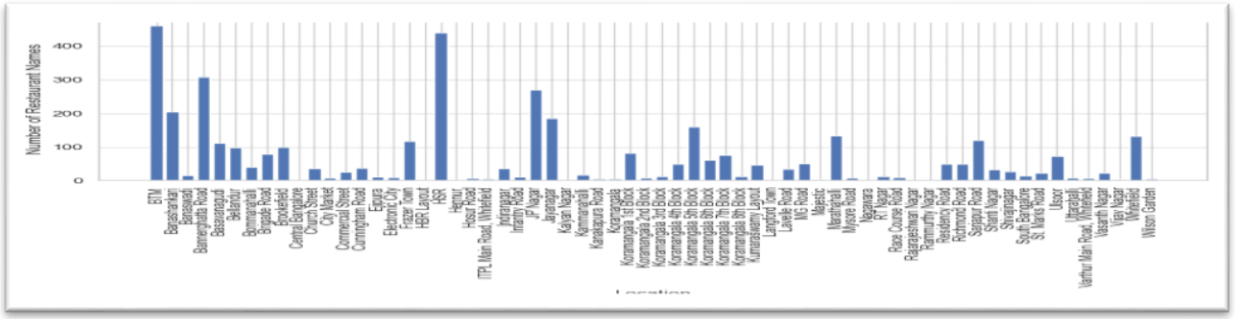
From above we can observe that in most of restaurants there no book table facility in very few restaurants have book table facility if they want to setup a new restaurant they can add the book table facility or improve in already existing restaurants to attract the customers

2.



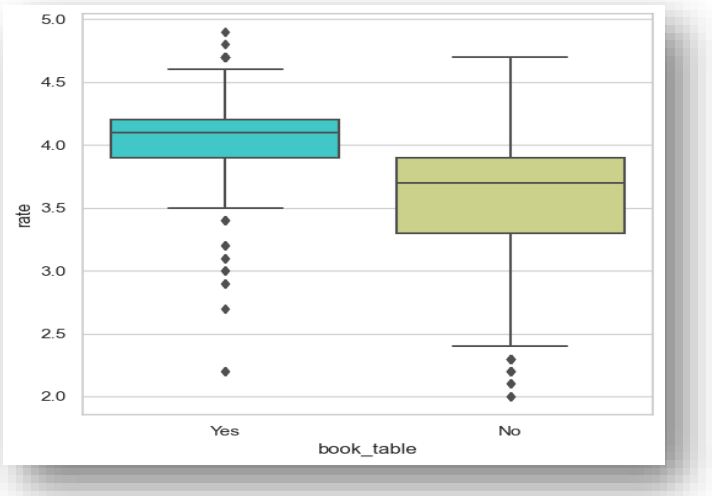
From above we can observe that in most of restaurants there is more online facility in very few restaurants have less online facility to attract customers they can improve the restaurants in which don't have online facility

3.



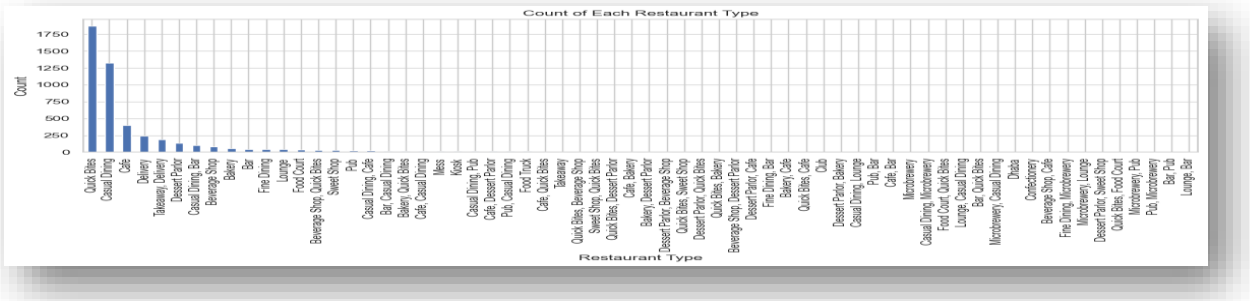
Here from the above visualization I came to know that number of restaurants are mostly located in BTM and HSR location if zomato want to setup new restaurant they can choose the location where have less number of location

4.



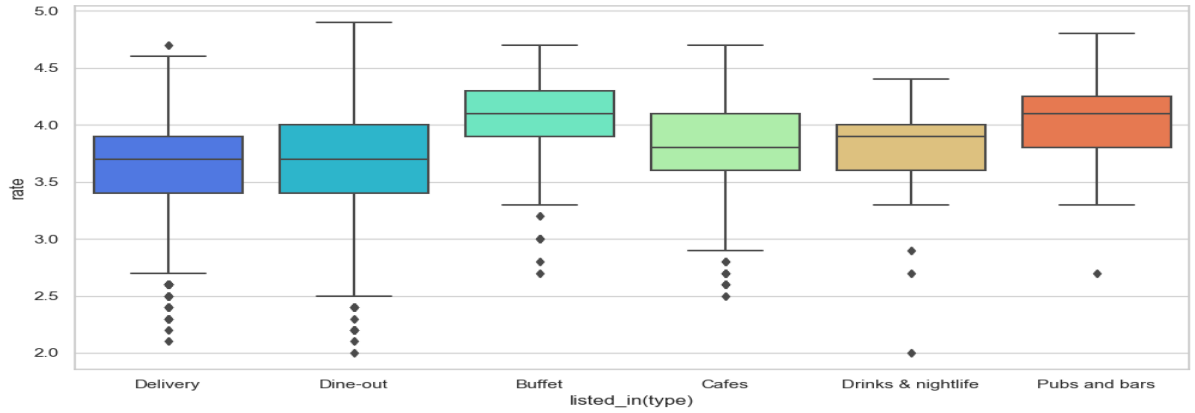
Here I see the maximum rating is for the restuarnts who provides the book table facility average rating for the restuarnts who provides the book table is around 4.2

5.



In most and maximum restaurants have Quick bites and casual dining as rest type so if they want to attract the customer they have to implement the most popular rest type in restaurants

6.

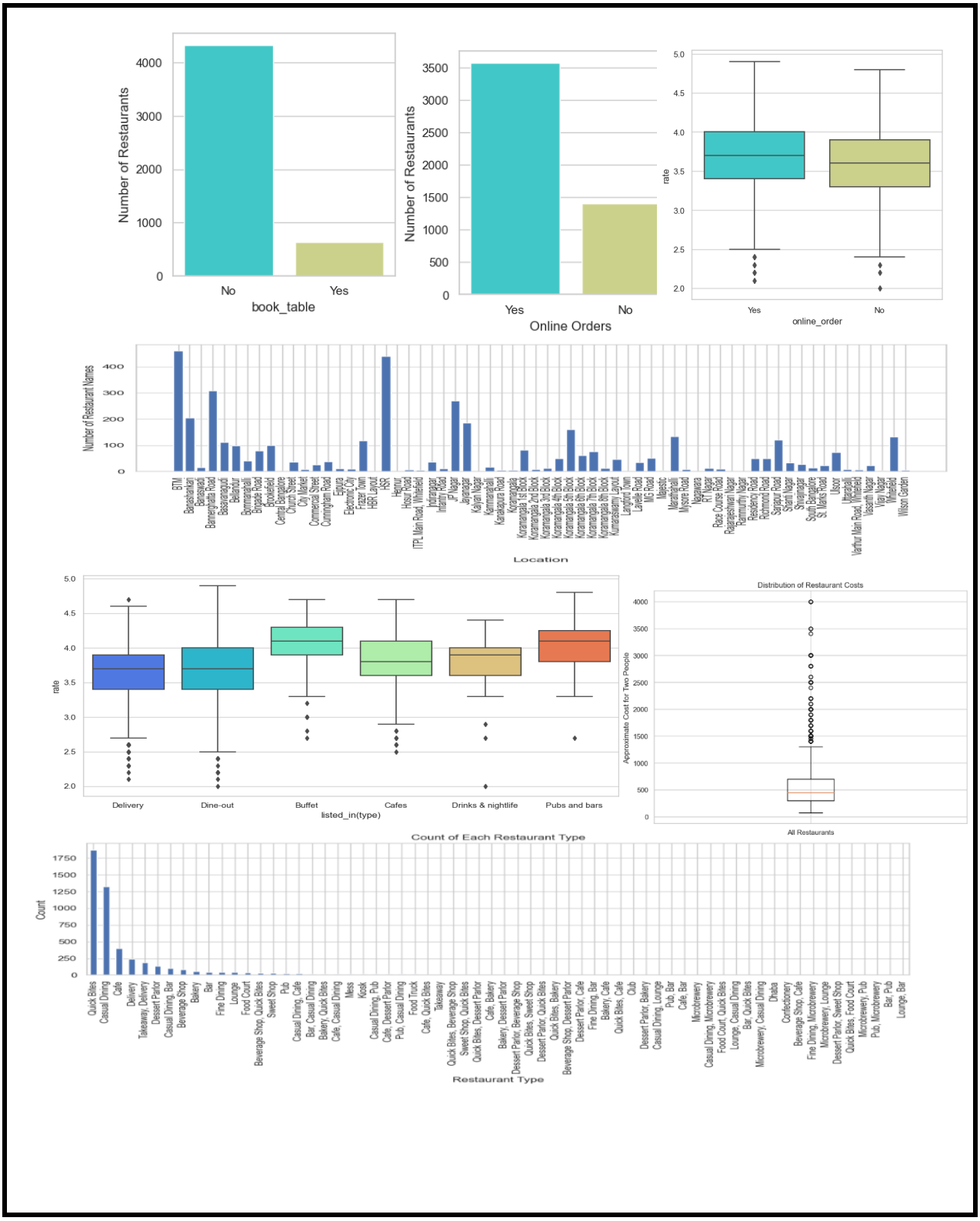


Here I compare the diff type of restaurants like Delivery,Dine-out,Buffet,Café,Drink&Pubs,Pubs &Bars in that highest maximum rating for the pubs and bars is around 4.2 and low rating for the delivery and other so if they improve in this field may the customers attract more

7.

Here I compare the average cost per 2 people in all restaurant the average cost near 400 to 500 rupees for 2 people so here I know people choose the less budget restaurants so to attract the customer they can setup budgets friendly restaurants

FINAL DASHBOARD



CONCULSION

- **Here I tried to predict the success and failure through the zomato dataset**
- **I observe that most of the restaurants are lacking for table facilities**
- **I observe that most of the restaurants are located in BTM place only**
- **Mostly in all restaurants have same type of rest type**
- **certain cuisines are highly popular, user ratings correlate with restaurant attributes**

So from my insights I predict that if zomato want to develop the connection and to attract the customer's and lead the business they can concentrate above point

These findings can help the restaurant owners and Zomato's strategies for better business