Case Study: Consumer Behavior Insights on Zomato – Restaurant Preferences and Spending Patterns

Data Overview

This study is based on a dataset of **148 restaurants listed on Zomato**, featuring attributes such as:

- **Online ordering availability**

- **Table booking availability**

- **Ratings and votes**

- **Approximate cost for two**

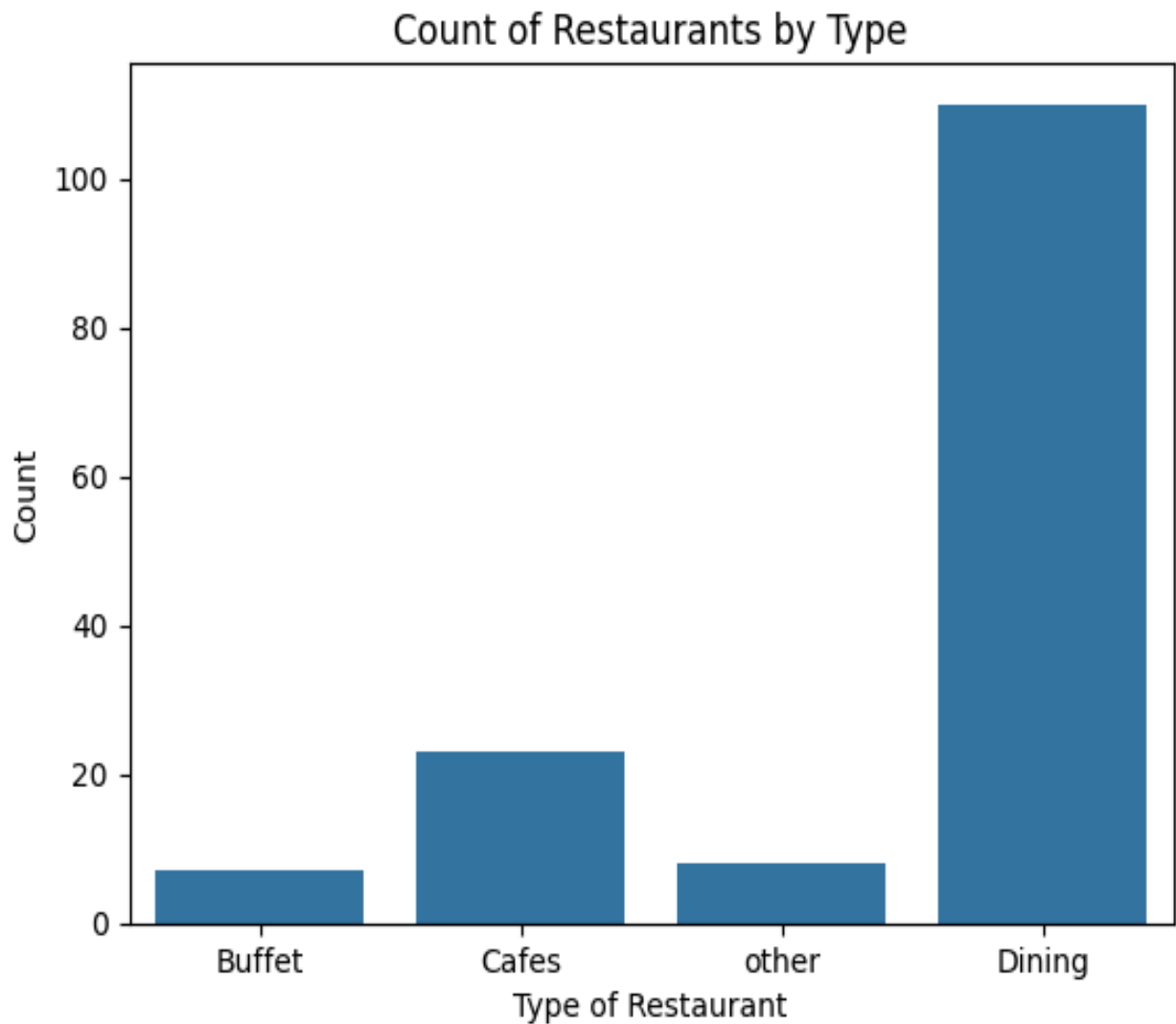- **Restaurant type (e.g., Buffet, Dining, Café,Others)**

Objectives

The key goals of this study were to:

- Analyze restaurant popularity by type

- Identify consumer preferences (dining, buffet, cafes)

- Understand price sensitivity and rating behavior

- Measure the impact of online vs offline orders
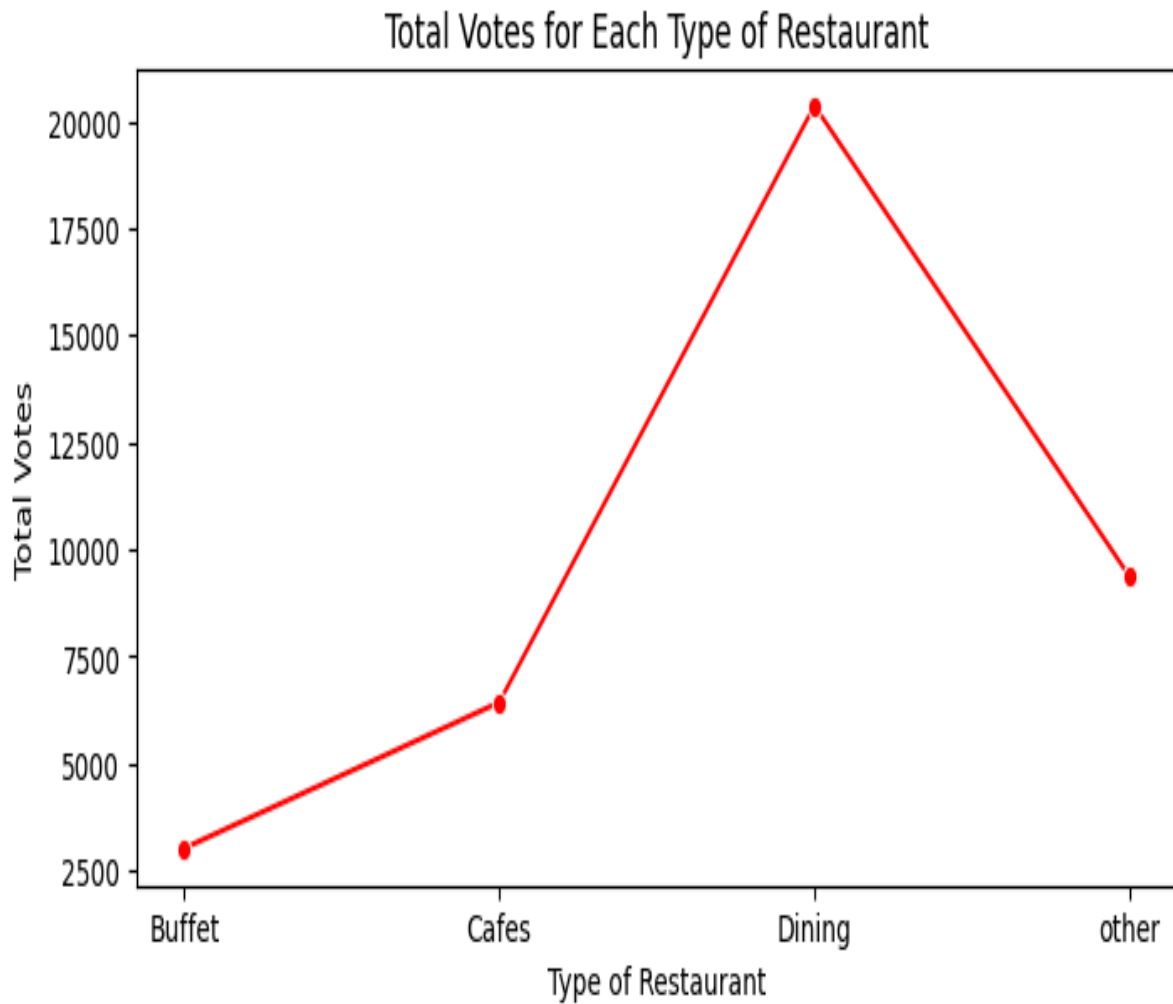

📈 Visual Analysis & Key Insights

---

1. Distribution by Type of Restaurant

Insight:
 Dining restaurants dominate the Zomato platform in this dataset, indicating strong consumer demand for traditional dine-in experiences.
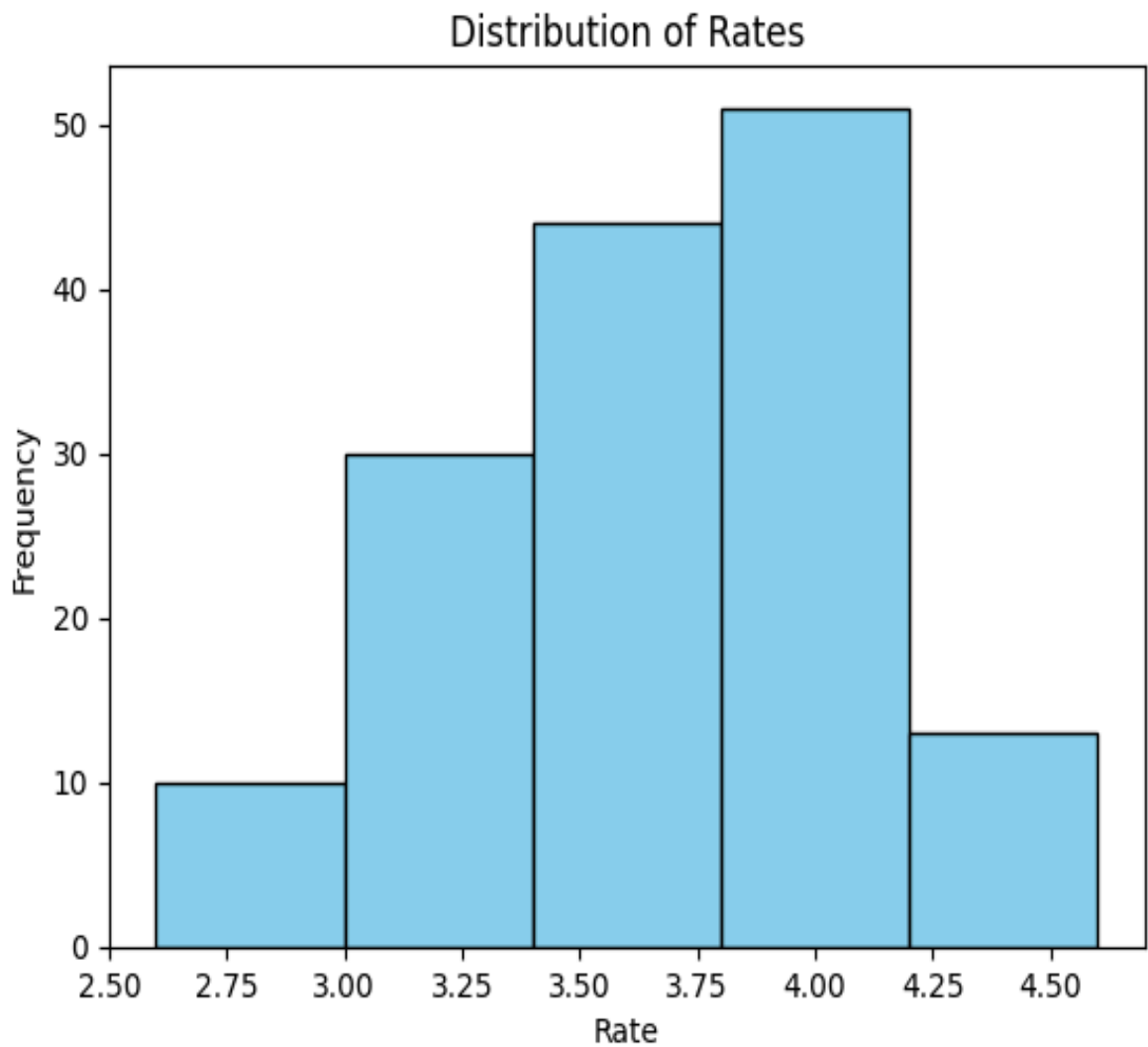

**2. Total Votes by Restaurant Type**

Insight:
 Dining restaurants not only are more numerous but also **receive the highest number of total votes**, reflecting strong engagement from diners.

3. Rating Distribution Across Restaurants

Distribution of Rates

Insight:
 Most restaurants received ratings between **3.5 and 4.0**, suggesting overall customer satisfaction, but room for improvement toward a 5-star experience.
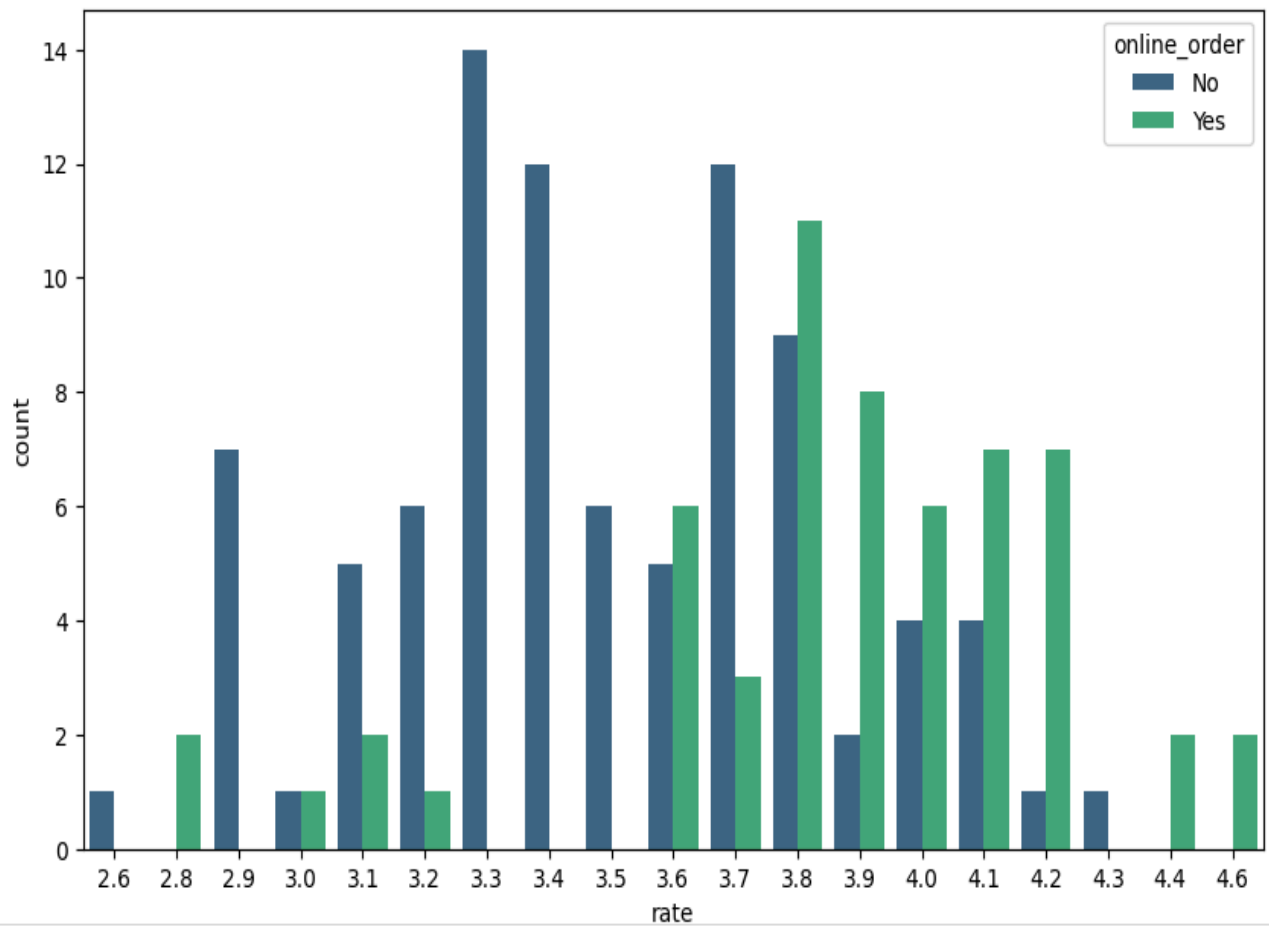
4. Spending Habits of Couples
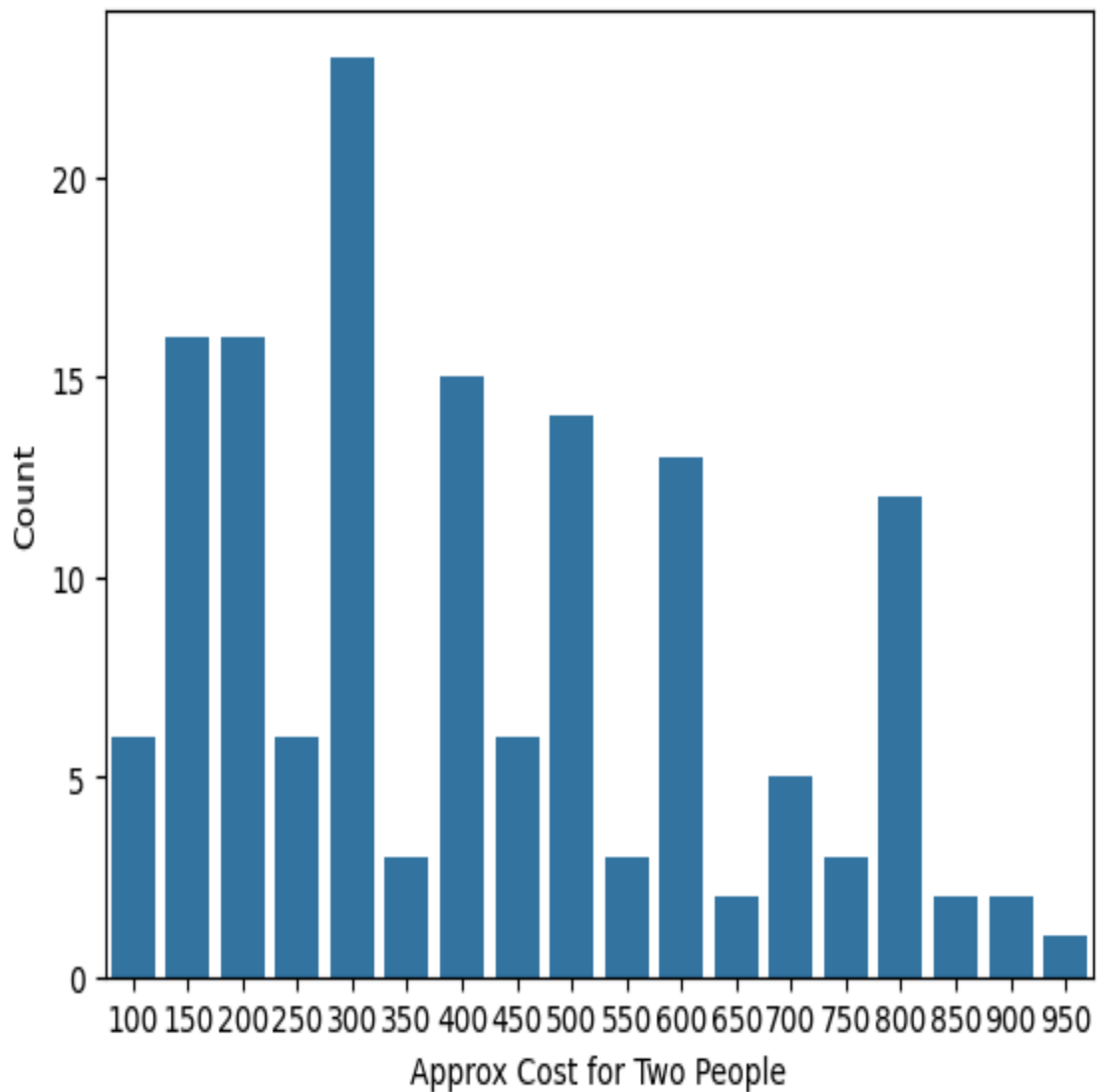
Insight:
 The **most common spending range** for couples is **₹300**, followed by ₹150 and ₹200. Restaurants targeting this budget segment may attract larger footfall.
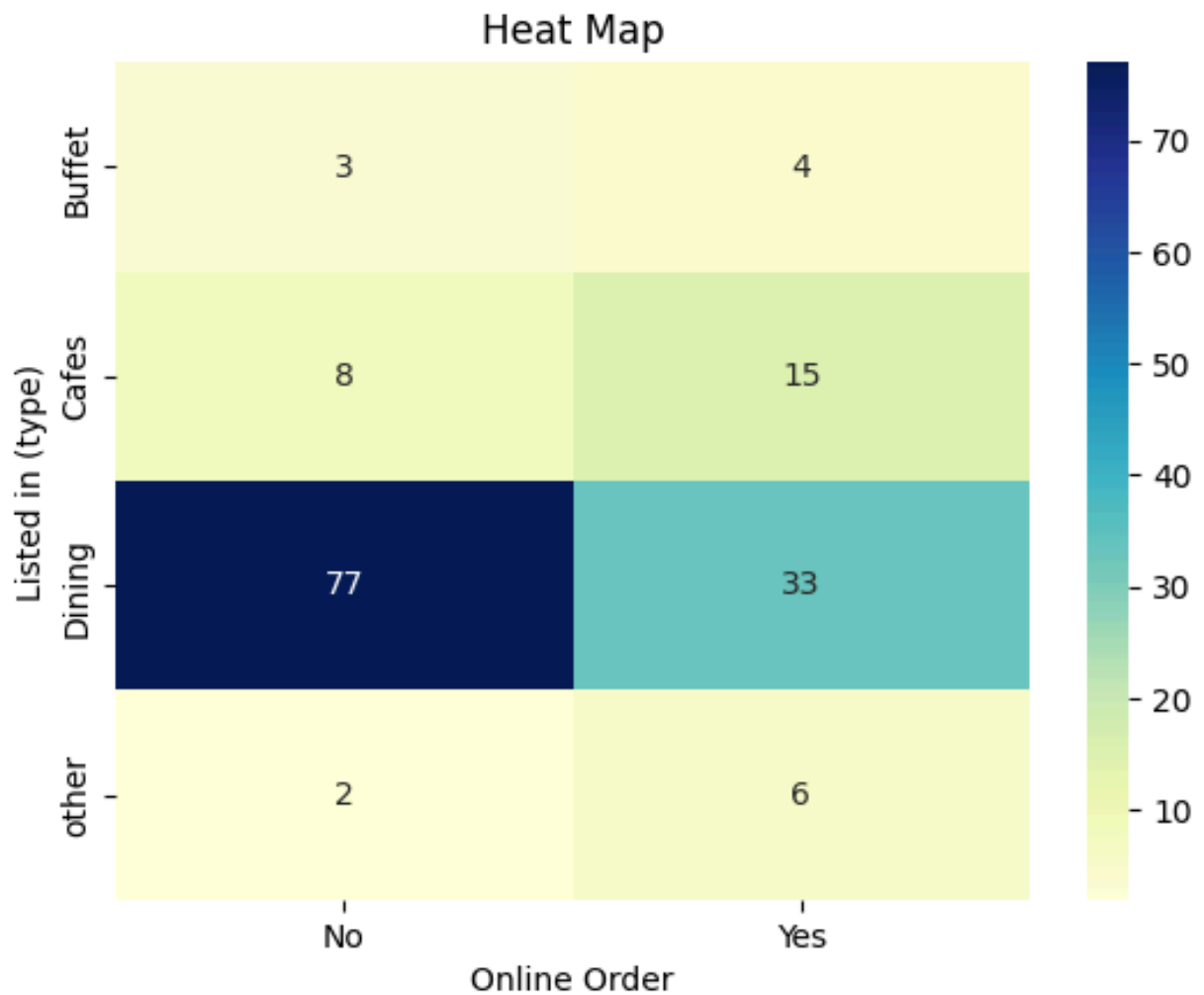
5. Ratings Split by Online Ordering

Insight:
Restaurants with **online ordering enabled receive more ratings**, which could indicate increased reach or more vocal online customers.

6. Heatmap: Online vs Offline Preferences by Type

Heat Map

Insight:

- **Dining** dominates **offline orders**

- **Cafes** tend to receive **more online orders**

- Buffets and delivery-friendly setups benefit from mixed modes

Strategic Conclusions:-

Area	Key Takeaway	Business Recommendation
Restaurant Type	Dining is dominant in presence and engagement	Prioritize quality dine-in experience
Customer Ratings	Majority rate 3.5 to 4	Incentivize feedback & improve service for higher ratings
Spending Pattern	₹300 is sweet spot for couples	Design cost-effective meal combos around ₹300
Online Orders	Higher rating interaction with online ordering	Promote and optimize online presence
Offline Preferences	Dining is preferred for offline visits	Local dining campaigns & ambiance upgrades work

Recommendations for Clients

1. **Introduce hybrid models** – combine dining with online services.

2. **Target ₹300 meal combos** – maximize traction with couples.

3. **Gather more customer reviews** – encourage online rating.

4. **Segment marketing by restaurant type** – tailor offers for cafes vs buffets vs dining.

5. **Focus on improving service quality** – aim to move from 3.8+ to 4.5+ ratings