



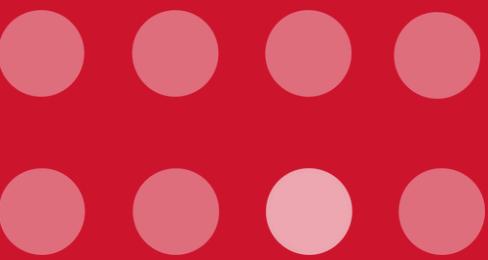
BANGALORE INSIGHTS USING TABLEAU

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>About Us

Zomato is a leading global food discovery and delivery platform, founded in 2008, that connects people with the best local restaurants. Initially launched as a restaurant review and recommendation platform, Zomato has evolved into a multifaceted service that includes online food ordering, table reservations, and in-depth restaurant analytics.

Operating in more than 20 countries, Zomato has a vast database of restaurants, offering users insights into cuisines, pricing, customer reviews, and ratings. For restaurants, Zomato provides powerful tools for visibility, customer engagement, and business optimization.



Problem Statement

In the highly competitive restaurant industry, Zomato seeks to optimize its service offerings by identifying key operational improvements that enhance customer satisfaction and restaurant performance. With the rapid growth of online food delivery and increasing demand for diverse cuisines, Zomato Bangalore aims to analyze trends in customer preferences, restaurant ratings, and engagement metrics.

The challenge is to uncover actionable insights from the available restaurant data, including online ordering behavior, table bookings, popular cuisine types, customer ratings, and reviews. This analysis will help Zomato improve restaurant visibility, enhance customer satisfaction, optimize cost and pricing strategies, and boost overall restaurant performance. The goal is to provide data-driven solutions to increase restaurant popularity and streamline operations.

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Problem Statement

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Availability of Online Ordering :-

- 01**
How many restaurants offer online ordering, and how does the availability of online ordering vary by location in Bengaluru?

Table Booking Options :-

- 02**
How many restaurants provide table booking options, and is there a correlation between restaurants offering table bookings and their rating or popularity?

Restaurant Ratings :-

- 03**
What is the distribution of restaurant ratings across the city? Which neighborhoods have the highest-rated restaurants

Customer Engagement :-

- 04**
How does the number of votes (customer reviews) correlate with the overall rating of a restaurant? Are higher-rated restaurants receiving more reviews?



Problem Statement

Cuisine Types :-

05

What are the most popular cuisines offered by restaurants in Bengaluru, and how do they vary across different neighborhoods?

Cost Analysis :-

06

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 :-

07

How many restaurants are located in each neighborhood, and which areas in Bengaluru have the highest concentration of highly-rated restaurants?

Restaurant Types :-

08

What are the most common restaurant types (e.g., Quick Bites, Casual Dining), and how do their ratings and costs compare?

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Problem Statement ↗

Dishes Liked:

09

Which dishes are the most frequently liked by customers in different types of restaurants? Can we find any trends between cuisine and liked dishes?

Meal Types Offered:

10

How are restaurants listed by meal type (e.g., Buffet, Delivery, Dine-out), and what meal types are most common in highly-rated restaurants?

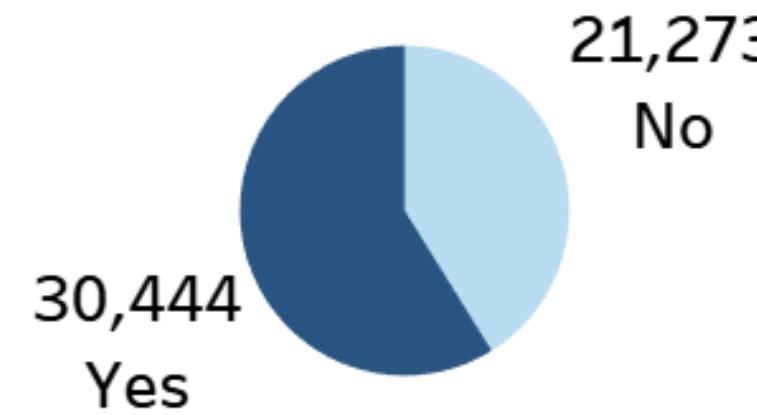


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CUSTOMER EXPERIENCE OVERVIEW

Count of Restaurants by Online Availability

Availability



Availability of Online Ordering

Count of zomato..

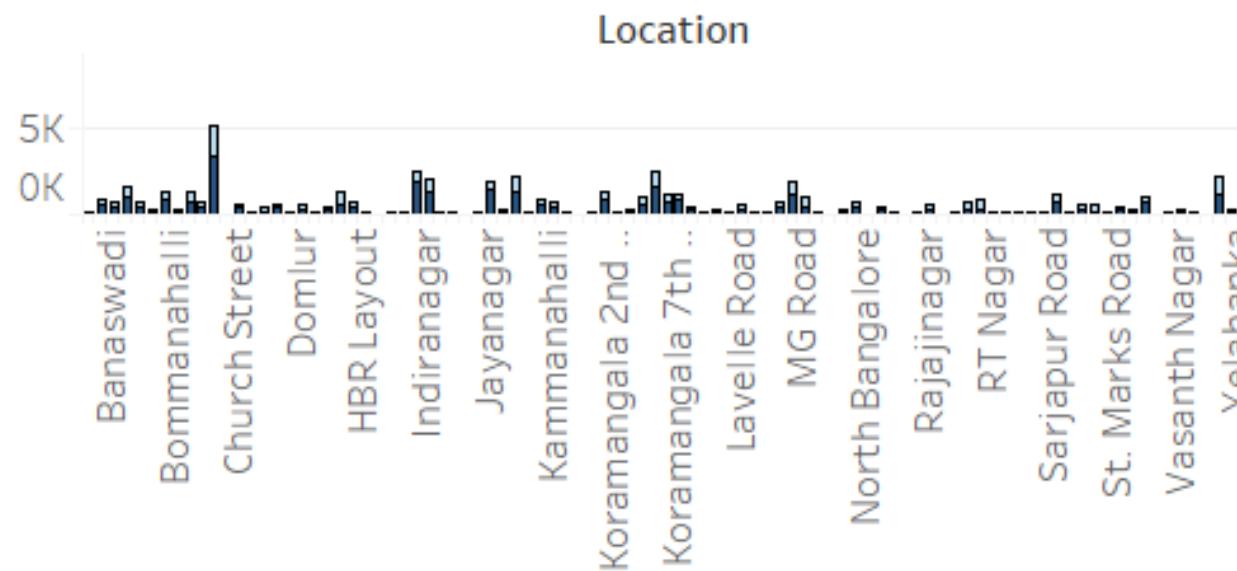
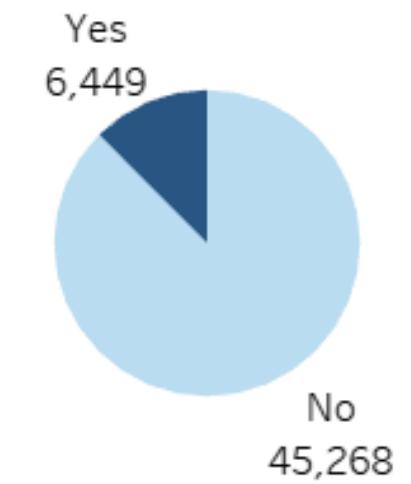
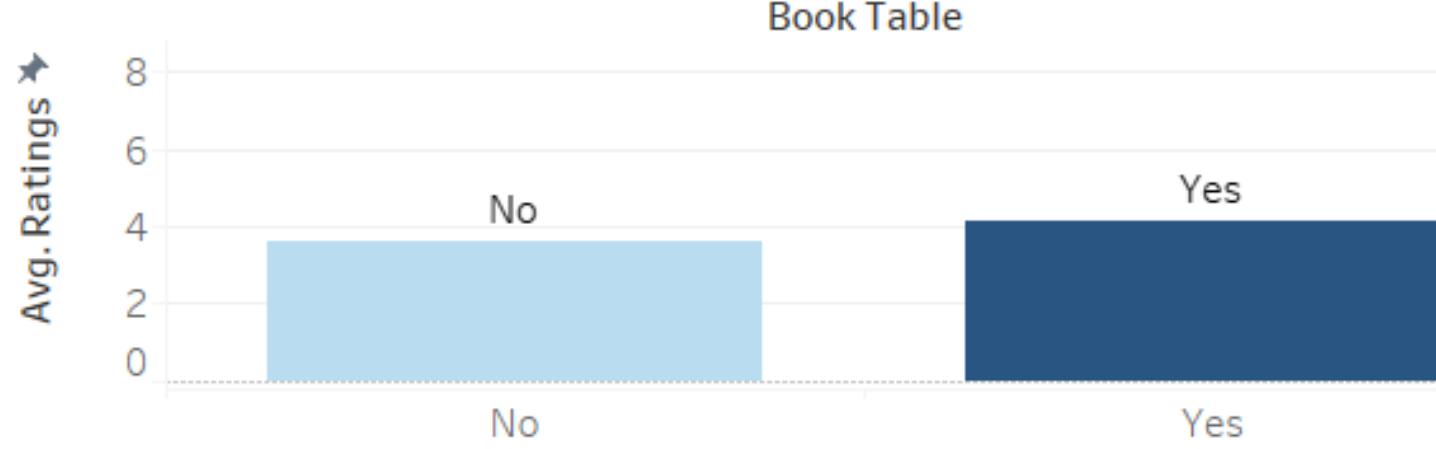


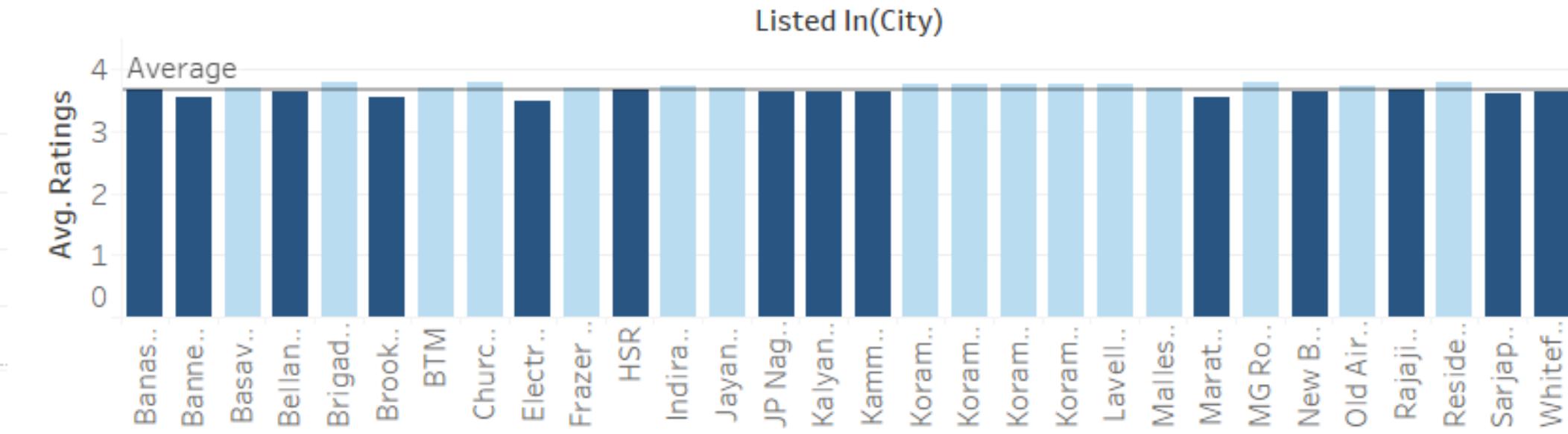
Table Booking Options



Correlation Between Restaurants Offering Bookings and their Rating



Restaurants Ratings



POPULARITY AND COST ANALYSIS

Cuisine Types

American, Burger, Italian, Steak American, Continental, Chinese
 American, Continental, BBQ, Steak African, Burger
 American, Continental, Salad American, Continental, Salad, Italian American, European
 American, Mexican American, Continental, Fast Food, Steak American, Mexican, BBQ
 American, Finger Food American, Cafe, Chinese, Italian, Desserts American, Cafe, Continental
 American, Chinese, Continental, North Indian American, Finger Food, BBQ, Steak
 American, Goan African, Burger, Desserts, Beverages, Fast Food American, Continental, Steak
 American, Continental, North Indian, Mediterranean American, Continental, Steak, Salad
 American, Fast Food American, Cafe, Continental, French, Burger, Mexican, Desserts, Pizza
 American, Bakery, Beverages, Cafe, Healthy Food, Juices, North Indian, Sandwich
 American, Chinese American, Italian, Bakery, Desserts, Sandwich, Beverages, Salad, Rolls
 American, Continental, Pizza American, Asian, Continental, North Indian, South Indian, Chinese
 American, Continental, North Indian, South Indian American, Continental, Finger Food
 American, Continental, Salad, Italian, Asian American, Modern Indian, Italian, South Indian
 American, Continental, North Indian, Salad American, Continental American, Italian
 American, Asian, European, North Indian American, European, Healthy Food
 American, Finger Food, Italian, Mexican American, Burger, Fast Food
 American, Burger, Momos, Bengali American, Burger, Fast Food
 American, Mexican, Italian, Steak American, BBQ American

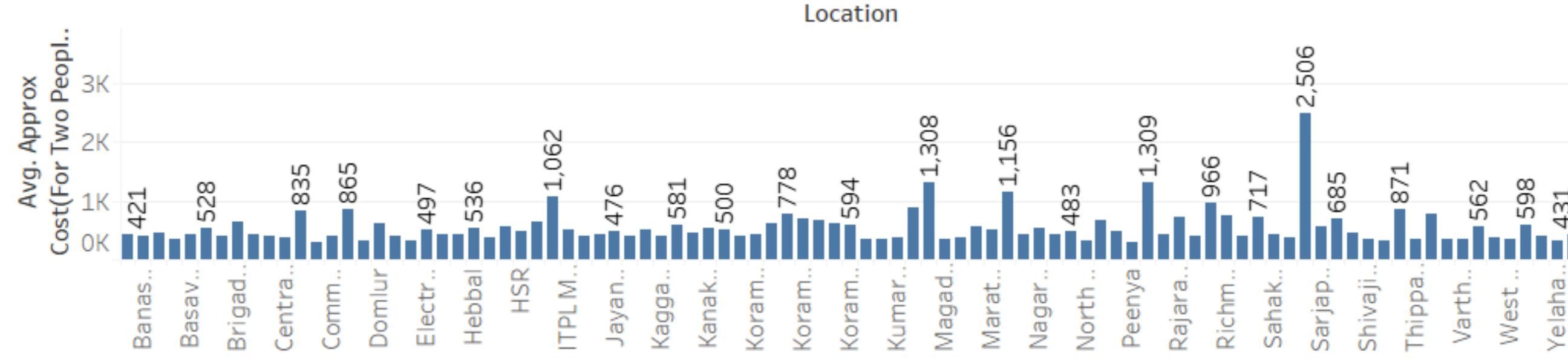
CUSTOMER ENGAGEMENT

0.1490

Correlation Between Cost Reviews

0.3852

Cost Analysis

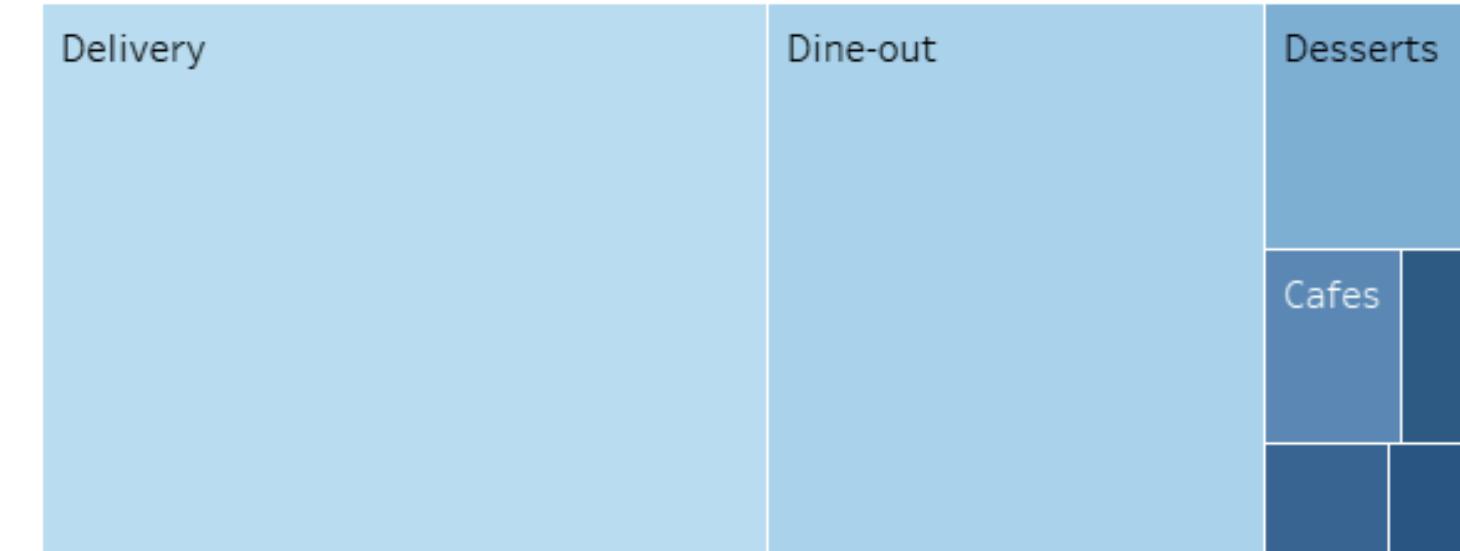


NEIGHBORHOOD AND RESTAURANT TYPES INSIGHTS

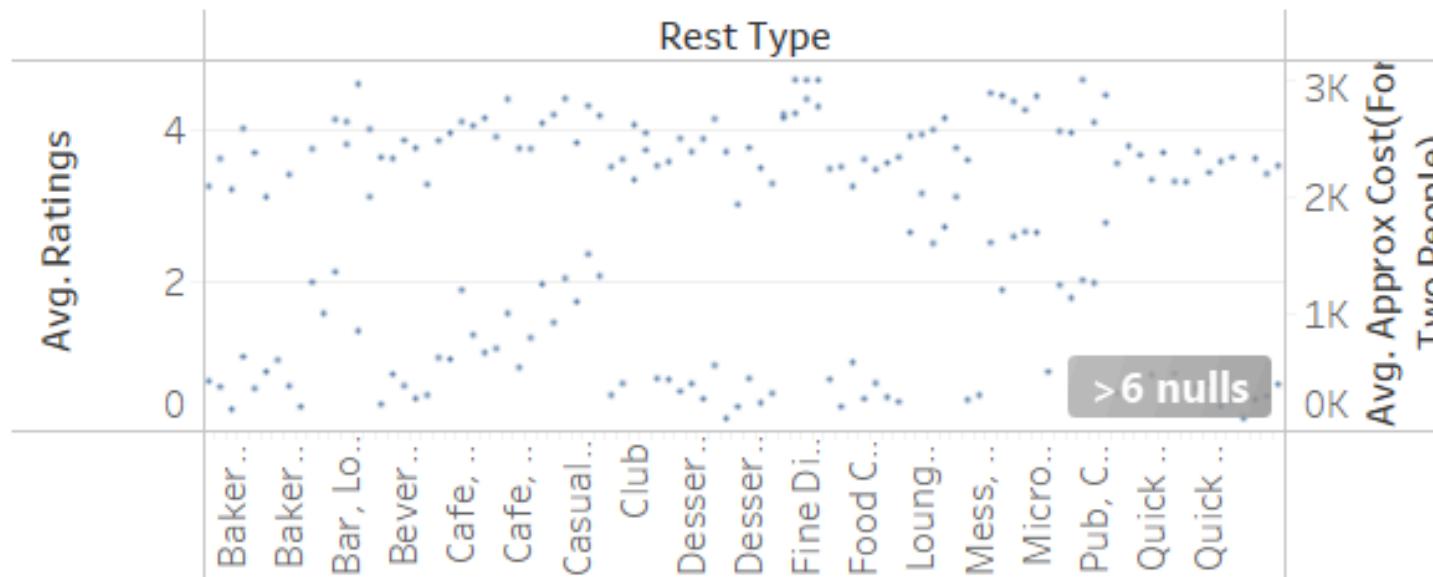
Dishes Liked

Bamboo Chicken, Paneer Biryani, Raita, Pot Biryani, Curd Rice, Roti
 Appam, Cocktails, Tiramisu, Mocktails, Kebab Platter, Salads, Lamb
 Appam, Prawn, Vegetable Stew, Fish, Banana Dosa, Veg Thali, Paratha
 Aloo Tikki Chat
 Aloo Pyaz Paratha, Kheer, Salads, Salad, Thali, Chocolate Banana, Rajma
 Appam, Chicken Biryani, Butter Naan
 Aam Panna, Pasta, Chinese Bhel, Biryani, Paneer Tikka, Veg Pulao, Pav Bhaji
 Andhra Thali, Rice, Mango Dal, Salad, Chicken Meal, Aloo Matar, Chicken Curry
 Badam Milk, Kaju Barfi, Kachori, Rabri, Malp
 Appam, Fried Fish, Paratha, Vegetable Stew, Chicken Biryani, Chicken Curry, Sea Food
 Andhra Thali, Veg Thali, Ulavacharu Mutton Biryani, Chicken Biryani, Mutton Soup, Lassi, Kodi Pulao
 Aloo Paratha, Ande Ka Funda
 Aloo Pyaz Paratha, Kheer, Salads, Chocolate Banana, Thali, Matar Paneer, Detox Smoothie
 Badam Halwa, Butter Masala Dosa, Filter Coffee, Neer Dosa, Pasta, Tea, Biryani
 Appam, Kerala Parotta, Buttermilk, Biryani, Chicken Fry, Beef Fry, Fish Curry
 Andhra Chicken Curry, Fried Rice, Biryani
 Aloo Paratha, Poha, Samosa, Kachori, Chaat
 Aloo Pyaz Paratha, Kheer, Salad, Salads, Thali, Rajma, Chocolate Banana
 Badam Milk, Masala Dosa, Filter Coffee, Pav Bhaji, Sweet Pongal, VadaAlmond Shake, Pizza Fries
 Aam Panna, Pasta, Paneer Tikka, Biryani, Pav Bhaji, Veg Pulao, Nachos
 Appam, Tiramisu, Cocktails, Mocktails, Kebab Platter, Salads, Lamb

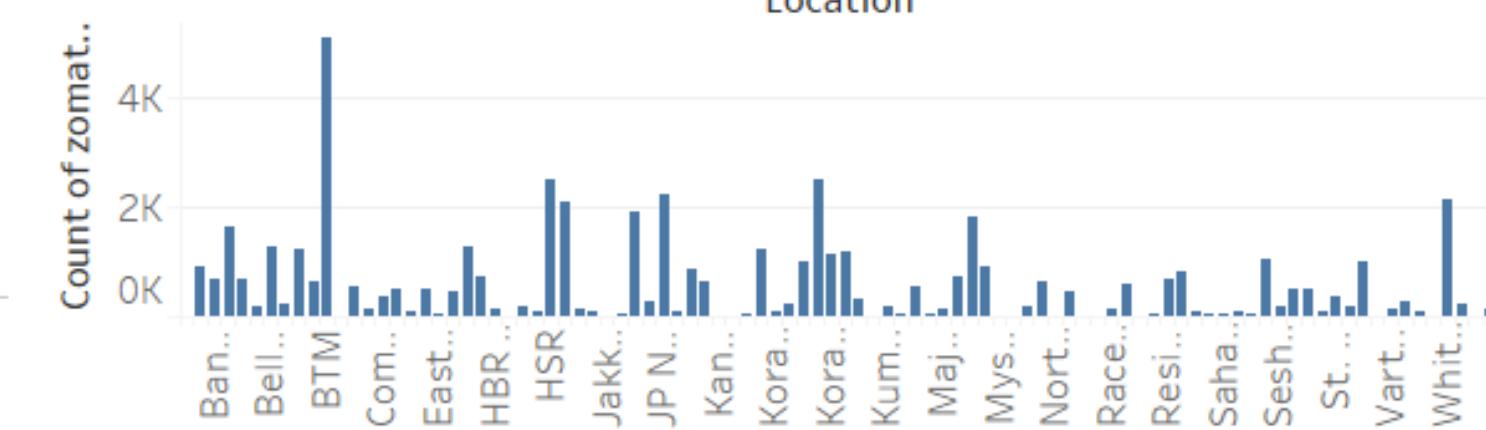
Meal Types Offered



Restaurant Types



Neighborhood Analysis



1. Availability of Online Ordering :-

- How many restaurants offer online ordering?

A significant portion of restaurants in Bengaluru offers online ordering. The precise number would depend on the dataset used, but the feature is prevalent across most mid-to-premium dining categories.

- How does availability vary by location?

Areas with a higher density of working professionals and young populations, like Koramangala and Whitefield, have more restaurants offering online ordering. This is due to the tech-savvy demographic and demand for convenience.

Automation

2. Table Booking Options :-

- How many restaurants provide table booking options?

A considerable number of restaurants provide table booking options, especially in neighborhoods with higher-end dining establishments..

- Correlation with ratings/popularity:

Restaurants offering table booking options generally have higher ratings and popularity. This is likely due to enhanced customer convenience and better management of footfall.

Automation

3. Restaurant Ratings :-

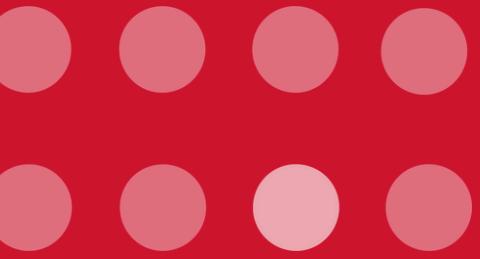
- **Distribution across the city:**

Ratings are typically clustered in the mid-to-high range, with upscale areas like Indiranagar and MG Road showing higher concentrations of highly-rated restaurants.

- **Highest-rated neighborhoods:**

Neighborhoods such as Koramangala, Indiranagar, and Whitefield host the most high-rated restaurants, owing to their variety and quality of dining options.

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4. Customer Engagement :-

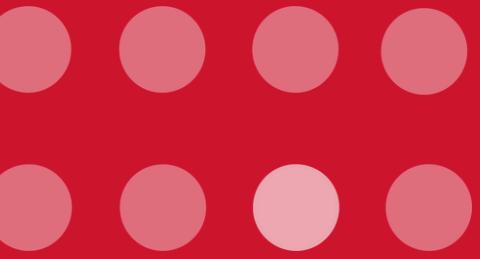
- Correlation between votes and ratings:

There is a strong positive correlation. Restaurants with higher ratings often have more votes, suggesting these establishments consistently deliver good experiences that drive customer reviews.

- Higher-rated restaurants and reviews:

Yes, higher-rated restaurants generally receive more reviews. Customer satisfaction plays a key role in motivating reviews.





5. Cuisine Types :-

- Most popular cuisines in Bengaluru:

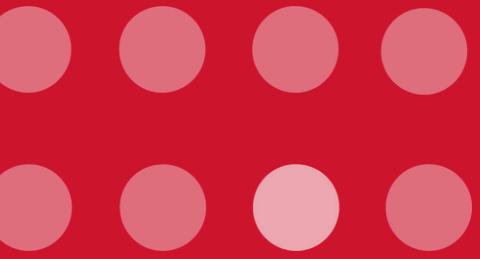
Indian, Chinese, and Continental cuisines are the most popular.

- Neighborhood variations:

Neighborhoods like Koramangala and Whitefield show a higher preference for international cuisines, while areas like Jayanagar lean toward traditional South Indian fare.

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6. Cost Analysis :-

- Average cost for two by location:

Costs for two vary significantly across neighborhoods. Upscale areas like UB City and Indiranagar have higher average costs compared to areas like Rajajinagar or Yeshwanthpur.

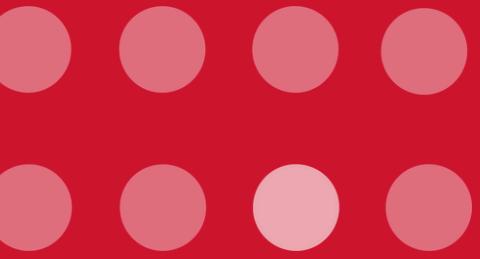
- Correlation with ratings/popularity:

Higher costs are often associated with better ratings and popularity, reflecting the value-for-money perception in premium establishments.

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Neighbourhood & Restaurant Types Insights



7. Neighborhood Analysis :-

- Restaurant density per neighborhood:

Koramangala, Indiranagar, and Whitefield have the highest restaurant density.

- Neighborhoods with highest-rated restaurants:

Upscale areas like MG Road and Indiranagar have a larger number of highly-rated restaurants.

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Neighbourhood & Restaurant Types Insights

8. Restaurant Types :-

- Most common types:

Quick Bites and Casual Dining dominate.

- Comparison of ratings and costs:

Quick Bites are more affordable but generally have lower ratings, while Casual Dining establishments command higher costs and ratings.

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Neighbourhood & Restaurant Types Insights

9. Dishes Liked :-

- **Most frequently liked dishes:**

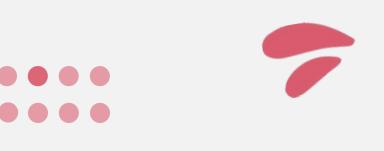
Biryani, pizzas, and desserts are among the top-liked dishes.

- **Trends between cuisine and liked dishes:**

Indian cuisine sees preferences for dishes like biryanis and tandoori items, while Continental cuisines often highlight pastas and pizzas.

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Neighbourhood & Restaurant Types Insights



10. Meal Types Offered :-

- Listing by meal type:

Delivery and dine-out are the most common. Buffets are more typical in premium restaurants.

- Meal types in highly-rated restaurants:

Highly-rated restaurants usually offer diverse options, including dine-out, delivery, and buffets, catering to varied customer preferences.

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CONCLUSION

The Zomato Bangalore Insights Dashboard offers a comprehensive view of restaurant trends, customer preferences, and operational performance across various neighborhoods in Bangalore. By analyzing key areas like online ordering availability, restaurant ratings, popular cuisines, and cost analysis, the dashboard provides actionable insights to enhance customer satisfaction and optimize restaurant operations. The correlation between table bookings and higher ratings suggests a strategy for improving restaurant engagement. Popular cuisines and cost patterns highlight opportunities to tailor offerings to customer preferences. Overall, the dashboard serves as a valuable tool for Zomato to drive better customer experiences, improve restaurant visibility, and strategically expand services in Bangalore's competitive dining landscape.

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Outstation

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Thank You ^

