

Problem Statement:

Zomato Restaurant Analytics Dashboard

The Zomato restaurant in India has seen remarkable growth, leading to an increasing number of dining establishments that cater to a wide range of customer preferences. However, this expansion also brings the challenge of gauging customer satisfaction and restaurant performance amidst a vast array of options. Despite the availability of data on restaurant ratings, reviews, service features, and cuisines, much of it remains underutilized, leaving restaurant owners and stakeholders without actionable insights to enhance their offerings.

This project aims to address the following key concerns:

- **Understanding Customer Preferences:** How do factors such as restaurant ratings, customer reviews, and service features influence overall customer satisfaction?
- **Comparative Analysis of Restaurant Performance:** Which restaurants excel in customer ratings, and what specific features contribute to their success?
- **Impact of Service Features:** How do specific services offered by restaurants (e.g., parking, live music, Wi-Fi) relate to customer satisfaction?
- **Cost vs. Satisfaction:** How does the price for two people affect customer satisfaction across various cuisines and types of restaurants?