



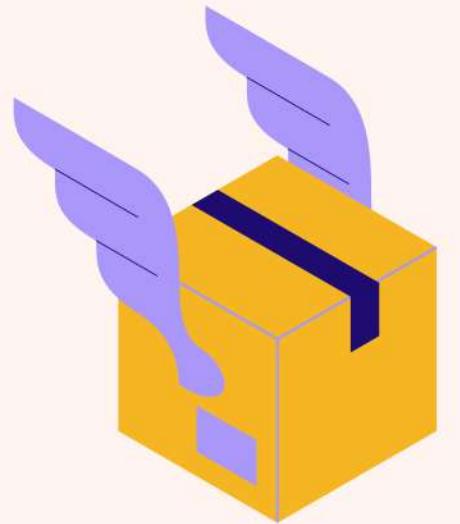
ZOMATO\_DATA\_ANALYSIS\_TMP



# Launching a New HORECA Venture

The Manhattan Project

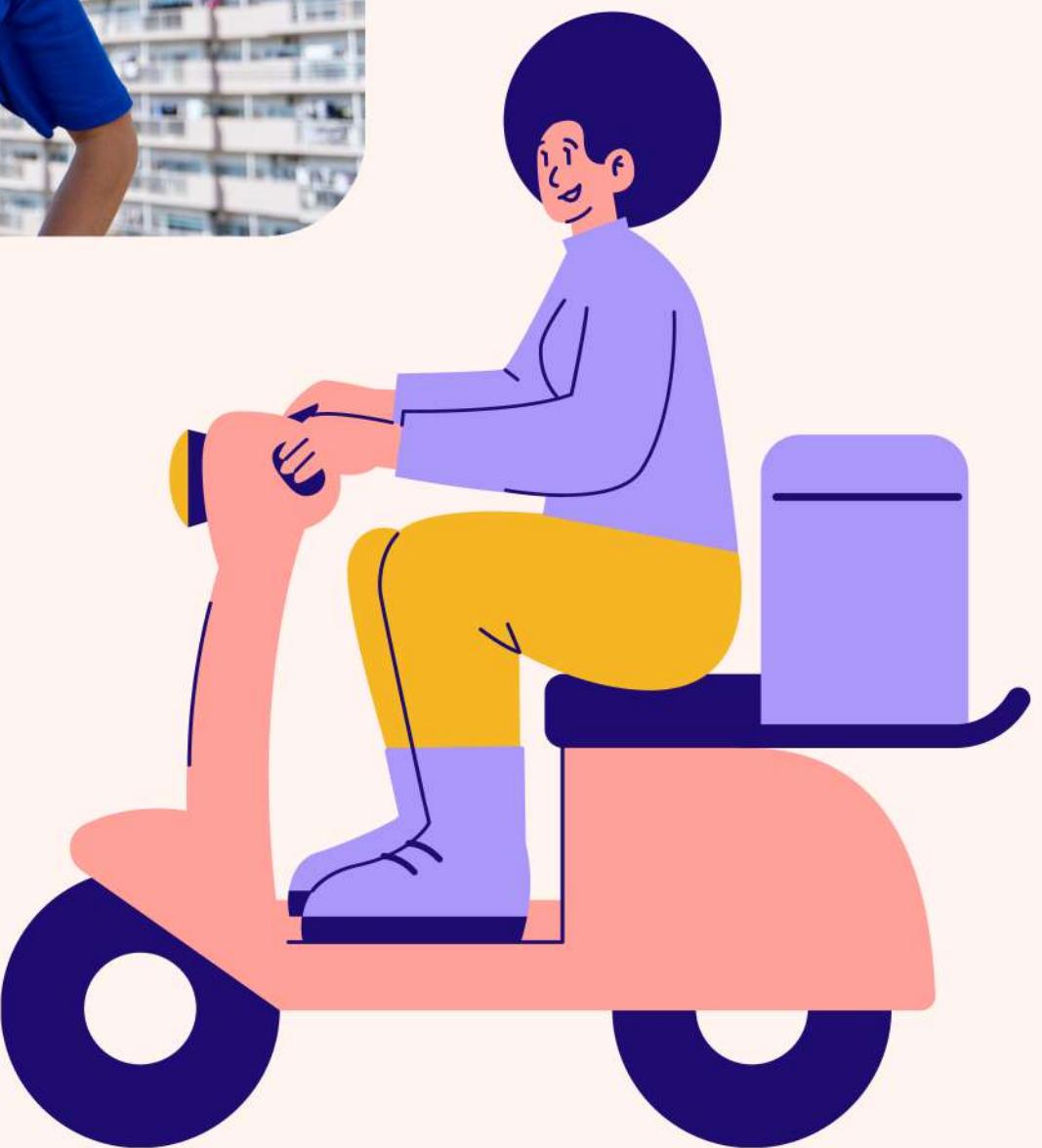
Presented By:  
**Rishov Paul**



# Problem Statement

"Chef Innovator," is planning to launch a new venture in the highly competitive HORECA space. Chef Innovator is primarily concerned with three high-level decisions:

- Category (Cuisine)
- Market (City/Location)
- Channel (Dining vs. Delivery).



# Project Roadmap



## The Entrepreneur's Key Questions

**Project Outcomes - Strategic Area 1: Category Selection (Cuisine)**

**Project Outcomes - Strategic Area 2: Market Selection (City & Place)**

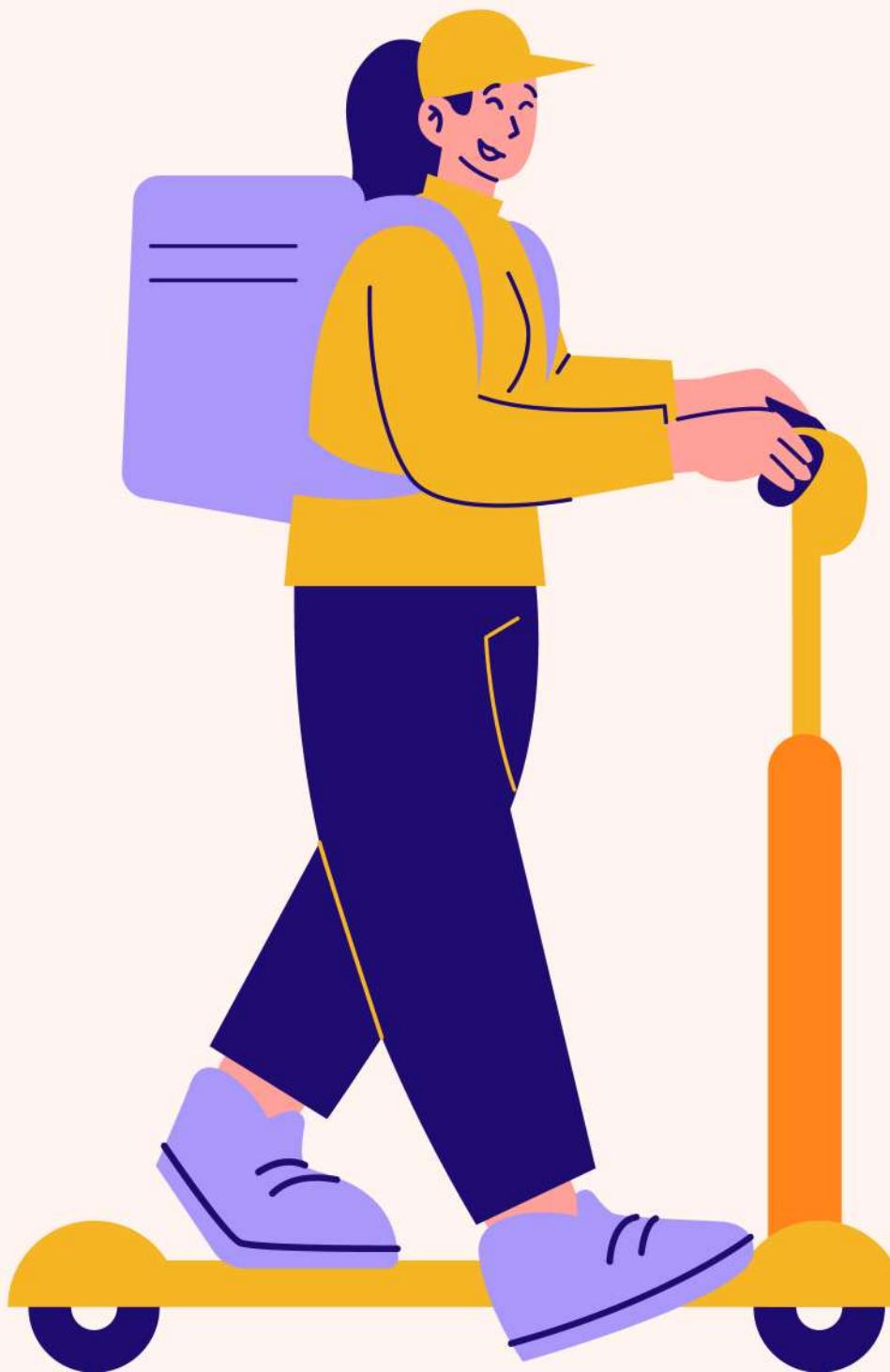
**Project Outcomes - Strategic Area 3: Channel Selection (Dining vs. Delivery)**

**Best Performances**

**Best\_Seller Category Analysis**

**Recommendation**





# The Entrepreneur's Key Questions

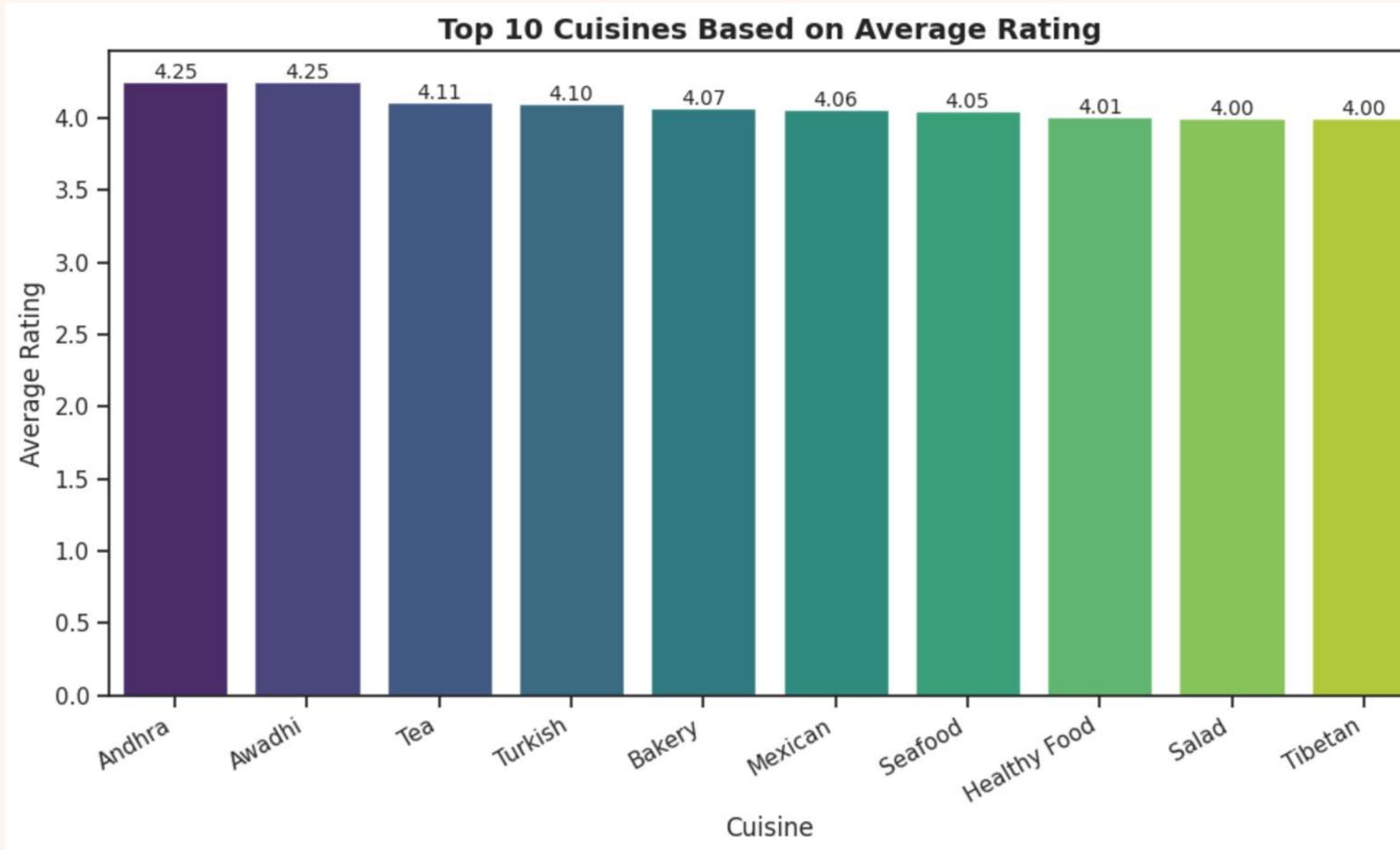


1. Category: Identifying the Next Winning Cuisine
2. Market: Pinpointing the Best City/Location
3. Channel: Defining the Service Model (Delivery Focus vs. Dining Focus)



# The Entrepreneur's Key Questions

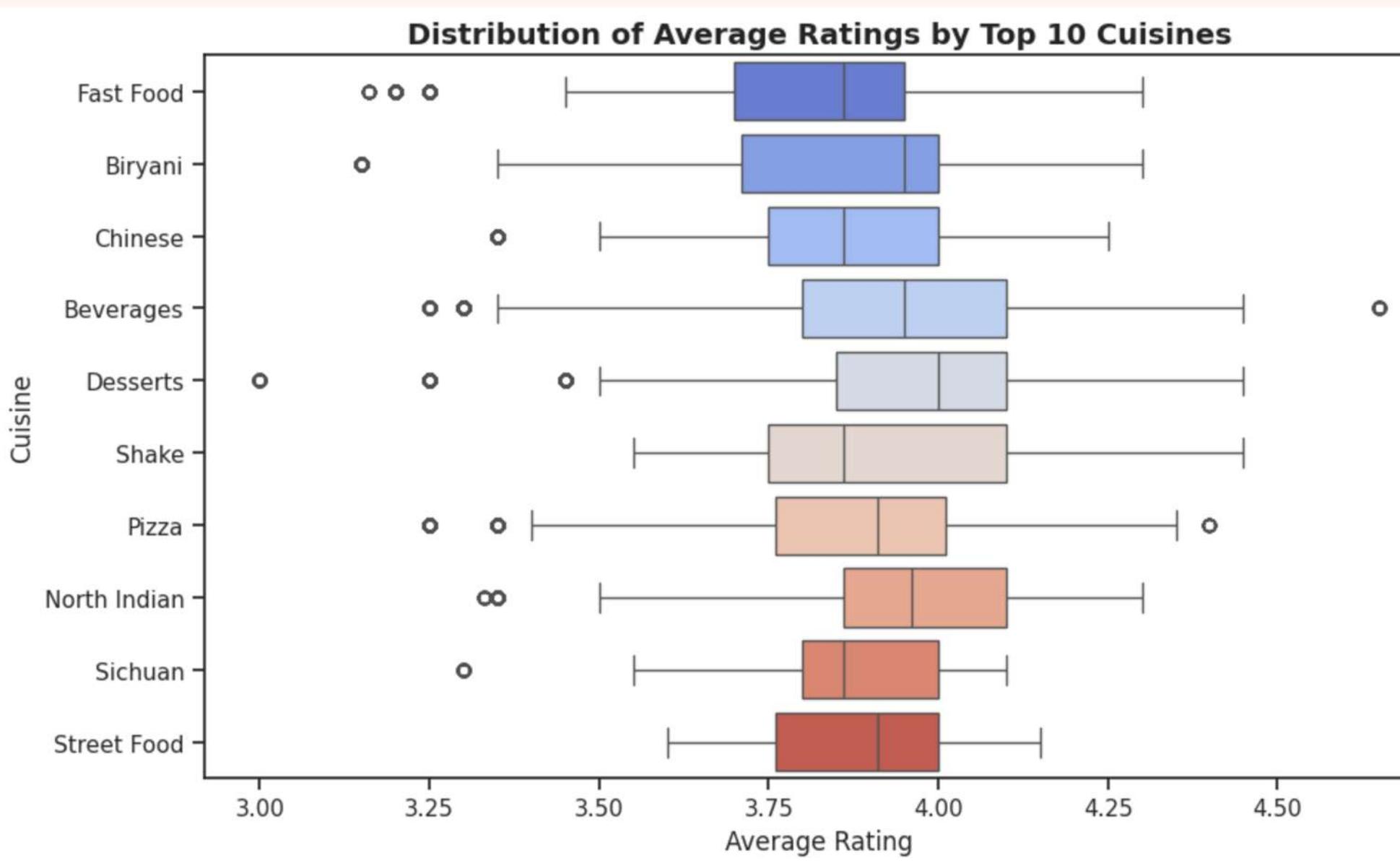
## 1. Category: Identifying the Next Winning Cuisine



➤ **Andhra and Awadhi** cuisines lead with identical 4.25 ratings, while most top cuisines cluster tightly between 4.0-4.11, showing minimal quality differentiation among premium categories. The narrow 0.25-point spread across top 10 cuisines suggests consistent high standards, with regional/specialty cuisines (Andhra, Awadhi, Tea) slightly outperforming mainstream options (**Salad, Tibetan**).

# The Entrepreneur's Key Questions

## 1. Category: Identifying the Next Winning Cuisine

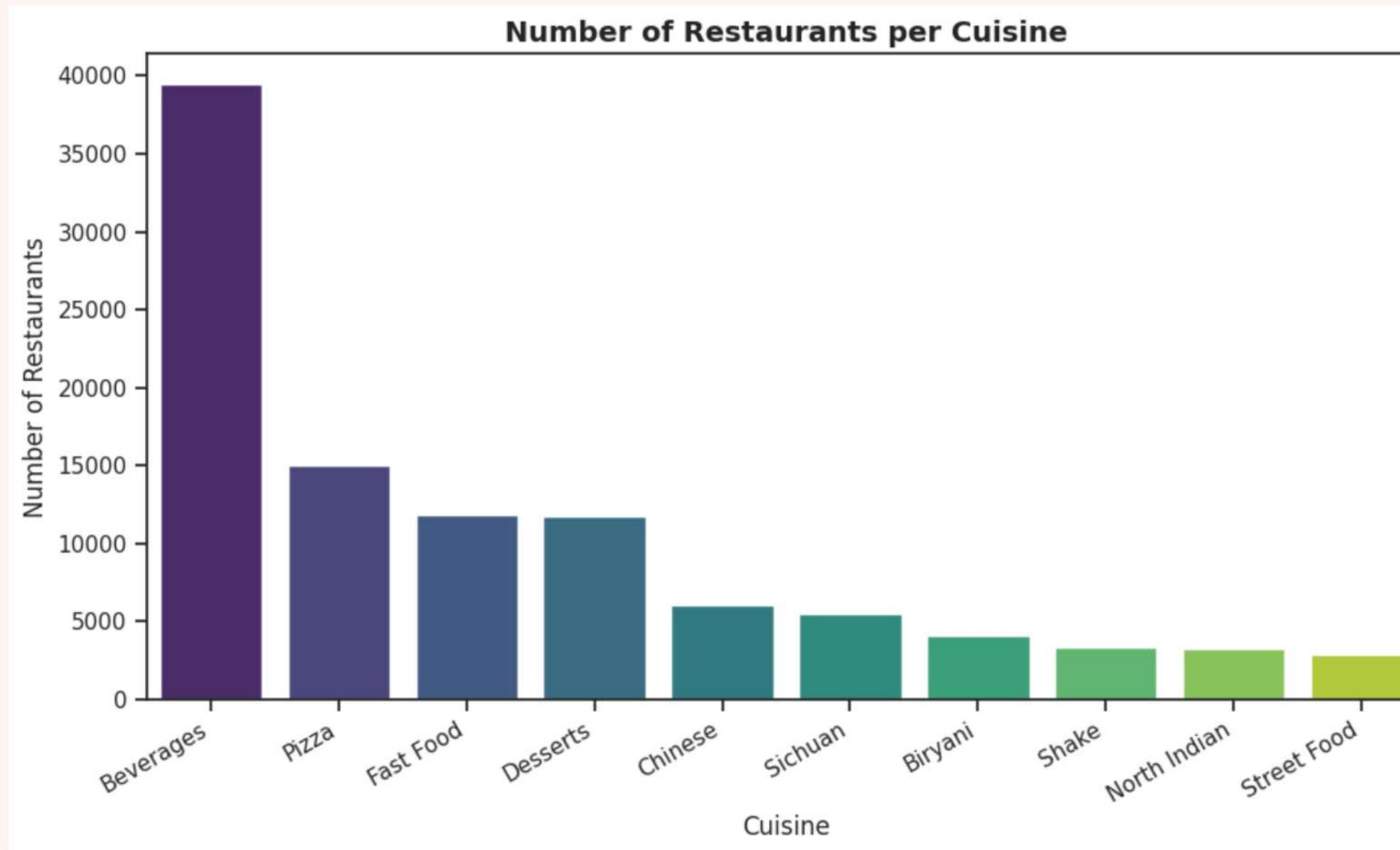


➤ **Fast Food and Biryani** show tight rating consistency (narrow boxes around 3.9-4.0), while **Beverages, Desserts, and Shake** display high variability with wide spreads and multiple outliers, indicating inconsistent quality across outlets. Most cuisines center around 3.9-4.1 median ratings, but the presence of **numerous outliers (especially in Beverages, Pizza, Desserts)** suggests quality control challenges and highly variable customer experiences within the same cuisine categories.

**Purpose:** Shows which cuisines have the highest average ratings (quality indicator).

# The Entrepreneur's Key Questions

## 1. Category: Identifying the Next Winning Cuisine



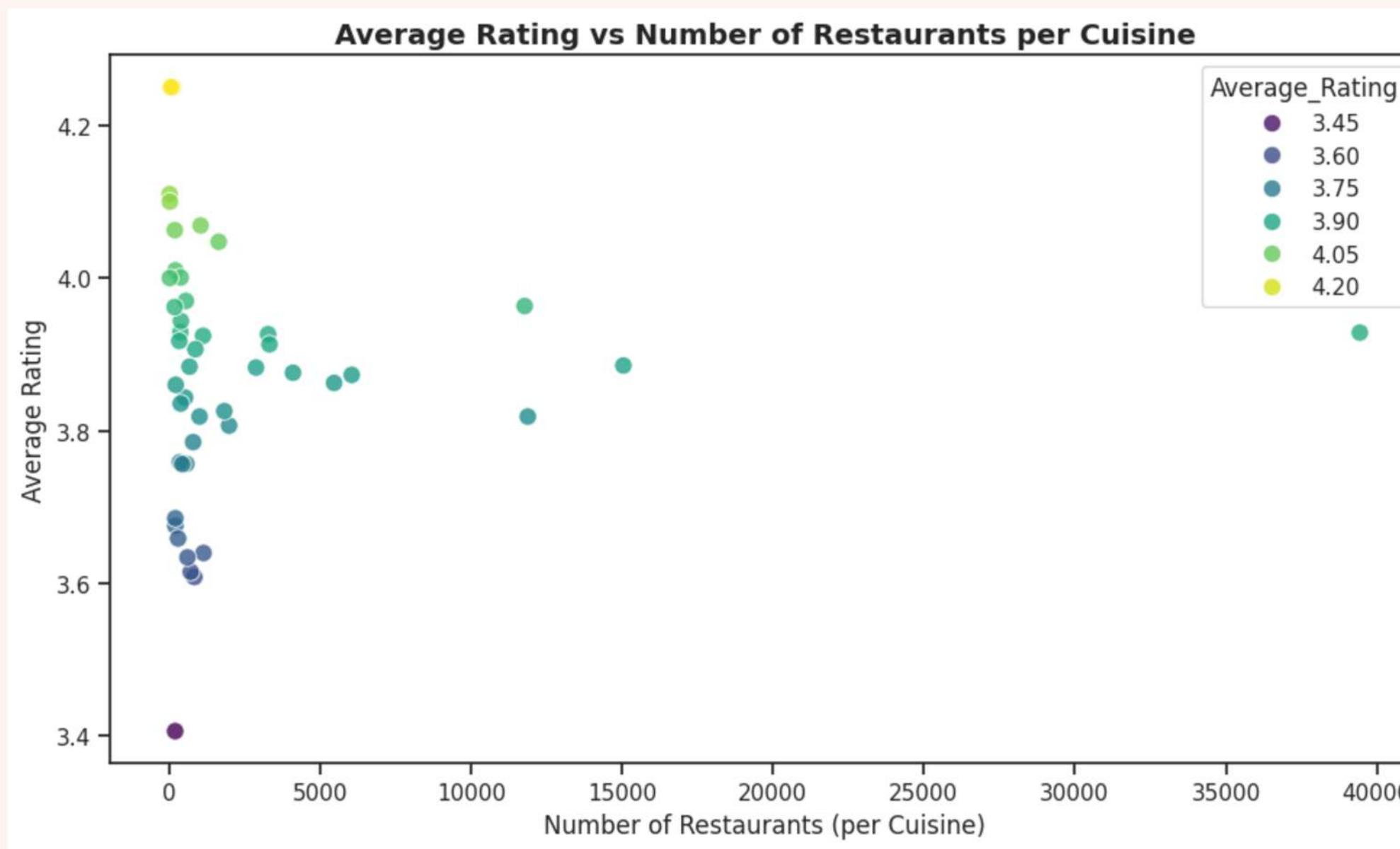
➤ The chart shows that **Beverages** dominate the restaurant market, having far more establishments than any other cuisine, followed distantly by **Pizza** and **Fast Food**.

### Purpose

Measures saturation (how crowded each cuisine category is).

# The Entrepreneur's Key Questions

## 1. Category: Identifying the Next Winning Cuisine



### Key Insights

**No clear correlation between cuisine popularity (restaurant count) and quality (ratings)** - high-rated cuisines exist across all volume levels, from niche categories with few outlets to mass-market segments with 40K+ restaurants.

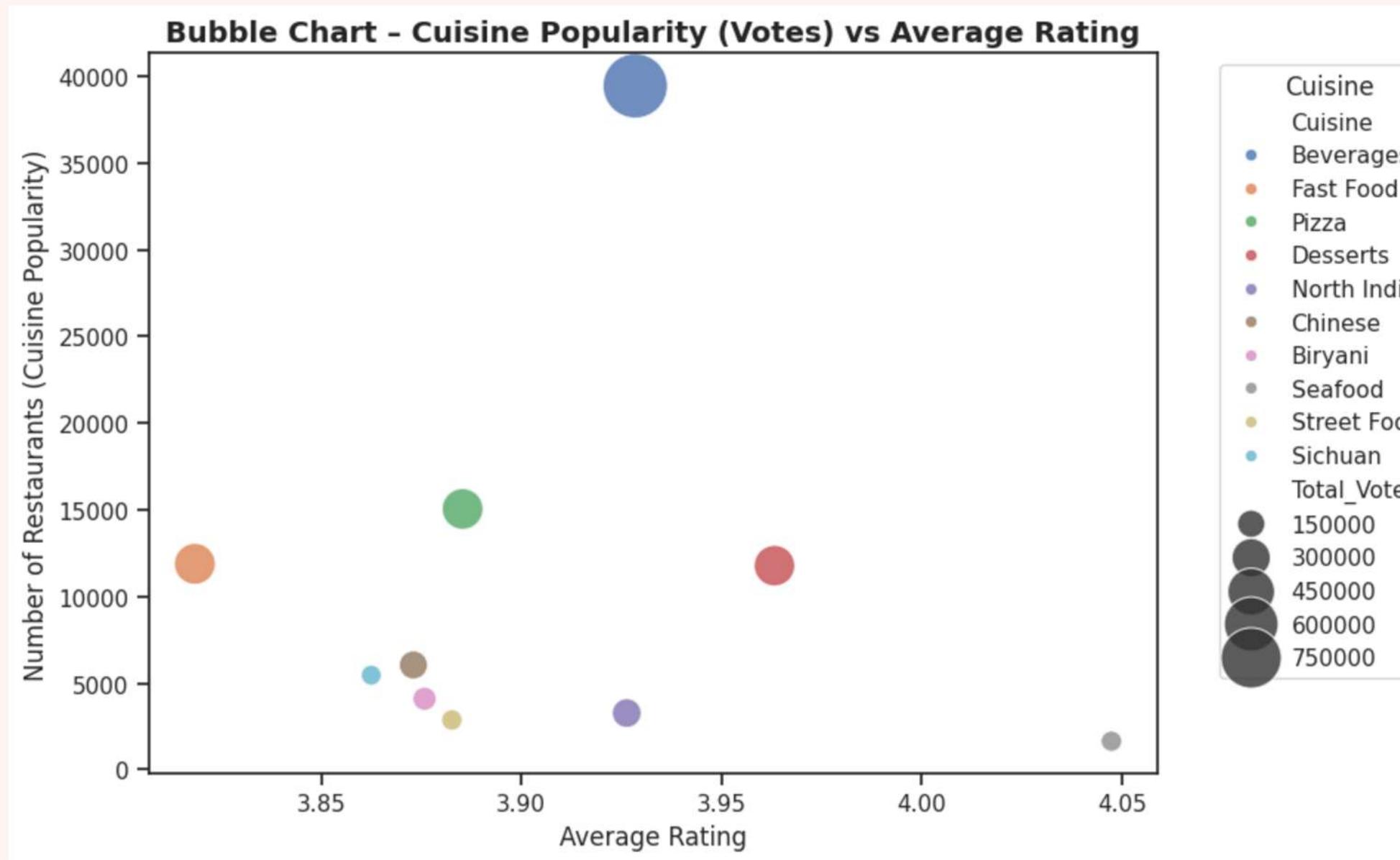
The **densest cluster of cuisines operates at low volumes (<5K restaurants)** with ratings between **3.6-4.1**, suggesting most cuisine types remain specialized rather than achieving mass-market scale regardless of quality.

#### Purpose

Combines quality and competition: cuisines with high ratings but fewer restaurants indicate an opportunity.

# The Entrepreneur's Key Questions

## 1. Category: Identifying the Next Winning Cuisine



### Key Insights

**Beverages** dominates in both popularity and satisfaction, garnering nearly 40,000 restaurants while maintaining an impressive 3.93 average rating—significantly outperforming all other cuisines in total engagement.

### Purpose

Detects cuisines with strong customer engagement (votes) and good performance (rating).



## Goal: Find cuisines that represent the best business opportunities:

**High Average Rating → customers like them (quality).**

**High Votes → strong engagement (popularity).**

**Moderate or Few Restaurants → potential for expansion (less competition)**

### 🏆 High Rating & High Engagement Cuisines:

	Cuisine	Average_Rating	Total_Votes	Restaurant_Count
36	Seafood	4.047444	82122	1639
11	Desserts	3.963231	339060	11773

### Emerging High-Rated Cuisines (Potential for Expansion):

	Cuisine	Average_Rating	Total_Votes	Restaurant_Count
1	Andhra	4.250000	5634	127
2	Awadhi	4.250000	12598	56
42	Tea	4.110000	11855	14
45	Turkish	4.100000	1094	22
25	Mexican	4.062703	0	185
14	Healthy Food	4.010000	2411	204
34	Salad	4.000658	6120	380
44	Tibetan	4.000000	138	20
26	Mithai	3.969891	14679	551



## Category: Identifying the Next Winning Cuisine

🎯 Goal: To determine which cuisines offer the best opportunity for a new venture — balancing customer satisfaction, demand, and market saturation.

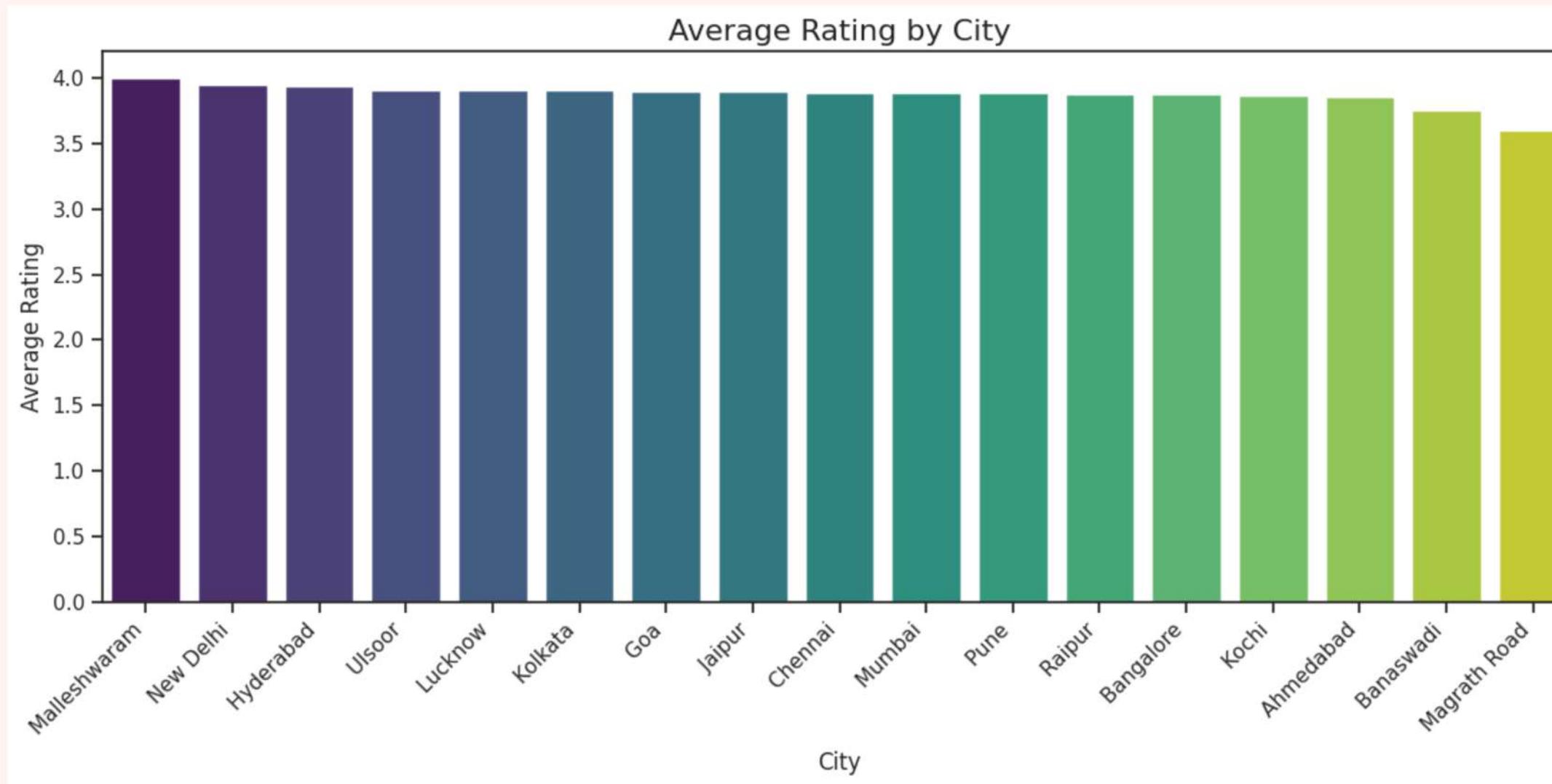
### Analysis Recap

We analyzed all cuisines based on three key indicators:  
Average\_Rating → Customer satisfaction and perceived quality.  
Total\_Votes → Engagement and popularity.  
Restaurant\_Count → Competition level or market saturation.

We then filtered cuisines with high ratings but relatively fewer restaurants — representing emerging opportunities in the market. Interpretation  
Top Performers by Rating: **Andhra and Awadhi cuisines share the highest average rating (4.25).** They represent a blend of authenticity and customer satisfaction.  
High Engagement with Low Competition: **Tea and Turkish cuisines show great engagement (votes) but are offered by fewer restaurants, indicating unmet demand.**  
Emerging Market Trends: **Healthy Food and Tibetan categories align with modern consumer interests — wellness, quick meals, and unique cultural offerings.**

# The Entrepreneur's Key Questions

## 2. Market: Pinpointing the Best City/Location



### Key Observations

Cities at the top of the chart → have higher average customer satisfaction.  
Cities with lower average ratings → might have inconsistent service quality or higher competition.  
Look for cities that:  
Have high ratings (strong quality perception), and  
Have moderate restaurant count (less saturation).

#### Purpose

Identify cities with top-rated restaurants.

# The Entrepreneur's Key Questions

## 2. Market: Pinpointing the Best City/Location



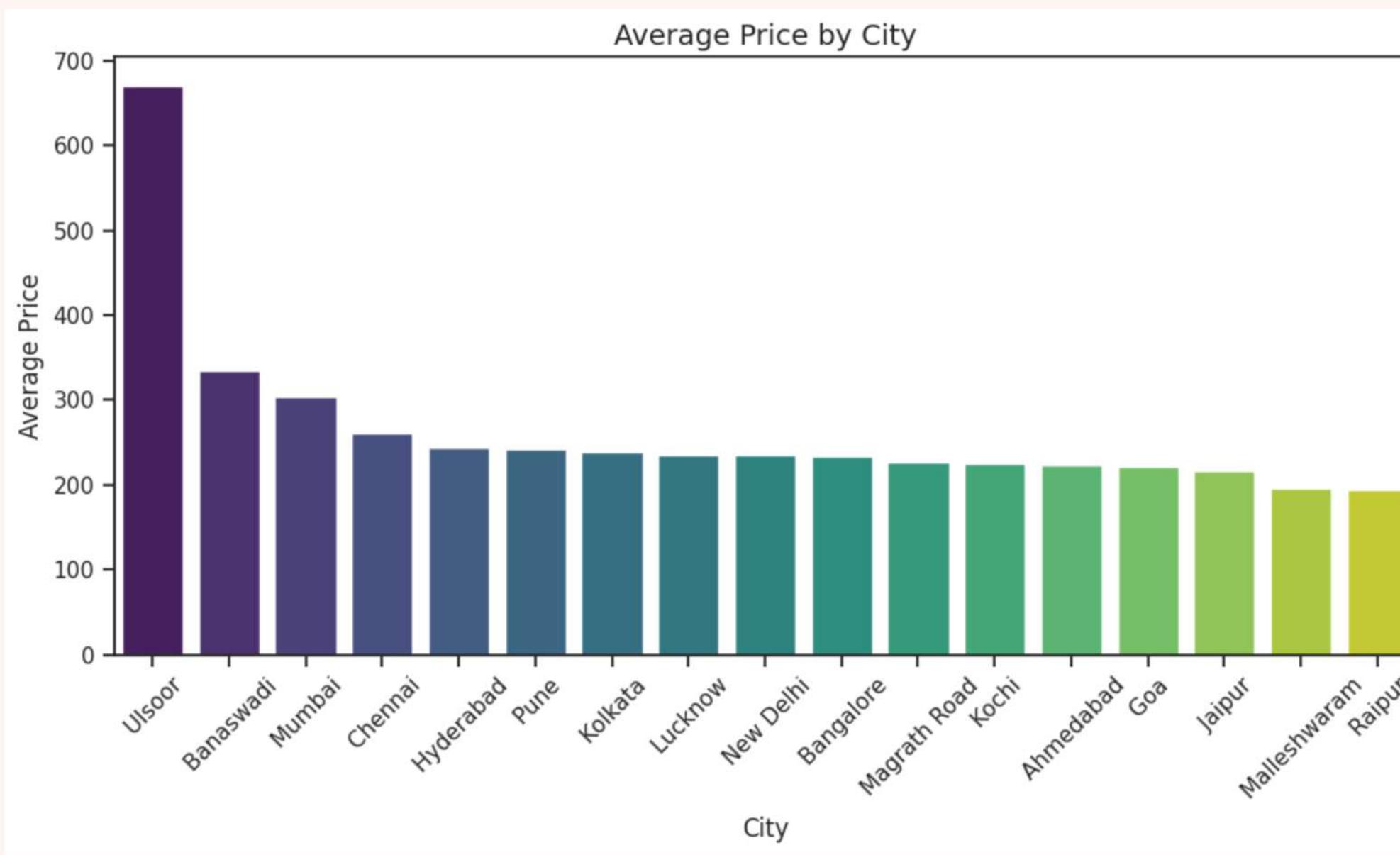
➤ **Hyderabad dominates with 15.5K restaurants, followed by Jaipur (14.4K) and Mumbai (13.5K)**, showing strong concentration in metro cities, while tier-2 cities like Goa, Banaswadi, and Ulsoor have minimal presence (<2.5K), indicating massive urban-rural restaurant density divide. Sharp drop-off after top 10 cities reveals market concentration - top 3 cities alone hold ~43K restaurants while bottom tier cities combined barely exceed 5K, suggesting limited market penetration beyond major metros.

### Purpose

Understand restaurant concentration and competition levels.

# The Entrepreneur's Key Questions

## 2. Market: Pinpointing the Best City/Location



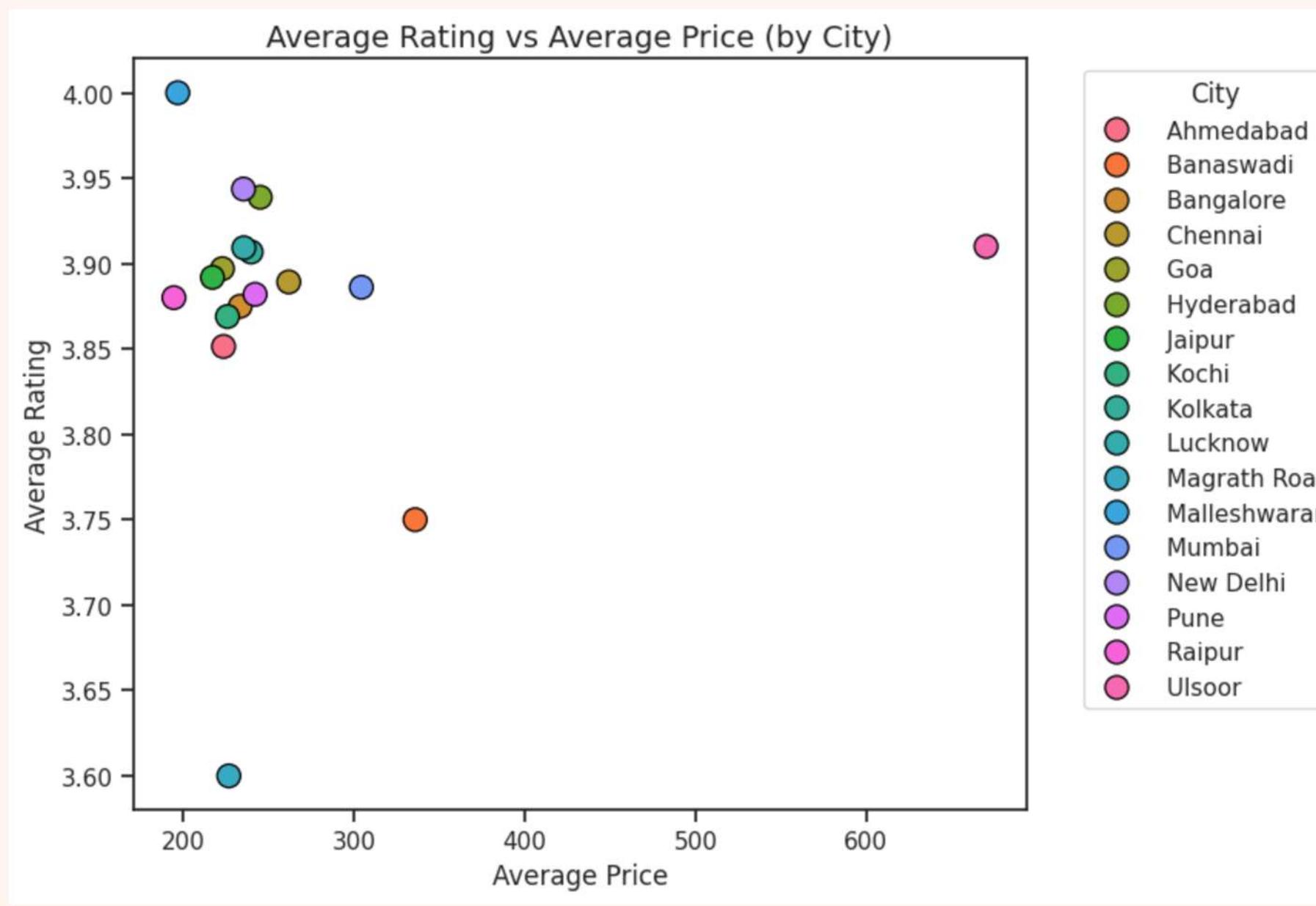
**Ulsoror is an extreme outlier at ₹670 average price (2-3x higher than other cities), while Banaswadi (₹335) and Mumbai (₹302) form the second tier; most major metros cluster tightly in the ₹220-240 range, showing relatively uniform pricing despite volume differences. Tier-1 metros (Bangalore, Hyderabad, Kolkata, Pune) price consistently around ₹220-240, while smaller cities like Raipur and Malleshwaram dip to ₹190-195, indicating modest ~15-20% premium in major metros except for the anomalous Ulsoror.**

### Purpose

Compare average pricing to spot high-value or underserved markets.

# The Entrepreneur's Key Questions

## 2. Market: Pinpointing the Best City/Location



Average Rating and Average Price by City:

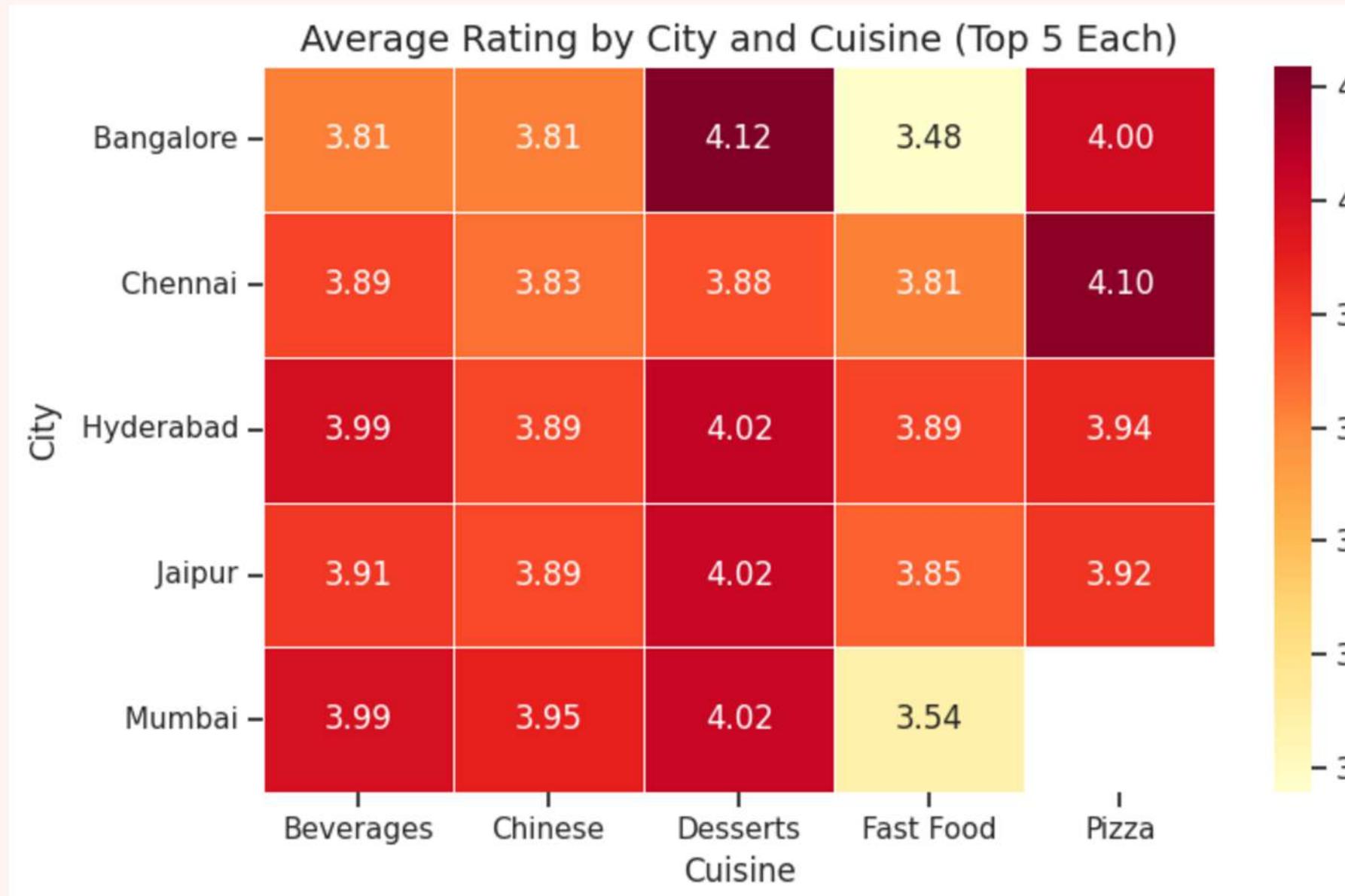
	City	Average_Rating	Prices
0	Ahmedabad	3.851438	223.676576
1	Banaswadi	3.750000	335.893299
2	Bangalore	3.874988	233.416551
3	Chennai	3.889214	261.863993
4	Goa	3.897008	222.994746
5	Hyderabad	3.938804	245.130482
6	Jaipur	3.891894	217.163255
7	Kochi	3.868966	225.954220
8	Kolkata	3.906764	239.819348
9	Lucknow	3.909239	235.550603
10	Magrath Road	3.600000	226.769815
11	Malleshwaram	4.000000	196.860465
12	Mumbai	3.886121	304.402778
13	New Delhi	3.943645	235.347676
14	Pune	3.881957	242.170568
15	Raipur	3.880018	194.591645
16	Ulsoor	3.910000	670.242424

Purpose

Detect profitable but affordable markets (low price, high rating).

# The Entrepreneur's Key Questions

## 2. Market: Pinpointing the Best City/Location



### 💡 Insights from Heatmap:

You can identify which cuisines are local favorites (e.g., "South Indian" in Chennai).

You can also find potential opportunities – cities where a cuisine is missing but popular elsewhere. Example: "Pizza" may be missing in certain smaller cities → opportunity for expansion.

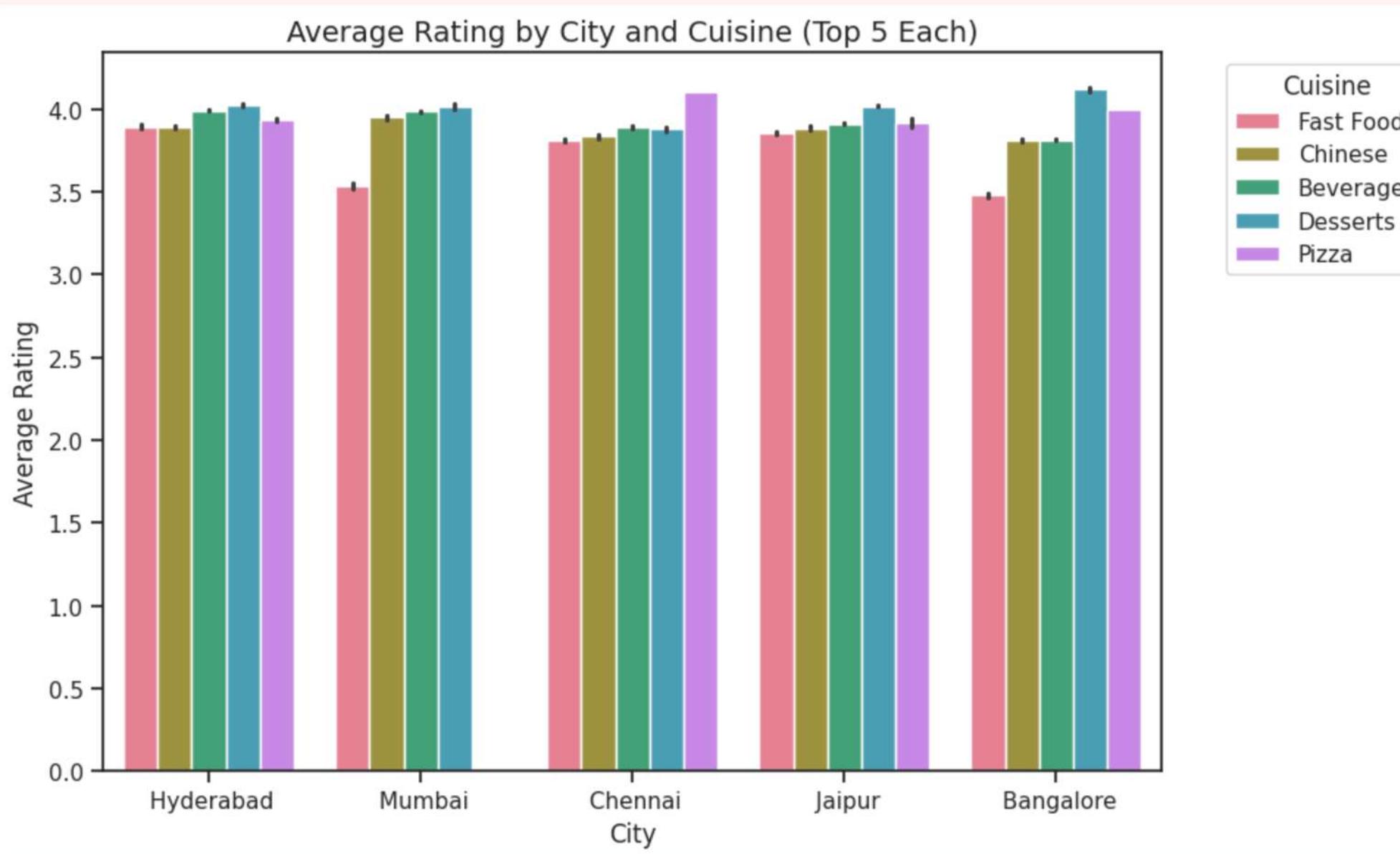
If a cuisine is low-rated across most cities, it may need a revamp or marketing push.

**Purpose**

Reveal which cuisines perform best in each city

# The Entrepreneur's Key Questions

## 2. Market: Pinpointing the Best City/Location



### Purpose

To directly compare average ratings of top cuisines within each city side by side

### Key Observations:

Cities where one cuisine dominates in rating — that's the local specialty. Example: if "Biryani" bars are tallest in Hyderabad → strong local fit.

Cities where all bars are close together — customer satisfaction is consistent across cuisines, meaning balanced competition.

Cuisines that get high ratings in multiple cities — these are universally loved cuisines, great for expansion.

### 💡 Strategic Implications:

Cities showing diverse cuisine strength → high competition, focus on differentiation.

Cities where only a few cuisines perform well → opportunity to introduce new high-rated cuisines from other markets.



## Key Insights: Market – Pinpointing the Best City/Location

### Restaurant Density

**Hyderabad, Jaipur, Mumbai, and Chennai lead with the highest number of restaurants (15K+, 14K+, 13K+, and 13K+ respectively).**

**These markets are highly competitive, but they also have strong customer bases.**

### Average Pricing Patterns

**Ulsoor has the highest average price (~₹670), but this could represent a niche high-end market with limited restaurants.**

**Mumbai and Banaswadi also show higher average prices (~₹300–₹335), suggesting premium market positioning.**

**Raipur and Jaipur offer affordable price levels (~₹190–₹217), making them appealing for budget-conscious customers.**

### Average Rating Comparison

**Across cities, ratings are quite stable (~3.8–3.9), showing a consistent satisfaction level. Malleshwaram (4.0) and Hyderabad, Mumbai, Jaipur (~3.9–4.0) show slightly higher customer satisfaction — a good balance of popularity and quality.**

### Cuisine Performance by City (from Heatmap & Grouped Plot)

**Desserts consistently perform well across all top cities (Avg Rating ≈ 4.0+).**

**Pizza shows strong performance in Chennai and Bangalore.**

**Beverages and Chinese cuisines maintain steady ratings (~3.8–3.9) across cities, showing wide acceptance.**



## Best Market Opportunities

### Based on:

**High Average Ratings ( $\geq 3.9$ )**

**Good but not oversaturated competition (moderate restaurant count)**

**Balanced pricing (mid-range affordability)**

City	Strategic Advantage	Cuisine Opportunities
Hyderabad	Strong customer base, high ratings, competitive yet scalable market	Desserts, Chinese
Jaipur	Affordable prices, good ratings, growing market	Desserts, Beverages
Chennai	Mid-range cost, consistent ratings	Pizza, Desserts
Mumbai	Premium city with high engagement	Desserts, Fast Food
Bangalore	Balanced pricing and high Dessert/Pizza ratings	Pizza, Desserts

## Final Recommendation

### Chef Innovator should:

Target Tier-1 cities like Hyderabad, Chennai, and Bangalore for immediate scale — strong markets, consistent ratings, and moderate costs.

Explore Tier-2 growth cities like Jaipur for expansion — less saturated but high satisfaction potential.

Focus on Dessert and Pizza-based concepts, which show high ratings and strong customer engagement across multiple cities.

# Malleshwaram Key Analysis

Metric	Value	Interpretation
Average Rating	4.00	Highest among all cities — indicates strong customer satisfaction
Average Price	₹196.86	One of the lowest — indicates affordability
Restaurant Count	43	Very low — shows extremely small market size

## Interpretation

### ✓ Pros:

**High Customer Satisfaction:** A 4.0 average rating means customers are very happy with available restaurants.

**Low Average Price:** Indicates cost-effective operations — good for testing affordable or value-driven concepts.

**Low Competition:** Only 43 restaurants — potentially underpenetrated market.

### ✗ Cons:

**Very Small Sample Size:** Only 43 restaurants means a small dataset; the high rating could be statistically biased (e.g., few reviews).

**Locality vs. City Scale:** Malleshwaram is actually a locality within Bangalore, not a standalone city. → So, the market potential is localized, not comparable to full cities like Hyderabad or Chennai.

**Limited Demand:** The low restaurant count also hints at limited overall demand — high ratings may not necessarily translate into high profit potential.

## Conclusion

Malleshwaram could be considered a micro-market opportunity — ideal if:

Chef Innovator wants to start small, test the concept, or open a pilot outlet.

The goal is to build brand credibility and then scale across Bangalore.

However, if the goal is scalable business growth, Hyderabad, Jaipur, and Chennai remain better choices due to:

Larger customer base

Healthy competition

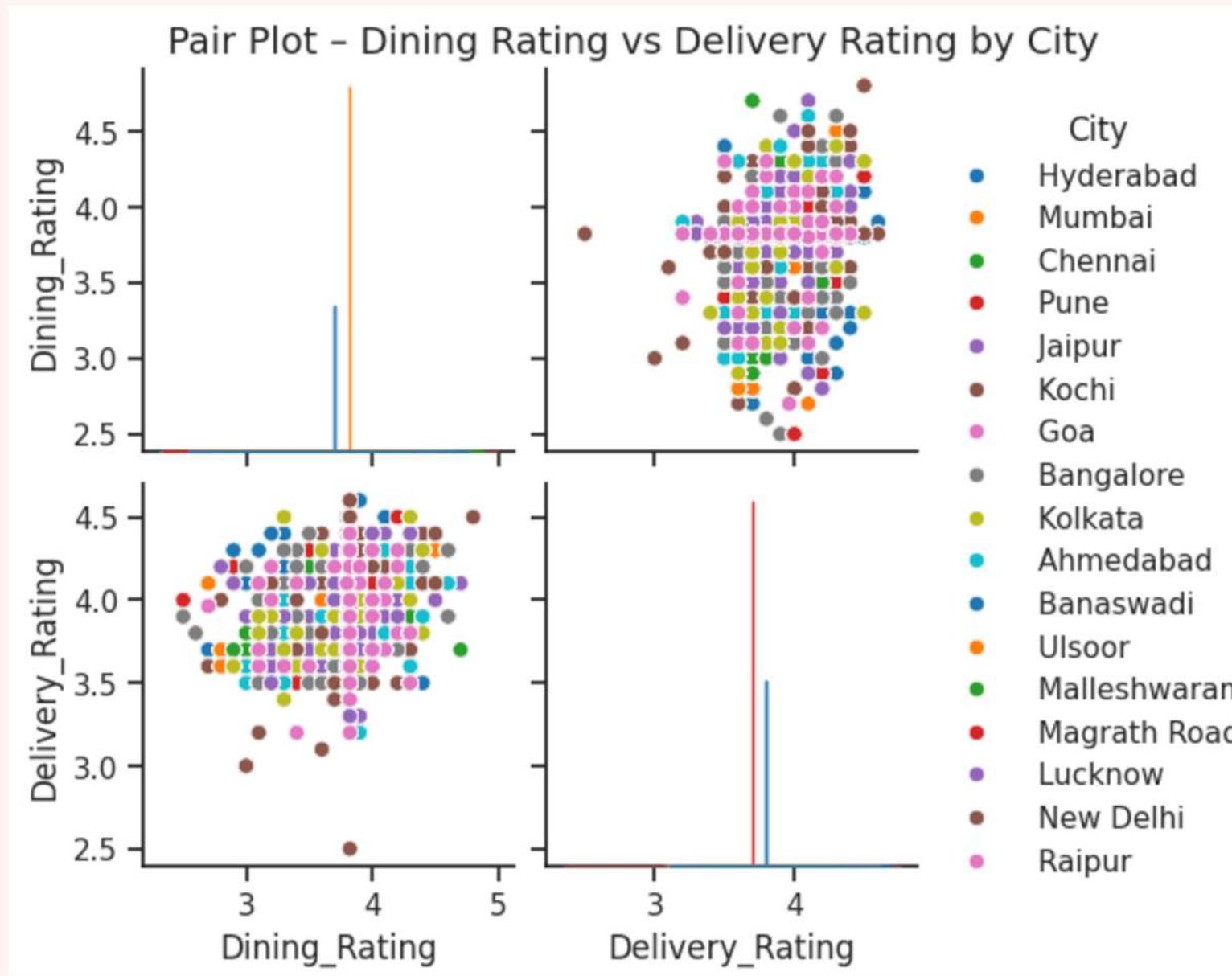
Proven engagement metrics

### ✓ Final Verdict:

Malleshwaram = Great pilot launch location. Hyderabad / Chennai / Jaipur = Best markets for scaling.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)



### Key Business Takeaways

If the goal is fine dining: Target cities or cuisines with higher dine-in ratings (e.g., Hyderabad, Mumbai).

If the goal is delivery-first model: Focus on cuisines or cities showing stronger delivery ratings (e.g., Fast Food, Chinese).

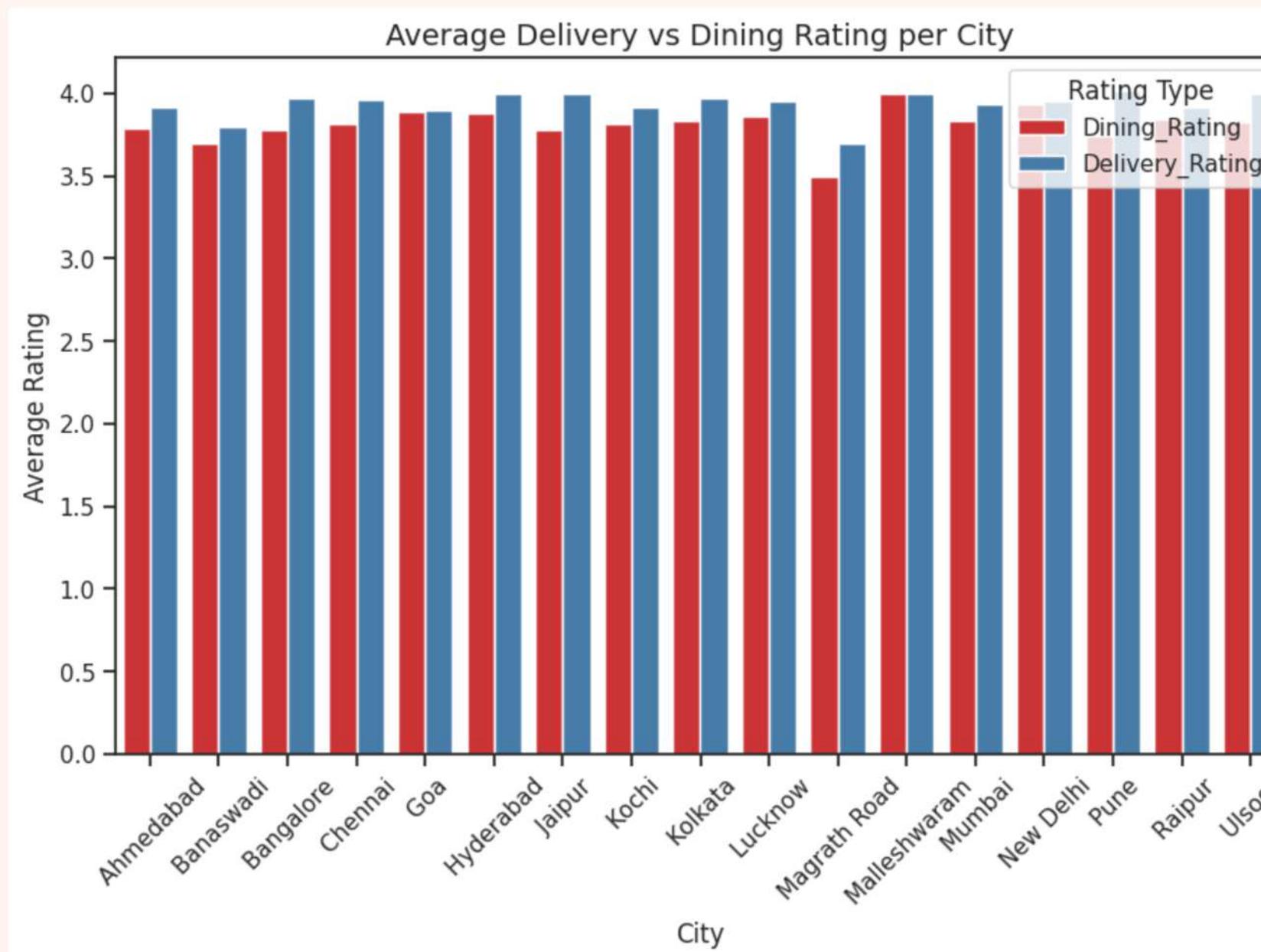
Balanced strategy: A few cuisines (like Beverages and Desserts) perform equally well in both – ideal for hybrid dine-in + delivery models.

### Purpose

Visualize if restaurants generally perform better in delivery or dine-in.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)



**Delivery ratings consistently outperform dining ratings across all cities (blue bars higher than red), with delivery averaging ~3.9–4.0 while dining hovers around 3.7–3.8, suggesting better customer satisfaction with takeout/delivery experiences. Magrath Road shows the widest gap (dining 4.0 vs delivery 3.7 - reversed pattern), while most cities maintain uniform ~0.2–0.3 point delivery advantage, indicating delivery operations generally exceed in-restaurant service quality expectations.**

Purpose

See which cities favor dining vs delivery.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)

Top 5 Cities by Average Dining Rating:

	City	Dining_Rating	Delivery_Rating
11	Malleshwaram	4.000000	4.000000
13	New Delhi	3.937668	3.950057
4	Goa	3.893852	3.902895
5	Hyderabad	3.878013	4.000049
9	Lucknow	3.862373	3.956716

Top 5 Cities by Average Delivery Rating:

	City	Dining_Rating	Delivery_Rating
14	Pune	3.746046	4.018443
6	Jaipur	3.782521	4.001839
5	Hyderabad	3.878013	4.000049
16	Ulsoor	3.822264	4.000000
11	Malleshwaram	4.000000	4.000000

Top 3 Cities Doing Very Well in Ratings:

	city	Dining_Rating	Delivery_Rating	Overall_Avg_Rating
11	Malleshwaram	4.000000	4.000000	4.000000
13	New Delhi	3.937668	3.950057	3.943863
5	Hyderabad	3.878013	4.000049	3.939031

### Interpretation

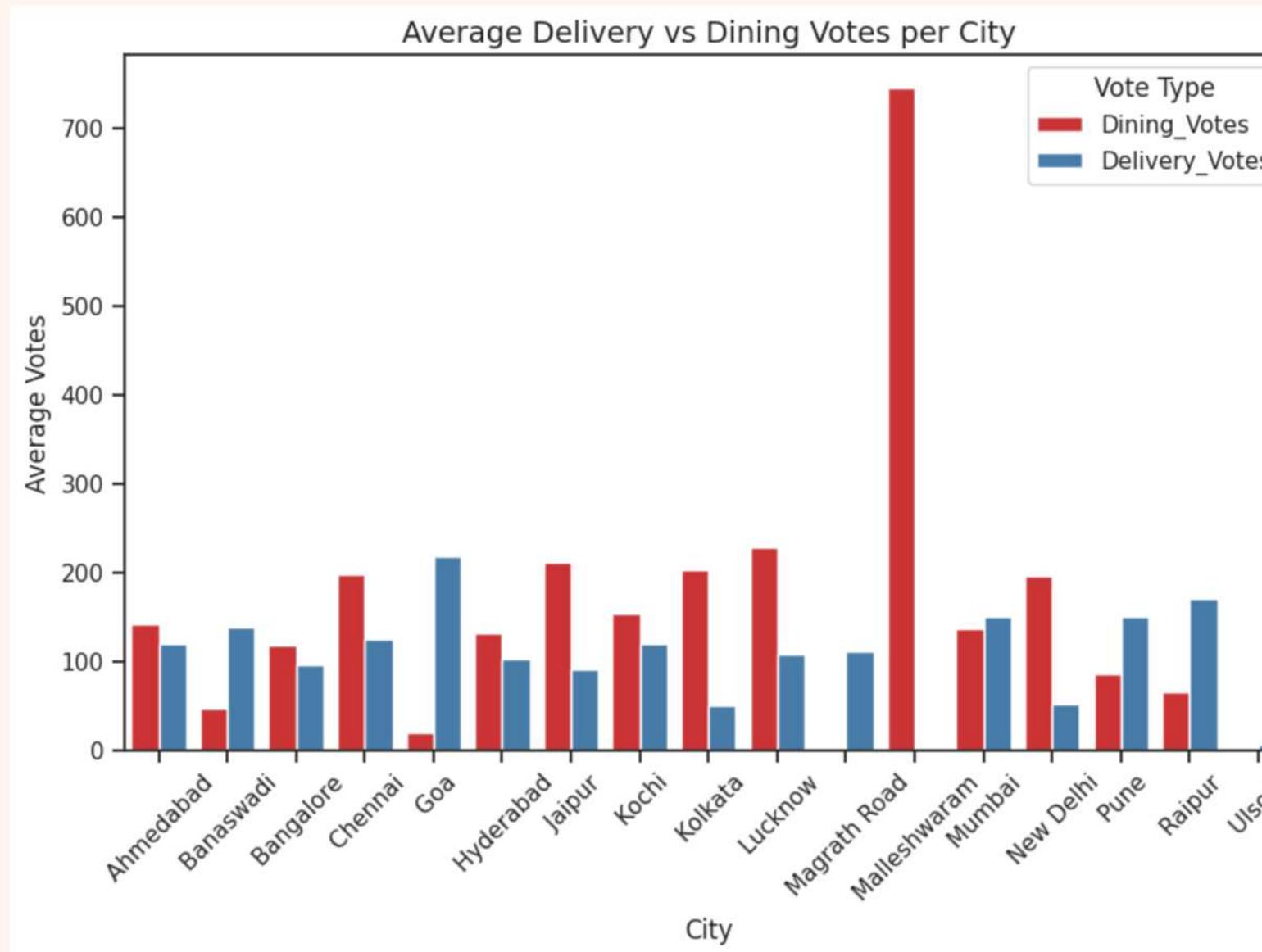
These top 3 cities have strong customer satisfaction in both dine-in and delivery services.

Indicates a mature restaurant ecosystem with high-quality service and consistency.

Such cities are ideal markets for expansion or launching new restaurants, as both modes (dine-in and delivery) are well accepted and appreciated.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)



### Interpretation

Each city shows two bars: one for Dining Votes and one for Delivery Votes.

A higher bar means greater customer engagement for that mode.  
If Delivery Votes > Dining Votes, the city's customers prefer ordering online.

If Dining Votes > Delivery Votes, people are more engaged with dine-in experiences.

### Top Cities to Focus on for Dining (High Dining Votes):

	City	Dining_Votes
11	Malleshwaram	746.000000
9	Lucknow	228.028660
6	Jaipur	211.189777
8	Kolkata	203.117178
3	Chennai	199.158015

### Top Cities to Focus on for Delivery (High Delivery Votes):

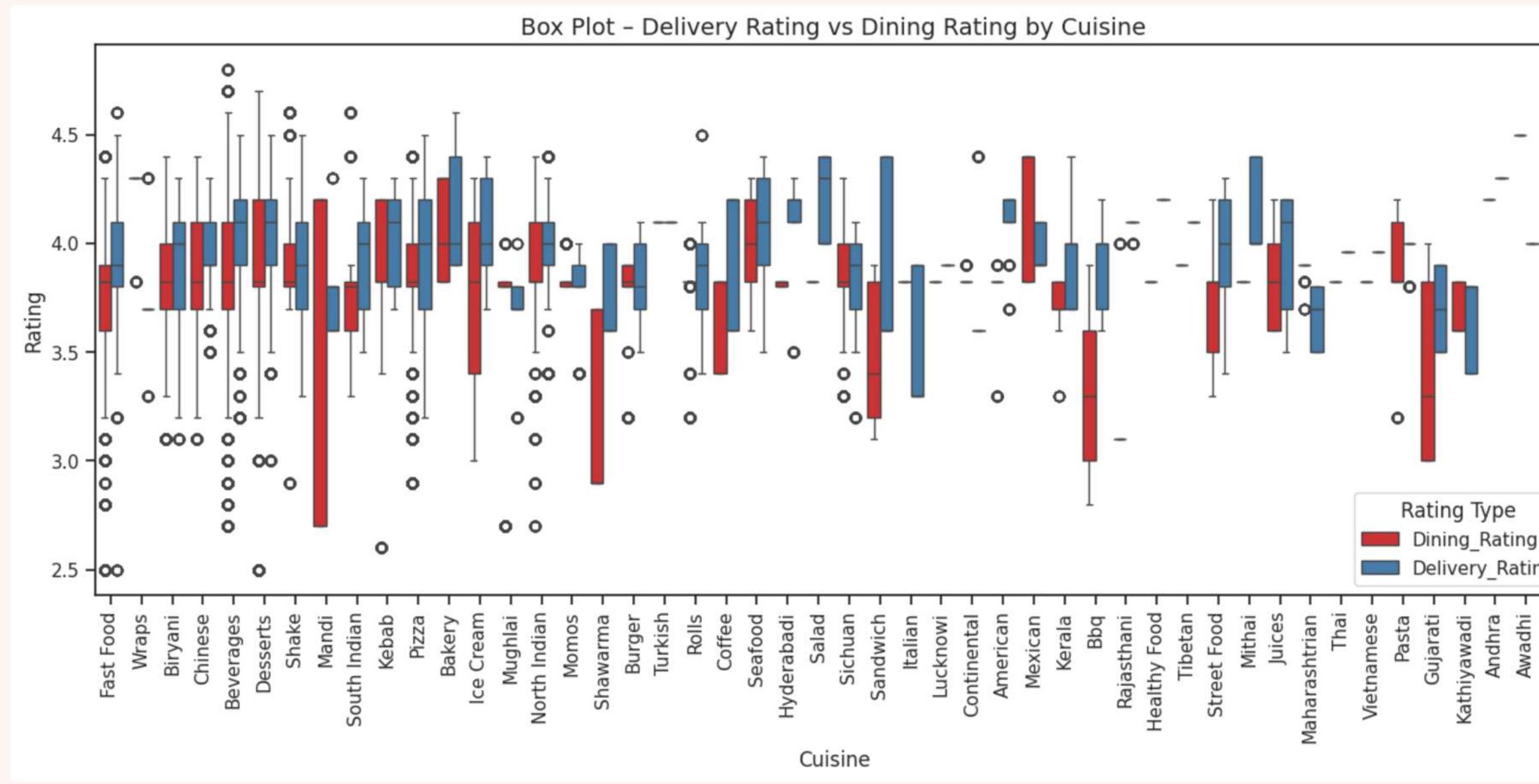
	City	Delivery_Votes
4	Goa	218.591525
15	Raipur	170.371429
12	Mumbai	150.860436
14	Pune	150.214702
1	Banaswadi	139.000000

### Purpose

Compare customer engagement across channels.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)



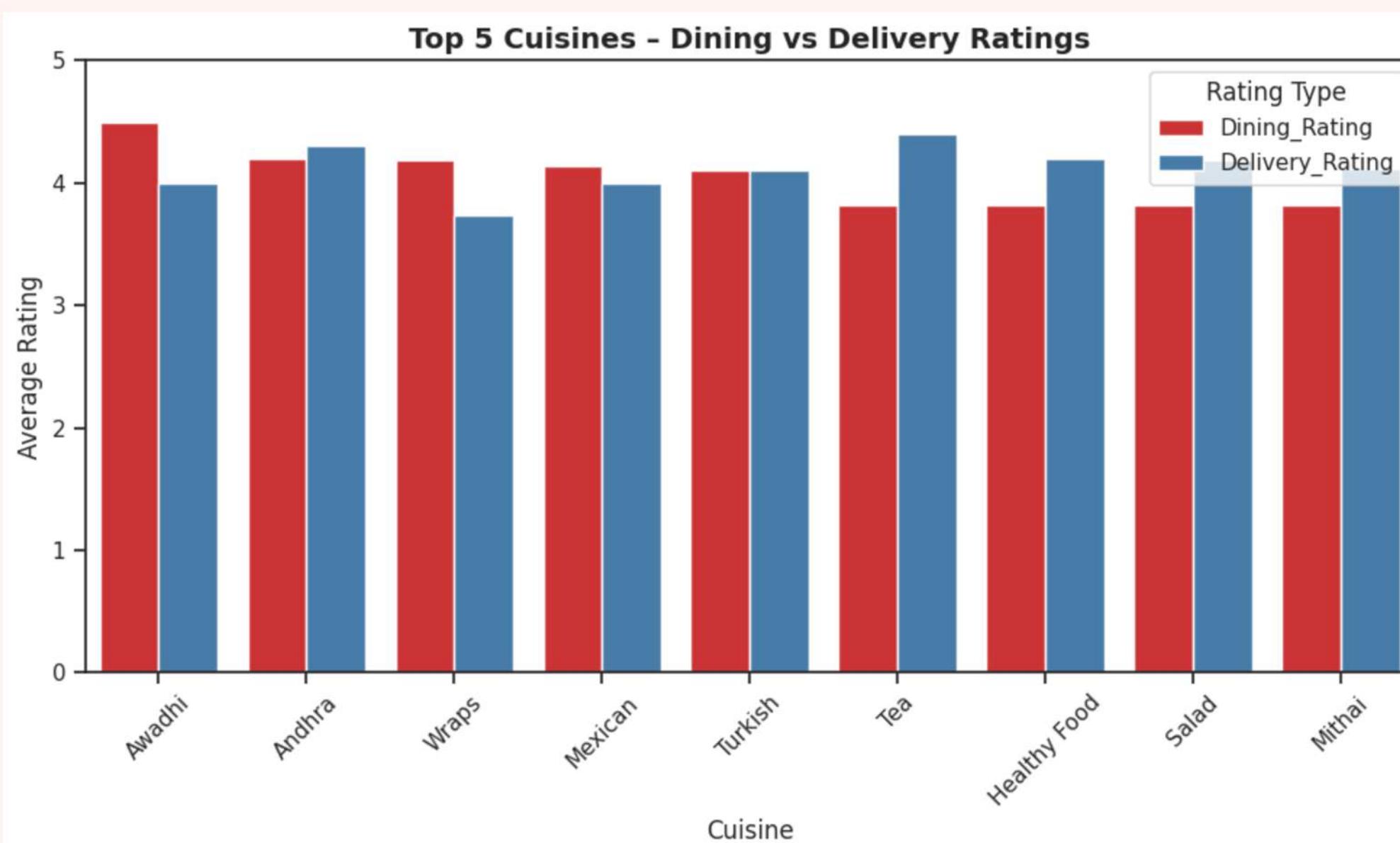
**Interpretation:**  
 Each cuisine shows two box plots – one for Dining Rating and one for Delivery Rating.  
 The box height shows rating variability (consistency).  
 The median line shows the typical (central) rating value.  
 If a cuisine's Delivery box is higher than Dining, it performs better in delivery service – and vice versa.  
 Narrow boxes mean consistent quality, while wide boxes suggest inconsistent experiences.

### Purpose

Reveal cuisines that perform better via delivery or dine-in.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)



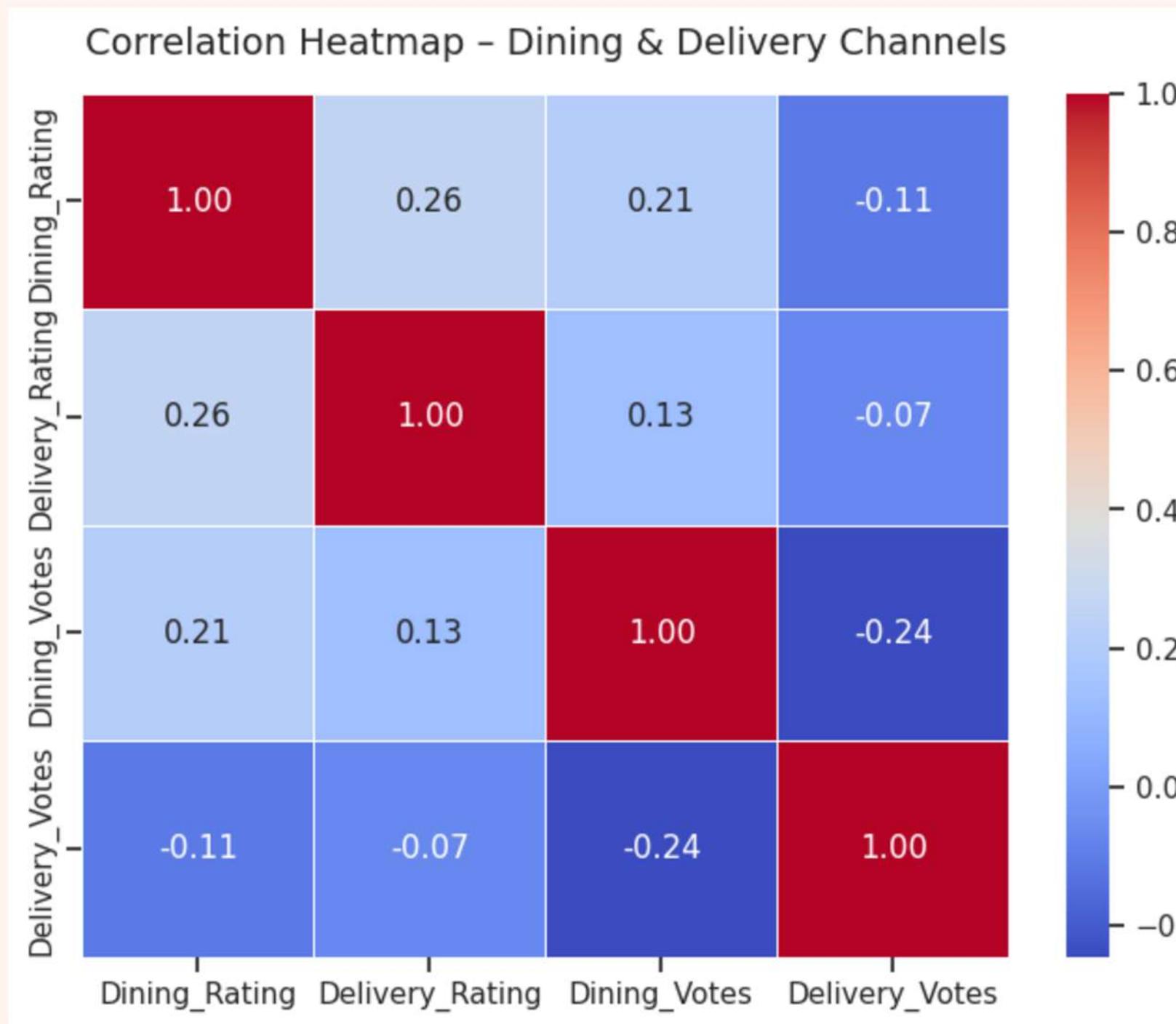
Top 5 Cuisines by Average Dining Rating:			
	Cuisine	Dining_Rating	Delivery_Rating
2	Awadhi	4.500000	4.000000
1	Andhra	4.200000	4.300000
47	Wraps	4.187276	3.737079
25	Mexican	4.134554	3.991892
45	Turkish	4.100000	4.100000

Top 5 Cuisines by Average Delivery Rating:			
	Cuisine	Dining_Rating	Delivery_Rating
42	Tea	3.822264	4.400000
1	Andhra	4.200000	4.300000
14	Healthy Food	3.822264	4.200000
34	Salad	3.822264	4.181316
26	Mithai	3.822264	4.119782

Delivery ratings surpass dining ratings in 6 out of 9 cuisines, with Tea and Andhra showing the largest gaps (0.5 points), while Awadhi uniquely favors dining (4.5 vs 4.0), suggesting most cuisines translate better to delivery format. All cuisines cluster in the 3.8-4.5 range with minimal variation, indicating consistently high quality across both service modes, though delivery's slight edge (~0.1-0.3 points average) suggests operational advantages or customer preference for takeout convenience.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)



Dining and delivery channels operate independently—ratings and votes show minimal correlation between the two, suggesting distinct customer bases and preferences for each ordering method.

Purpose

Understand relationships between delivery/dining metrics.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)

### Key Strategic Takeaways

Focus Area	Recommended Cities	Recommended Cuisines	Strategy
Dining Model	Malleshwaram, Lucknow, Bangalore	Awadhi, Turkish, Healthy Food	Focus on ambiance, service quality, and premium dine-in experience
Delivery Model	Chennai, Hyderabad, Pune	Tea, Salad, Andhra	Focus on packaging, timely delivery, and promotions via online platforms
Balanced Model	Malleshwaram, Hyderabad	Awadhi, Mexican	Operate hybrid restaurants excelling in both dine-in and delivery

Cuisine	Avg. Rating	Votes	Restaurant Count	Market Potential
Awadhi	4.25	12,598	56	Premium Dining Opportunity
Turkish	4.10	1,094	22	High-Rating, Low Supply
Tea	4.11	11,855	14	Delivery & Niche Expansion
Andhra	4.25	5,634	127	Balanced Traditional Segment

City	Dominant Channel	Observation
Goa	Delivery	Tourists and locals prefer quick orders.
Hyderabad	Delivery	High Biryani demand; volume-driven.
Malleshwaram	Dining	High rating and value; dine-in focused.
Lucknow	Dining	High dining satisfaction, limited supply.

# The Entrepreneur's Key Questions

## 3. Channel: Defining the Service Model (Dining vs Delivery Focus)

### 4. Final Channel Strategy Recommendations

Focus Area	Recommended Channel	Suggested Cuisine Types	Business Model
Malleshwaram (Bangalore)	Dining	Awadhi, Turkish, North Indian	Premium dine-in restaurant
Lucknow	Dining	Awadhi, Continental	Heritage-themed dining
Goa	Delivery	Tea, Fast Food, Biryani	Cloud kitchen / café-style delivery
Hyderabad	Delivery	Biryani, Chinese, Healthy Food	Multi-cuisine delivery hub

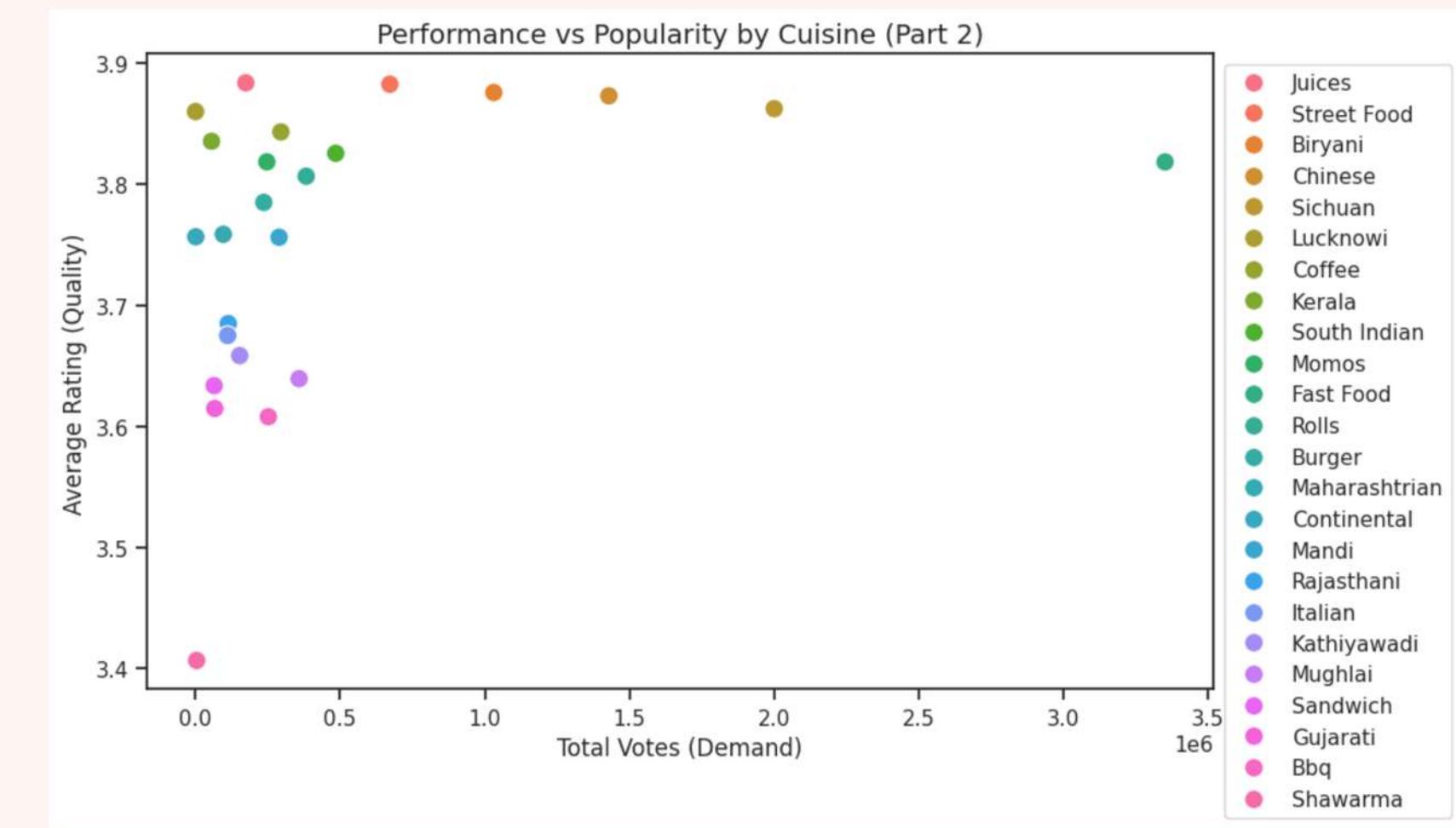
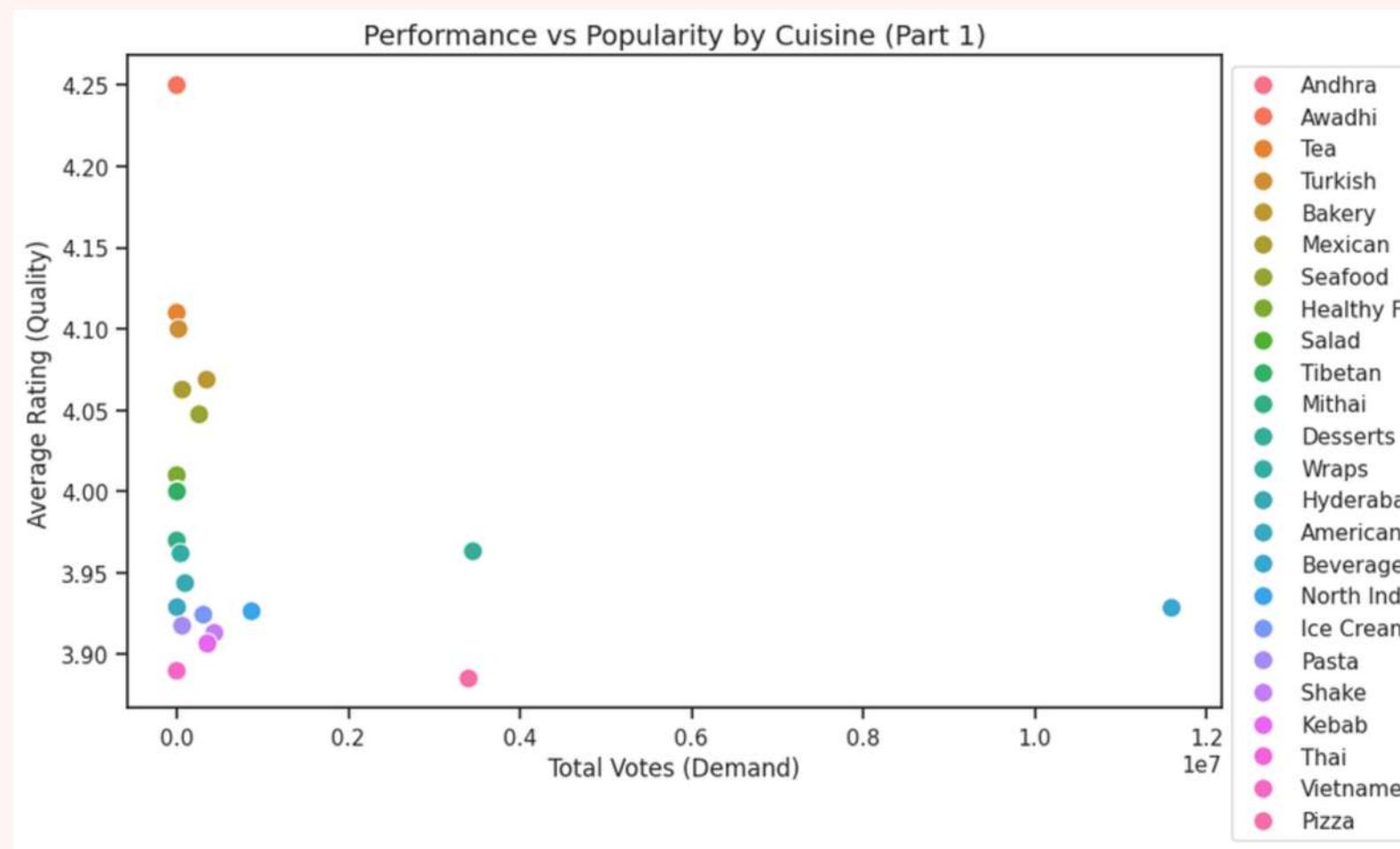
### Conclusion

Delivery-Focused Segments: Tea, Biryani, Fast Food, Chinese, Healthy Food — best in Goa and Hyderabad.

Dining-Focused Segments: Awadhi, Turkish, Continental, Italian, North Indian — best in Malleshwaram and Lucknow.

# Project Outcomes

## Strategic Area 1: Category Selection (Cuisine)



**Interpretation:** This plot helps identify top-performing cuisines that have both high ratings and high votes, meaning they are popular and well-liked. If a cuisine has high rating but low votes, it may represent a niche with untapped demand.

# Project Outcomes

## Strategic Area 1: Category Selection (Cuisine)

Top Performing Cuisines (High Rating + High Demand):

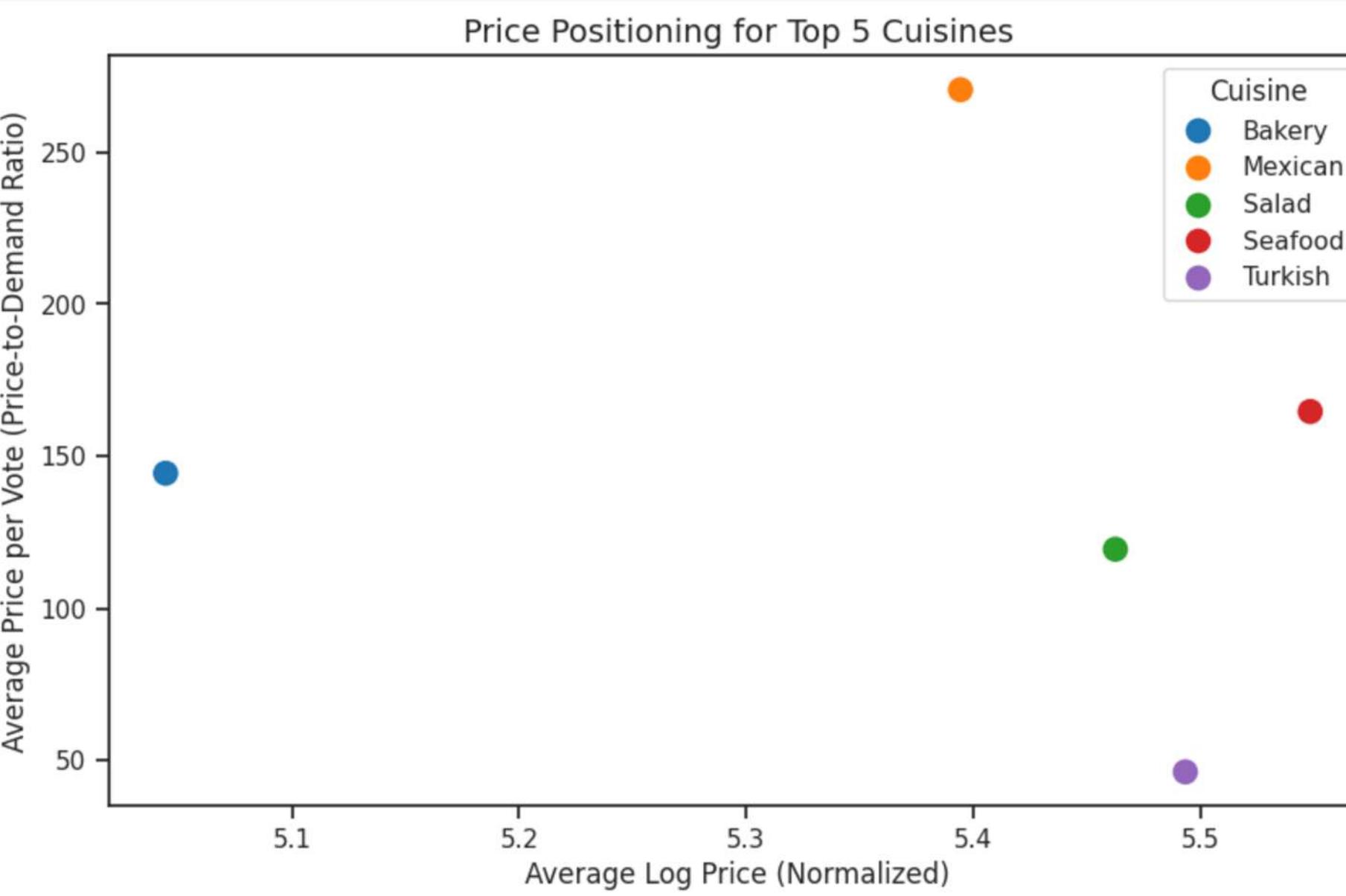
	Cuisine	Average_Rating	Total_Votes
45	Turkish	4.100000	19954
3	Bakery	4.068799	348311
25	Mexican	4.062703	63545
36	Seafood	4.047444	261534
34	Salad	4.000658	11148
44	Tibetan	4.000000	1980
11	Desserts	3.963231	3451867
47	Wraps	3.961910	44535
15	Hyderabadi	3.943634	97451
0	American	3.928841	3092

### Insights

**Bakery and Desserts dominate in total customer engagement.**  
Bakery has an average rating of around 4.07 and a total of over 3.4 lakh votes, indicating it is a high-demand category with consistent satisfaction.  
**Desserts have an even larger vote volume (over 34 lakh votes) and maintain a solid rating near 3.96, showing strong market presence and customer interest.**  
Seafood and Mexican cuisines perform well in both demand and satisfaction.  
Seafood earns high credibility with 4.04 rating and over 2.6 lakh votes, proving it's a reliable and preferred cuisine.  
Mexican has 4.06 rating and 63K votes, suggesting a niche but growing audience with potential for expansion.  
**Turkish cuisine stands out for high rating (4.10) despite having moderate demand (~20K votes).**  
This combination suggests a high-quality but underrepresented category – a potential premium opportunity.  
Salad and Wraps maintain good ratings around 4.0 and moderate votes (11K–44K), indicating growing interest in healthy, fast-casual segments.  
Hyderabadi and Tibetan cuisines perform reasonably well but cater to smaller, possibly localized demand pockets.  
American cuisine, while globally popular, shows lower votes and a moderate rating (3.92), indicating oversaturation or declining novelty in the local market.

# Project Outcomes

## Strategic Area 1: Category Selection (Cuisine)



### Price Point Analysis for Top 5 Cuisines:

Cuisine	Avg_Price	Std_Price	Avg_Price_per_Vote	Std_Price_per_Vote
3 Bakery	239.902978	351.086404	144.297624	352.670967
25 Mexican	270.700000	176.800768	270.700000	176.800768
34 Salad	251.039474	84.742173	119.427643	135.316398
36 Seafood	296.597212	335.900395	164.615230	356.117639
45 Turkish	244.090909	32.463766	46.133689	80.463757

### Avg\_Log\_Price Std\_Log\_Price

	Avg_Log_Price	Std_Log_Price
3	5.044438	0.888864
25	5.394131	0.708325
34	5.462290	0.395034
36	5.548015	0.559196
45	5.493057	0.135166

### Recommendations Based on the Plot

**Bakery and Salad**

**Lowest price ratio, high demand.**

**Ideal for mass-market, value-driven expansion.**

**Mexican and Seafood**

**Moderate pricing, consistent demand.**

**Best suited for mid-range, casual-dining positioning.**

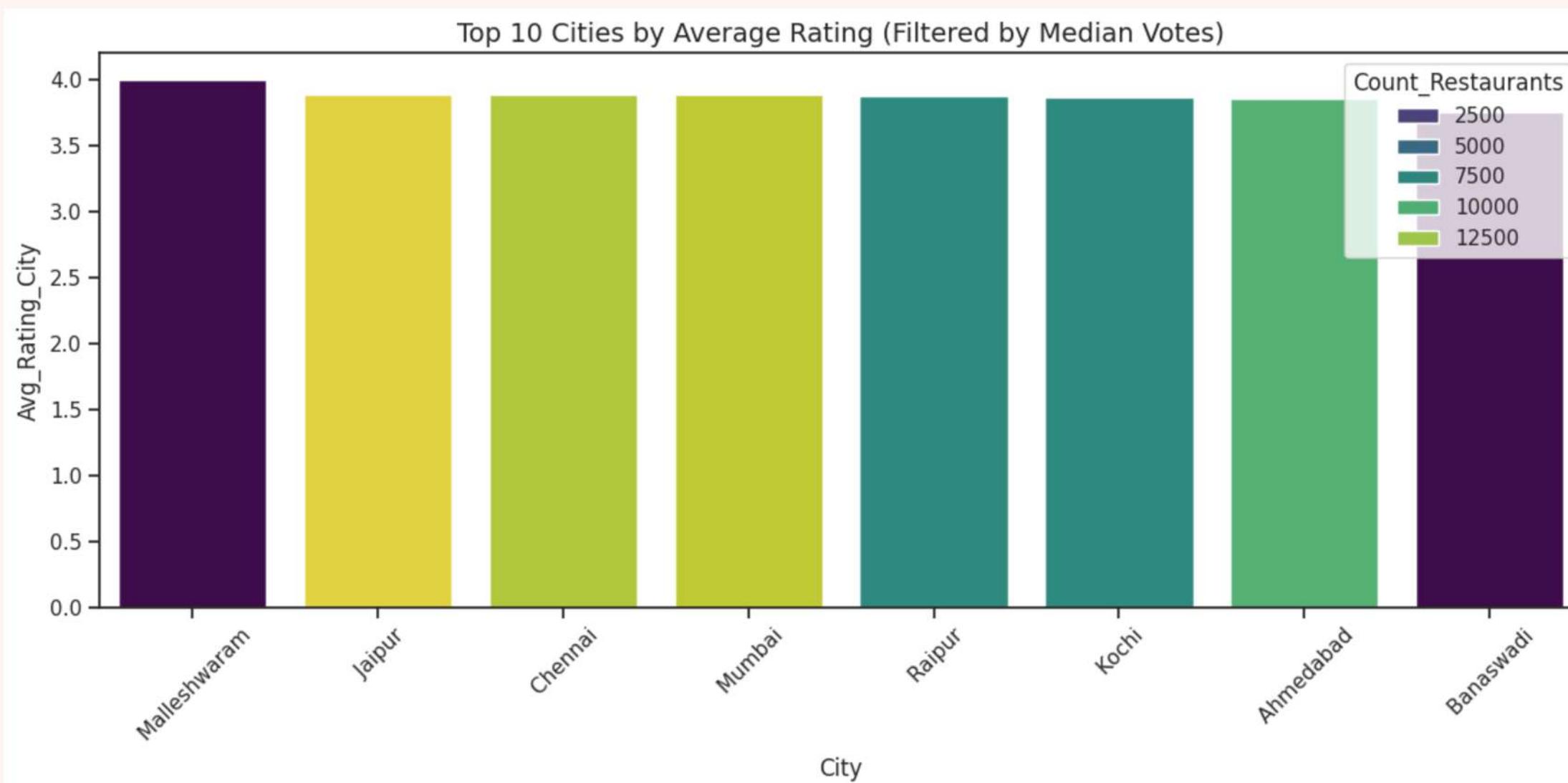
**Turkish**

**Higher normalized price, still strong ratings.**

**Works best as a premium niche offering with focus on authentic quality.**

# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)



### Interpretation:

**High Avg\_Rating\_City = positive customer experience.**

**High Median\_Votes = strong engagement.**

**Low Count\_Restaurants = low competition – better entry potential.**

### City-Level Viability

**Goal: Identify the city with the best overall market health and consumer engagement.**

#### City-Level Viability Results:

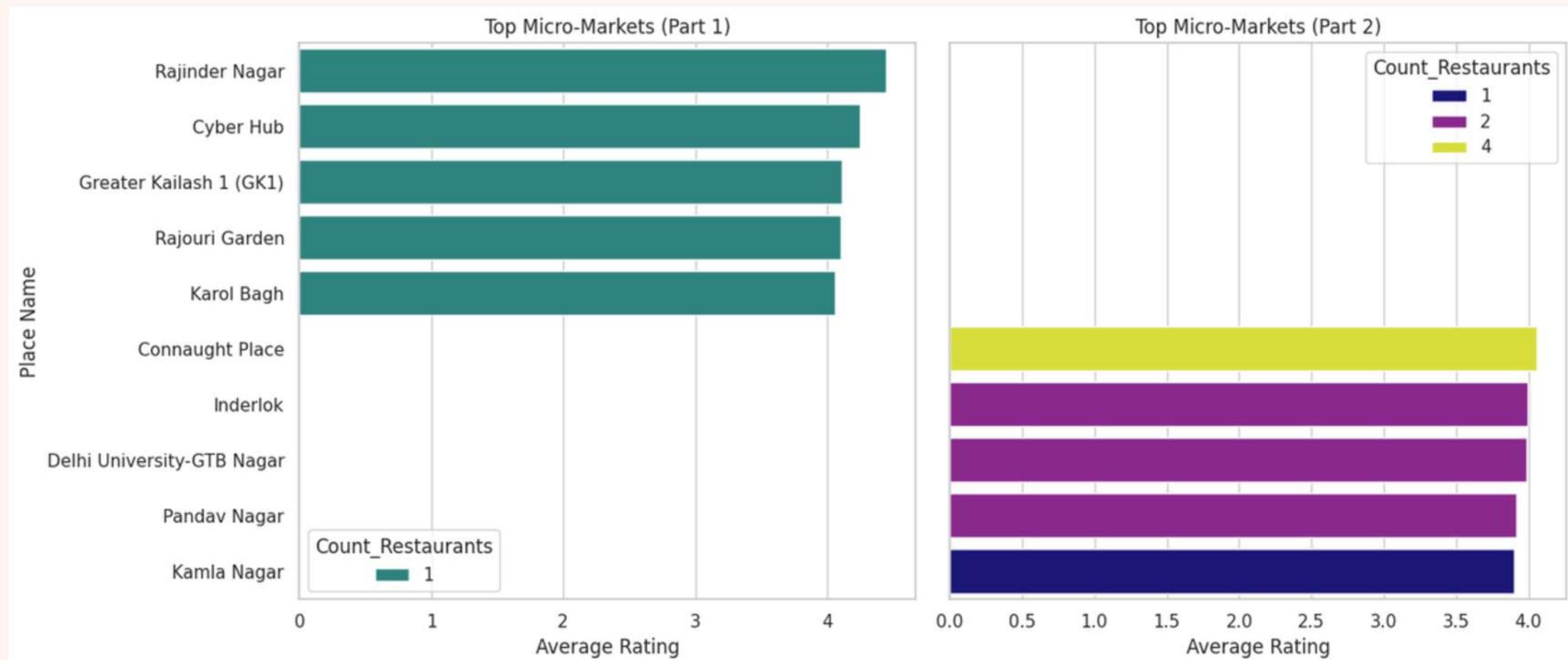
	city	Avg_Rating_City	Median_Votes	Count_Restaurants
11	Malleshwaram	4.000000	746.0	43
6	Jaipur	3.891894	183.0	14438
3	Chennai	3.889214	176.0	13100
12	Mumbai	3.886121	265.0	13535
15	Raipur	3.880018	162.0	7700
7	Kochi	3.868966	248.0	7759
0	Ahmedabad	3.851438	202.0	10178
1	Banaswadi	3.750000	186.0	97

# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)

### Micro-Market Analysis

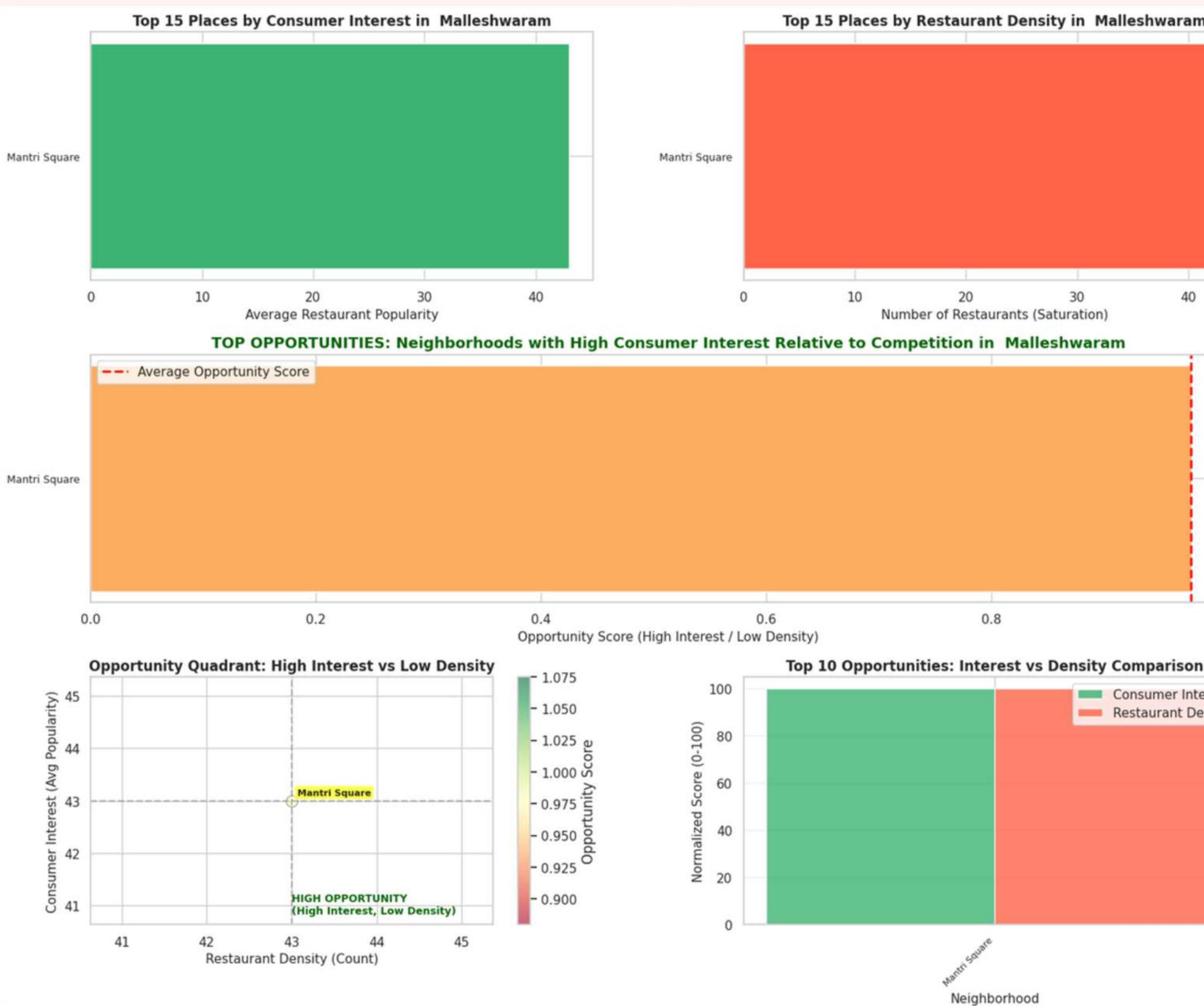
**Goal:** Within the top-performing city, pinpoint specific neighborhoods (Place\_Name) that combine high consumer interest and low restaurant saturation



Part 1 shows top micro-markets (**Rajinder Nagar, Cyber Hub, GK1**) with single high-rated restaurants (4.0-4.3 ratings), while Part 2 reveals concentrated markets with 2-4 restaurants per location but significantly lower ratings (average ~2.5-4.0), indicating inverse relationship between density and quality. Connaught Place leads Part 2 with 4 restaurants but modest ratings, while established micro-markets in Part 1 maintain premium positioning through exclusivity (1 restaurant each), suggesting quality-over-quantity strategy works better than clustering in these neighborhoods.

# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)



### 1. TOP 10 OPPORTUNITY NEIGHBORHOODS IN Malleshwaram:

These areas have HIGH consumer interest relative to EXISTING restaurant density

### 1. Mantri Square

- Restaurant Count (Density): 43
- Avg Restaurant Popularity: 43.00
- Opportunity Score: 0.9773
- Insight: Moderate opportunity

### 2. SATURATION ANALYSIS - AVOID THESE AREAS:

These areas have high restaurant density (oversaturated)

1. Mantri Square: 43 restaurants, Popularity: 43.00

### 3. HIGH INTEREST AREAS - CONSUMER HOTSPOTS:

These areas show highest consumer engagement

1. Mantri Square: Popularity 43.00, Density: 43 restaurants

### 4. STRATEGIC RECOMMENDATION:

RECOMMENDED NEIGHBORHOOD: Mantri Square

- High consumer interest (Popularity: 43.00)
- Manageable competition (Only 43 restaurants)
- Best opportunity score: 0.9773
- This location offers the optimal balance of demand and supply in Malleshwaram

# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)

### Risk Assessment

**Goal:** Assess competitive intensity in high-potential areas using rating and price indicators.



### Interpretation:

**High ratio → competitive saturation (riskier entry).**

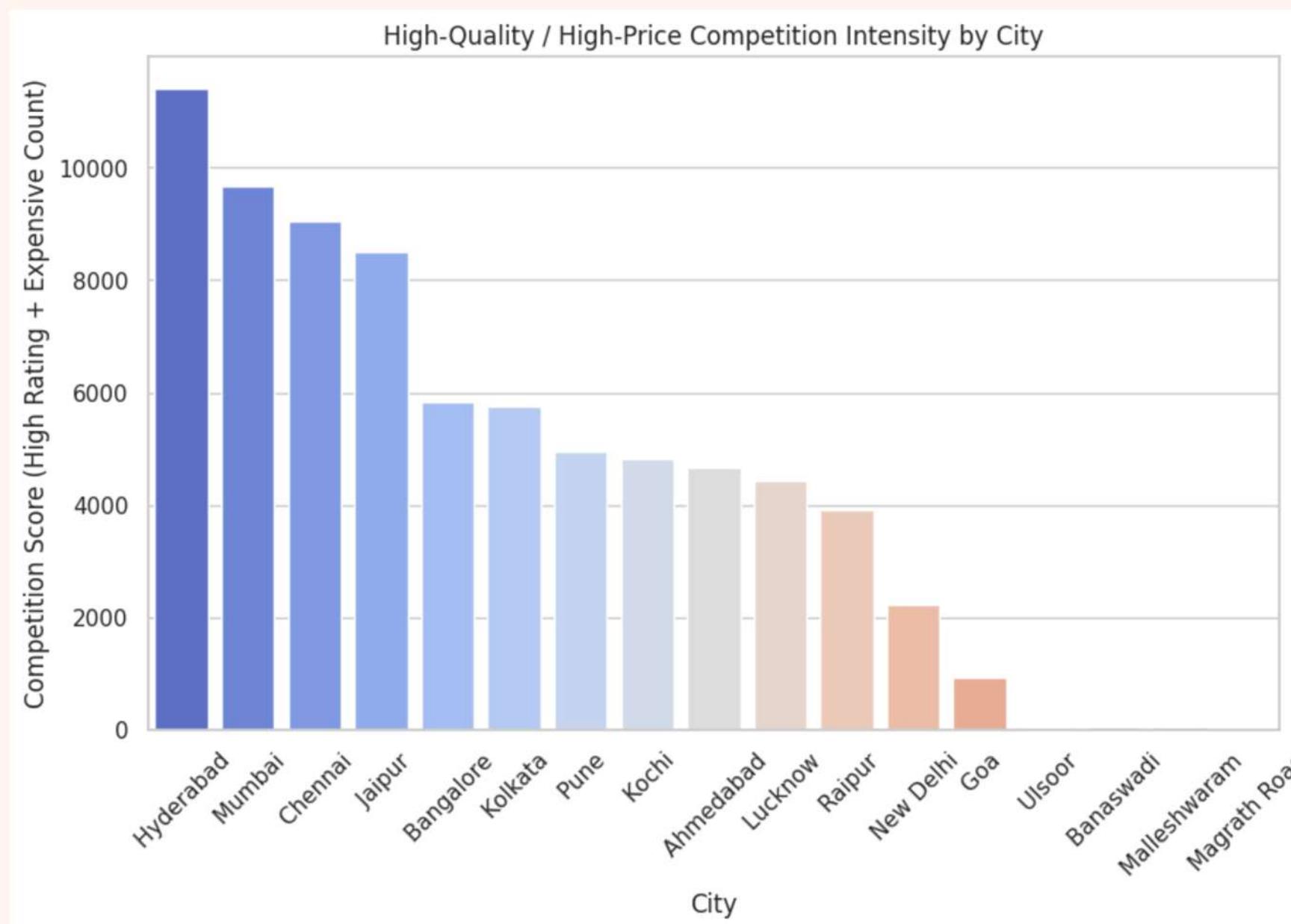
**Moderate ratio → balanced market.**

**Low ratio → opportunity for premium positioning.**

Malleshwaram dominates premium segment competition (1.04 ratio) despite being a smaller market, while major metros like Mumbai (0.71), Chennai (0.69), and Pune (0.61) show surprisingly lower high-quality/high-price concentration, suggesting untapped premium opportunities in tier-1 cities. Sharp decline from Malleshwaram/Ulsoor (1.04, 0.82) to mainstream metros (0.6-0.7 range) indicates premium positioning is more viable in affluent neighborhoods than in larger but more price-sensitive markets like Pune, Kochi, and New Delhi.

# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)



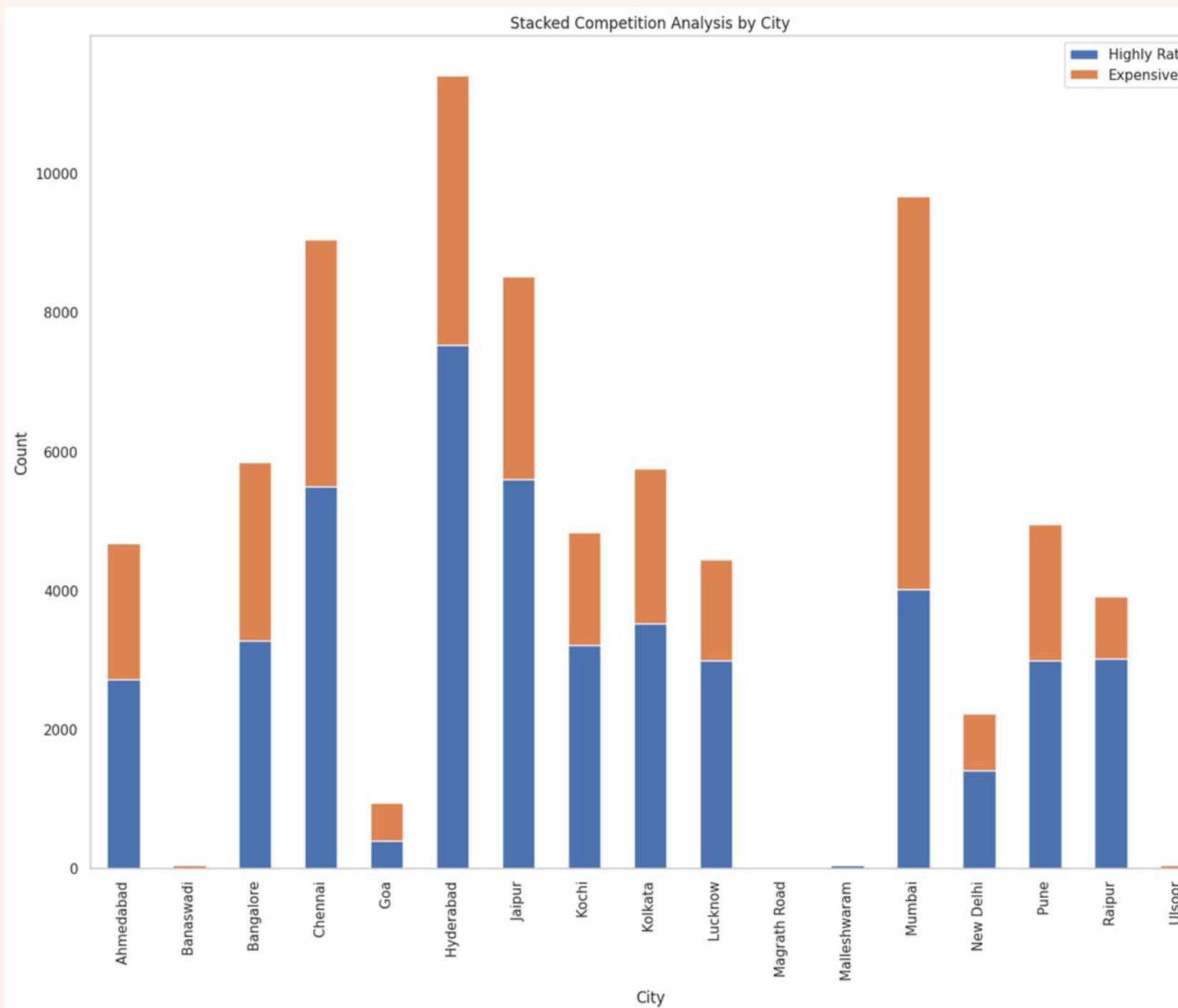
	City	Is_Highly_Rated	Is_Expensive	Competition_Score
5	Hyderabad	7533	3877	11410
12	Mumbai	4021	5651	9672
3	Chennai	5490	3551	9041
6	Jaipur	5603	2910	8513
2	Bangalore	3274	2565	5839
8	Kolkata	3524	2233	5757
14	Pune	2989	1955	4944
7	Kochi	3216	1613	4829
0	Ahmedabad	2724	1949	4673
9	Lucknow	2998	1442	4440

Hyderabad leads with 11.4K high-quality/high-price restaurants, followed by Mumbai (9.6K) and Chennai (9.0K), while tier-2 cities like Ulsoor, Banaswadi, and Magrath Road have negligible premium competition (<100 count), revealing massive concentration in top metros. Top 4 cities (Hyderabad, Mumbai, Chennai, Jaipur) capture ~36K premium restaurants combined, while bottom 8 cities total only ~7K, indicating 5:1 concentration ratio and significant barriers to premium market development outside major metros.

# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)

### Competition Analysis by City



#### Interpretation

Hyderabad clearly dominates the chart

Hyderabad has the largest combined bar (highest counts of Is\_Highly\_Rated and Is\_Expensive).

This means Hyderabad is the most competitive market in terms of premium/high-quality restaurants.

Mumbai and Chennai are the next most competitive markets

Mumbai shows a very large orange segment (expensive) plus a substantial blue segment (highly rated) — total competition is high.

Chennai has large counts as well (second or third highest combined bar).

Bangalore is moderate, not dominant

Bangalore's combined bar is sizable but clearly smaller than Hyderabad, Mumbai and Chennai. It is not the market leader in premium competition in this plot.

Some places show near-zero bars

Cities such as Banaswadi and Magrath Road appear with no visible stacked bars; this means both Is\_Highly\_Rated and Is\_Expensive sums are zero (or negligibly small) for those labels in the dataset.

This points to underdevelopment of the premium segment there or no flagged restaurants in those categories.

Other mid-sized markets

Kolkata, Lucknow, Raipur, Pune and New Delhi show moderate competition.

Malleshwaram in your earlier tables was small in absolute restaurant count, and in this chart it appears with little or no premium competition relative to the big metros.

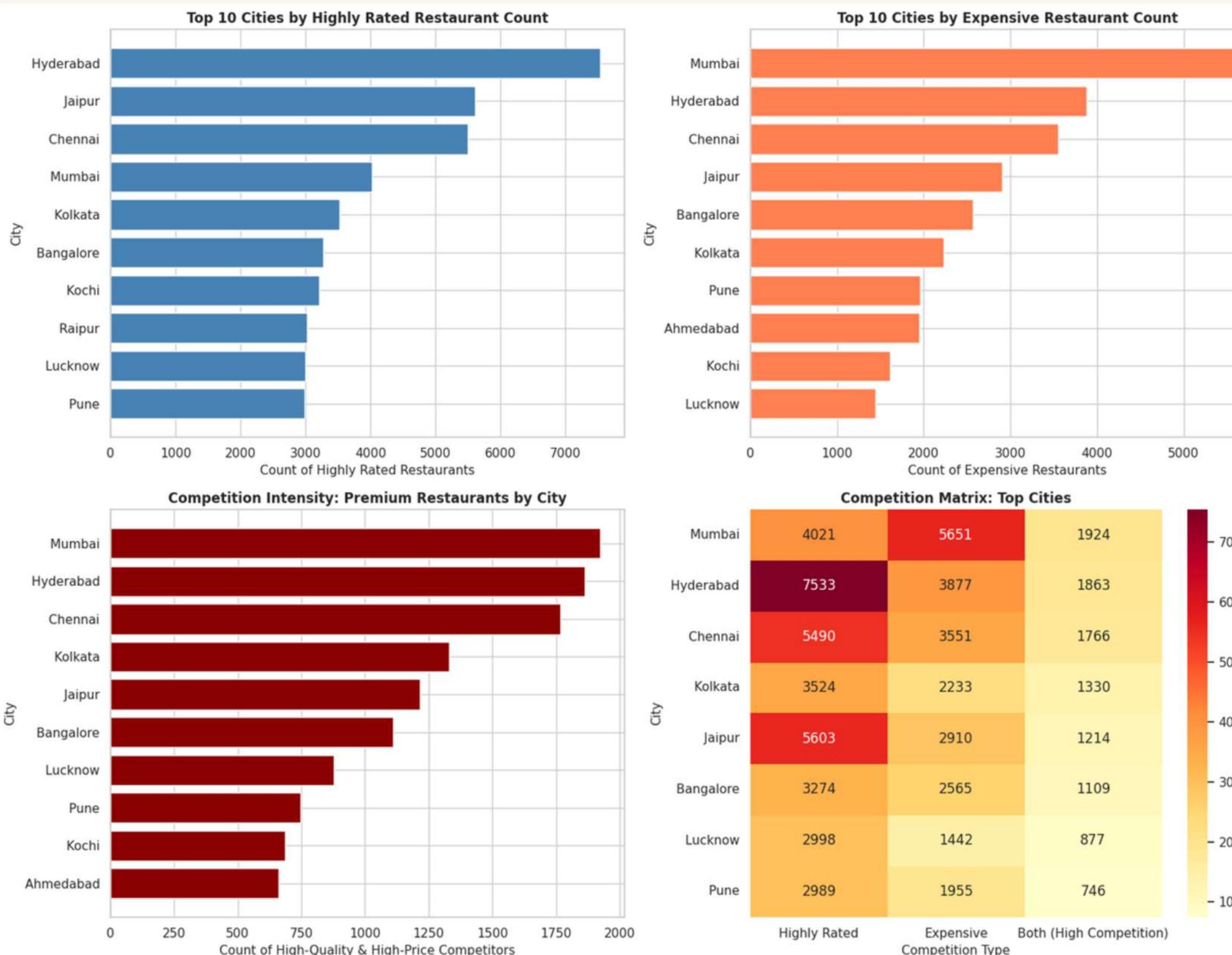
Summary conclusion from this chart: Hyderabad > Mumbai ≈ Chennai > Kolkata / Pune / New Delhi / others > Bangalore (mid) > many small localities with negligible premium competition.

Data sparsity

Some cities may have very few restaurants in your dataset (e.g., 1–2 entries), so the total counts might be insignificant compared to others.

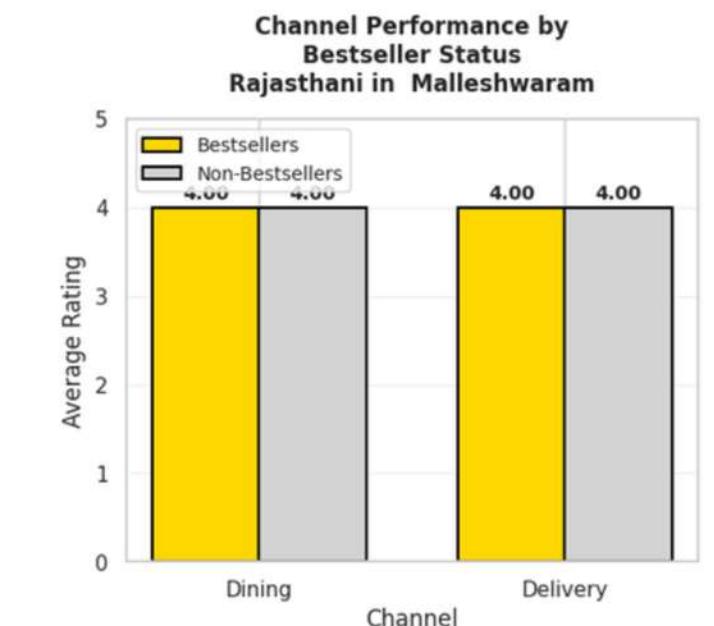
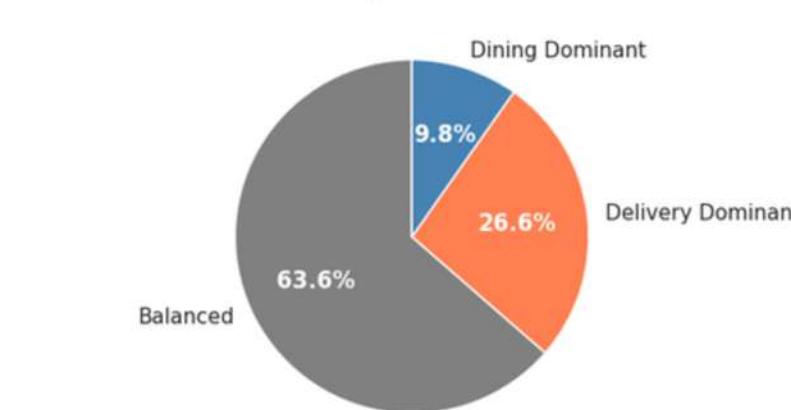
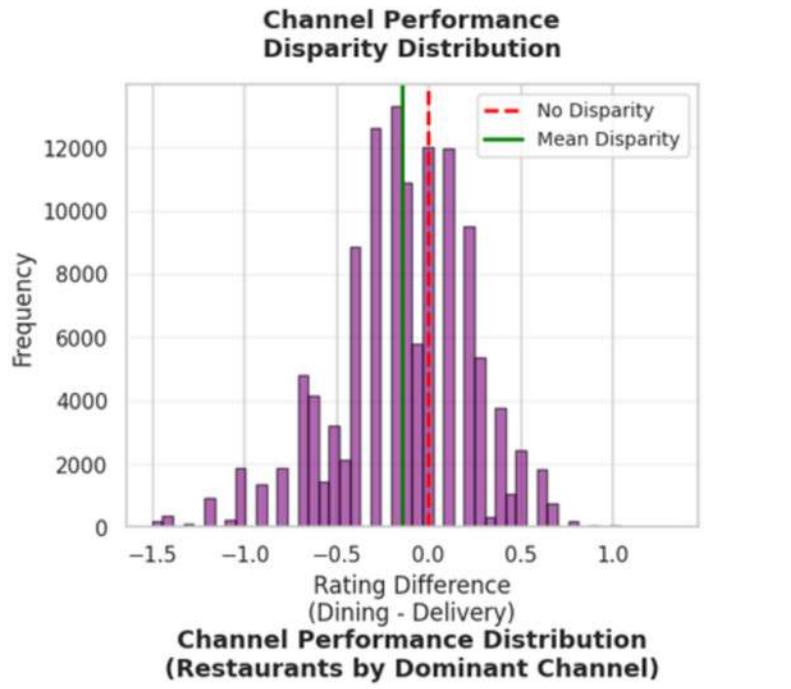
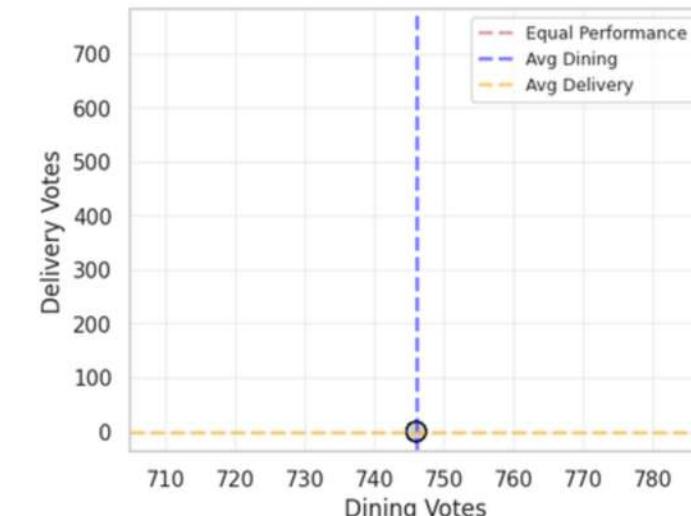
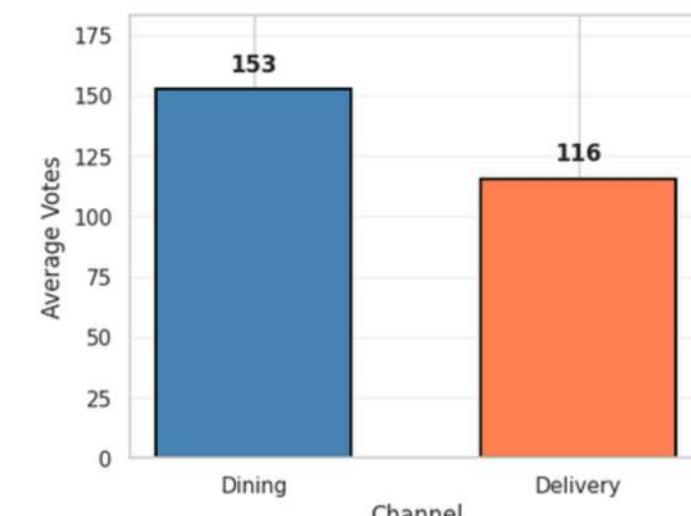
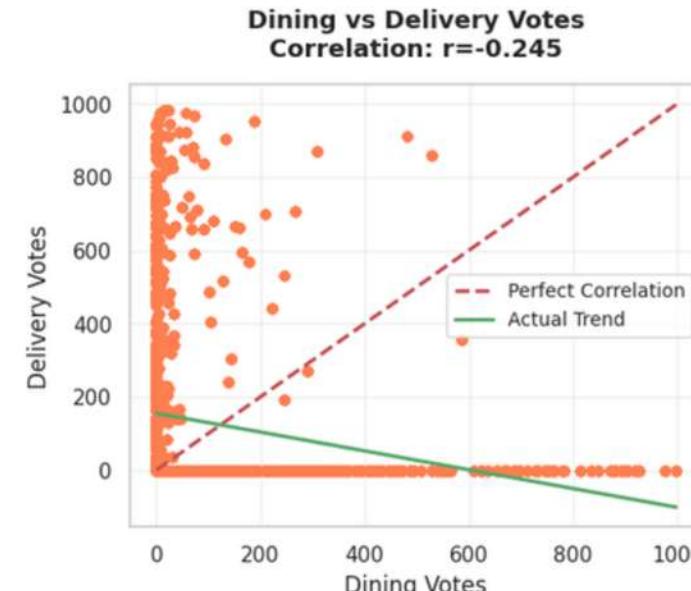
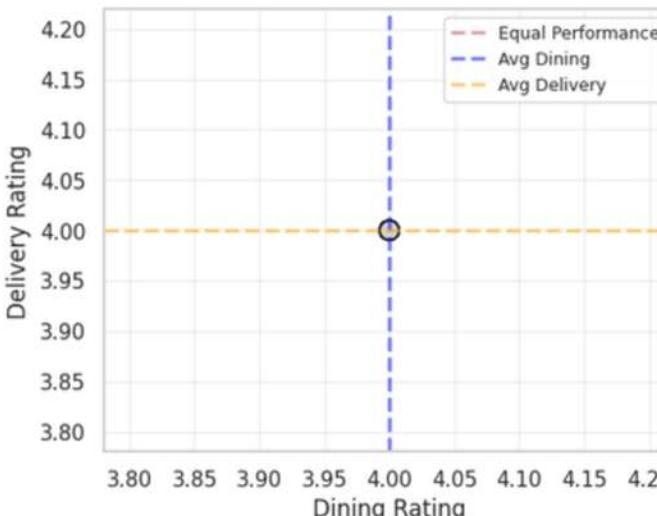
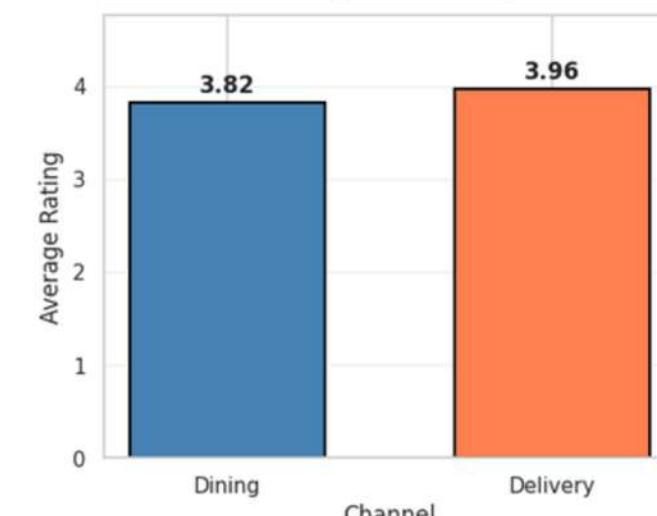
# Project Outcomes

## Strategic Area 2: Market Selection (City & Place)



RISK ASSESSMENT: COMPETITION INTENSITY ANALYSIS			
<b>1. CITIES WITH HIGHEST PREMIUM COMPETITION (Both Highly Rated &amp; Expensive):</b>			
<b>City</b>			
Mumbai	1924		
Hyderabad	1863		
Chennai	1766		
Kolkata	1330		
Jaipur	1214		
Bangalore	1109		
Lucknow	877		
Pune	746		
Kochi	687		
Ahmedabad	661		
	dtype: int64		
<b>2. COMPETITION INTENSITY PERCENTAGES:</b>			
Mumbai: 1924 premium competitors out of 13535 total (14.21% intensity)			
Hyderabad: 1863 premium competitors out of 15613 total (11.93% intensity)			
Chennai: 1766 premium competitors out of 13100 total (13.48% intensity)			
Kolkata: 1330 premium competitors out of 8662 total (15.35% intensity)			
Jaipur: 1214 premium competitors out of 14438 total (8.41% intensity)			
<b>3. RISK LEVEL ASSESSMENT:</b>			
Mumbai: MODERATE-HIGH RISK - Strong competition (1924 premium competitors, 14.21% intensity)			
Hyderabad: MODERATE-HIGH RISK - Strong competition (1863 premium competitors, 11.93% intensity)			
Chennai: MODERATE-HIGH RISK - Strong competition (1766 premium competitors, 13.48% intensity)			
Kolkata: HIGH RISK - Intense premium competition (1330 premium competitors, 15.35% intensity)			
Jaipur: MODERATE RISK - Competitive market (1214 premium competitors, 8.41% intensity)			
Bangalore: MODERATE RISK - Competitive market (1109 premium competitors, 9.21% intensity)			
Lucknow: MODERATE-HIGH RISK - Strong competition (877 premium competitors, 13.59% intensity)			
Pune: MODERATE RISK - Competitive market (746 premium competitors, 9.25% intensity)			
Kochi: MODERATE RISK - Competitive market (687 premium competitors, 8.85% intensity)			
Ahmedabad: MODERATE RISK - Competitive market (661 premium competitors, 6.49% intensity)			

# Project Outcomes



## Strategic Area 3: Channel Selection (Dining vs. Delivery)

### TASK 1: CHANNEL DISPARITY ANALYSIS

#### CORRELATION ANALYSIS:

Dining Rating vs Dining Votes:  $r = 0.2113$ , p-value =  $0.0000e+00$   
 Delivery Rating vs Delivery Votes:  $r = -0.0653$ , p-value =  $5.2074e-117$   
 Dining Rating vs Delivery Rating:  $r = 0.2565$ , p-value =  $0.0000e+00$   
 Dining Votes vs Delivery Votes:  $r = -0.2445$ , p-value =  $0.0000e+00$

RECOMMENDED MARKET: Malleshwaram  
 RECOMMENDED CUISINE: Rajasthani

# Project Outcomes

## Strategic Area 3: Channel Selection (Dining vs. Delivery)

### CHANNEL DISPARITY INSIGHTS

FINDING: WEAK CORRELATION between Dining and Delivery ratings

- Consumers judge channels differently
- One channel is consistently underperforming or overperforming

FINDING: WEAK CORRELATION between Dining and Delivery votes

- One channel has significantly more consumer engagement

### CHANNEL PERFORMANCE COMPARISON:

Average Dining Rating: 3.82

Average Delivery Rating: 3.96

Rating Difference: 0.14

Average Dining Votes: 153

Average Delivery Votes: 116

Votes Difference: 37

### OPTIMAL CHANNEL FOCUS RECOMMENDATION

Analyzing: Rajasthani restaurants in Malleshwaram

### BESTSELLER CHANNEL PERFORMANCE:

- Dining Rating: 4.00
- Delivery Rating: 4.00
- Dining Votes: 746
- Delivery Votes: 0

### PRIMARY CHANNEL RECOMMENDATION

### RECOMMENDATION: DINING-FIRST

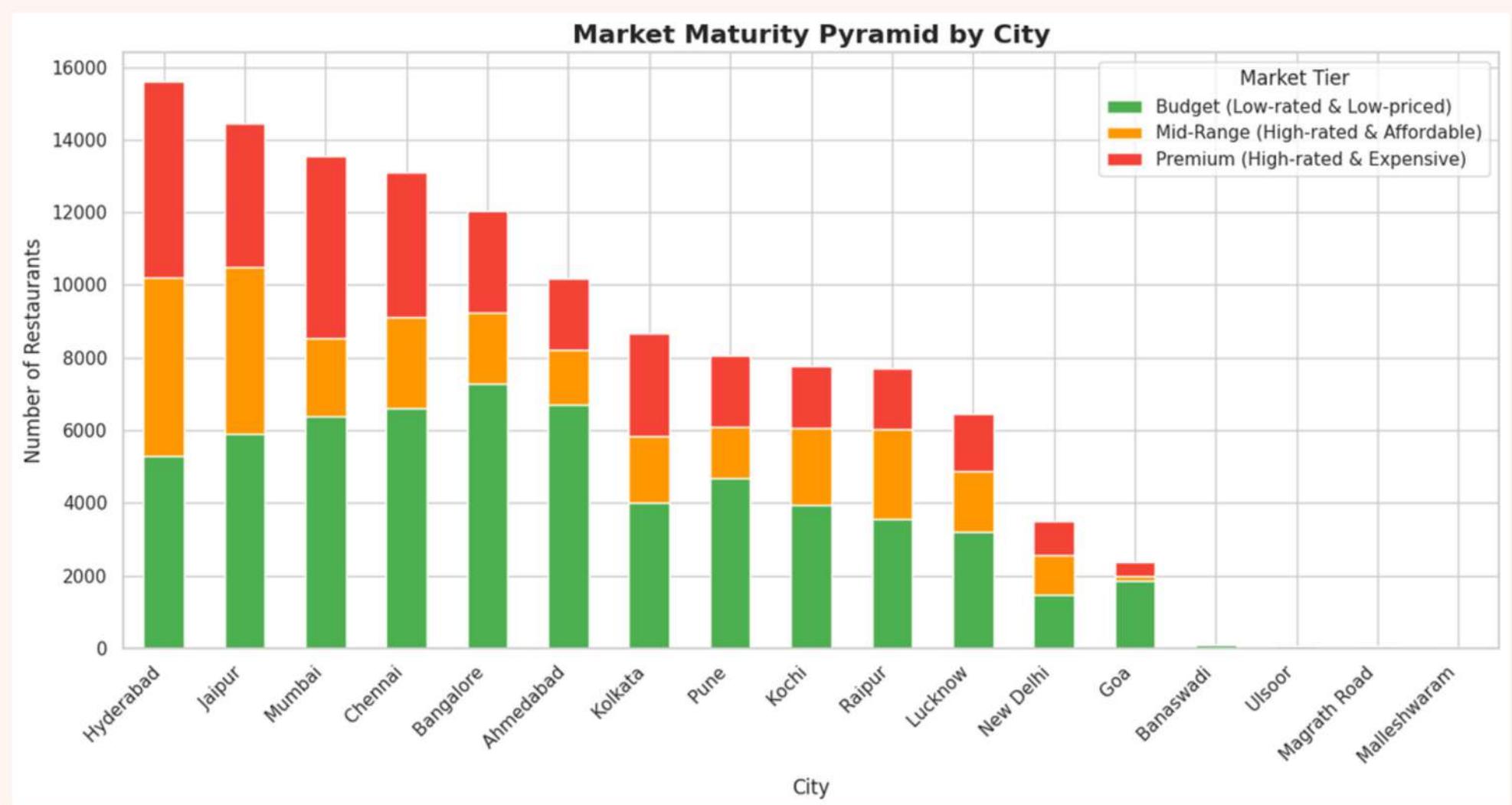
- Dining ratings dominate: 4.00 vs 4.00
- Dining votes dominate: 746 vs 0
- Dining Score: 0.880 vs Delivery Score: 0.480

### STRATEGIC FOCUS:

- Prioritize in-restaurant experience and ambiance
- Invest in service quality and atmosphere
- Focus marketing on dine-in experience
- Optimize for customer experience and comfort

# Project Outcomes

## Market Maturity Pyramid by City



### City-Level Insights Hyderabad

Highest total number of restaurants.

Strong presence of both Premium and Budget tiers.

Indicates a diverse, mature ecosystem.

Best suited for high-end competition or niche cuisine concepts (since demand and affordability exist).

### Jaipur

Second-highest total restaurants with high premium share.

Shows consumer willingness to spend and growing high-quality segment.

Ideal for mid-to-premium positioning expansion.

### Mumbai

High number of premium restaurants but relatively smaller budget base.

Highly saturated premium market — opportunities mainly in specialized or differentiated experiences, not volume expansion.

### Ahmedabad & Bangalore

More balanced between Budget and Mid-Range, with moderate premium representation.

Represents stable, scalable markets with potential for mid-tier chains or delivery-first models.

### Emerging Cities (Lucknow, Goa, Raipur, Kochi)

Dominated by Budget layer.

Low competition in premium dining.

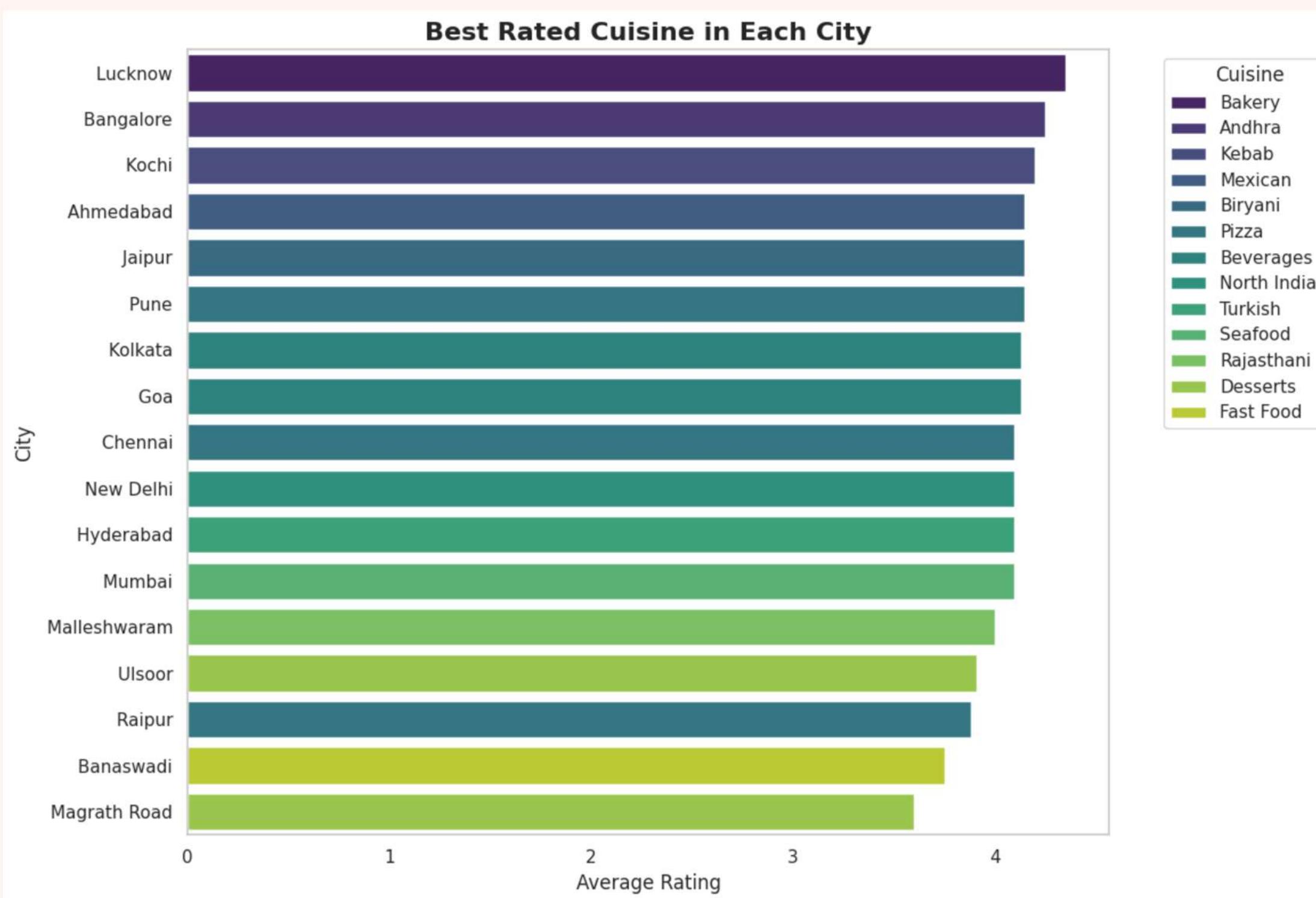
Excellent prospects for premium or high-quality delivery-based ventures — less crowded, growing audience.

### 3. Strategic Recommendations

Strategy Type	Recommendation
Premium Brand Expansion	Focus on <b>Goa, Lucknow, Raipur, Kochi</b> – low premium presence, high potential to capture the emerging middle class.
Mid-Range Scalable Ventures	Target <b>Ahmedabad, Bangalore, Pune</b> – these cities balance demand and affordability, good for sustainable scaling.
High-Competition Caution Zones	<b>Hyderabad, Mumbai, Jaipur</b> – already mature and competitive. Entry feasible only with <b>strong differentiation or innovative niche models</b> .

# Best Performances

Best choices or speciality of each city



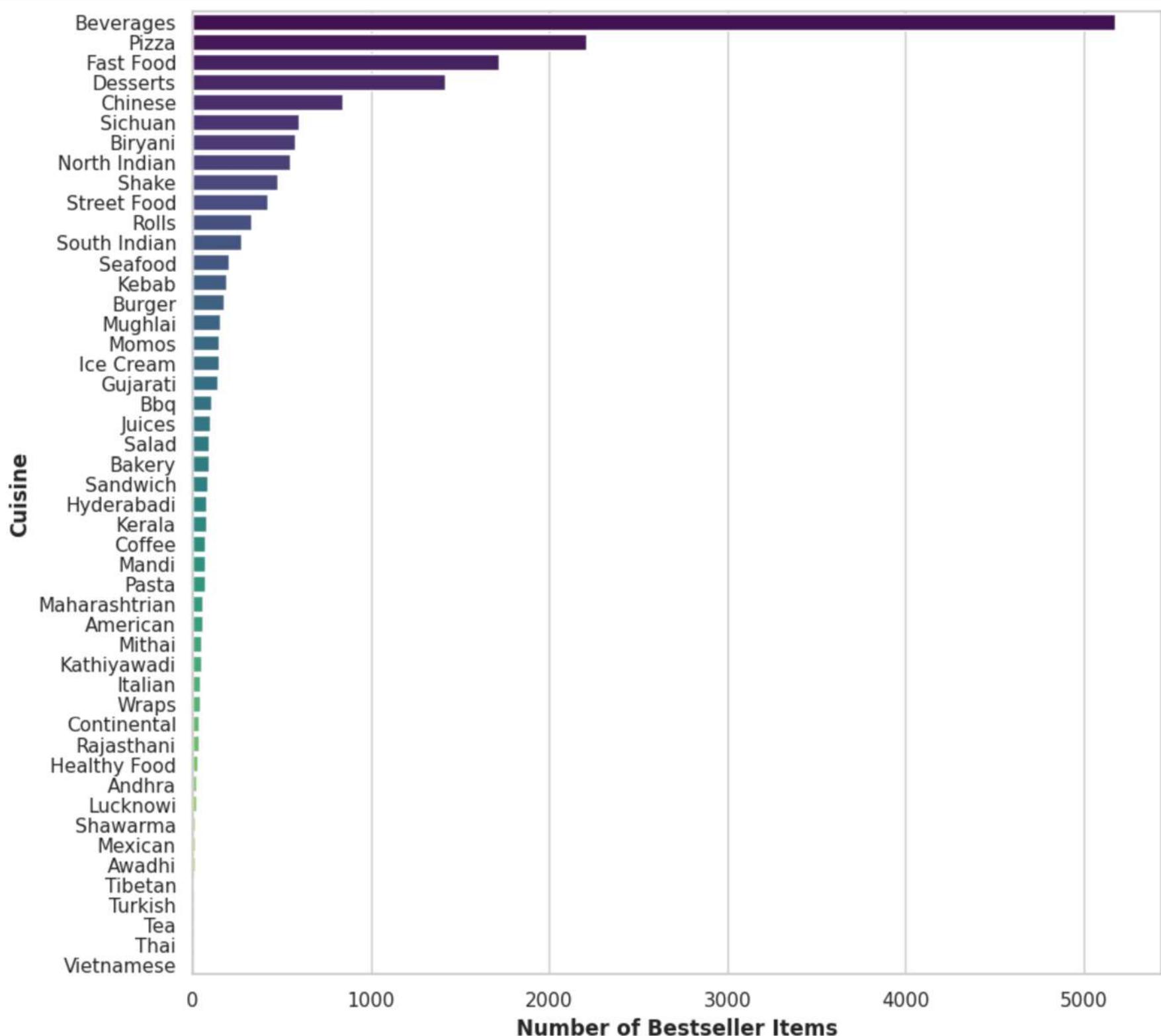
Best Rated Cuisine by City:		Cuisine	Average_Rating
151	Lucknow	Bakery	4.350000
21	Bangalore	Andhra	4.250000
131	Kochi	Kebab	4.200000
10	Ahmedabad	Mexican	4.150000
105	Jaipur	Biryani	4.150000
211	Pune	Pizza	4.150000
143	Kolkata	Beverages	4.134096
65	Goa	Beverages	4.131419
56	Chennai	Pizza	4.100000
197	New Delhi	North Indian	4.100000
101	Hyderabad	Turkish	4.100000
187	Mumbai	Seafood	4.100000
169	Malleshwaram	Rajasthani	4.000000
215	Ulsoor	Desserts	3.910000
214	Raipur	Pizza	3.880018
19	Banaswadi	Fast Food	3.750000
168	Magrath Road	Desserts	3.600000

Bakery in Lucknow is the single highest-rated cuisine, with an average rating of approximately 4.2.

Overall, the average ratings for the "best" cuisine in each city are very similar, falling within a narrow range (from ~3.7 to 4.2).

# Best Performances

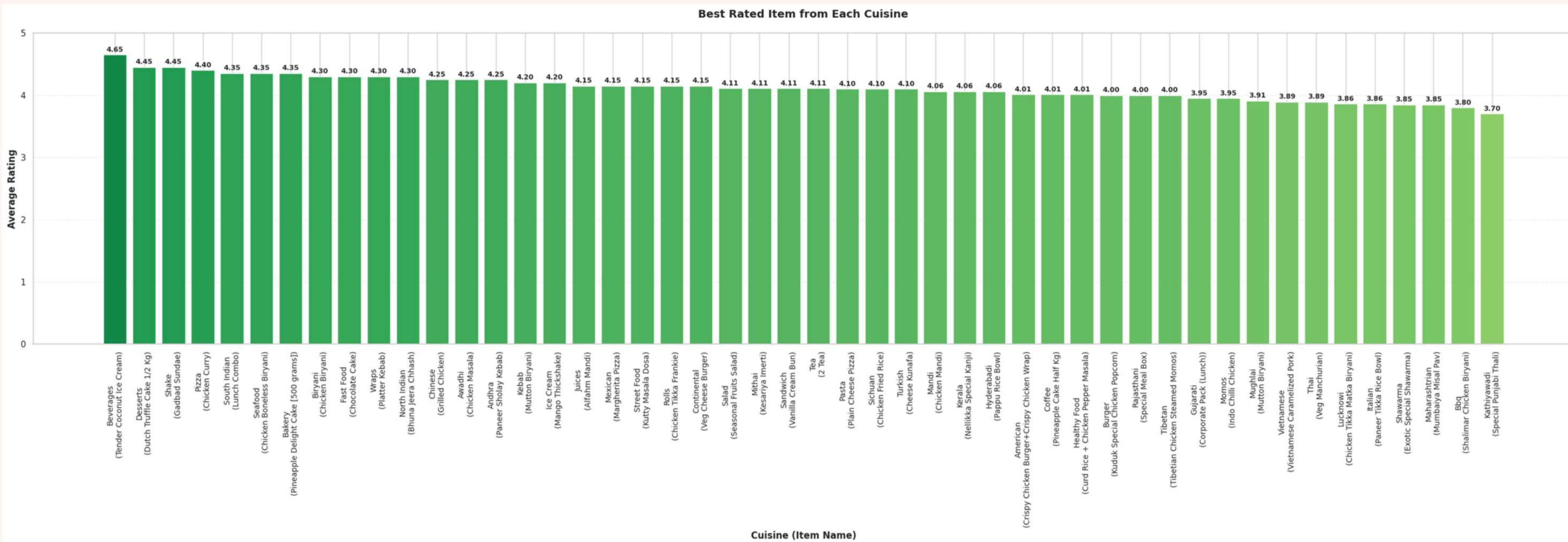
Number of bestseller items from each cuisine



The "Beverages" category dominates with the highest number of bestseller items, exceeding 5,000. "Pizza" and "Fast Food" are the next most popular categories, but are significantly behind beverages. The vast majority of other cuisines have a comparatively very low number of bestseller items.

# Best Performances

## Best Rated Item from Each Cuisine



# Best Performances

## Best Rated Item from Each Cuisine

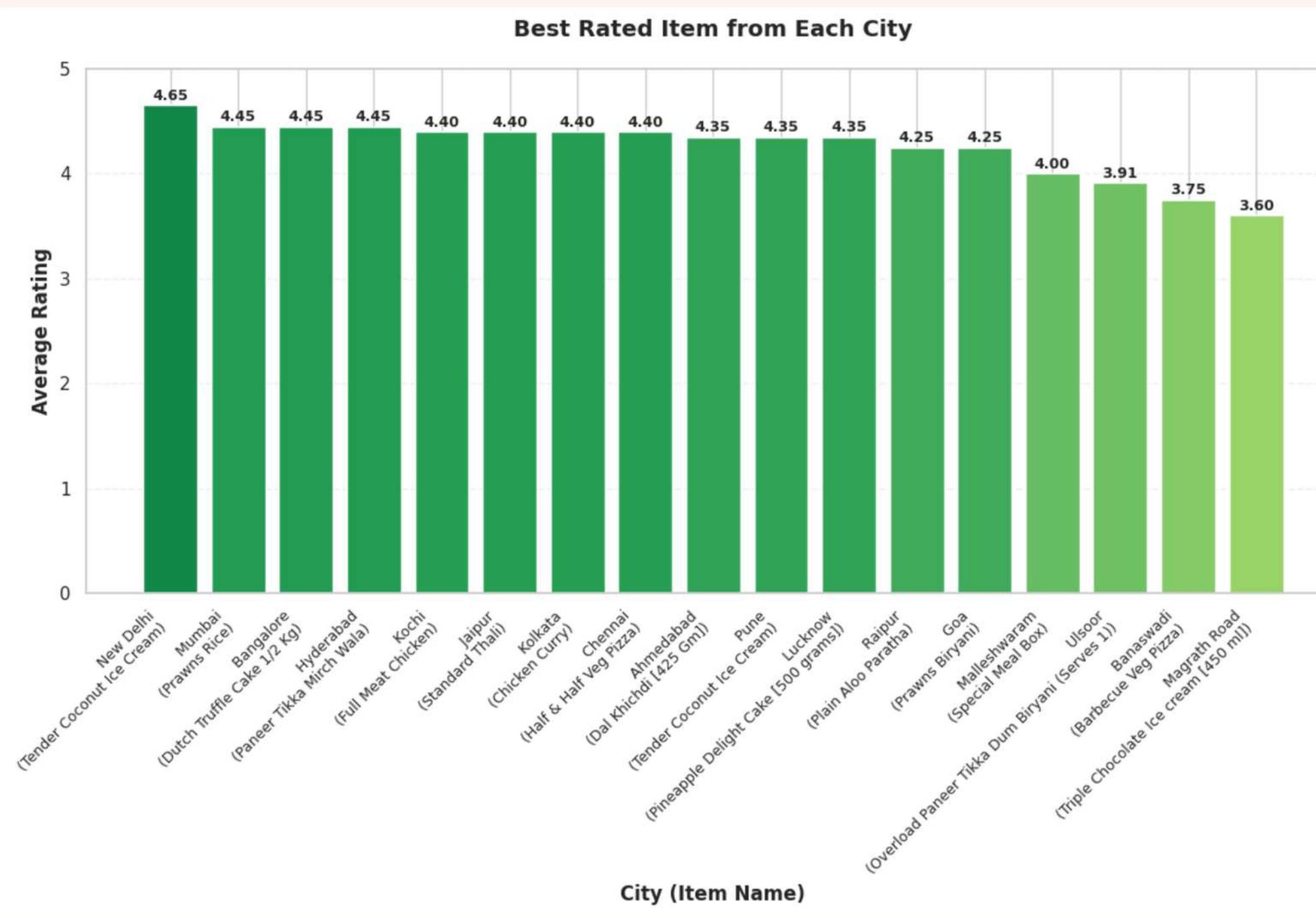
Cuisine	Item Name	Rating		
Beverages	Tender Coconut Ice Cream	4.65	Mithai Sandwich	Kesariya Imerti Vanilla Cream Bun 4.11 4.11
Desserts	Dutch Truffle Cake 1/2 Kg	4.45	Tea	2 Tea 4.11
Shake	Gadbud Sundae	4.45	Pasta	Plain Cheese Pizza 4.10
Pizza	Chicken Curry	4.40	Sichuan	Chicken Fried Rice 4.10
South Indian	Lunch Combo	4.35	Turkish	Cheese Kunafa 4.10
Seafood	Chicken Boneless Biryani	4.35	Mandi	Chicken Mandi 4.06
Bakery	Pineapple Delight Cake [500 grams]	4.35	Kerala	Nellikka Special Kanji 4.06
Biryani	Chicken Biryani	4.30	Hyderabadi	Pappu Rice Bowl 4.06
Fast Food	Chocolate Cake	4.30	American	Crispy Chicken Burger+Crispy Chicken Wrap 4.01
Wraps	Platter Kebab	4.30	Coffee	Pineapple Cake Half Kg 4.01
North Indian	Bhuna Jeera Chhash	4.30	Healthy Food	Curd Rice + Chicken Pepper Masala 4.01
Chinese	Grilled Chicken	4.25	Burger	Kuduk Special Chicken Popcorn 4.00
Awadhi	Chicken Masala	4.25	Rajasthani	Special Meal Box 4.00
Andhra	Paneer Sholay Kebab	4.25	Tibetan	Tibetian Chicken Steamed Momos 4.00
Kebab	Mutton Biryani	4.20	Gujarati	Corporate Pack (Lunch) 3.95
Ice Cream	Mango Thickshake	4.20	Momos	Indo Chilli Chicken 3.95
Juices	Alfahm Mandi	4.15	Mughlai	Mutton Biryani 3.91
Mexican	Margherita Pizza	4.15	Vietnamese	Vietnamese Caramelized Pork 3.89
Street Food	Kutty Masala Dosa	4.15	Thai	Veg Manchurian 3.89
Rolls	Chicken Tikka Frankie	4.15	Lucknowi	Chicken Tikka Matka Biryani 3.86
Continental	Veg Cheese Burger	4.15	Italian	Paneer Tikka Rice Bowl 3.86
Salad	Seasonal Fruits Salad	4.11	Shawarma	Exotic Special Shawarma 3.85
			Maharashtrian	Mumbaiya Misal Pav 3.85
			Bbq	Shalimar Chicken Biryani 3.80
			Kathiawadi	Special Punjabi Thali 3.70

Total cuisines analyzed: 48

Highest rated item: Tender Coconut Ice Cream (Beverages) - 4.65

# Best Performances

## Best Rated Item from Each City



city	Item Name	Cuisine	Rating
New Delhi	Tender Coconut Ice Cream	Beverages	4.65
Mumbai	Prawns Rice	Beverages	4.45
Bangalore	Dutch Truffle Cake 1/2 Kg	Desserts	4.45
Hyderabad	Paneer Tikka Mirch Wala	Beverages	4.45
Kochi	Full Meat Chicken	Beverages	4.40
Jaipur	Standard Thali	Beverages	4.40
Kolkata	Chicken Curry	Pizza	4.40
Chennai	Half & Half Veg Pizza	Beverages	4.40
Ahmedabad	Dal Khichdi [425 Gm]	Beverages	4.35
Pune	Tender Coconut Ice Cream	Shake	4.35
Lucknow	Pineapple Delight Cake [500 grams]	Bakery	4.35
Raipur	Plain Aloo Paratha	Pizza	4.25
Goa	Prawns Biryani	Beverages	4.25
Malleeshwaram	Special Meal Box	Rajasthani	4.00
Ulsoor	Overload Paneer Tikka Dum Biryani (Serves 1)	Desserts	3.91
Banaswadi	Barbecue Veg Pizza	Fast Food	3.75
Magrath Road	Triple Chocolate Ice cream [450 ml]	Desserts	3.60

Total cities analyzed: 17

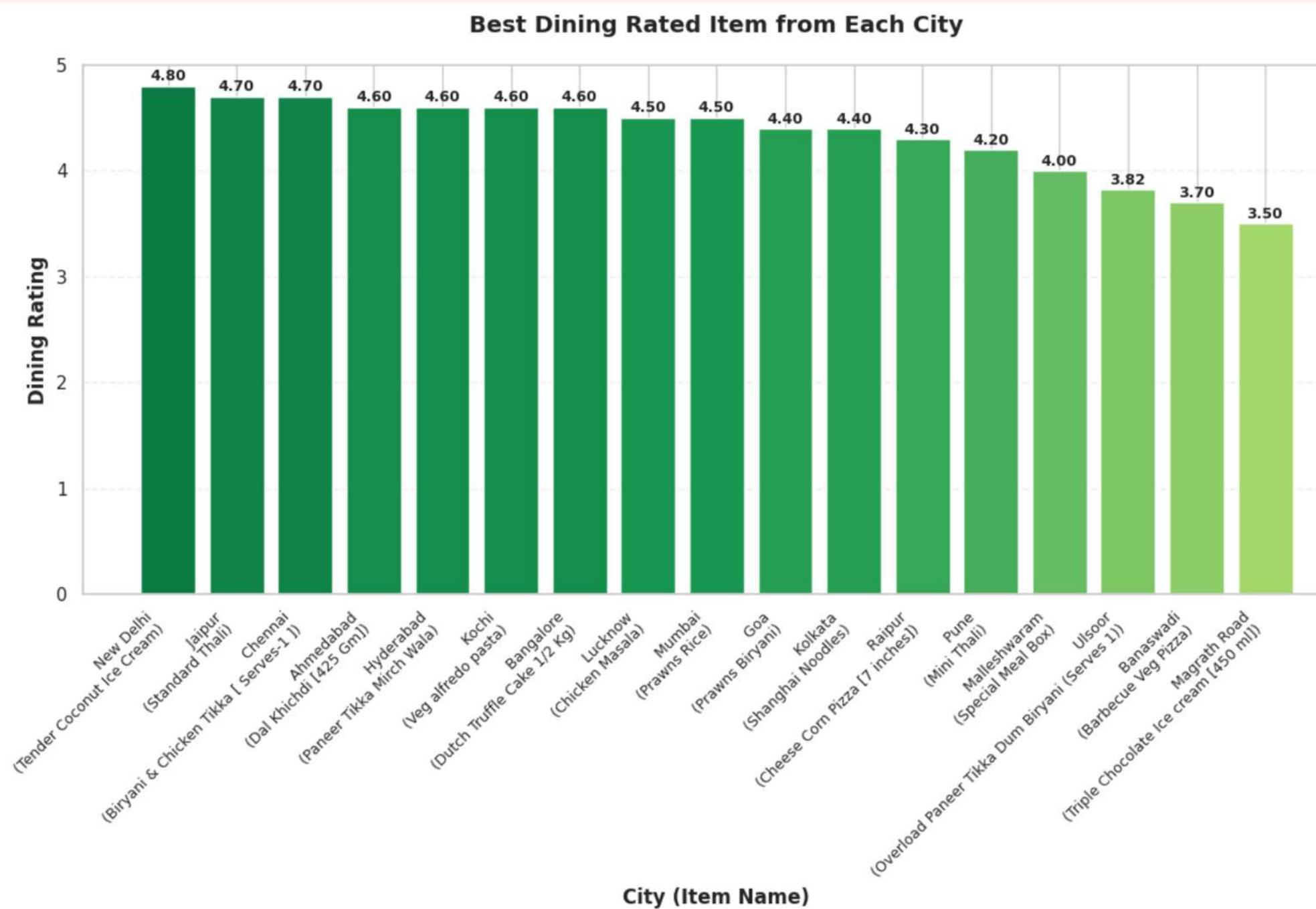
Top 3 Cities with highest rated items:

1. New Delhi: Tender Coconut Ice Cream - 4.65 stars
2. Mumbai: Prawns Rice - 4.45 stars
3. Bangalore: Dutch Truffle Cake 1/2 Kg - 4.45 stars

Average of best ratings across all cities: 4.26

# Best Performances

## Best Dining Rated Item from Each City



City	Item Name	Cuisine	Dining Rating
New Delhi	Tender Coconut Ice Cream	Beverages	4.80
Jaipur	Standard Thali	Beverages	4.70
Chennai	Biryani & Chicken Tikka [ Serves-1 ]	Desserts	4.70
Ahmedabad	Dal Khichdi [425 Gm]	Beverages	4.60
Hyderabad	Paneer Tikka Mirch Wala	Beverages	4.60
Kochi	Veg alfredo pasta	Beverages	4.60
Bangalore	Dutch Truffle Cake 1/2 Kg	Desserts	4.60
Lucknow	Chicken Masala	Awadhi	4.50
Mumbai	Prawns Rice	Beverages	4.50
Goa	Prawns Biryani	Beverages	4.40
Kolkata	Shanghai Noodles	Beverages	4.40
Raipur	Cheese Corn Pizza [7 inches]	Pizza	4.30
Pune	Mini Thali	Beverages	4.20
Malleshwaram	Special Meal Box	Rajasthani	4.00
Ulsoor	Overload Paneer Tikka Dum Biryani (Serves 1)	Desserts	3.82
Banaswadi	Barbecue Veg Pizza	Fast Food	3.70
Magrath Road	Triple Chocolate Ice cream [450 ml]	Desserts	3.50

Total cities analyzed: 17

Top 3 Cities with highest dining rated items:

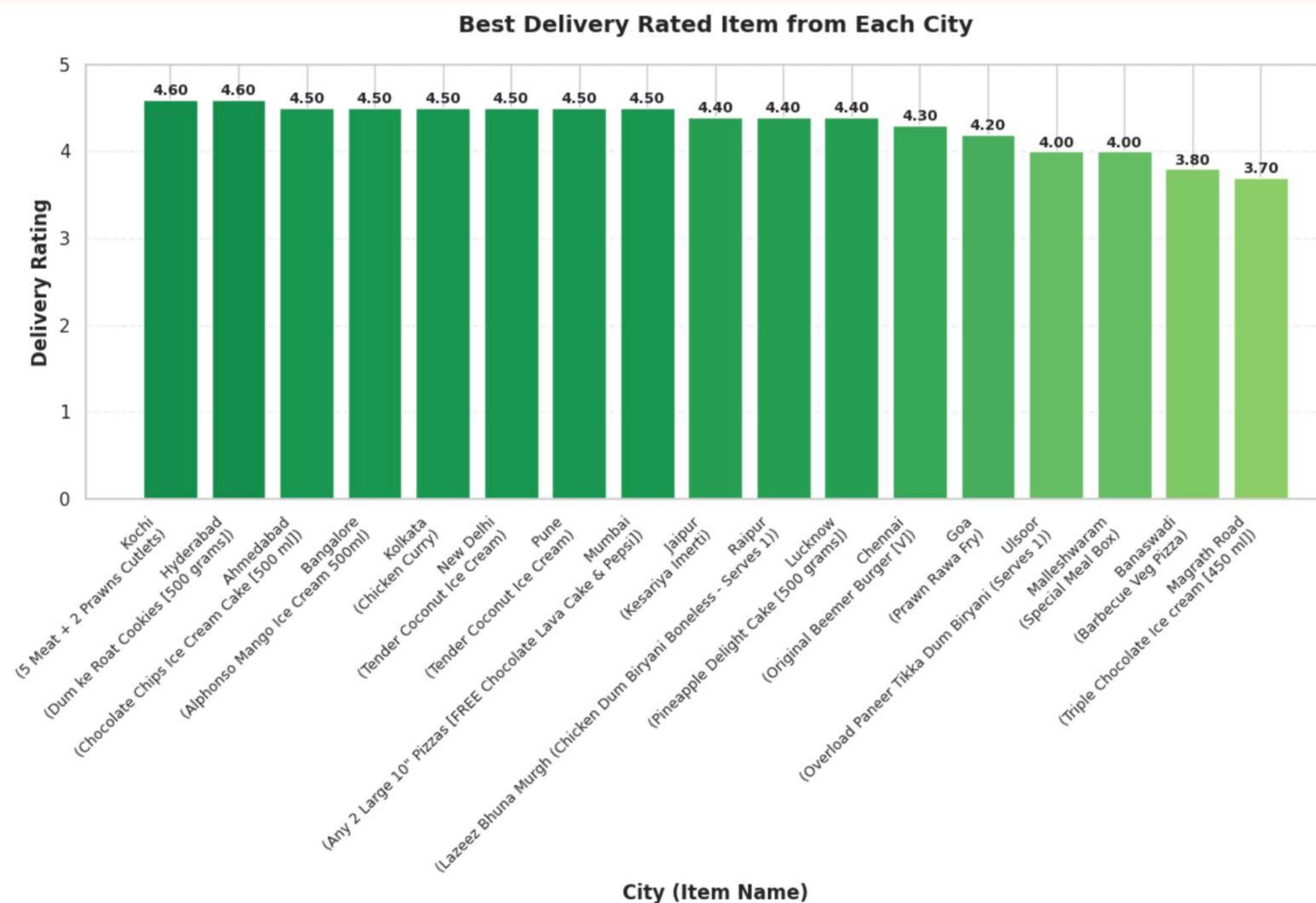
1. New Delhi: Tender Coconut Ice Cream - 4.80 stars
2. Jaipur: Standard Thali - 4.70 stars
3. Chennai: Biryani & Chicken Tikka [ Serves-1 ] - 4.70 stars

Average of best dining ratings across all cities: 4.35

Highest dining rated item: Tender Coconut Ice Cream ( New Delhi) - 4.80

# Best Performances

## Best Delivery Rated Item from Each City



City	Item Name	Cuisine	Delivery Rating
Kochi	5 Meat + 2 Prawns Cutlets	Fast Food	4.60
Hyderabad	Dum ke Roat Cookies [500 grams]	Bakery	4.60
Ahmedabad	Chocolate Chips Ice Cream Cake [500 ml]	Beverages	4.50
Bangalore	Alphonso Mango Ice Cream 500ml	Desserts	4.50
Kolkata	Chicken Curry	Pizza	4.50
New Delhi	Tender Coconut Ice Cream	Beverages	4.50
Pune	Tender Coconut Ice Cream	Shake	4.50
Mumbai	Any 2 Large 10" Pizzas [FREE Chocolate Lava Cake & Pepsi]	Beverages	4.50
Jaipur	Kesariya Imerti	Mithai	4.40
Raipur	Lazeez Bhuna Murgh (Chicken Dum Biryani Boneless - Serves 1)	Pizza	4.40
Lucknow	Pineapple Delight Cake [500 grams]	Bakery	4.40
Chennai	Original Beemer Burger [V]	Beverages	4.30
Goa	Prawn Rawa Fry	Biryani	4.20
Ulsoor	Overload Paneer Tikka Dum Biryani (Serves 1)	Desserts	4.00
Malleshwaram	Special Meal Box	Rajasthani	4.00
Banaswadi	Barbecue Veg Pizza	Fast Food	3.80
Magrath Road	Triple Chocolate Ice cream [450 ml]	Desserts	3.70

Total cities analyzed: 17

Top 3 Cities with highest delivery rated items:

1. Kochi: 5 Meat + 2 Prawns Cutlets - 4.60 stars
2. Hyderabad: Dum ke Roat Cookies [500 grams] - 4.60 stars
3. Ahmedabad: Chocolate Chips Ice Cream Cake [500 ml] - 4.50 stars

Average of best delivery ratings across all cities: 4.32

Highest delivery rated item: 5 Meat + 2 Prawns Cutlets ( Kochi ) - 4.60

# Best Performances

Best\_Seller categories



# Recommendation



## Next Winning Cuisine



Based on the Zomato dataset analysis, Awadhi, Tea, and Turkish cuisines emerge as the most promising opportunities for Chef Innovator's new venture. These cuisines balance strong customer ratings, high engagement, and low market competition, suggesting significant growth potential and profitability in the current HORECA landscape.



# Recommendation



## Pinpointing the Best City/Location

**Chef Innovator should:**

**Target Tier-1 cities like Hyderabad, Chennai, and Bangalore for immediate scale — strong markets, consistent ratings, and moderate costs.**

**Explore Tier-2 growth cities like Jaipur for expansion — less saturated but high satisfaction potential.**

**Focus on Dessert and Pizza-based concepts, which show high ratings and strong customer engagement across multiple cities.**



City	Strategic Advantage	Cuisine Opportunities
Hyderabad	Strong customer base, high ratings, competitive yet scalable market	Desserts, Chinese
Jaipur	Affordable prices, good ratings, growing market	Desserts, Beverages
Chennai	Mid-range cost, consistent ratings	Pizza, Desserts
Mumbai	Premium city with high engagement	Desserts, Fast Food
Bangalore	Balanced pricing and high Dessert/Pizza ratings	Pizza, Desserts

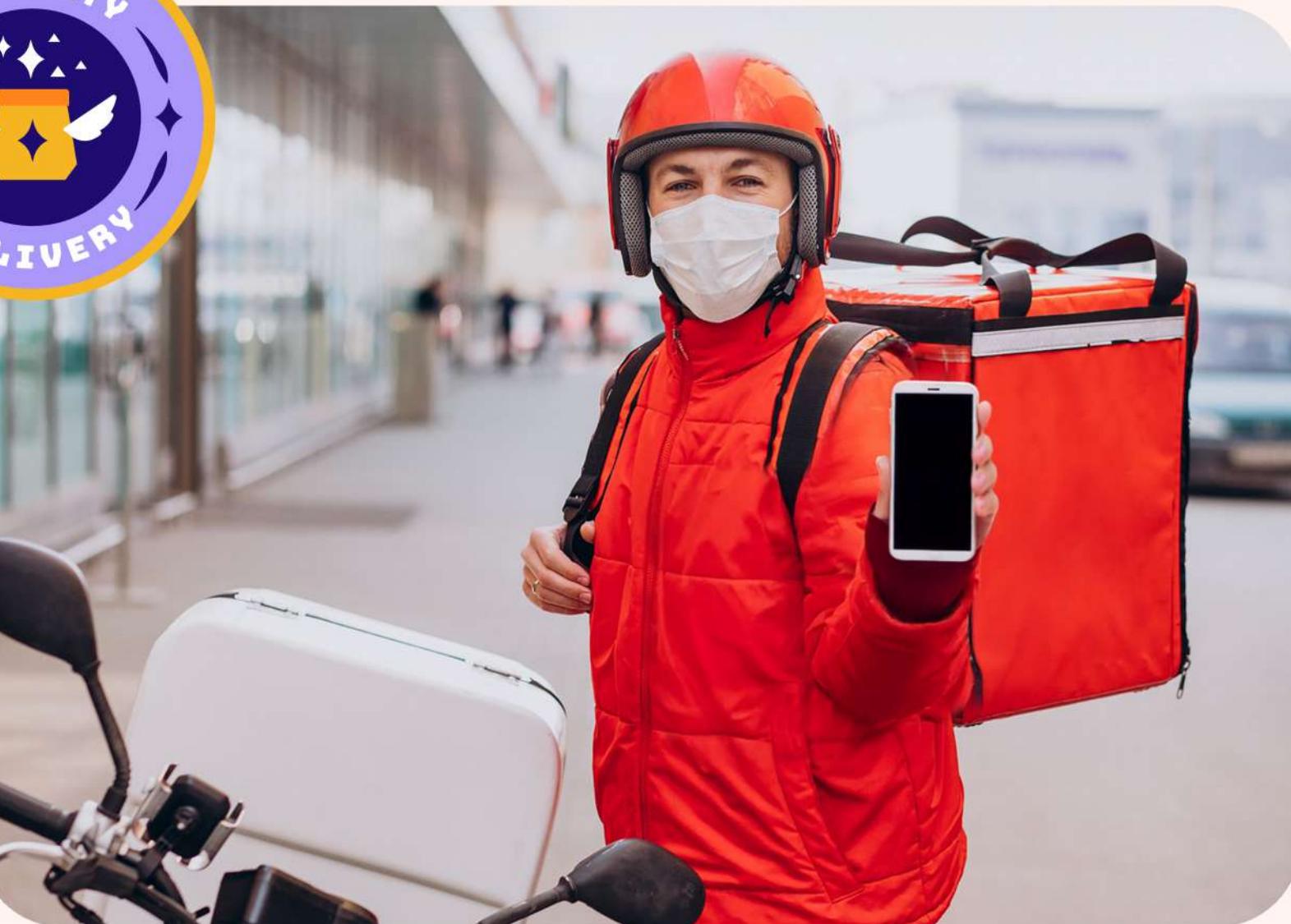
# Recommendation



## Defining the Service Model (Delivery Focus vs. Dining Focus)

**Delivery-Focused Segments:** Tea, Biryani, Fast Food, Chinese, Healthy Food – best in Goa and Hyderabad.

**Dining-Focused Segments:** Awadhi, Turkish, Continental, Italian, North Indian – best in Malleshwaram and Lucknow.



### 4. Final Channel Strategy Recommendations

Focus Area	Recommended Channel	Suggested Cuisine Types	Business Model
Malleshwaram (Bangalore)	Dining	Awadhi, Turkish, North Indian	Premium dine-in restaurant
Lucknow	Dining	Awadhi, Continental	Heritage-themed dining
Goa	Delivery	Tea, Fast Food, Biryani	Cloud kitchen / café-style delivery
Hyderabad	Delivery	Biryani, Chinese, Healthy Food	Multi-cuisine delivery hub







# THANK YOU

