

# Zomato Restaurant Data Analysis: Case Study

## 1. Introduction

Zomato is a leading online restaurant discovery and food delivery platform, operating across multiple countries. This case study aims to analyze restaurant trends, customer preferences, and business insights based on a dataset comprising 9,551 restaurants across 15 countries and 141 cities.

## 2. Data Summary

- **Total Restaurants:** 9,551
- **Total Cities:** 141
- **Total Countries:** 15
- **Average Rating:** 2.89
- **Maximum Votes Received by a Restaurant:** 11K
- **Number of Cuisines Represented:** 1,826

## 3. Key Findings

### *a. Restaurant Distribution by Country*

The dataset includes restaurant data from 15 countries, with a strong presence in India, Canada, Australia, and other regions. This diverse dataset helps in understanding restaurant density and market saturation.

### *b. Cuisines and Ratings*

- The most popular cuisines include **North Indian, Chinese, Fast Food, and Mughlai**.
- **North Indian cuisine** dominates the market with 936 restaurants.
- **Chinese and Fast Food cuisines** have significant representation with 511 and 354 restaurants, respectively.
- The average ratings across cuisines vary between **2.1 to 3.1**, with North Indian and Mughlai cuisines receiving higher ratings.

### *c. Online Delivery and Table Booking Trends*

- **74.34% (7.1K)** of restaurants offer online delivery, showing a high preference for digital food ordering.
- **12.1% (1.16K)** of restaurants provide table booking services, indicating a relatively lower preference for pre-reserved dining.

## 4. Business Insights

- **Market Expansion:** Zomato can focus on increasing restaurant listings in underrepresented regions to expand its market reach.
- **Enhancing Customer Experience:** Restaurants with lower ratings can improve their offerings based on customer reviews.
- **Promoting High-Rating Cuisines:** North Indian and Mughlai cuisines are well-rated, and promoting them through special deals could boost engagement.
- **Encouraging Online Delivery:** With a high percentage of restaurants offering delivery, Zomato can leverage this trend by enhancing its logistics and marketing campaigns.

## 5. Conclusion

This analysis provides valuable insights into restaurant trends, customer preferences, and business strategies for Zomato. By focusing on high-rating cuisines, expanding online delivery, and increasing restaurant listings in emerging markets, Zomato can strengthen its market position and enhance customer satisfaction.

## Analysis :

### General Insights

1. How many restaurants are listed on Zomato, and how are they distributed across different cities and countries?
2. What is the average rating of restaurants in different locations?
3. What are the most popular cuisines available across different countries and cities?
4. Which city has the highest number of restaurants?

### Customer Preferences & Ratings

5. What is the distribution of average restaurant ratings by cuisine type?
6. Which cuisines have the highest and lowest customer ratings?
7. How do the ratings vary between different countries and cities?
8. What is the correlation between the number of votes and restaurant ratings?

### Online Delivery & Table Booking Analysis

9. What percentage of restaurants offer online delivery, and how does it vary by city?
10. How many restaurants provide table booking services, and in which cities is this service most available?
11. Is there a trend in ratings between restaurants that offer online delivery vs. those that don't?

## **Location-Based Analysis**

12. Which cities have the highest concentration of restaurants?
13. How do restaurant ratings vary between different cities?
14. What is the restaurant distribution by country, and which country has the most Zomato-listed restaurants?

## **Cuisines & Trends**

15. What are the most common cuisines offered in different countries?
16. How many restaurants serve multiple cuisines, and which cuisine combinations are most common?
17. What are the top-performing cuisines in terms of ratings and customer engagement?

## **Historical Trends**

18. How has the number of restaurants changed over different years?
19. Are there noticeable trends in restaurant openings by year or country?
20. What are the growth trends of online delivery and table booking adoption over the years?