

Zomato Restaurant Data Analysis

A comprehensive analysis of restaurant performance, customer preferences, and market dynamics across major Indian cities

Dataset Overview & Methodology

Data Structure

The analysis combines two key datasets through Power BI integration:

- **Location Table:** Restaurant names, addresses, localities, cities, and cuisine types
- **Rating Table:** Customer ratings, votes received, and average dining costs

A full outer join on restaurant IDs created a unified dataset of **6,600+ restaurants** with complete operational and performance metrics.

Analysis Approach

Power Query Editor enabled seamless data integration, allowing us to:

1. Merge location and performance data
2. Identify geographic patterns
3. Analyze customer preferences
4. Evaluate pricing strategies



Key Performance Indicators

6.6K

Total Restaurants

Listed across 23 major
Indian cities

₹1.1K

Average Cost

Per dining experience for
two people

4.09

Average Rating

Strong customer satisfaction
across platform

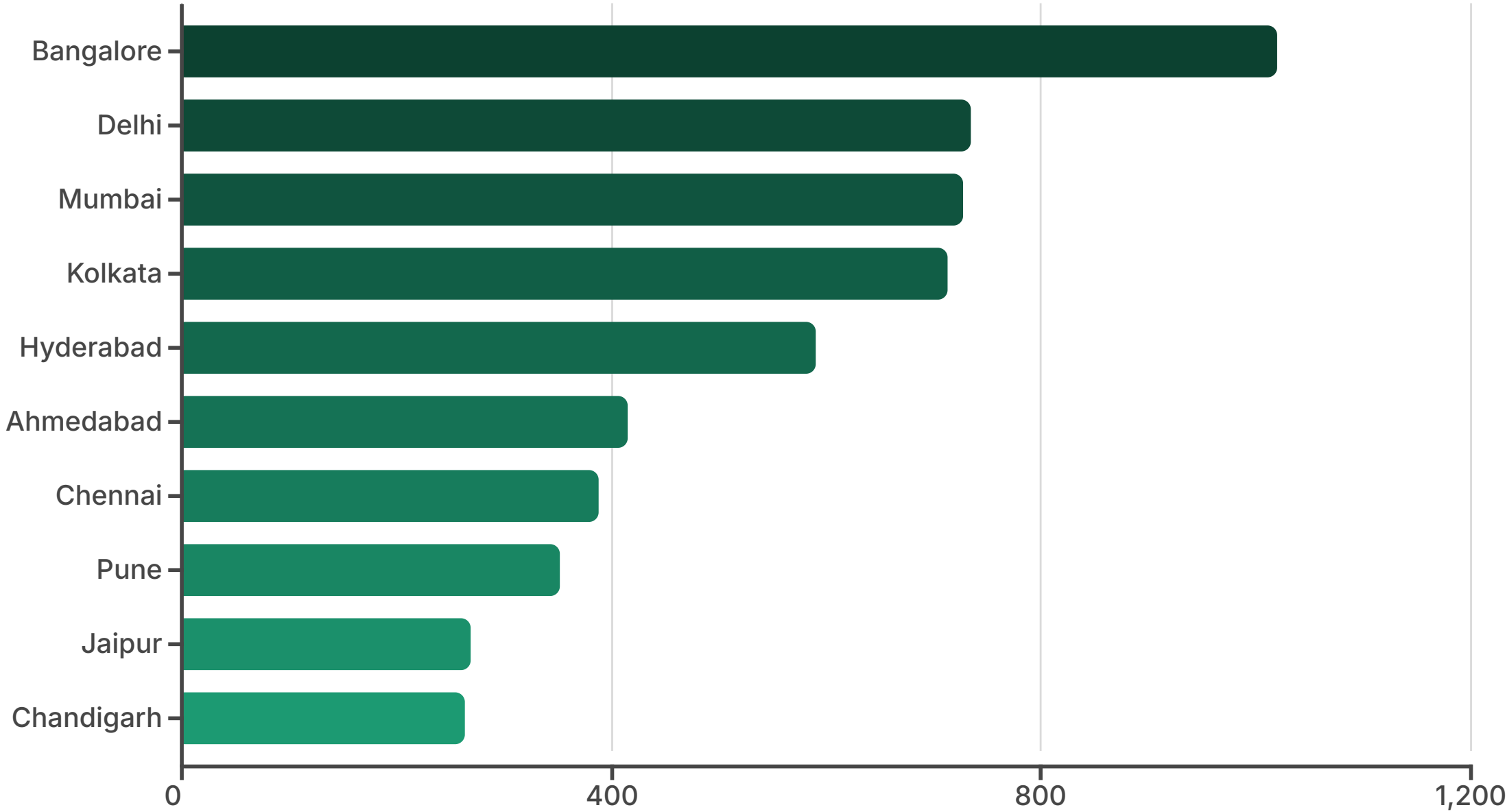
787K

Total Votes

Demonstrating high user
engagement

These metrics demonstrate Zomato's robust market presence with consistently high customer satisfaction and strong engagement levels. The data reflects a mature marketplace with diverse offerings across price points and cuisine types.

Restaurant Distribution: Top 10 Cities



Bangalore leads with over 1,000 restaurants, followed closely by Delhi and Mumbai. These three metro hubs represent Zomato's core business regions, accounting for nearly 40% of total listings. This concentration reflects both high population density and strong digital adoption in Tier 1 cities.

Customer Satisfaction by City

Top Performers

Gurgaon: 4.31

Highest rated city with premium dining experiences

Agra: 4.24

Strong heritage cuisine performance

Ahmedabad: 4.20

Consistent quality across price points

Major Metros

Mumbai & Delhi: 4.18

Solid ratings despite high competition

Pune: 4.08

Growing market with stable satisfaction

Bangalore: 4.03

Large volume maintains quality

Growth Opportunities

Indore: 3.79

Room for quality improvement

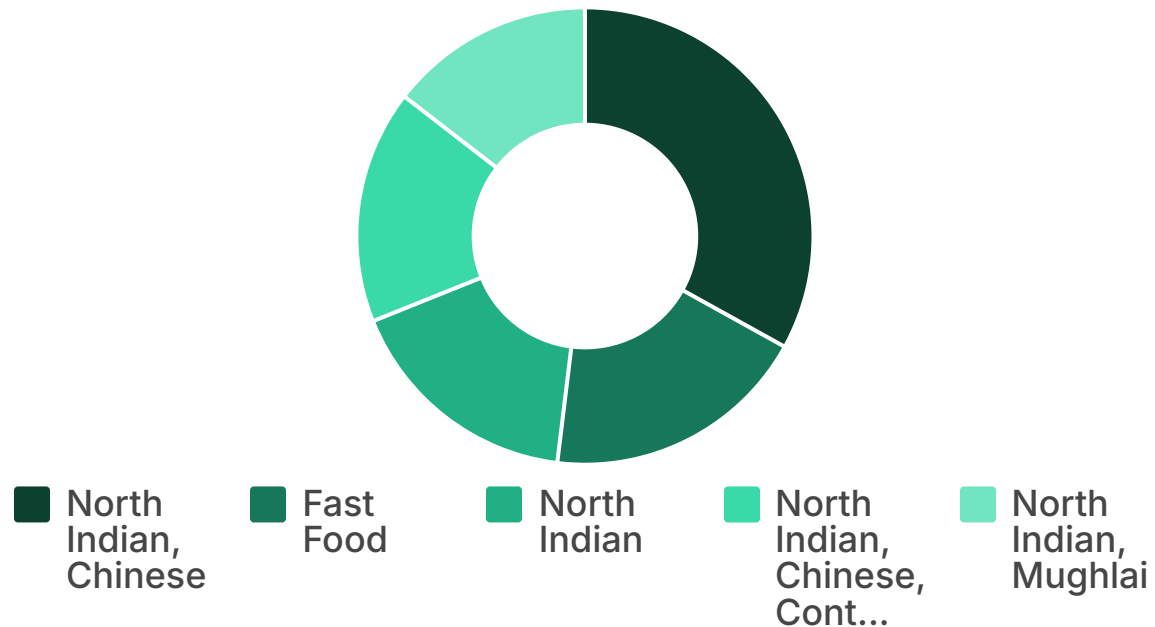
Kochi: 3.40

Requires targeted merchant support

Lower ratings suggest need for restaurant training and quality standards

North Indian cities consistently outperform in customer satisfaction. The 0.91-point gap between Gurgaon and Kochi highlights regional variations in service quality and customer expectations.

Customer Cuisine Preferences



Dominant Trends

North Indian & Chinese fusion dominates with 33% of customer demand, reflecting India's preference for familiar flavors with Indo-Chinese adaptations.

Fast Food captures nearly 19% of orders, indicating strong demand for quick-service restaurants among urban professionals and younger demographics.

Combined North Indian variants account for over **80% of top preferences**, emphasizing the importance of authentic Indian cuisine in Zomato's restaurant portfolio.



Pricing Dynamics Across Markets



Premium Markets

NCR Region (₹1,400-1,610): Gurgaon, Delhi, Noida lead in average dining costs, driven by higher disposable incomes and premium restaurant concentration.



Mid-Tier Cities

Major Metros (₹900-1,200): Mumbai, Pune, Bangalore, Hyderabad offer balanced pricing with diverse options catering to middle-class consumers.



Value Markets

Gujarat Cities (₹600-780): Ahmedabad, Surat, Vadodara provide affordable dining experiences, reflecting regional economic profiles and local competition.

The **2.6x price difference** between Gurgaon (₹1,610) and Vadodara (₹612) demonstrates Zomato's success in serving diverse economic segments and adapting to local market conditions.

Top Restaurant Chains by Market Presence

Wow! Momo

67 branches across cities — India's fastest-growing QSR chain specializing in momos and Asian street food

Kanti Sweets

65 branches nationwide — Heritage brand dominating the traditional Indian sweets and snacks segment

Barbeque Nation

48 branches in major metros — Premium casual dining experience with live grill concept

Taco Bell

44 branches in urban centers — International QSR bringing Mexican-inspired fast food to Indian palates

These multi-branch operators drive significant traffic to Zomato's platform and serve as anchor partners in establishing market presence across new cities.

Strategic Insights & Recommendations



Focus on High-Density Markets

Bangalore, Delhi, and Mumbai collectively represent 37% of restaurants. Strengthen partnerships and marketing in these core hubs while maintaining service quality standards.



Improve Low-Rated Markets

Cities like Kochi (3.40) and Indore (3.79) need targeted interventions: restaurant training programs, quality audits, and enhanced customer service protocols.



Capitalize on Cuisine Preferences

With North Indian and Chinese fusion dominating 33% of demand, prioritize onboarding restaurants in these categories and create dedicated promotional campaigns.



Expand Multi-Chain Partnerships

Brands like Wow! Momo and Barbeque Nation drive consistent volume. Develop exclusive partnerships and co-marketing initiatives with high-performing franchise chains.



Conclusion: A Thriving Ecosystem

Market Leadership

With 6,600+ restaurants across 23 cities, Zomato demonstrates strong market penetration in Tier 1 and emerging Tier 2 cities, supported by 787K customer votes.

Quality Standards

An average rating of 4.09 reflects consistent customer satisfaction, with premium markets like Gurgaon and Agra setting benchmarks for service excellence.

Growth Potential

Price diversity (₹600-1,610 range) and strong franchise partnerships position Zomato for expansion across economic segments and geographic markets.

The data reveals a mature, customer-centric platform with clear opportunities for optimization. By addressing rating gaps in underperforming cities, strengthening cuisine-specific offerings, and deepening chain restaurant partnerships, Zomato can accelerate growth while maintaining its quality leadership position.