



***zomato***

# Zomato Data ANALYSIS

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REPORT

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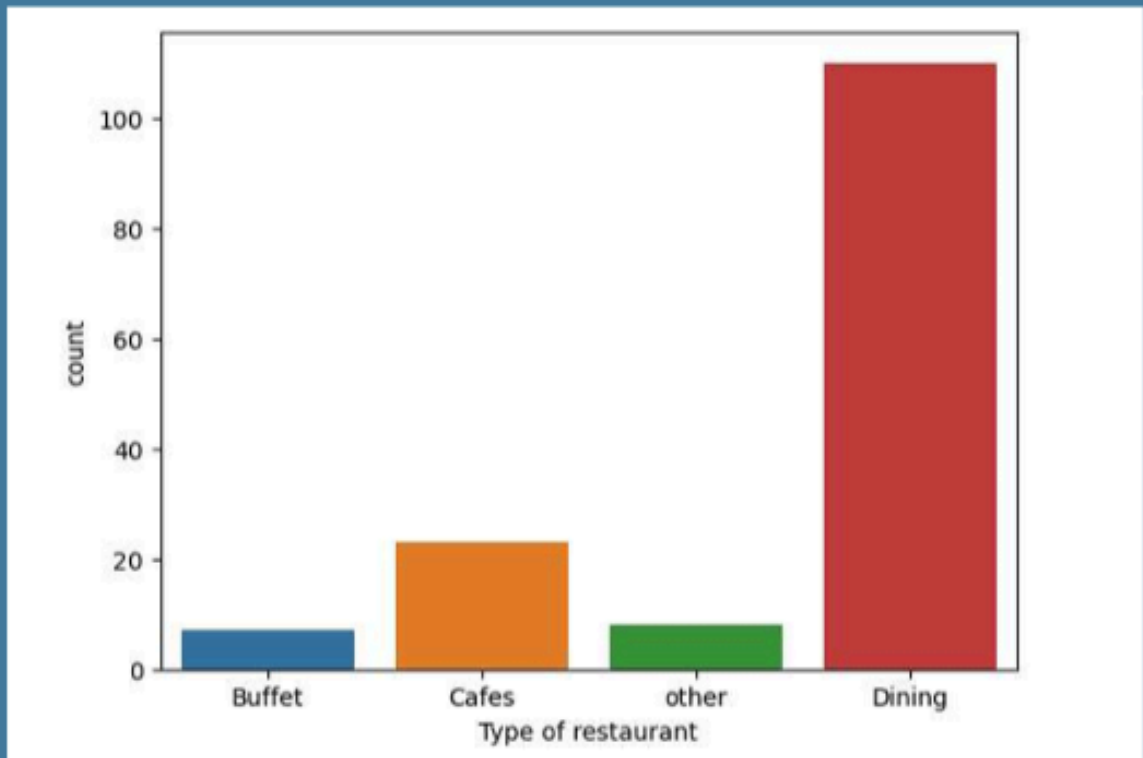
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# Analysis of **RESTAURANT** Data

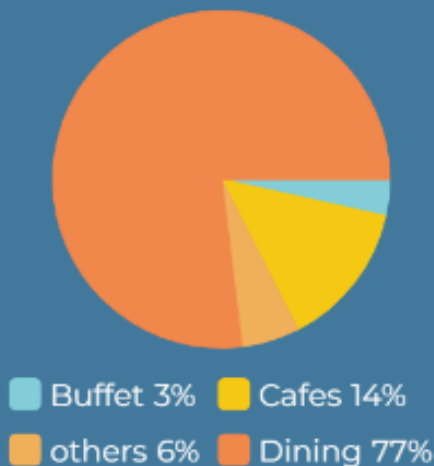


# Preferences **ANALYSIS**



## Visitor Breakdown: Group Preferences

Traffic



# VOTES ANALYSIS

1

## FAVORITE RESTAURANTS



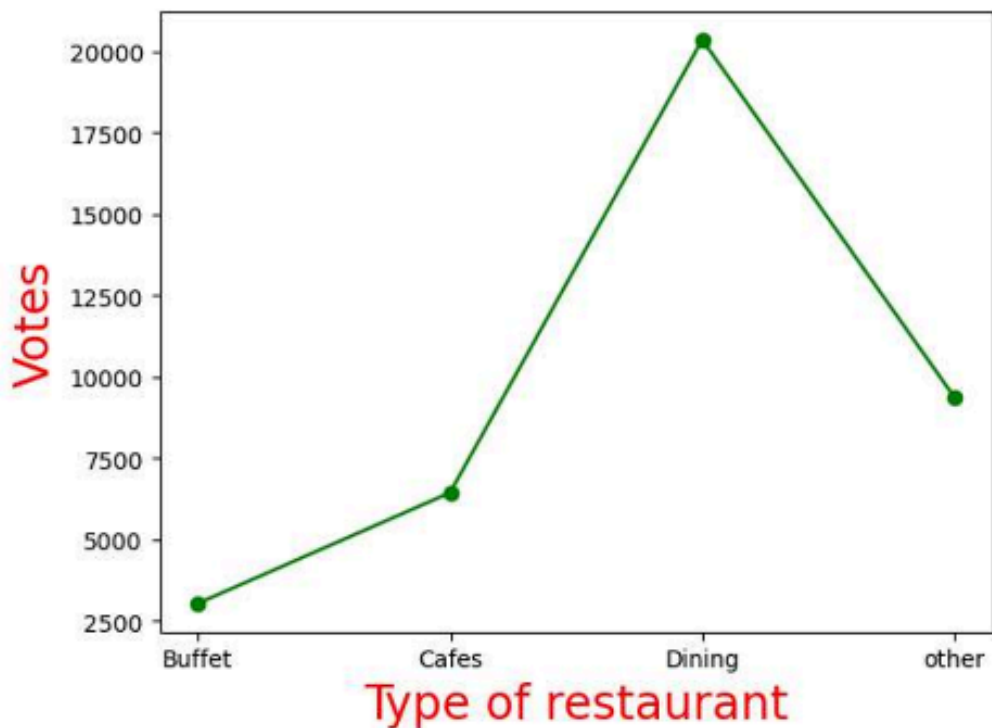
Buffet: **2700**



Cafes: **6000**

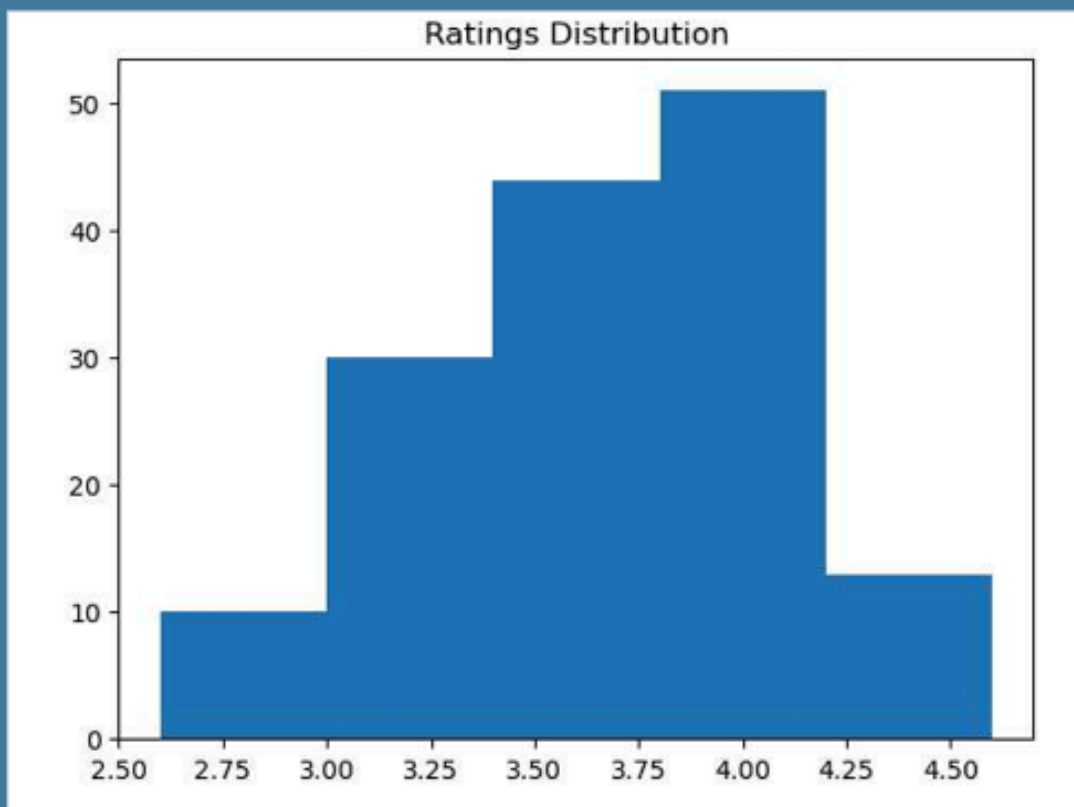


Dinning: **20000**

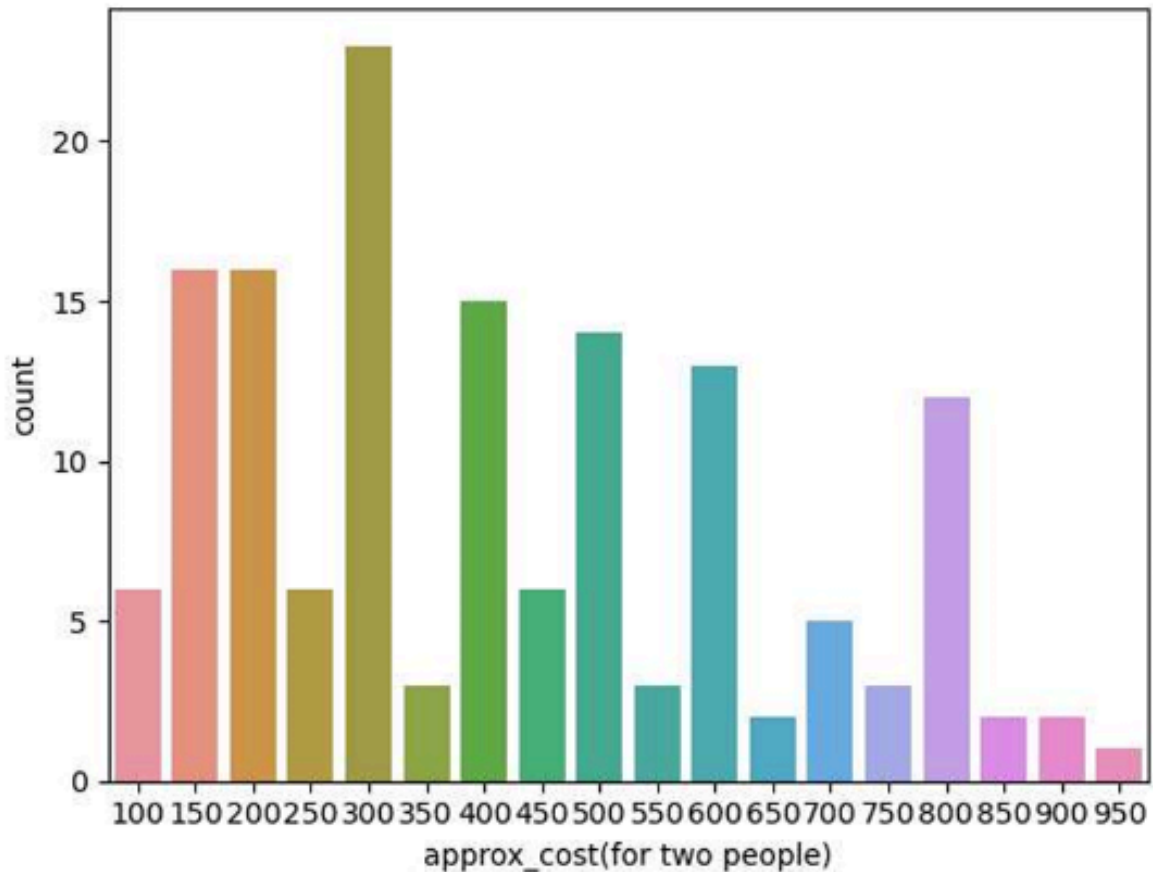


# Ratings **INSIGHT**

**The Majority of Restaurant received ratings ranging from 3.5 to 4**



# Spending vs. **SPENDING**



Approx cost for two  
people

**₹300**





**80%**

**Customer  
Retention**

**Fast Order**

**Average Order  
Frequency**

**20%**

**New Customers**

**Introducing a 10% discount for orders over ₹300 on Zomato.  
Enjoy savings on your favorite meals!**



# Dining Restaurant Prefer

## Online Or Offline Order



Offline



77



Online



33

Overall engagement from all customer types is positive.  
Datasets suggest targeting offers to couples and families for  
better conversion.