**Objective Questions**:

1. **The data consists of some inconsistent and missing values so ensure that the data used for further analysis is cleaned.**

**Ans.** By thoroughly examining the dataset to identify any inconsistencies or missing values. Data converted into Table and cleaned the blank cuisines data of 9 rows are deleted.

1. **Using the LookUp functions, fill up the countries in the original data using the country code.**

**Ans.** By using VlookUp the country codes are replaced with the country names. In excel file those are represented

1. **Create a table to represent the number of restaurants opened in each country.**

**Ans.** By using insert pivot table from Insert Tab create table by taking countries as Rows and Distinct count of Restaurant Ids.

|  |  |
| --- | --- |
| **Ans to Q3. No. of Restaurants opened in each country** | |
| **Country** | **No. of Restaurants** |
| Australia | 24 |
| Brazil | 60 |
| Canada | 4 |
| India | 8652 |
| Indonesia | 21 |
| New Zealand | 40 |
| Philippines | 22 |
| Qatar | 20 |
| Singapore | 20 |
| South Africa | 60 |
| Sri Lanka | 20 |
| Turkey | 34 |
| United Arab Emirates | 60 |
| United Kingdom | 80 |
| United States of America | 425 |
| **Grand Total** | **9542** |

1. **Also, the management wants to look at the number of restaurants opened in each year, so provide them with something here.**

**Ans**.

By using insert pivot table from Insert Tab create table by taking Date of opening as Rows and deselect the date month and quarter and Distinct count of Restaurant Ids. Which tells the total no. of restaurants are opened in each year.

|  |  |
| --- | --- |
| **Ans to Q4. No. of Restaurants opened in each Year** | |
| **Year** | **No. of Restaurants** |
| 2010 | 1079 |
| 2011 | 1096 |
| 2012 | 1022 |
| 2013 | 1059 |
| 2014 | 1049 |
| 2015 | 1023 |
| 2016 | 1026 |
| 2017 | 1086 |
| 2018 | 1102 |
| **Grand Total** | **9542** |

1. **What is the total number of restaurants in India in the price range of 4?**

**Ans.** By using Conditional aggregation, the total number of restaurants in India within the price range of 4 is 388.

|  |
| --- |
| Total number of restaurants in India in the price range of 4 |
|
| **388** |

Formula for this: **=COUNTIFS(ZomatoRestaurents[Country],"India",ZomatoRestaurents[Price\_range],">=4")**

1. **According to the data, what is the average number of voters for the restaurants in each country?**

**Ans.**

By using the pivot table I analyse the average number of voters for the restaurants in each country.

|  |  |
| --- | --- |
| **Ans. to Q6. The average number of voters for the restaurants in each country** | |
| **Country** | **Average of Votes** |
| Australia | 111 |
| Brazil | 20 |
| Canada | 103 |
| India | 137 |
| Indonesia | 772 |
| New Zealand | 243 |
| Philippines | 407 |
| Qatar | 164 |
| Singapore | 32 |
| South Africa | 315 |
| Sri Lanka | 146 |
| Turkey | 431 |
| United Arab Emirates | 494 |
| United Kingdom | 205 |
| United States of America | 431 |

**Subjective Question:**

1. **Suggest a few countries where the team can open newer restaurants with lesser competition. Which visualization/technique will you use here to justify the suggestions?**

**ANS:**

* The dataset provides insights into restaurant popularity and quality across diverse countries, with significant variations in average ratings.
* Countries like Turkey, New Zealand, and the UAE excel in both the number and quality of restaurants, boasting high ratings.
* Singapore and Canada, while having fewer restaurants, exhibit lower average ratings, suggesting potential areas for culinary enhancement.

|  |  |  |  |
| --- | --- | --- | --- |
| **Countries** | **No. of Restaurants** | **Average of Votes** | **Average of Rating** |
| United Kingdom | 80 | 205.49 | 4.10 |
| United Arab Emirates | 60 | 493.52 | 4.23 |
| South Africa | 60 | 315.17 | 4.21 |
| Brazil | 60 | 19.62 | 3.85 |
| New Zealand | 40 | 243.03 | 4.26 |
| Turkey | 34 | 431.47 | 4.30 |
| Australia | 24 | 111.42 | 3.66 |
| Philippines | 22 | 407.41 | 4.47 |
| Indonesia | 21 | 772.10 | 4.30 |
| Singapore | 20 | 31.90 | 3.58 |
| Sri Lanka | 20 | 146.45 | 3.87 |
| Qatar | 20 | 163.80 | 4.06 |
| Canada | 4 | 103.00 | 3.58 |

1. **Come up with the names of States and cities in the suggested countries suitable for opening restaurants.**

* Global restaurant ratings showcase diverse culinary scenes, with cities like London and Dubai leading in average ratings.
* Makati City in the Philippines stands out with the highest rating, reflecting exceptional culinary offerings and dining experiences.
* Disparities in ratings are evident across different regions, highlighting the importance of local food cultures and preferences.

1. **According to the countries you suggested, what is the current quality regarding ratings for restaurants that are open there?**

• Dataset encompasses city ratings worldwide, showcasing diverse travel experiences and preferences across continents and cultures.

• Australian cities dominate the list, reflecting their popularity and appeal among travellers and tourists.

• Rio de Janeiro's notably low rating suggests potential issues or areas for improvement in its tourism infrastructure and experiences.

1. **Also, what is the current expenditure on food in the suggested countries, so that we can keep our financial expenditure in control?**

* This data represents the average cost for two people in local currency (in Rupees) for dining out or meal expenses.
* It indicates significant variation across different countries, with Singapore and Qatar having the highest average costs, while Turkey has the lowest.

|  |  |
| --- | --- |
| **Country** | **Average of avg Cost for two in Rs.** |
| Australia | ₹ 1,312 |
| Brazil | ₹ 2,251 |
| Canada | ₹ 2,225 |
| India | ₹ 623 |
| Indonesia | ₹ 1,481 |
| New Zealand | ₹ 3,491 |
| Philippines | ₹ 2,379 |
| Qatar | ₹ 5,122 |
| Singapore | ₹ 9,645 |
| South Africa | ₹ 1,843 |
| Sri Lanka | ₹ 655 |
| Turkey | ₹ 220 |
| United Arab Emirates | ₹ 3,776 |
| United Kingdom | ₹ 5,032 |
| United States of America | ₹ 2,196 |

1. **Come up with the names of restaurants from the recommended states that are our biggest competitors and also those that are rated in the lower brackets, i.e. 1-2 or 2-3.**

Ans: The mentioned restaurants from the recommended states represent our primary competitors, but they have lower ratings. Specifically, there are two tables provided, one displaying ratings between 1-2 and the other between 2-3.

|  |  |
| --- | --- |
| **Suggested Restaurants rating Between 1 to 2** | |
| **Country** | **Restaurant Name** |
| Brazil | Cantinho da Gula |
| Brazil | Divino Fogí£o |
| Brazil | Quiosque Chopp Brahma |
| Brazil | Sandubas Cafí© |
| Brazil | Super Grill |
| United Kingdom | Damascena Coffee House |

|  |  |
| --- | --- |
| **Suggested restaurant Rating between 2 to 3** | |
| **Country** | **Restaurant Name** |
| Australia | Pier 70 |
| Australia | Poets Cafe |
| Australia | Star Buffet |
| Brazil | Chez Michou |
| Canada | Consort Restaurant |
| New Zealand | De Fontein Belgian Beer Cafe |
| Singapore | Makansutra Gluttons Bay |
| Sri Lanka | Elite Indian Restaurant |
| Sri Lanka | Queen's Cafe |
| United Arab Emirates | Pizza Hut |
| United Kingdom | Pepe's Piri Piri |

1. **Which cuisines should we focus on in the newer restaurants to get better feedback? Does the choice of cuisines affect the restaurant ratings?**

**ANS:**

* Diverse Cuisine Ratings: Thousands of restaurants reviewed, spanning various cuisines from Indian, Italian, Mexican to Japanese and more.
* Highly Varied Scores: Ratings ranging from 4.00 to 4.90, indicating both popular and exceptional eateries.
* Global Culinary Palette: Reflects the cosmopolitan food scene with fusion options and regional specialties garnering praise.

1. According to our current data, should we go for online delivery and table booking? Does that affect the customer’s ratings?

**ANS**: There is a low prevalence of restaurants offering online ordering services, and table reservations are also relatively scarce. Below table data give clarity regarding Online delivery and table booking.

|  |  |
| --- | --- |
| Has Online Delivery | |
| **Online Delivery** | **No. of Restaurants** |
| No | 7091 |
| Yes | 2451 |
| **Grand Total** | **9542** |

|  |  |
| --- | --- |
| Has Table Booking | |
| **Table Booking** | **No. of Restaurants** |
| No | 8384 |
| Yes | 1158 |
| **Grand Total** | **9542** |

1. Should the team keep the rate of cuisines higher? Will that affect the feedback? According to our data are the rates of cuisines and ratings, correlated?

**Ans :**

* + North Indian cuisine dominates with the highest number of restaurants, reflecting its popularity.
  + Fusion cuisines like North Indian, Mughlai, and Chinese also garner significant representation.
  + Despite varied offerings, average ratings across most categories remain relatively modest, suggesting room for improvement.