

# ZOMATO

## BANGLORE INSIGHTS

### Using Tableau

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# About Zomato

Zomato is an Indian company that provides online food delivery and restaurant services. It was founded in 2008 by Deepinder Goyal and Pankaj Chaddah, and it is based in Gurugram, Haryana, India. Zomato offers users information about restaurants, menus, reviews, and food delivery services. It operates in many cities in India and has a global presence in selected countries.



Sangeeta Rajput



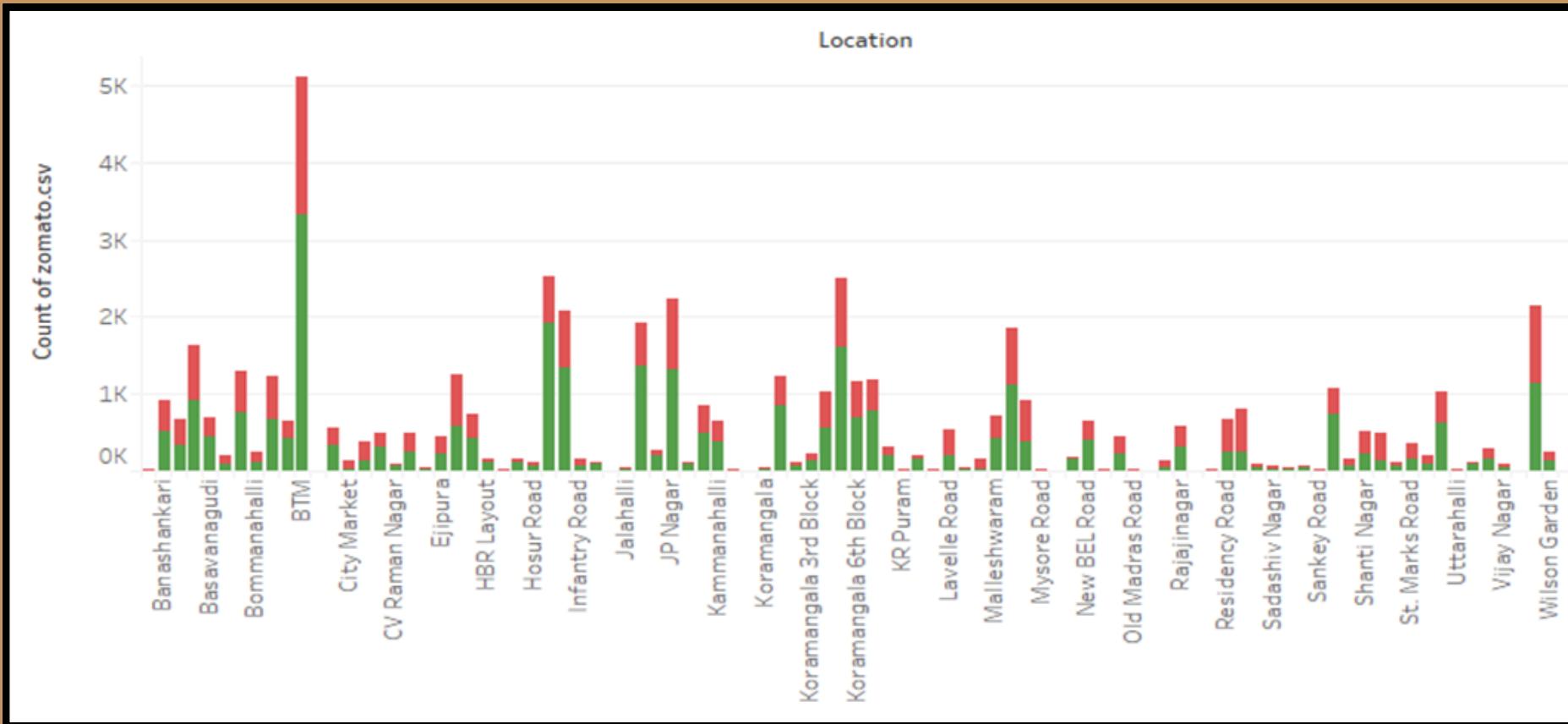
# problem statement

The restaurant industry in Bengaluru is highly competitive, requiring an analysis of key factors influencing customer preferences and performance. This includes studying the availability of online ordering services and table booking options, along with their impact on ratings and popularity. Understanding the distribution of ratings across neighborhoods and identifying areas with highly-rated establishments is essential. Analyzing customer engagement by correlating the number of reviews with ratings provides insight into feedback trends. Identifying popular cuisines and their neighborhood-specific variations, along with evaluating the average cost for two people and its relationship with ratings, offers valuable context. Exploring restaurant density in each neighborhood and comparing ratings and costs among common types like Quick Bites and Casual Dining highlights market trends. Investigating popular dishes across cuisines and analyzing the prevalence of meal types in highly-rated restaurants can uncover actionable insights. This study aims to guide stakeholders in enhancing decision-making, customer satisfaction, and market strategies.

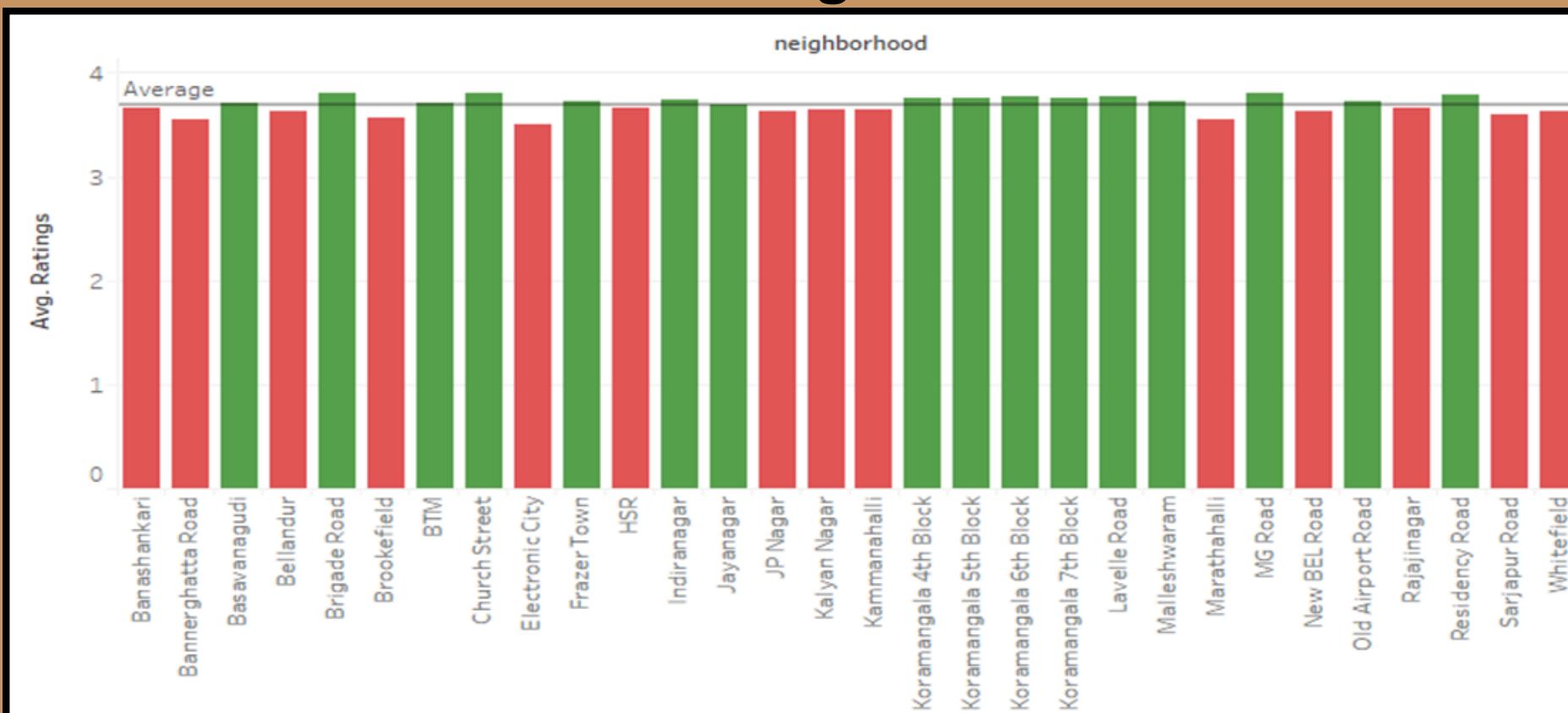


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# Availability of online ordering



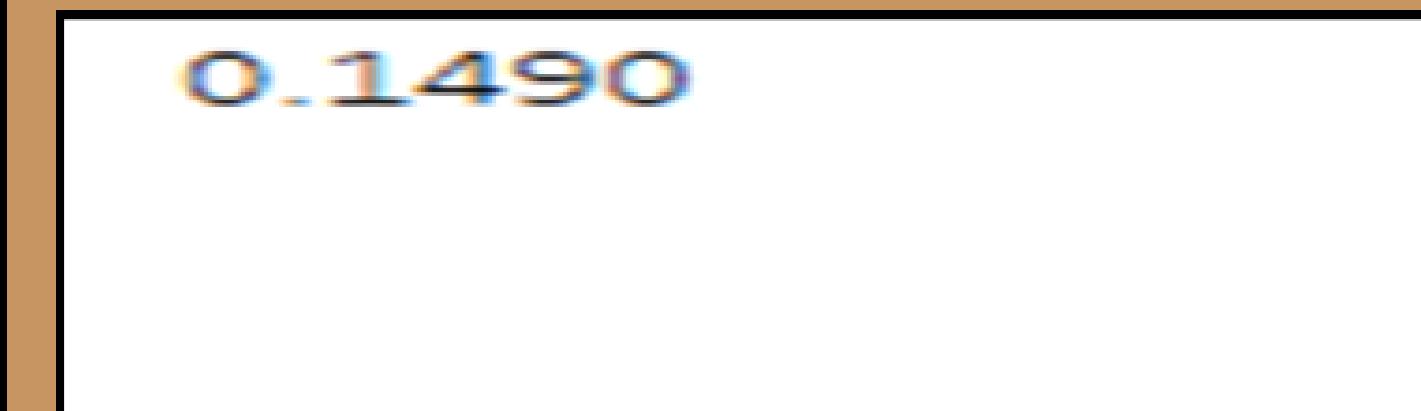
# Restaurant Ratings



# Cuisine Types



# Customer Engagement



## Dishes Liked

Appam, Cocktails, Tiramisu, Mocktails, Kebab Platter, Salads, Lamb Akki Rottis, Neer Dosa Aam Panna, Pasta, Paneer Tikka, Biryani, Pav Bhaji, Veg Pulao, Nachos  
 Andhra Meal, Potato Wedges, Chicken Biryani, Chicken Satay, Dal Fry Aloo Pyaz Paratha, Kheer, Salads, Salad, Thali, Chocolate Banana, Rajma, Afghan Chicken  
 Aam Panna, Pasta, Biryani, Paneer Tikka, Chinese Bhelpuri, Veg Pulao, Pav Bhaji Ambur Biryani Appam, Paratha, Crab Masala, Tea, Mutton Stew, Fish, Chicken Masala  
 Appam, Kerala Parotta, Buttermilk, Biryani, Chicken Fry, Beef Fry, Fish Curry Aloo Paratha, Dal Makhani, Chaat  
 Andhra Meal, Biryani, Chicken Curry Appam, Sea Food, Fry Prawns, Dal Fry, Chicken Curry, Fish, Murgh Ghee Roast Aloo Gobhi, Mocktails, Veg Buffet, Dahi Vada, Salads, Chaat, Buttermilk  
 Appam, Kerala Parotta, Buttermilk, Biryani, Chicken Fry, Fish Curry, Beef Fry Aloo Paratha, Highway Chicken, Amritsari Kulcha, Veg Platter, Roti, Garlic Naan Appam, Egg Curry  
 Appam, Chicken Biryani, Butter Naan Appam, Buttermilk, Idiyappam, Kerala Parotta, Chicken Curry, Paratha, Roast Beef Appam, Fish, Sea Food, Cocktails, Prawn, Thali, Paratha  
 Andhra Meal, Cocktails, Chicken Biryani, Paneer Butter Masala, Mutton Biryani Anjal Masala Fry, Pasta, Veg Platter, Biryani, Jeera Rice, Murgh Ghee Roast, Sea Food  
 Appam, Fish Curry, Buttermilk, Chicken Stew, Kadala Curry, Kerala Parotta, Roast Beef  
 Aloo Paratha, Panneer Butter Masala Aloo Pyaz Paratha, Kheer, Salads, Chocolate Banana, Thali, Matar Paneer, Detox Smoothie  
 Andhra Meal, Vegetable Biryani Andhra Meal, Vegetable Biryani, Veg Thali, Chicken Chettinad, French Chicken, Manchurian Appam, Khao Suey, Rabri, Chicken Biryani, Kebab Platter, Prawn, Pad Thai  
 Aloo Paratha, Manchurian Andhra Thali, Veg Thali, Ulavacharu Mutton Biryani, Chicken Biryani, Mutton Soup, Lassi, Kodi Pulao Aloo Paratha, Veggie Wrap, Sabudana Kheer, Chicken Wrap, Rolls, Khichda, Thali  
 Appam, Fish Andhra Thali, Veg Thali, Chicken Biryani, Kodi Pulao, Mutton Soup, Ulavacharu Mutton Biryani, Lassi Andhra Thali, Mutton Biryani, Mutton Fry, Lassi, Chicken Curry, Ragi Mudde, Ulavacharu  
 Appam, Chicken Biryani, Kulki Sarbat, Panneer Butter Masala, Meen Pollichathu, Vellarikka Pattanam, Sea Food Andhra Thali, Rice, Mango Dal, Salad, Chicken Meal, Aloo Matar, Chicken Curry  
 Andhra Thali, Chicken Lollipop, Mutton Biryani, Chicken Boneless Biryani, Andhra Meal, Hyderabadi Biryani, Raita Aloo Paratha, Burgers, Momos, Gulab Jamun, Mutton Roganjosh, Noodles, Butter Chicken  
 Aloo Paratha, Masala Dosa, Coffee, Dahi Vada, Paneer Parantha, Sweet Lassi, Mix Veg Parantha Andhra Meal, Mutton Soup, Vegetable Biryani, Non Veg Thali, Chicken Boneless Biryani, Mutton Biryani, Chilli Chicken  
 Aloo Paratha, Ande Ka Funda Andhra Thali, Veg Thali, Lollipop Biryani, Chicken Boneless Biryani, Hyderabadi Biryani, Mutton Biryani, Vegetable Biryani Aloo Paratha, Samosa, Kachori, Poha, Chaat  
 Appam Appam, Roast Chicken, Duck Roast, Vegetable Stew Appam, Chicken Biryani, Kizhi Biryani, Kulki Sarbat, Panneer Butter Masala, Meen Pollichathu, Vellarikka Pattanam Andhra Meal, Thali  
 Appam, Chicken Stew, Chicken Curry, Sea Food, Kerala Parotta, Fish Curry, Paratha Andhra Meal, Chicken Pepper Dry, Andhra Thali, Chicken Biryani, Murgh Ghee Roast, Ghee Rice, Hyderabadi Biryani  
 Appam, Coffee Andhra Meal, Mutton Biryani, Chicken Sholay, Chicken Biryani, Chicken Guntur, Andhra Thali, Guava Ice Cream Appam, Khao Suey, Chicken Biryani, Kebab Platter, Rabri, Prawn, Pad Thai  
 Alfam Chicken, Ghee Rice, Chicken Curry, Mutton Biryani, Chicken Grill, Shawarma, Fruit Salad Al Faham Chicken, Kalmi Kebab, Bbq Chicken, Chicken Tikka, Shawarma, Malabari Biryani, Chicken Wrap  
 Aloo Paratha, Roti, Butter Chicken Andhra Meal, Mutton Biryani, Pepper Chicken, Veg Thali, Chicken Guntur, Raita, Chicken Kebab Aam Panna, Pasta, Chinese Bhelpuri, Biryani, Paneer Tikka, Veg Pulao, Pav Bhaji  
 Aloo Paratha Aloo Tikki Chat Appam, Buttermilk, Fry Prawns, Roast Beef, Masala Prawn, Chicken Stew, Murgh Ghee Roast Aloo Pyaz Paratha, Kheer, Salad, Salads, Thali, Rajma, Chocolate Banana  
 Andhra Meal, Andhra Style Chilli Chicken, Chicken Biryani, Chicken Guntur Aloo Paratha, Litti, Dal Makhani, Sattu Paratha, Liti Chokha, Cheese Paneer Paratha, Kheer Ambur Biryani, Vegetable Biryani  
 Appam, Chicken Curry, Passion Fruit Juice, Crepe Appam, Kerala Parotta, Sea Food, Idiyappam, Chicken Chettinad, Dum Biryani, Egg Curry Aloo Paratha, Poha, Samosa, Kachori, Chaat  
 Appam, Fried Fish, Paratha, Vegetable Stew, Chicken Biryani, Chicken Curry, Sea Food Appam, Fish, Mutton Stew, Cocktails, Egg Roast, Prawn Curry, Chicken Stew  
 Andhra Chicken Curry, Fried Rice, Biryani Ambur Biryani, Mutton Biryani, Prawn, Raita, Brinjal Curry, Vegetable Biryani, Fish Aloo Paratha, Dal Makhani, Paneer Parantha, Chaat  
 Apple Pie Ice Cream, Nolen Gur, Paan Ice Cream, Chocolate Fudge, Gur Ice Cream Appam, Buttermilk, Idiyappam, Kerala Parotta, Chicken Curry, Paratha, Fish Fry Appam, Masala Dosa, Tea, Coffee  
 Aloo Palya, Masala Poori, Panipuri, Rolls, Chaat, Benne Dosa, Dahipuri Appam, Kappa Biryani, Chicken Fry, Kallappam, Buttermilk, Beef Fry, Paratha Ambur Biryani, Mutton Biryani, Raita  
 Akki Rottis, Rumali Roti, Masala Dosa, Vada, Raagi Roti, Rava Idli, Coffee Appam, Vegetable Stew, Chicken Fry, Pothichoru, Fish Curry, Chicken Curry Appam, Thali  
 Appam, Tea, Chicken Curry, Kadala Curry, Fish, Egg Curry, Idiyappam Appam, Prawn, Vegetable Stew, Fish, Banana Dosa, Veg Thali, Paratha  
 Appam, Tiramisu, Cocktails, Mocktails, Kebab Platter, Salads, Lamb Appam, Fish Curry, Fish Fry, Pothichoru Appam, Risotto, Gulab Jamun, Halwa, Fish, Vegetable Stew, Tiramisu

## Table Booking Options



### Book Table

- No
- Yes

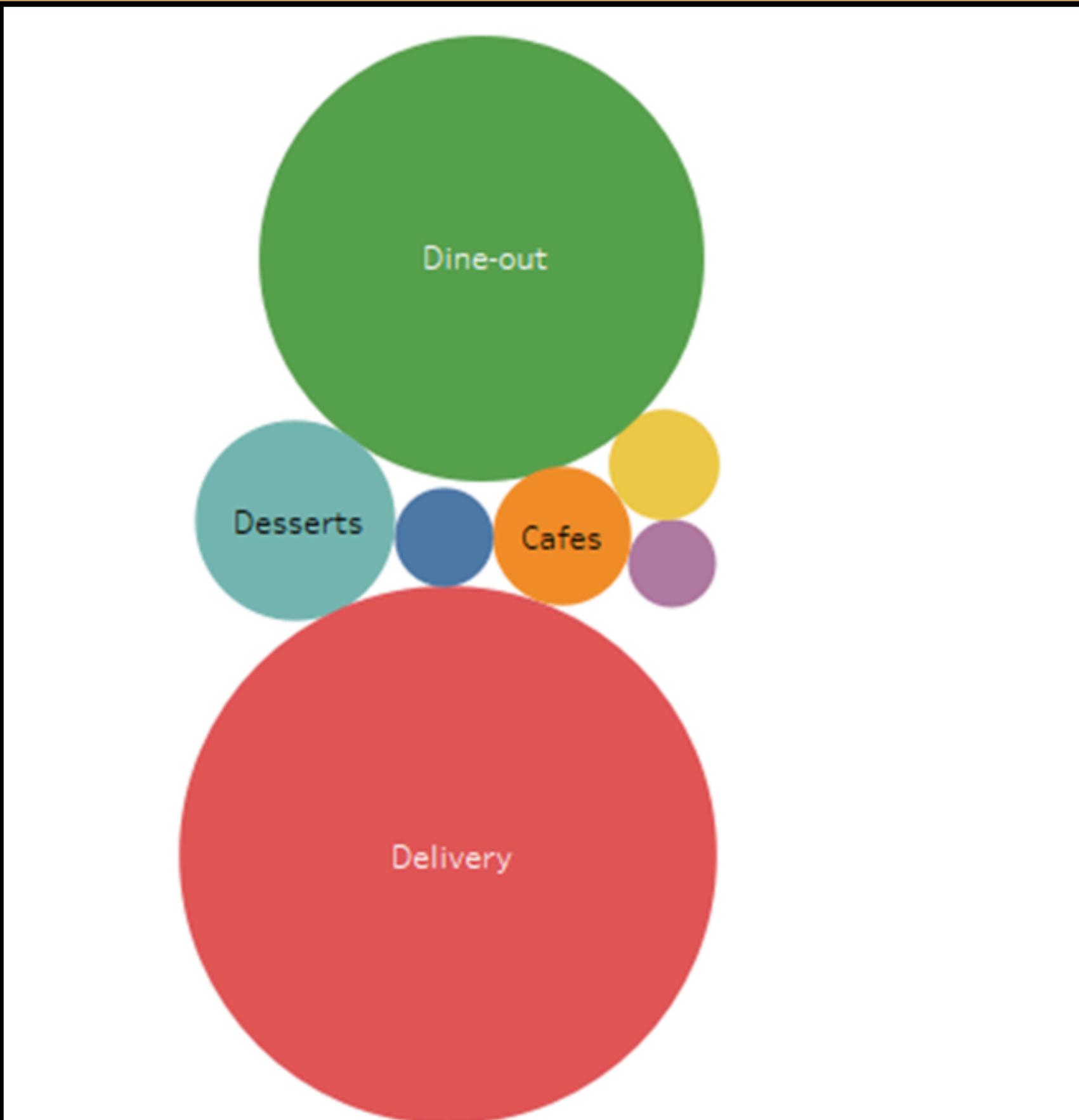
### Dish Liked

- Akki Rottis, Ruma..
- Al Faham Chicken,..
- Alfam Chicken, Gh..
- Almond Shake, Pi..
- Aloo Gobhi, Mock..
- Aloo Palya, Masal..
- Aloo Paratha
- Aloo Paratha, And..
- Aloo Paratha, Bur..
- Aloo Paratha, Dal ..
- Aloo Paratha, Dal ..
- Aloo Paratha, Hig..
- Aloo Paratha, Litt..
- Aloo Paratha, Ma..
- Aloo Paratha, Ma..
- Aloo Paratha, Pan..
- Aloo Paratha, Poh..
- Aloo Paratha, Rot..
- Aloo Paratha, Sa..
- Aloo Paratha, Veg..
- Aloo Pyaz Parath..
- Aloo Pyaz Parath..

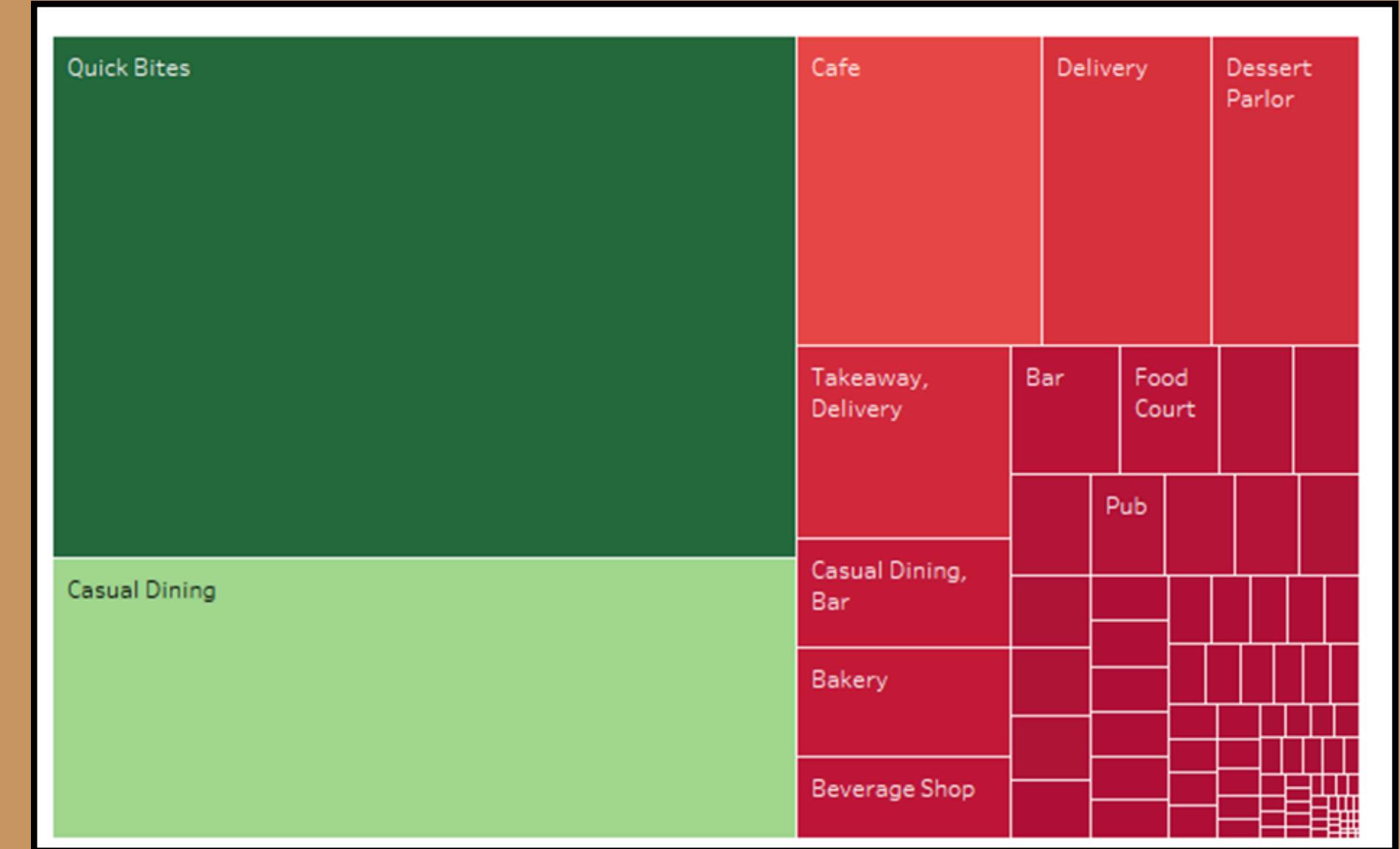
## Neighborhood Analysis



## Meal Types Offered:



## Restaurant Types:



## Cost Analysis

0.3852

# Key Insights

## 1. Availability of Online Ordering:

- In Bengaluru, locations like BTM ,HSR, Koramangala 5th Block,jaynagar have the highest number of restaurants offering online ordering. Other areas like Malleshwaram and City Market have fewer options.
- Green bars likely represent restaurants that offer online ordering
- Red bars may represent those that don't.

## 2. Table Booking Options: :

- Restaurants with Table Booking:

The chart compares average ratings for restaurants with ("Yes") and without ("No") table booking options.

- Correlation with Ratings:

Restaurants offering table booking have slightly higher average ratings (around 4.0) compared to those that don't (around 3.5).

This suggests that offering table bookings might correlate with higher customer satisfaction or popularity.

### **3. Restaurant Ratings:**

Distribution of Ratings:

- Most neighborhoods have restaurants with average ratings between 3.5 and 4.0, with no significant deviations below or above this range.

Highest-Rated Neighborhoods:

- Neighborhoods like Koramangala 6th Block and Whitefield show higher average ratings, reaching close to 4.0.
- Areas like Banaswadi and Basavanagudi have slightly lower ratings compared to others.

### **4. Customer Engagement:**

- A correlation coefficient of 0.1490 suggests a weak positive correlation between the number of votes (customer reviews) and the overall rating of a restaurant.
- This means higher-rated restaurants may receive slightly more reviews, but the relationship is not strong.

## **5.Cuisine Types: :**

The most popular cuisines in Bengaluru are Biryani, Bakery, Chinese, Fast Food, and North Indian. Desserts, South Indian, and Kebab are also common but less dominant.

Neighborhoods like Koramangala and Whitefield may offer a variety like Bakery and Cafe, while traditional areas like Basavanagudi might focus more on South Indian cuisine.

## **6. Cost Analysis:**

Correlation with Ratings:

- A coefficient of 0.3852 indicates a moderate positive correlation between the cost for two people and restaurant ratings. Higher-cost restaurants tend to have better ratings but not overwhelmingly so.

Correlation with Popularity:

- If votes or reviews indicate popularity, this suggests more expensive restaurants might be slightly more popular but with many exceptions.

## 7. Neighborhood Analysis:

Restaurant Counts:

- BTM, Koramangala 6th Block, and HSR Layout have the highest concentration of restaurants, as indicated by the taller bars in the chart.

Highly-Rated Restaurants:

- Areas like Koramangala 6th Block and Whitefield, known for their diversity, are likely to have more highly-rated restaurants based on previous analysis of average ratings.

## 8. Restaurant Types:

- Most Common Types:

Quick Bites and Casual Dining dominate, as seen by their larger areas in the treemap. Other notable types include Cafe, Delivery, and Dessert Parlors.

- Ratings and Costs:

Quick Bites likely have lower average costs and moderate ratings, catering to casual eaters. Casual Dining restaurants often have higher costs and better ratings due to their focus on ambiance and service.

## **9. Dishes Liked:**

Customer Preferences: Customers consistently show a preference for certain dishes like Biryani and Appam across different restaurants.

Trends:

- Regional Variations: South Indian: Appam, Kerala Parotta, and Idiyappam are more prominent, reflecting regional preferences.
- North Indian: Biryani, Paneer Butter Masala, and Aloo Paratha are more common.

## **10. Meal Types Offered:**

- Customer Demand: The large size of the "Delivery" bubble suggests a strong demand for food delivery services.
- Restaurant Strategy: Many restaurants likely adopt a multi-channel approach, offering both dine-in and delivery options to cater to a wider customer base.

# Thank you

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