Data Analysis Project using Python

- *Tools used: Python (Pandas, Matplotlib, Seaborn), Jupyter Notebook*

- **Objective**: Analyzed customer preferences and restaurant performance on Zomato, using data analysis techniques to provide insights for strategic decision-making.

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Key Questions:

1. What type of restaurant do the majority of customers order from?
2. How many votes has each type of restaurant received from customers?
3. What are the ratings that the majority of restaurants have received?
4. Zomato has observed that most couples order most of their food online. What is their average spending on each order?
5. Which mode (online or offline) has received the maximum rating?
6. Which type of restaurant received more offline orders, so that Zomato can provide those customers with some good offers?

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Insights

1. Majority of the restaurant falls under the dinning category.
2. Dinning restaurants has received the maximum number of votes.
3. Most restaurants received rating Between 3.5 and 4 stars.
4. Couples predominantly choose restaurants with an average order cost of approximately 300 rupees.
5. Offline order generally received lower ratings compared to online orders.
6. Dinning restaurant primarily accept offline orders, while cafes receive more online orders. This suggests that customer preferences for in- person dinning at restaurants and online orders for cafes.

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