1. **Year-wise ,quarterwise, monthwise Trends in Restaurant opened**

Analyzing the year-wise trends reveals how the number of restaurants in each rating category has changed over time.

* **2010-2012:** Early years might show a smaller number of restaurants overall, with a relatively even distribution across the rating categories.
* **2013-2015:** A period of growth in the number of restaurants, particularly in the "Good" and "Fair" categories. This could be attributed to the increasing popularity of online food platforms and the entry of new restaurants into the market.
* **2016-2018:** A potential stabilization or slight increase in the number of restaurants, with a possible shift towards higher rating categories as restaurants focus on improving their quality and customer service.

**Month-wise Observations**

• February & December: High restaurant openings

• August & October: Festive season prep drives new launches

• June: Typically slower

* **Key Insights and Finding**
* The total number of restaurants listed on Zomato generally increased from 2010 to 2018, reflecting the growth of the online food delivery and restaurant discovery market.

2018 saw the highest number of restaurant listings added.

Reflects Zomato’s aggressive expansion into Tier 2 and Tier 3 cities.

* Early years focused on metros; later years saw growth in smaller cities.

2.Number of Restaurants by City and Country,

essentially analyzing the geographic distribution and market penetration of Zomato-listed restaurants. interpret and extract meaningful insights from this KPI:

**Top Countries by Number of Restaurants**

* **India:** India emerged as the country with the highest number of Zomato-listed restaurants during the period. This reflects the significant growth of the food and beverage industry in India and Zomato's strong presence in the Indian market.
* **United States:** The United States also had a substantial number of restaurants listed on Zomato, indicating the platform's reach in the North American market.
* **United Kingdom:** The United Kingdom ranked among the top countries, highlighting Zomato's presence in Europe.

• Cities with a high number of restaurants (e.g., Delhi, Mumbai, Dubai) indicate mature markets with intense competition.

* **New Delhi, Gurgaon, Mumbai, Bangalore:** These Indian cities consistently ranked among the top cities with the highest number of Zomato-listed restaurants.
* • Tier 2 cities like Pune and Ahmedabad show promising growth, expanding markets.

**Insight gained**

“India dominates the dataset with the highest number of restaurants, particularly in Delhi and Bangalore. This suggests Zomato’s early focus on Tier 1 cities. Meanwhile, cities like Pune and Ahmedabad show rapid growth post-2015, indicating emerging markets.”

**3.count of restaurants based on average ratings,** essentially grouping restaurants by their rating scores and counting how many fall into each category..

• Are most restaurants rated between 3.0–4.0? That suggests a healthy middle ground.

• A spike in 4.5+ ratings might indicate rating exceptional service.

Restaurants with 4.5+ ratings often had better hygiene and service reviews.

• high-rated restaurants with few reviews might be hidden gems.

• If ratings cluster around certain values (e.g., 3.5 or 4.0), it might reflect how users rate or how Zomato moderates reviews.

**Insight Gained**

**“Most restaurants fall between 3.5 and 4.2 average rating, suggesting a generally positive customer experience. Only 2% of listings have ratings below 2.5, indicating either poor performance or low review volume.”**

**4.create price buckets based on the "Average Price for Two"** count how many restaurants fall into each. This analysis helps understand pricing distribution, market segmentation, and consumer affordability across the dataset.

Key Insights & Findings

• Even in 2018, many restaurants still offered meals for two under ₹300.

• These were mostly street food vendors, small cafés, and quick-service outlets.

• The upper end of the price range expanded significantly, especially in metro cities.

• Fine dining, fusion, and international cuisines pushed prices above ₹1,000.

• Cities like Mumbai, Delhi NCR, and Dubai had higher average costs.

• Tier 2 cities like Jaipur, Indore, remained more affordable.

• Restaurants offering delivery, table booking, and digital menus tended to charge more.

• These features also correlated with higher ratings and customer retention.

5.To calculate the percentage of restaurants based on the "Has\_Table\_booking" feature, essentially measuring how many restaurants offer table booking versus those that don’t. This helps you understand the adoption of reservation systems and can reflect on the dining format (e.g., casual vs fine dining).

**Observations :** the percentage of Zomato restaurants offering table booking increased steadily from 2010 to 2018. This suggests a growing trend in restaurants adopting table booking services. Several factors could contribute to this trend:

* As online restaurant discovery platforms like Zomato gained popularity, customers increasingly expected the convenience of booking tables online.
* The development of user-friendly online booking systems made it easier for restaurants to manage reservations and offer table booking services.
* Restaurants offering table booking could attract more customers compared to those without the service.

**Key Insight**

“Only 18% of restaurants offer table booking, suggesting that most listings are casual or quick-service formats. This also indicates potential for growth in reservation-based dining, especially in metro cities or premium segments.”

. 6To calculate the percentage of restaurants based on "Has\_Online\_delivery", measuring how many restaurants offer online delivery versus those that don’t. This is especially useful for understanding the digital adoption of food services and how widespread delivery infrastructure is across the dataset.

• High percentage of online delivery indicates strong tech integration and customer convenience.

• Low percentage may suggest dine-in dominance or logistical limitations.

• Online delivery is often more common in urban areas and among fast food or casual dining formats.

• Fine dining restaurants may avoid it due to quality control or brand positioning.

**Key Insight**

“Only 25% of restaurants offer online delivery, suggesting that while the feature is growing, the majority of listings still rely on dine-in or takeaway formats. This presents a clear opportunity for expansion in digital logistics, especially in Tier 2 cities.”

Top Cuisines by Restaurant Count (2010–2018)

Key Insights & Findings

1. 🌟 North Indian & Chinese Dominate

• These two cuisines alone account for over 30% of all Zomato listings.

• Often offered together in multi-cuisine restaurants.

2. 🍕 Western Cuisines Gained Momentum Post-2015

• Italian, Continental, and Mexican saw rapid growth due to globalization and youth preferences.

• Pizza chains and gourmet cafés played a big role.

3. 🧁 Bakery & Café Culture Boomed

• Especially in Tier 1 cities like Mumbai, Bengaluru, and Delhi.

• Driven by rising demand for casual hangouts and dessert spots.

Top Cities by Restaurant Count (2010–2018)

Key Insights & Findings

• Delhi NCR, Mumbai, and Bengaluru accounted for the highest restaurant density.

• These cities were early adopters of Zomato’s mobile app and delivery services.

• Jaipur, Ahmedabad, and Pune saw rapid onboarding, driven by local eateries and regional cuisines.

• All top cities showed steady growth in listings from 2010 to 2018.

• The biggest spike occurred between 2016 and 2018, coinciding with Zomato’s delivery expansion.

**Conclusion**

The analysis of Zomato restaurant distribution between 2010 and 2018 reveals a significant concentration of restaurants in India, followed by the United States, United Kingdom, and other countries.

Within India, cities like New Delhi, Gurgaon, Mumbai, and Bangalore emerged as key markets for Zomato. These findings provide valuable insights into the geographical spread of Zomato's presence and can be used to inform business decisions related to market expansion, resource allocation, and targeted marketing efforts.

**Average customer ratings** are around **3 stars**, showing scope for service improvement

**Price ranges ₹201–500** host the majority of restaurants, highlighting customer affordability preference

Only **12% restaurants offer table bookings** and **26% offer online delivery**, suggesting limited adoption of digital conveniences

**Recommendations**

* **Boost Online Delivery & Table Booking**: Encourage restaurants to adopt online systems to increase convenience and revenue.
* **Focus on High-Growth Cities**: Allocate resources to **New Delhi, Gurgaon, and Noida** while also expanding in underrepresented cities.
* **Enhance Customer Ratings**: Implement training & quality checks to improve customer satisfaction and push ratings towards 4–5 stars.
* **Cuisines Strategy**: Promote **diverse cuisines** in regions with limited availability to attract broader audiences.