



# CERTISURED

Bhashyam Circle, 59th cross, A Main Rd, 3rd Block, Bengaluru, Karnataka 560010

## Project Report

On

## “ZOMATO FOOD ORDER ANALYSIS”

Submitted for partial fulfilment of requirement for the award of course of

### Full Stack Data Analytics

Submitted by

**SHREYAS N**

2024

---

## “Documentation”

**Sumer Pasha**  
Instructor

**Vijay Shanthagiri**  
CEO

**Prithvi**  
Manager

Signature with date

# PROJECT REPORT

## About the company:

ZOMATO is an Indian multinational restaurant aggregator and food delivery company. It provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns.

### CUSTOMER ANALYSIS:

Identify popular cuisines, price ranges, and restaurant types based on customer orders.

Analys the top 10 high business performing areas according to the customer rating above 4 out of 5

Analys the least business performing areas according to the customer rating below 2 out of 5

Analys the factors influencing vote points as customer unsatisfaction with service

### RESTAURANT ANALYSIS:

Explore characteristics of highly rated restaurants and those receiving a heavy volume of orders

Restaurant Performance & customer ratings analysis

Analyse performance of each restaurant according to the location by customer maximum ratings

Analyse data to identify the costliest menu according to different restaurants

Identify the top 10 dishes liked by the customers as per the purchase count

### IDENTIFYING UNDER SERVED AREAS & ORDER DELAILS:

Identify the areas with high demand for food delivery but has limited restaurant options

Analysis how many orders were ordered in Online and how many were offline

Identifying the low performing area according to the least customer satisfaction  
**[ VOTES LESS THAN 100 POINTS]**

Analyse the data to perform is the highest voted location

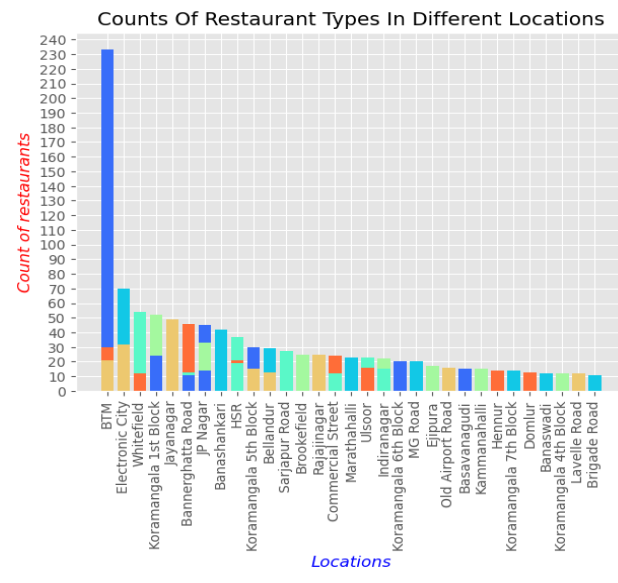
Analyse the data to perform which type of food is being ordered the most

Identify which mode customers are choosing the most

ZOMATO is an Indian multinational restaurant aggregator and food delivery company. It provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns.

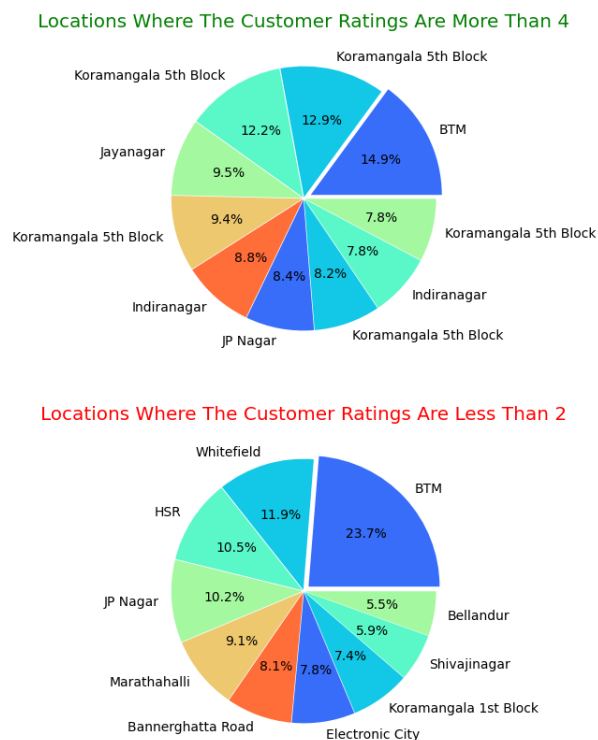
[illegible][illegible]

Fig1:



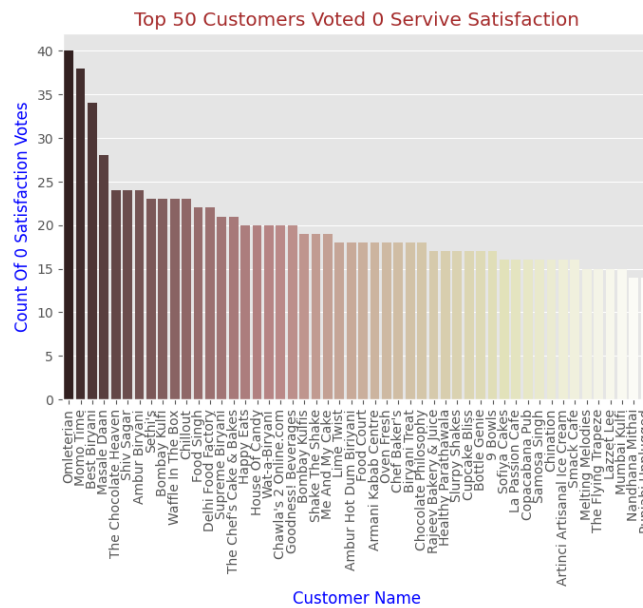
- ✓ The above graph describes that BTM layout has the greatest number of restaurants with different type
- ✓ Brigade road has only one type of restaurant

Fig2:



- ✓ The above two graphs describe the ratings given by the customers as per the service
- ✓ In the 1<sup>st</sup> graph out of 10 locations BTM layout has the most 4+ ★ ratings out of 5★
- ✓ And the 10<sup>th</sup> position goes to Koramangala 5<sup>th</sup> stage
- ✓ In the 2<sup>nd</sup> graph out of 10 locations its again the BTM layout has the most ratings less than 2★

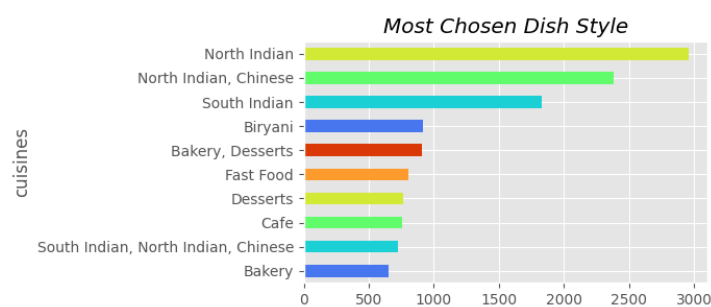
Fig3:



✓ In the above graph

- The graph describes in the overall orders and deliveries we have picked only top 50 customers who have voted 0 for the customer satisfaction
- Here the graph describes the unsatisfaction ratio of particular customer
- As we can see the customer's name Omlesterian have voted 0 for 40 times
- 4<sup>th</sup> So the company has to get to know why the customer is unsatisfied and has to find the solution for this to get good ratings and business

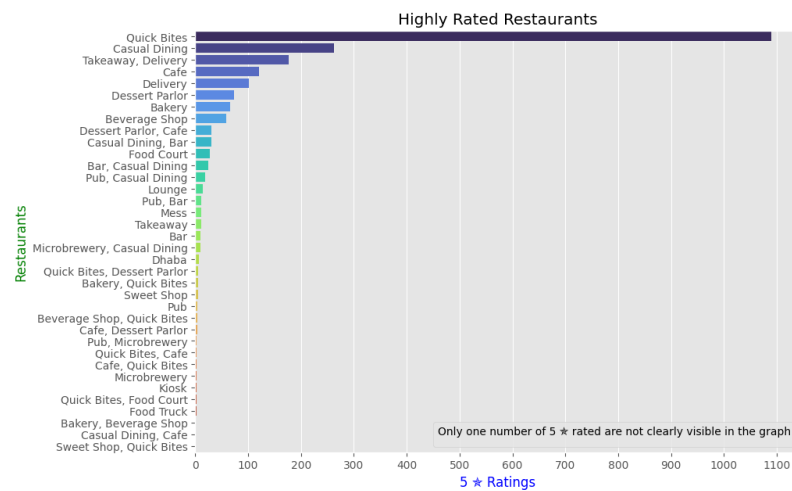
Fig4:



✓ In the above graph

- The graph describes the type of dish style customers have chosen the most
- In the above graph we have listed only top 10 dish styles
- As we can see in the graph most of the people have chosen North Indian style food

Fig5:



- ✓ The above graph describes the Highly rated restaurants in the city
  - Out of 1000+ different restaurants in the city
  - As we can see QUICK BITES has been rated 5 ★ for 1090 times and followed by:
    - Casual Dining
    - Ireland
    - Take away
    - Café
    - Delivery

Fig6:

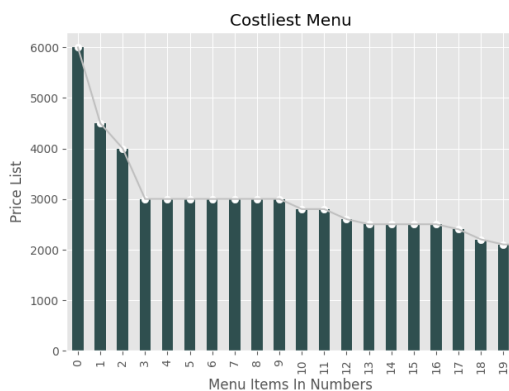
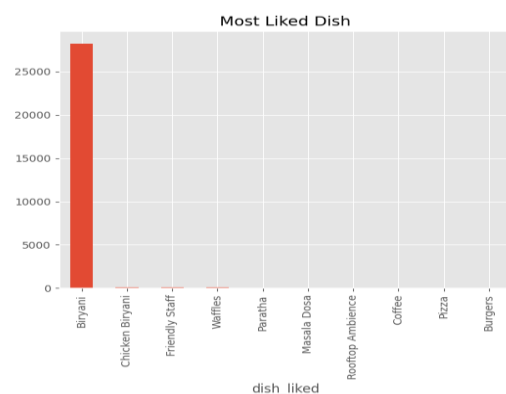
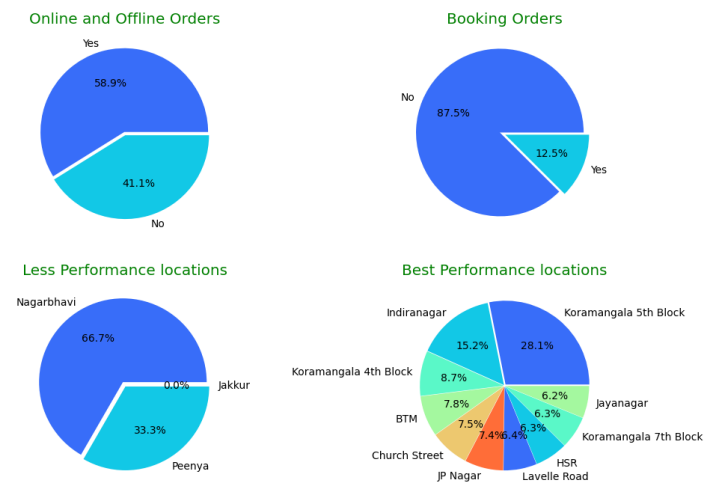


Fig7:



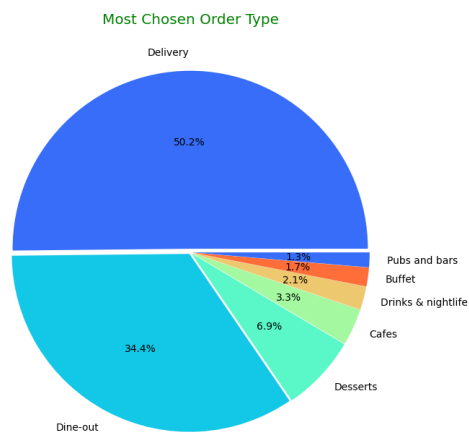
- ✓ In the above graphs:
  - In the above graph we have selected only top 20 costliest menu
  - The costliest menu is about 6,000/- in Fine Dining
  - The lowest menu out of top 20 is 2100/- in Casual Dining
  - The 2<sup>nd</sup> graph describes the top 10 most liked dish by the customers as we can see people have liked BIRIYANI the most

Fig8:



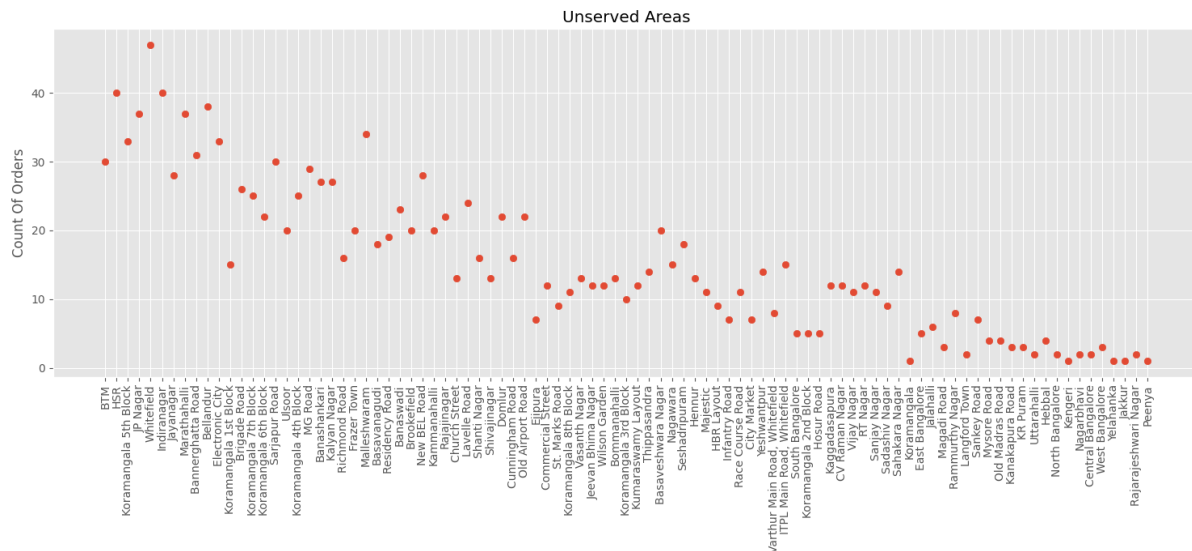
- ✓ The above graphs describe:
- Percentage of online and offline orders done by the customers, as we can see 58.9% are online and the rest of 41.1% is Offline
  - Percentage of Booked orders and immediate orders, as we can see 87.5% are Booked orders and the rest of 12.5% if table orders
  - Percentage of Least performing locations according to the customers satisfaction withing 100 votes, as we can see
    - Jakkur has 0 votes
    - Peenya has only 5 votes
    - Nagarabhavi has only 10 votes

Fig9:



- ✓ The above graph describes the Order types which customers have chosen the most:
- The above pie chart describes customers have chosen online food delivery the most out of 6 different types of orders
  - And customers have chosen Pubs and bars at the least

Fig10:



- ✓ The above graph describes that the unserved count of each and every location
- ✓ It says the customers have ordered the most food orders at some locations & in some locations the orders are just in single digit
- ✓ As we saw in the 1<sup>st</sup> graph few places had only few

## Summary

This project analyses restaurant data in a city, focusing on various aspects like location popularity, customer ratings, order details, and dish preferences. Key findings include:

**Location:** BTM Layout has the most restaurants with diverse cuisine and the highest customer satisfaction ratings (4+ stars). Conversely, Brigade Road offers limited cuisine options.

**Customer Satisfaction:** While BTM Layout again leads in positive ratings, it also has the most customers dissatisfied enough to rate below 2 stars. The project identifies a customer named "Omleterian" with the most negative ratings (40 times with a 0 rating).

**Dish Preferences:** North Indian cuisine reigns supreme as the most popular choice among customers.

**Highly Rated Restaurants:** "QUICK BITES" emerges as the most highly-rated restaurant (5 stars for 1090 times) followed by Casual Dining, Ireland, Take Away, Cafe, and Delivery.

**Menu Cost:** Fine Dining offers the most expensive menus (up to 6,000 rupees), while Casual Dining provides the most affordable options (starting at 2,100 rupees). Biryani is the most liked dish by customers.

**Order Trends:** Online orders dominate at 58.9%, with booked orders preferred over immediate orders (87.5% vs 12.5%). Jakkur, Peenya, and Nagarabhavi have the least customer satisfaction ratings (under 100 votes).

**Order Types:** Online food delivery is the most chosen order type, followed by takeaway and dine-in options. Pubs and bars are the least frequented category.

**Unserved Orders:** Order fulfilment varies across locations, with some experiencing high volumes and others having very few orders.



## **Conclusion**

This data provides valuable insights for restaurants and delivery services. BTM Layout demands attention due to its high customer base and mixed satisfaction ratings. Addressing customer concerns in locations like BTM Layout and identifying reasons behind low satisfaction for customers like "Omleterian" can improve overall ratings. Understanding popular cuisines and order types allows businesses to cater to customer preferences and optimize their offerings. Focusing on efficient delivery services and addressing unserved areas can further enhance customer satisfaction.