TABLEAU VISUALIZATION AND ANALYSIS ON RESTAURANTS IN BANGALORE

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**ABSTRACT**

Bangalore, the Silicon Valley of India, have people migrate from all over the world in search of opportunities. It has a very vast food culture. Its food speciality can range from the United States to Japan, Russia to Antarctic. It is a hub of wide variety of restaurant types including Quick Bites, Bars, pubs, Drinks, Casual Dining, Buffets, etc. With over 12000 restaurants and more increasing every day, the market has not yet been saturated. This project aims at finding the reasons and factors if someone wants to open up their own restaurant or if anyone want to eat at one. It would be an interesting factor to note that Bangalore, though being in the Southern Indian region, supports North Indian food more than the South Indian. Opening up a restaurant would be a less hectic task if several factors are kept in mind like the wide cuisine variety, the online order facility and the less food cost.

**1.INTRODUCTION**

Bangalore, being the IT hub of India, is also very famous for its food. People can find restaurants from all over the world. From the United States to Japan, Russia to Antarctica, you get all types of cuisines here. Bangalore is the best place for foodies with restaurants ranging from dine-outs to pubs and desserts to buffet. With a current restaurant population of 12000, and the constant increase in the number, the market hasn’t been saturated yet. New restaurants are opening every day. However, it has become difficult for them to break the entry barriers created by the established restaurants. Some of the the key issues that continue to pose a challenge to the newcomers include over-licensing, high real estate costs, fragmented supply chain, rising food costs, and shortage of quality manpower.

This project aims at developing an understanding of the demography and food culture of Bangalore. Questions based on restaurants, types of cuisines and foodies’ interest would be targeted in this paper and factors should be kept in mind if someone wants to open a restaurant and in choosing the best place to eat based on several other factors.

With the help of tableau desktop, we will try to answer based on the demography, food, location and the rating/voting of a restaurant, hence determining the overall food quality index of the location.

The basic idea of analysing the Zomato dataset is to get a fair idea about the factors affecting the establishment of different types of restaurant at different places in Bangalore. With the increase in the traffic towards Bangalore, the restaurants are growing at a fast pace. Despite increasing in the demand of the restaurants, the newcomers find it very difficult to stand in the market. Most of them serve the same food. Bangalore has become a busy city for people, where they don’t have time to cook for themselves. Therefore, it becomes necessary to analyse the demography of the location, keeping the following factors in mind.

* Approximate price of food
* Location of the restaurant
* Is a particular neighbourhood collectively famous for a kind of cuisine?
* Which locality serves cuisines with maximum number of restaurants.
* Does the theme of the restaurant affect the foot traffic in a restaurant?

Just so that you have a great time the next time you step out in the flavourful alleys of Bangalore.

**2.Research Methodology**

Bangalore, being the IT hub of India, has a number of restaurants according to the people’s needs. People flow from all over the country to Bangalore looking for opportunities.

The analysis of this project aims at helping two sets of people. The domains are:

1. Opening a new restaurant in Bangalore

Opening a restaurant in Bangalore could be a hectic task. Breaking the entry barriers such as over-licensing, fragmented supply chain, rising food costs and shortage of manpower is alone a difficulty to deal with. But Bangalore is still ready to welcome all the new restaurants in the market. Analysing the questions based on the rating, cuisines types, food cost, food quality rating/votes, facility of table booking and online ordering adds to the benefit of attracting customers.

1. Choosing a restaurant to eat

With over 12000 restaurants alone in Bangalore, it becomes difficult to choose the best restaurant for yourself. This project provides the best of restaurants according to the needs based on various factors including ratings, votes, delivery options or quick bite option and cost of eating. New to a restaurant and don’t know what to eat? The tableau project solves it all for your better experience.

**3.DATA ANALYSIS AND INTERPRETATION**

3.1 NUMBER OF DIFFERENT RESTAURANTS IN BENGALURU

Silicon Valley and the hub of IT in India, Bangalore is a city of people, colours, and culture. It is also the city of sumptuous and mouth-watering delicacies that you just can’t say no to! The society welcomes international food chains. All international fast food chains open their first Indian outlets in Bangalore. How many different restaurants are there in Bengaluru? Let’s check it out.

Chart, bar chart

Description automatically generated

Fig. Top 30 restaurants with highest branches across Bengaluru.

3.2 CUISINES MOST LIKED

Bangalore, being in the southern region of India, has a unique, powerful taste for North Indian food followed by Chinese, South Indian and Cafes. This observation is quite obvious as Bangalore resides immigrants from all over the northern Indian region in it.

Chart, bubble chart

Description automatically generated

3.3 NEIGHBOURHOOD BY COST OF FOOD

The average cost of food for 2 people ranges from ₹ 401.6 in Banashankari to ₹ 772 in Church Street. Analysing whether the cost of food is higher in the posh areas, we pulled out a map demonstrating the cost of two people in a Bangalore restaurant. The cluster around Residency Road marks the posh area, with prices going up at 700 as an average cost.

Map

Description automatically generated with medium confidence

Neighbourhoods like Church Street, Residency Road, Lavelle Road are considered to be posh around Bangalore, thus offering higher prices for two seating arrangements.

Graphical user interface, scatter chart

Description automatically generated

3.4 NUMBER OF RESTAURANTS IN A NEIGHBOURHOOD

Whitefield has the highest number of the restaurants followed by BTM and Electronic City. But is it true? Verifying the results, we found out that Koramangala has over 945 restaurants in Bangalore as it is divided into 8 blocks starting from 1st to 8th.

Graphical user interface, text, application, email

Description automatically generated

3.5 MOST PREFERRED RESTAURANT TYPE

Casual Dining restaurants have received the most votes followed by Quick bites and Café.

Graphical user interface, application

Description automatically generated

3.6 DELIVERY AND DINE-OUT RESTAURANTS

There are many more delivery restaurants in Bangalore than Dine-out. Being an IT capital of India, here people (particularly bachelors) don’t have much time to prepare food for them. The best option for them seems to be mess or restaurants. Most of the working personnel do not want to waste their time in preparing food so restaurants do play a major role here, which can also be verified with the ground reality.

Graphical user interface

Description automatically generated

3.7 NUMBER OF RESTAURANTS FOR EACH TYPE

Bangalore offers more Quick Bites restaurants followed by Casual Dining and Delivery which is quite obvious as Bangalore is a home to many working individuals that prefer quick bites rather than dinings.

Chart, bubble chart

Description automatically generated

* 1. RATING OF RESTAURANTS

Asia Kitchen By Mainland China, Sante spa Cuisine, Byg Brewski Brewing Company has acquired a rating of 4.9 in Bangalore. Of course, different neighbourhoods offer different restaurants of higher ratings.

Chart

Description automatically generated with low confidence

For Instance, Lavelle Road offers the highest rating of 4.6 for the restaurant Smoke House Deli followed by Caperberry.

A picture containing chart

Description automatically generated

3.9 PRICING BY TABLE BOOKING OPTION

With the average difference of almost ₹909, it is evident from the visualization that the restaurants which offer options for table booking have a higher pricing range than those who do not offer that option.

Graphical user interface, application, Word

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Graphical user interface, application, Word

Description automatically generated

3.10 MOST LIKED CUISINE IN A RESTAURANT

How about going to a restaurant and not knowing what to eat! Chef’s special or the most liked cuisine in a restaurant plays an important role in an enriching experience of a new restaurant.

Based on the restaurant, we have the best dish rated by the people, ensuring you get the best experience at any restaurant.

Chart, treemap chart

Description automatically generated

3.11 DO EXPENSIVE RESTAURANTS HAVE HIGH RATINGS?

Le Cirque Signature – The Leela Palace is the most expensive place in Bangalore with an average cost of food of ₹ 6000 (2 people) but offers the rating of 4.3 whereas Byg Brewski Brewing Company offers a rating of 4.9 with the average costing of ₹ 1600.

The following visualization concludes that an expensive restaurant does not necessarily have high ratings.

Chart, bar chart

Description automatically generated

Chart

Description automatically generated with medium confidence

On a further note, it can be seen that out of top 12 restaurants, based on their rating, only 2 of them have an approx cost of more than ₹ 2000.

Chart, bar chart

Description automatically generated

3.12 IS THE RATING AFFECTED BY THE PRICE OF THE RESTAURANT?

It is observable from the scatter plot, there is no observable relationship between the two factors. There are good and bad restaurants for every rating.

Graphical user interface, text, application

Description automatically generated

3.13 GROUPING NEIGHBOURHOODS BY TYPE OF RESTAURANT

Koramangala has the highest number of bars and delivery restaurants, with BTM and Whitefield having the highest number of Quick bites restaurants. Whitefield and Koramangala offer a high number of Casual Dinings, Bakery and Lounge. Koramangala and Indiranagar have a large number of Cafes, Pubs and Dessert Parlours. It would not be wrong to say that Koramangala is the central hub for foodies in Bangalore.

Chart, treemap chart

Description automatically generated

**RESULTS**

It was worth noting that all the top 5 restaurants of Bangalore were foreign restaurant chains. What are Indian restaurants lacking in terms of the food, cuisine which will be worth studying about in future.

Bangalore, being in south India, has more unique and loving taste for North Indian food. One of the possible reasons can be the huge migration of people in search of good jobs from north India. It has all price ranges varying from $401.6 in Banashankari to $772 in Church Street for two seating arrangement. Also, it was noted that higher costing of food resulted in identifying the area as posh. Whitefield which is also a software industrial area houses more restaurants of Bangalore and can be said to be heaven for foodies. Even though the Quick Bites restaurants are more than the Casual Dining restaurants, people prefer Casual Dining’s a bit more than Quick Bites. More than 60% of the restaurants in Bangalore offer online delivery, clearly most of the population are working here. It is, therefore, interesting to note that while Bangalore has many restaurants with delivery facility, it only has 12% restaurants that offer the option of booking table.

Asian Kitchen by Mainland China, Sante Spa Cuisine and Byg brewski Company have the highest rating of 4.9 in Bangalore. It is seen that the higher rating does not necessarily mean higher cost of food. The top 3 restaurants with the highest rating have the cost of food ranging from Rs. 1000 to Rs. 1600, whereas The most expensive restaurant of Bangalore, Le Cirque Signature – The Leela Palace offers food at Rs. 6000 with the rating of 4.6. However, it was discovered that rating had no observable relationship with the price of the food for a restaurant. Koramangala and Whitefield with a large number of Casual Dinings, Bakery and Lounges, Koramangala and Indiranagar with a large number of Cafes, Pubs and Dessert parlours and Koramangala and Whitefield with higher Quick Bites restaurants than others. Koramangala can be considered as the central hub of restaurants.

**Conclusion**

After all the analysis we did, some of the points which were worth noting that there are a greater number of foreign food chains than Indian restaurants in Bangalore. Café Coffee day has its outlet in most of the Bangalore’s neighbourhood. The Indian Service market’s revolution began in 1996 McDonalds, Subway, YO!China, Pizza Hut and many others started growing in every country, setting up shops in every neighbourhoods. Since then, the food industry has taken a 5th gear and never looked back. We see prominent increase in the likings for Quick restaurants. Establishments with single and multi-cuisines restaurants have, too, been growing tremendously. Bangalore offers a wide variety to the foodies. Next time you step out in Bangalore, you won’t find dosas or Kodava as much as you’ll find Chole Bhature, Mix Veg, Noodles, Filet Mignon and every other kind of cuisine you can think of.

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