

# Restaurant Success Factors on Zomato

*Exploratory data analysis of ratings, cuisines, pricing, and customer preferences across Indian cities.*

**Analysis by:** Shubham kumar

**Project:** Zomato Restaurant Data Analysis

Link=[Zomato EDA project by shubham - Colab.pdf](#)



## Restaurant Market Highlights



Common  
Amenities  
Lunch, Takeaway,  
Cards, Dinner



Top Cuisines  
North Indian  
dominance noted



Leading Chains  
Domino's, CCD, KFC  
prominence



Market Insights  
Affordable to mid-  
range dining



# Introduction



Food delivery and restaurant aggregator platforms like **Zomato** have changed how Indians discover and experience food.

With millions of restaurants and customers, **data analysis becomes essential** to understand:

- Customer behavior
- Popular cuisines
- Pricing patterns
- Quality benchmarks

This project explores the **Zomato Indian restaurant dataset (2.1 lakh records)** using EDA

# Agenda

1

## Data Overview & Cleaning

Understanding the dataset and preparing it for analysis.

2

## Top Cities & Restaurant Distribution

Identifying key urban culinary hubs.

3

## Rating Analysis

Exploring customer sentiment and restaurant performance.

4

## Cost & Cuisines

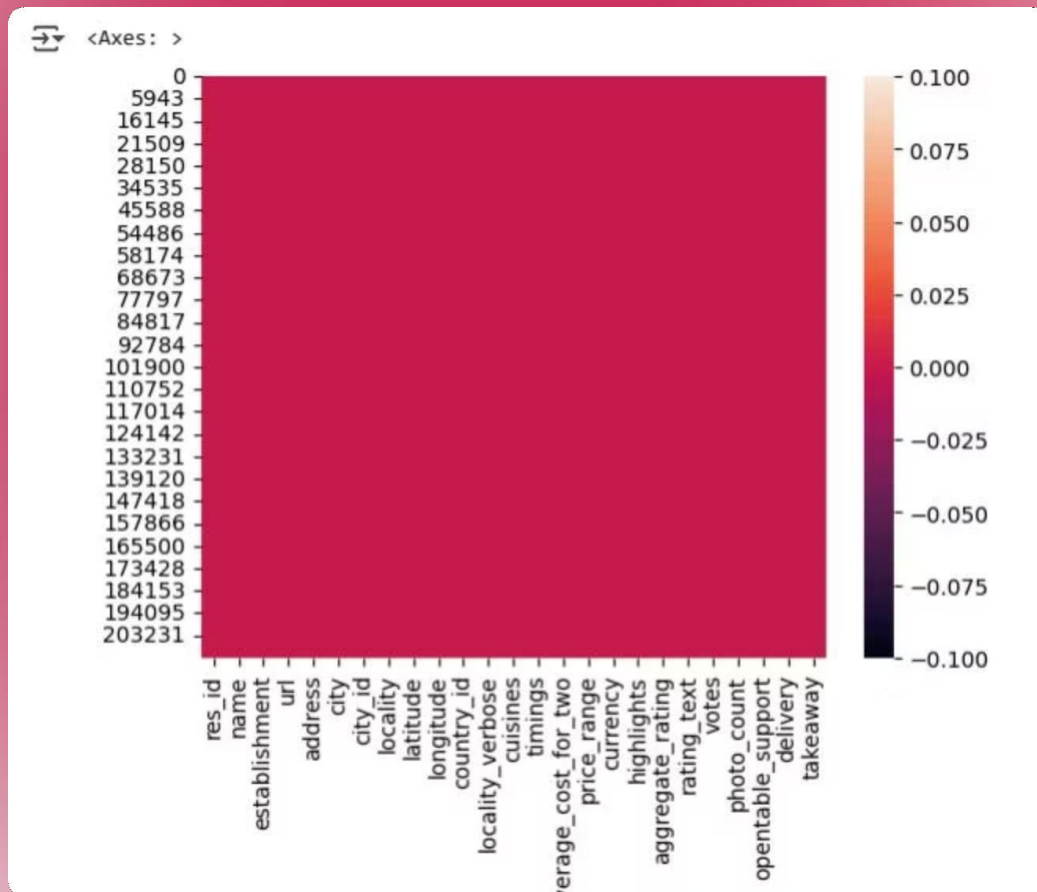
Insights into pricing and popular food types.

5

## Top Restaurant Chains

Highlighting leading brands in the market.

# Data Overview & Cleaning



## Dataset Size

Initial dataset contained 211,944 entries and 26 columns.

## Duplicate Values

Identified and removed 151,533 duplicate entries.

## Missing Data Handled

- Timings: Filled with most frequent value.
- Cuisines: Filled with 'North Indian' (mode).
- Address: Filled with 'Unknown'.
- Opentable Support: Filled with median value (0.0).



# Top Cities with Most Restaurants

# **Chennai, Mumbai, Bangalore** emerged as the top 3 cities with maximum restaurants.

# These cities are:

# Highly urbanized

# Have diverse population and cultures

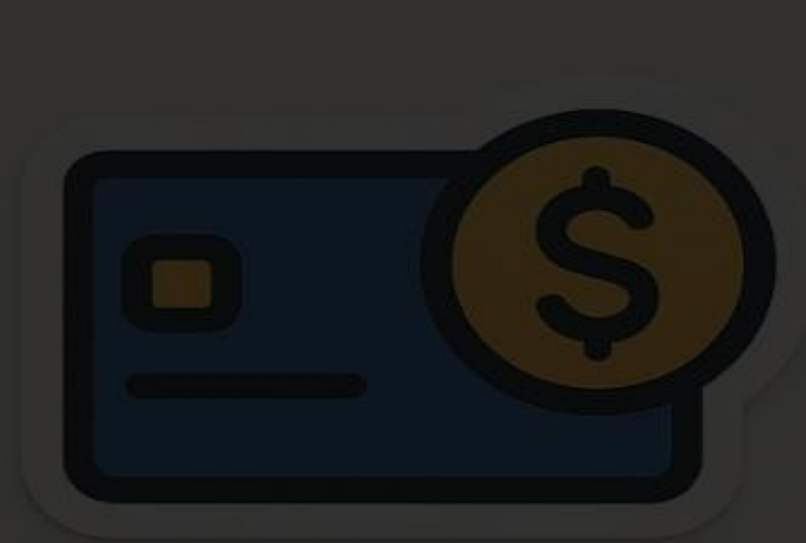
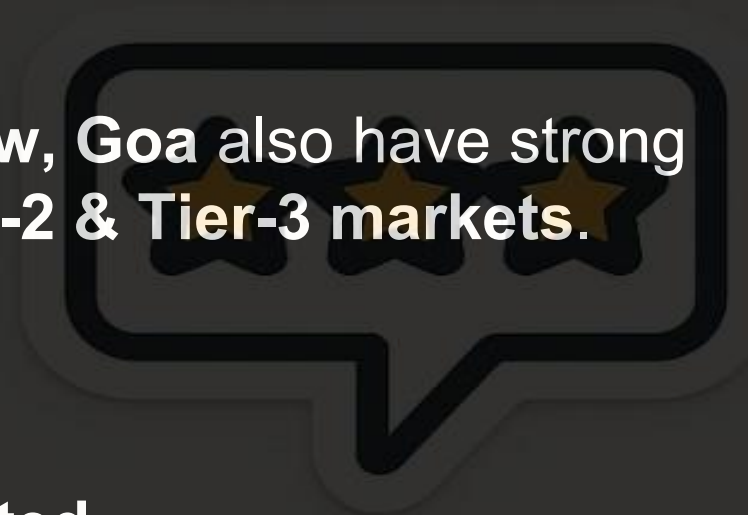
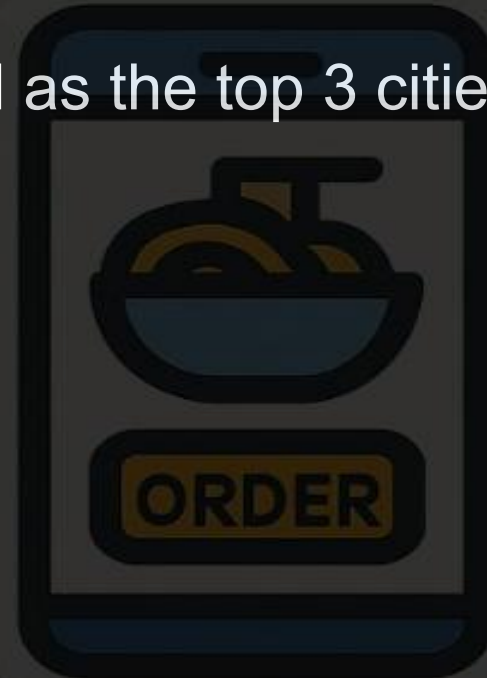
# Strong food delivery infrastructure

# **Smaller cities like Jaipur, Lucknow, Goa** also have strong representation → showing rise of **Tier-2 & Tier-3 markets**.

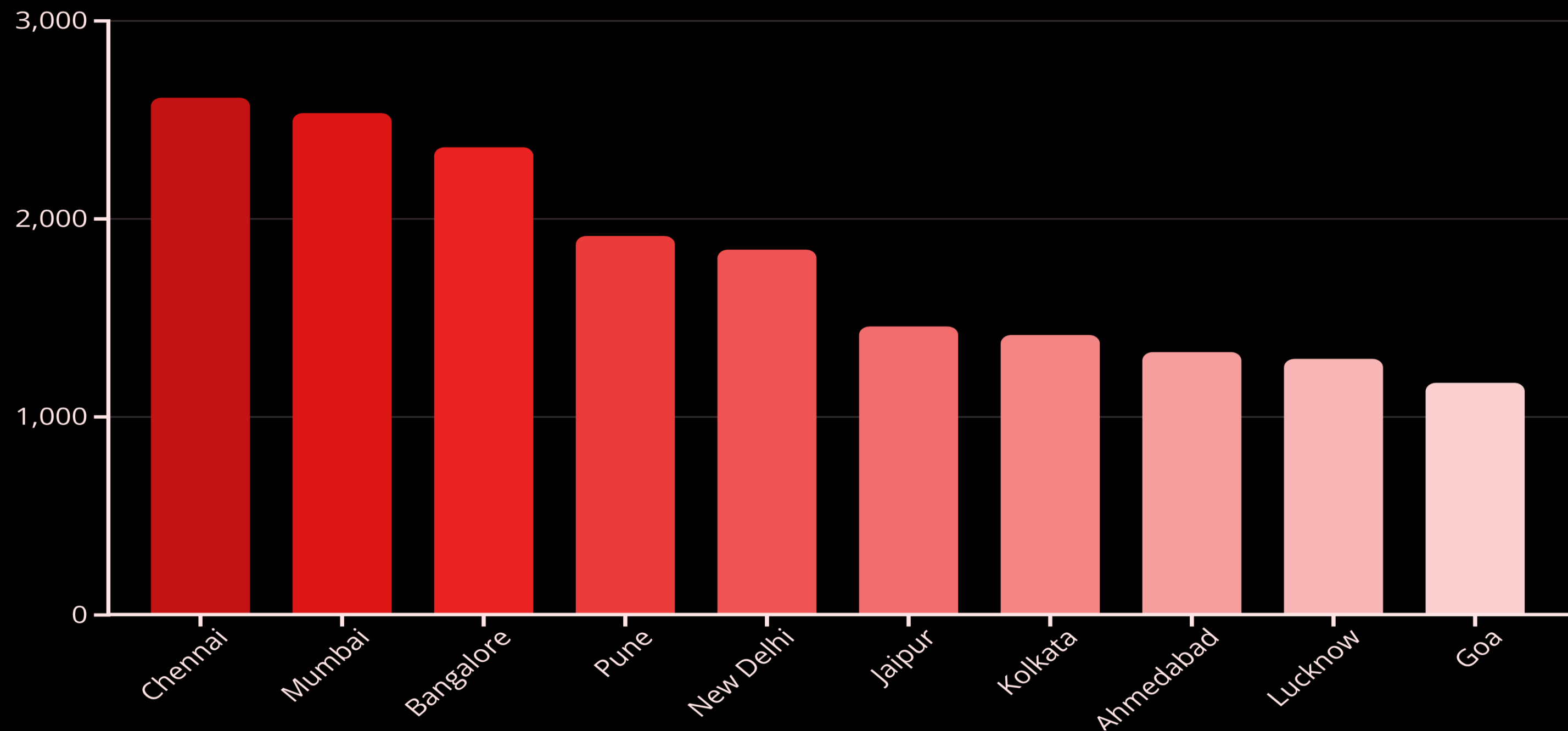
# **Conclusion:**

# Big cities are **competitive & saturated**.

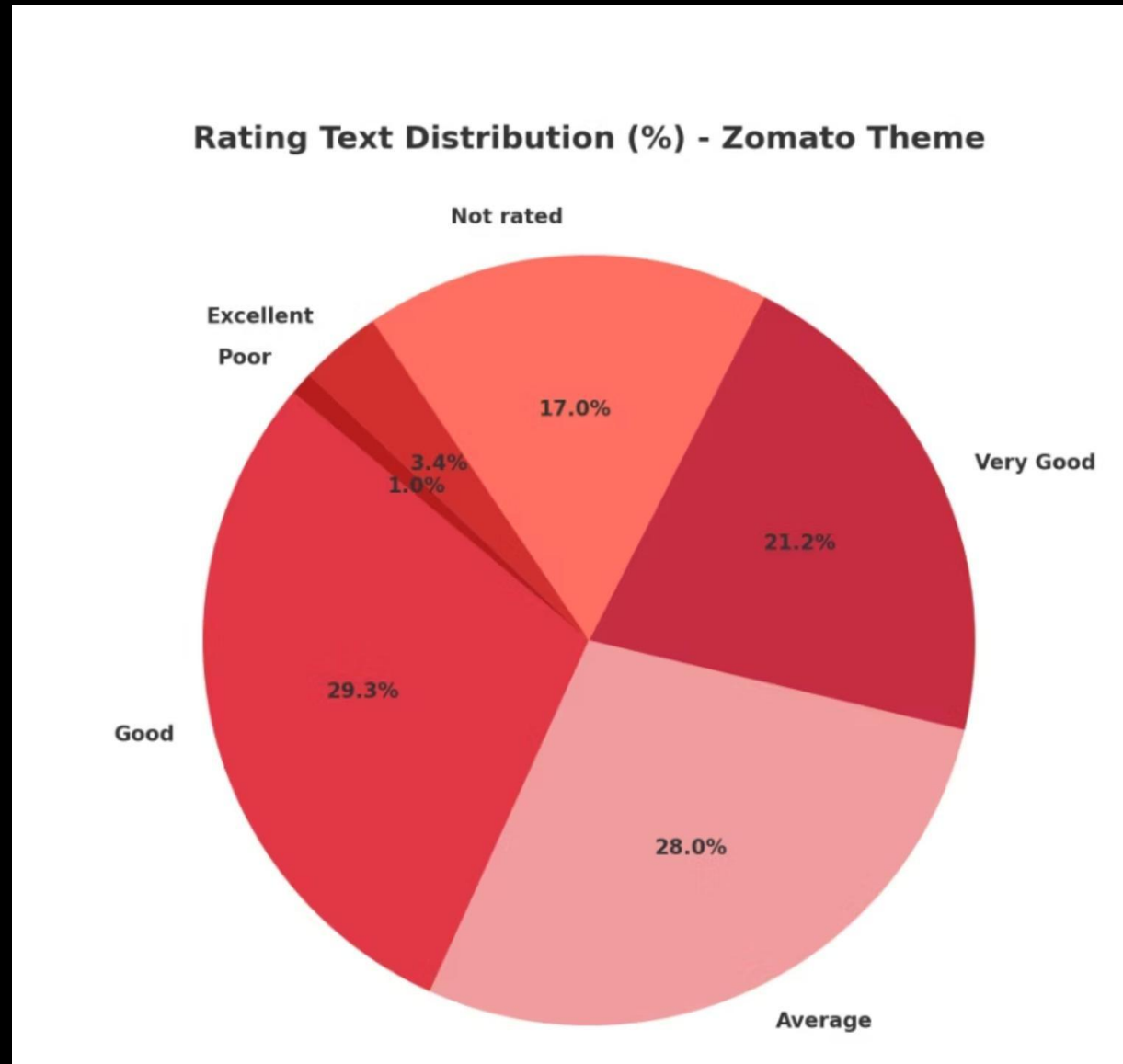
# Small cities = **emerging opportunity zones** for new restaurants.



# Top 10 Cities by Restaurant Count



# Restaurant Rating Distribution



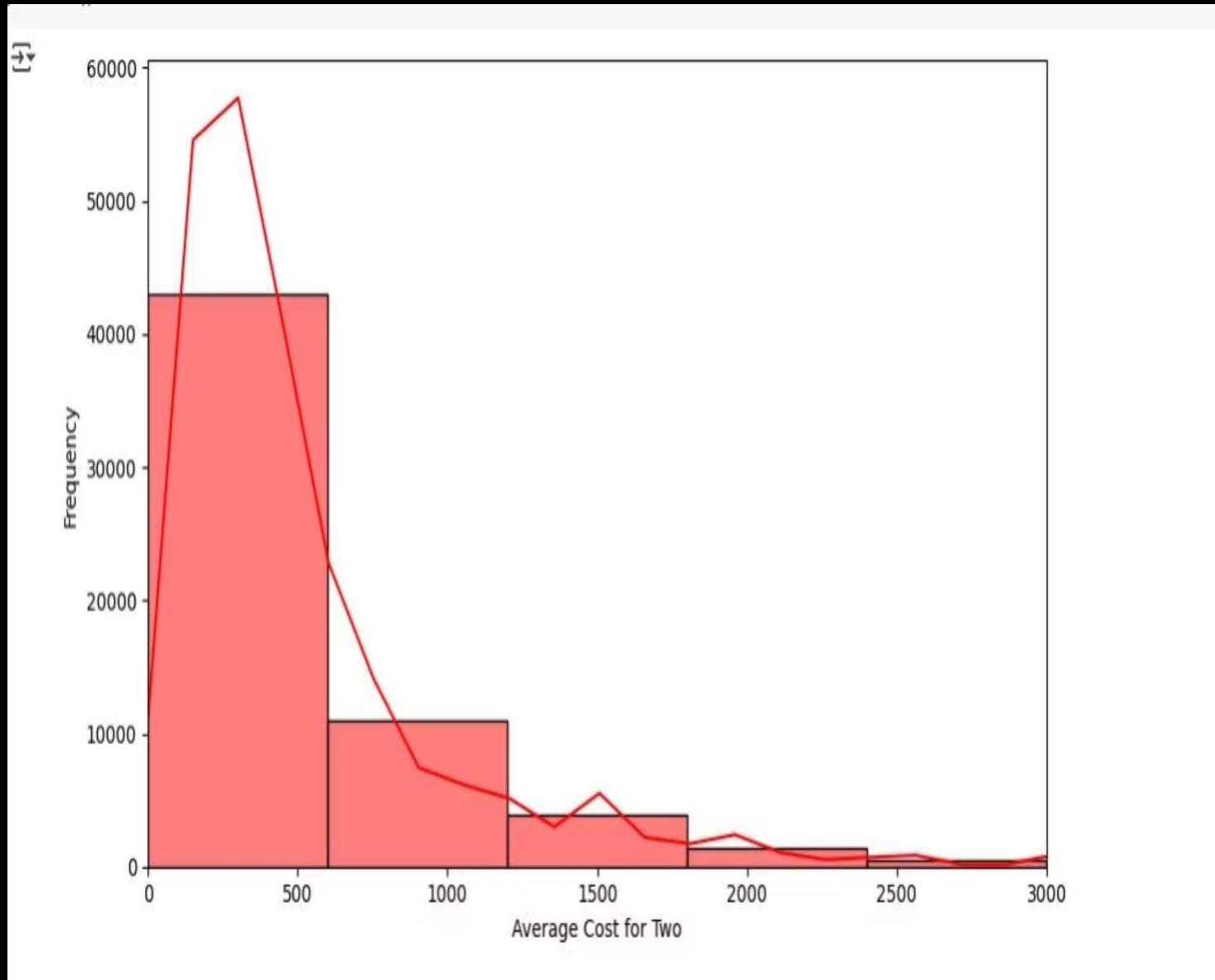
## Restaurant Ratings Distribution (Zomato Data)

- Majority restaurants are rated **Good (29%)** and **Average (28%)**.
- Around **21% restaurants are Very Good**, showing strong customer satisfaction.
- Only **1% restaurants are rated Poor**.
- Nearly **17% restaurants are Not Rated**, indicating missing customer feedback.
- Very few restaurants achieve an **Excellent rating (3%)**, highlighting limited top-tier quality.

*Conclusion:* Most restaurants fall in the middle band (*Good/Average*), while **Excellent ratings are rare**, suggesting scope for quality improvement in the industry.



# Average Cost for Two



- **Affordable Dining Dominates**

- Most restaurants fall in the ₹250–₹700 range.

- This shows that Zomato largely caters to **budget-conscious and mid-range diners**.

- **High-End Dining is Limited**

- Very few restaurants charge ₹1000+ for two.

- The **luxury dining market is niche** and mostly concentrated in premium localities.

- **Clear Pricing Skew**

- The cost distribution is **left-skewed**, with a large share of affordable options.

- This confirms that **affordable dining forms the backbone of the Indian restaurant market on Zomato**.

- **Opportunity in the Mid-Range Segment**

- Restaurants in the ₹700–₹1200 range are relatively fewer.

- This indicates a **growth opportunity in mid-range dining**, an under-served space.

# Cuisine Highlights

The word cloud visualizes the most frequently mentioned highlights and cuisines.

Common highlights include "Lunch", "Takeaway Available", "Credit Card", and "Dinner". "North Indian" is a dominant cuisine, reflecting its widespread popularity.



# Top Restaurant Chains

#Leading chains by outlet count:

#Domino's Pizza (406 outlets)

#Cafe Coffee Day (323)

#KFC (261)

#Subway (211)

#Keventers (208)

#Observation: Fast-food & café brands scale faster due to:

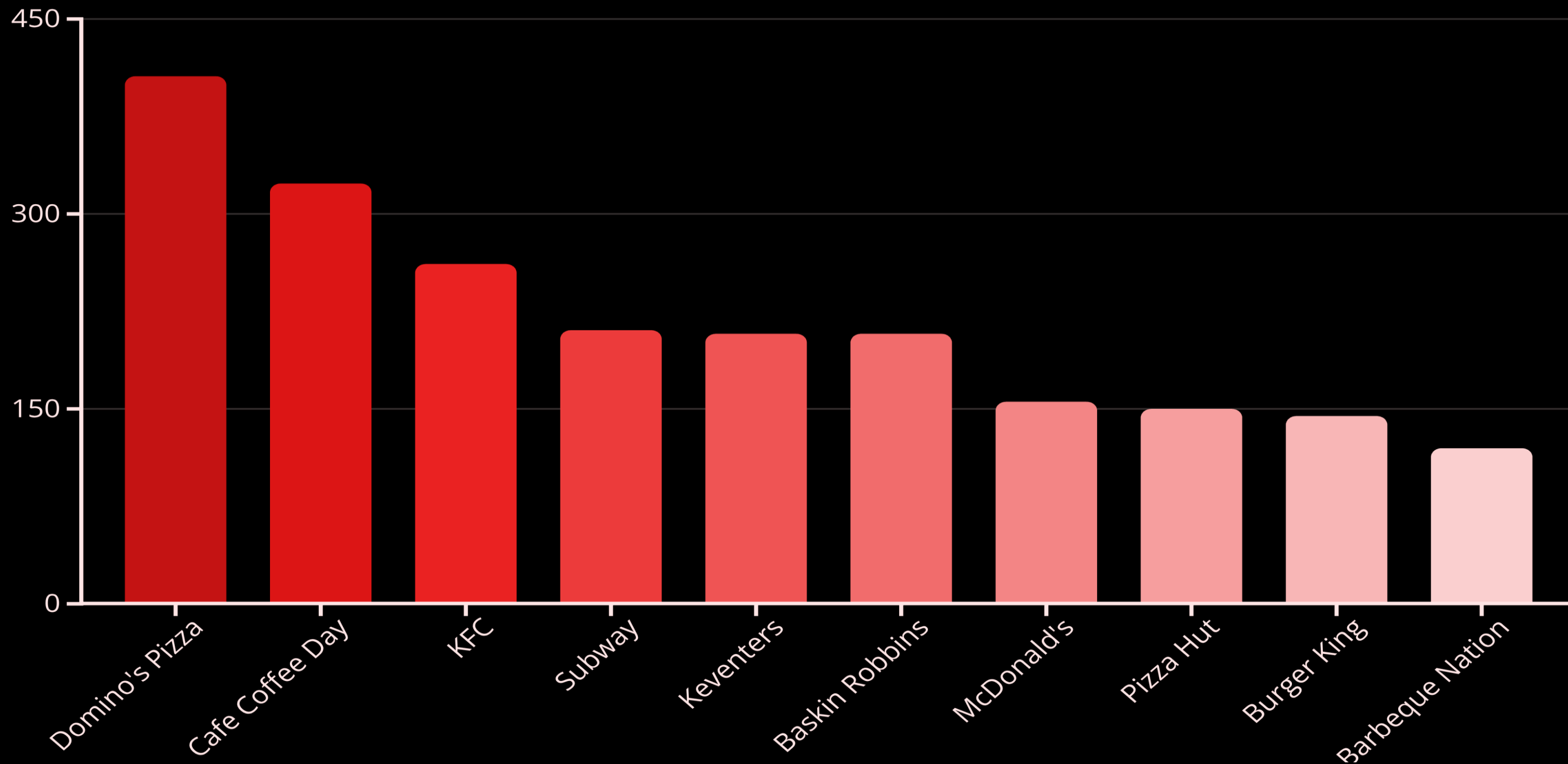
#Standardized taste

#Quick service model

#Strong branding

**Conclusion:** Success in scaling = consistency + speed + affordability

# Top 10 Restaurant Chains



# Key Takeaways & Next Steps

## Market Dominance

Major cities like Chennai, Mumbai, and Bangalore are culinary hotspots.

## Rating Insights

Most restaurants are rated "Good" to "Very Good," with room for improvement in customer engagement for "Not Rated" establishments.

## Affordable Dining

The market is primarily driven by affordable to mid-range dining options.

## Chain Presence

Fast-food and cafe chains hold significant market share.

Further analysis could explore specific cuisine trends, seasonal variations, and the impact of delivery services on restaurant performance.



# Voting (Customer Feedback)

Restaurants with **higher votes** usually had **better credibility**.

But some highly rated restaurants had **low votes** → showing need for better engagement.

**Conclusion:** Marketing & customer engagement is as important as food quality.



**Restaurants with higher votes usually had better credibility.**

## Conclusion

Indian food market is **price-sensitive** but rapidly expanding.

**Metros lead** but **Tier-2 cities** are **next growth engines**.

**Zomato + delivery apps** are transforming how customers eat.

Restaurants must focus on:

**Quality improvement**  
**Customer engagement**  
**Targeting mid-range dining**  
**Adopting delivery-first models**

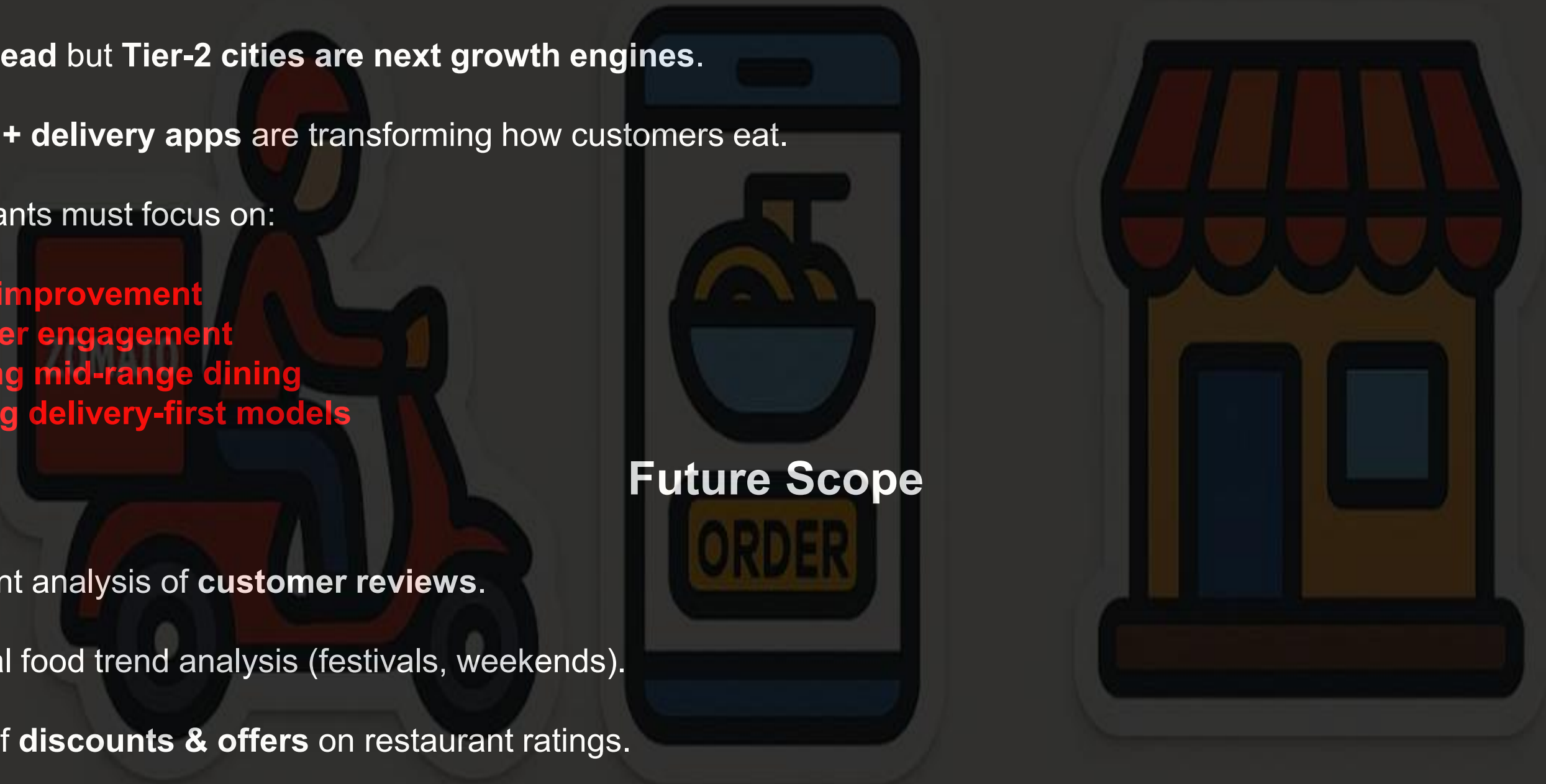
Sentiment analysis of **customer reviews**.

Seasonal food trend analysis (festivals, weekends).

Impact of **discounts & offers** on restaurant ratings.

Predictive models for **restaurant success factors**.

## Future Scope



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THANK YOU

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