Restaurant & Locality Engagement Analysis – Insight Report

Project Objective
Analyze restaurant and locality-level engagement data to identify demand patterns, pricing impact, and underperforming areas using Excel-based analytics.

Overall Performance Summary
The platform recorded over 1.35 million total engagements across 8,680 restaurants with an average customer rating of 3.7, indicating healthy overall performance with localized improvement opportunities.

Price Range vs Engagement
Medium-priced restaurants generated the highest customer engagement, outperforming both low and high-priced segments. This suggests strong customer preference for value-for-money offerings.

Top Performing Localities
A small set of localities contributes disproportionately to total engagement, highlighting demand concentration and the importance of locality-focused strategies.

Underperforming Localities
130 localities were identified as underperforming, typically characterized by lower engagement, weaker ratings, and limited restaurant visibility.

Rating Impact
Restaurants with higher ratings consistently demonstrated stronger engagement, reinforcing ratings as a key demand driver.

Business Recommendations
• Improve restaurant quality and visibility in underperforming localities.
• Scale marketing and operational support for medium-priced restaurants.
• Use locality-level insights to guide targeted promotions and onboarding strategies.