**🧾 Overall Conclusions**

**🎯 Target Variable**

* The key outcome is **Aggregate Rating** — used to measure restaurant performance and customer satisfaction.

**🍽️ Data Quality & Structure**

* Several columns (like *Locality, Restaurant ID, Longitude, Latitude, Currency, Country Code, RatingColor*) provide little predictive value and can be dropped.
* Missing values are minimal overall (<1%), so data cleaning effort is small.
* Numerical variables: Average Cost for Two, Votes, Aggregate Rating.
* Categorical variables: City, Cuisines, Currency.

**🌍 Geographic & Cuisine Insights**

* **India dominates** the dataset with **~90% of restaurants**, followed by the **US (4.47%)**, while **Turkey** has the least.
* Within India, **New Delhi** has the highest number of restaurants, followed by **Gurgaon, Noida, Faridabad, and Ghaziabad**.
* **Top cuisines:** North Indian, Chinese, Fast Food, Mughlai, Café, Bakery, Desserts, and Street Food.
* **North Indian and Chinese** dominate, while **Street Food, Bakery, and Café** are less frequent among the top 10.

**💸 Cost & Price Insights**

* **Average Cost for Two** → extremely right-skewed (most restaurants are affordable; few are very costly).
* **Price Range** → most restaurants lie in **low to mid price bands (1–2)**.
* 80% of Indian restaurants are in price range **1–2**, confirming India’s price-sensitive market.
* Restaurants with **table booking** or **online delivery** generally fall into **higher price ranges**.

**⭐ Ratings & Popularity**

* Majority of restaurants are rated **between 2.6–3.5** (≈43%); only **~2%** are in the **4.6–5.0** range.
* **Votes** distribution is heavily right-skewed:
  + 91.7% of restaurants have ≤500 votes → few are truly popular.
  + Only 0.14% exceed 5000 votes → these are standout establishments.
* **Votes and Aggregate Rating** show a **direct positive correlation** — more votes usually mean higher ratings.
* **Price Range** and **Aggregate Rating** also correlate positively — higher-priced restaurants tend to earn better ratings.

**📱 Feature-Based Insights**

* **Online Delivery:**
  + Most restaurants *don’t* offer online delivery (~75%).
  + Those with **online delivery** generally have **steady moderate ratings (3–4)**.
  + Restaurants without it tend to have slightly lower and more variable ratings.
* **Table Booking:**
  + Most restaurants *don’t* offer table booking (~75%).
  + Those that **do** tend to have **higher and more consistent ratings (3.5–4.5)**.
  + Table booking is more common among **higher-priced** restaurants.

**💬 Key Takeaways**

1. **Indian restaurants dominate** the dataset, mainly concentrated in NCR (New Delhi & surrounding cities).
2. **Affordable dining** (Price Range 1–2) is the norm — reflecting the mass-market customer base.
3. **Better facilities (table booking, online delivery)** are linked with **higher price ranges and better ratings**.
4. **Restaurant popularity (votes)** is highly unequal — a small number of venues attract most engagement.
5. **Improving online presence** and **table-booking access** could raise visibility and average ratings.
6. **High-end restaurants** show higher ratings but form a small minority of the market.

**💬 Charts**

