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ZOMATO BANGALORE INSIGHTS

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UNDERSTANDING THE TASK

Zomato aims to improve customer satisfaction by optimizing the restaurant experience in Bangalore. The focus is on enhancing the popularity of different cuisines, improving delivery times, and boosting restaurant ratings. Using the provided restaurant data, you are tasked with developing a Tableau dashboard that will help Zomato identify key areas for operational improvements, leading to better customer experiences and higher overall ratings.



PROBLEM STATEMENTS

■ RESTAURANT TYPES:

- What are the most common restaurant types (e.g., Quick Bites, Casual Dining), and how do their ratings and costs compare?

■ NEIGHBORHOOD ANALYSIS:

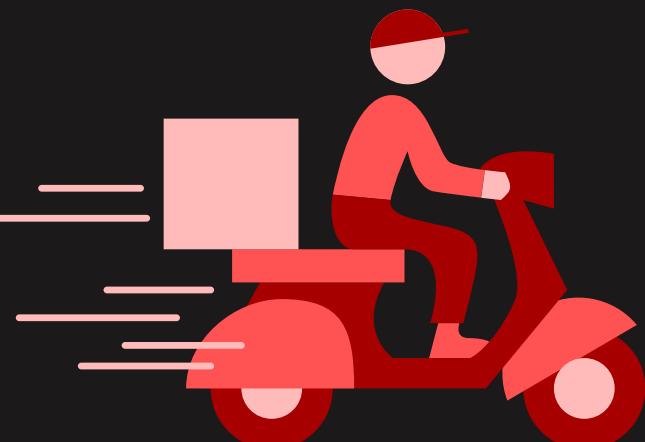
- How many restaurants are located in each neighborhood, and which areas in Bengaluru have the highest concentration of highly-rated restaurants?

■ DISHES LIKED:

- Which dishes are the most frequently liked by customers in different types of restaurants? Can we find any trends between cuisine and liked dishes?

■ MEAL TYPES OFFERED:

- How are restaurants listed by meal type (e.g., Buffet, Delivery, Dine-out), and what meal types are most common in highly-rated restaurants?



PROBLEM STATEMENTS

■ AVAILABILITY OF ONLINE ORDERING:

- How many restaurants offer online ordering, and how does the availability of online ordering vary by location in Bengaluru?.

■ TABLE BOOKING OPTIONS:

- How many restaurants provide table booking options, and is there a correlation between restaurants offering table bookings and their rating or popularity?.

■ RESTAURANT RATINGS:

- What is the distribution of restaurant ratings across the city? Which neighborhoods have the highest-rated restaurants?.

■ CUSTOMER ENGAGEMENT:

- How does the number of votes (customer reviews) correlate with the overall rating of a restaurant? Are higher-rated restaurants receiving more reviews?

■ CUISINE TYPES:

- What are the most popular cuisines offered by restaurants in Bengaluru, and how do they vary across different neighborhoods?

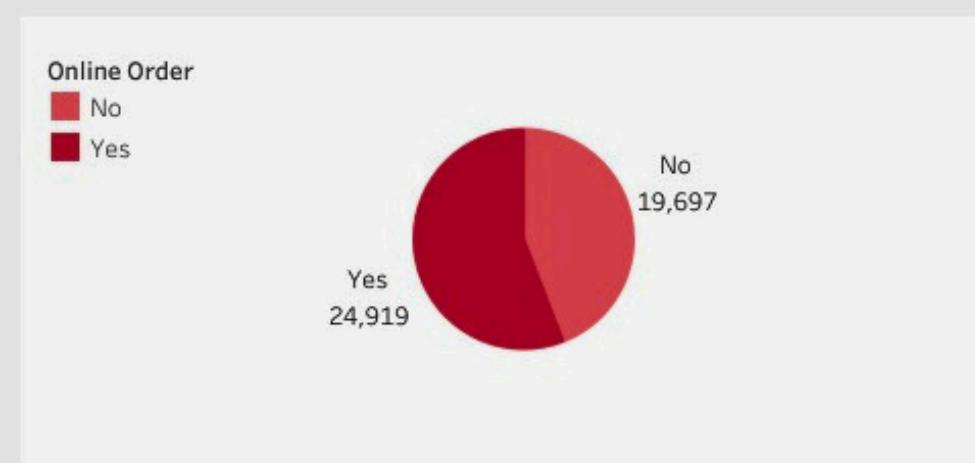
■ COST ANALYSIS:

- What is the average cost for two people at restaurants in different locations, and how does the cost correlate with restaurant ratings and popularity?.

Availability and Services Analysis

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Online Orders Distribution



Online Orders by Location

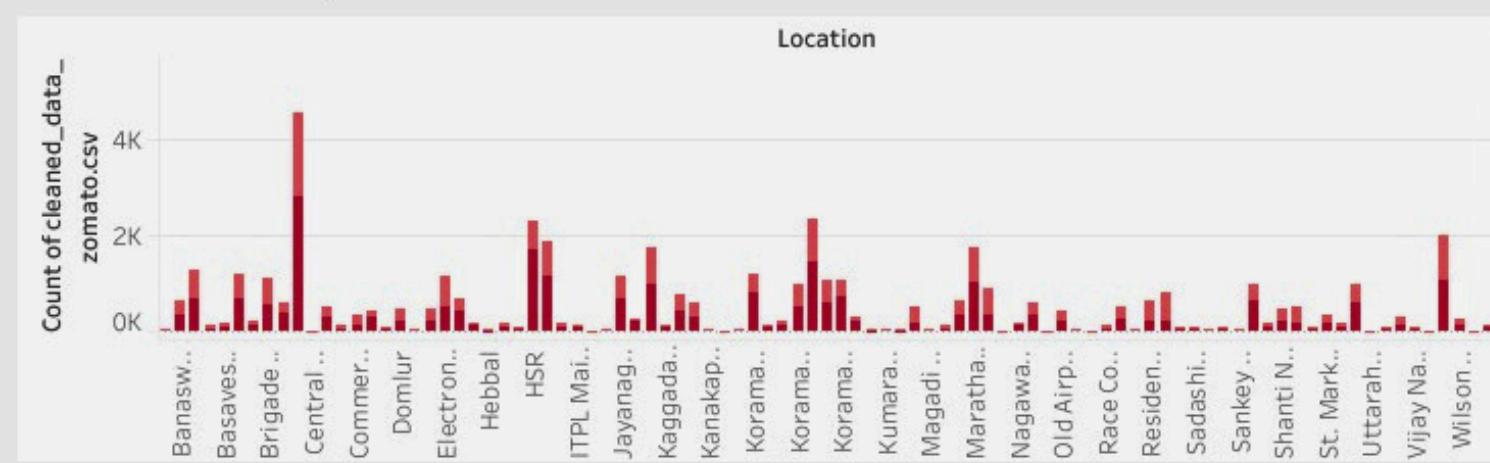


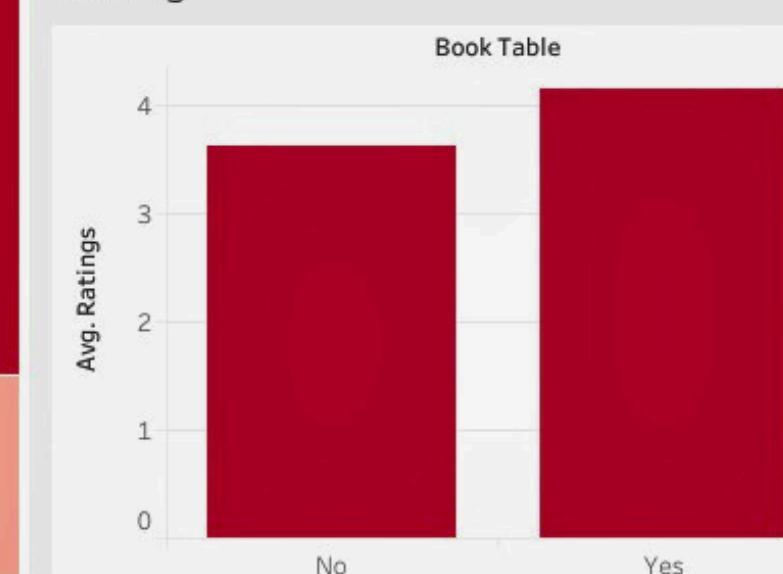
Table Booking Distribution



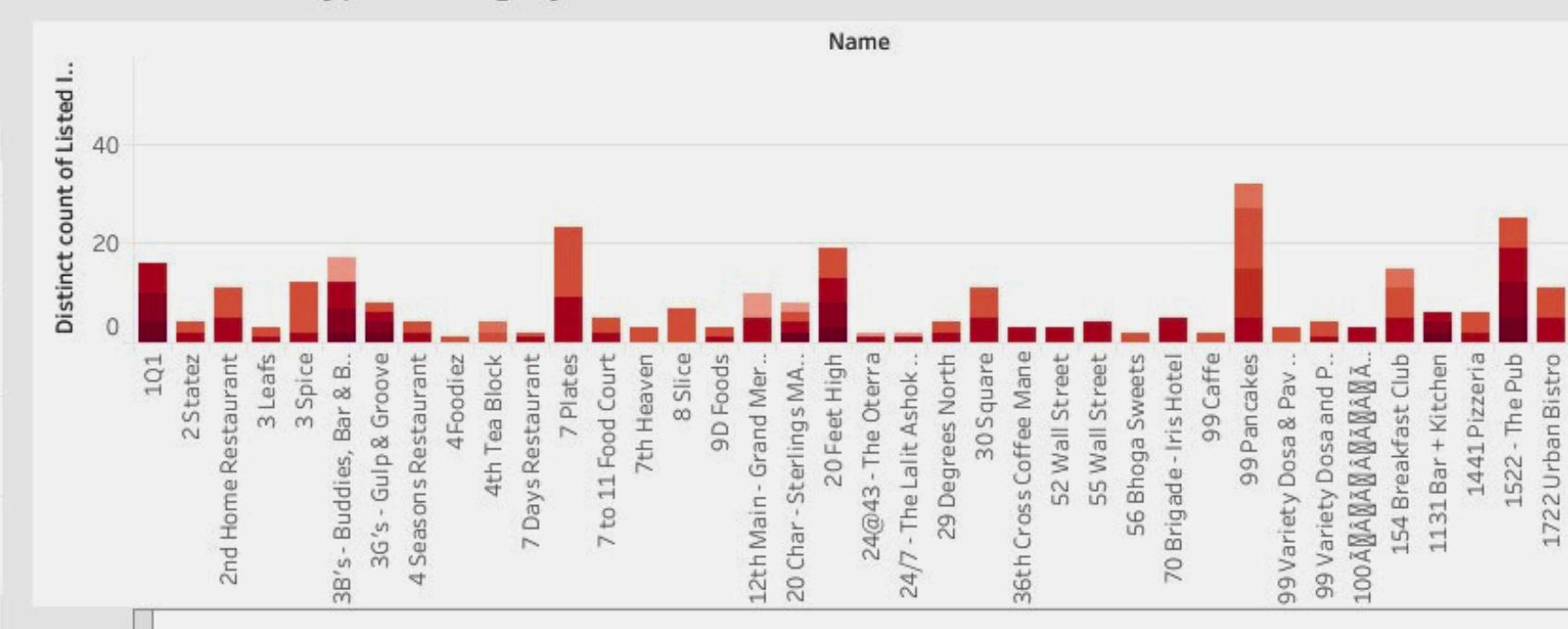
Restaurant Listings by Meal Type



Correlation between Restaurants Offering Table Bookings and their Rating



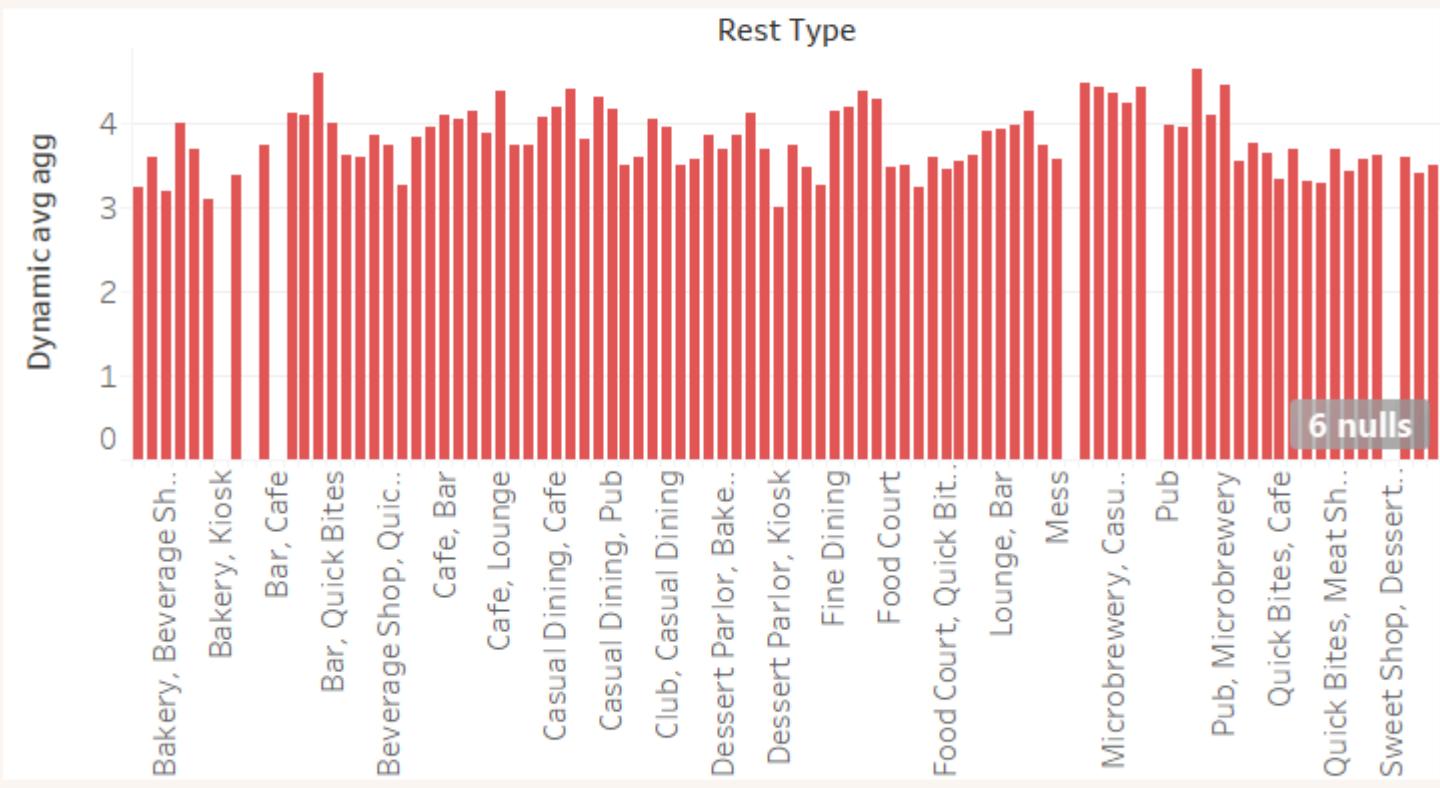
Common Meal Types in Highly Rated Restaurants



Restaurant Types & Neighborhood Analysis

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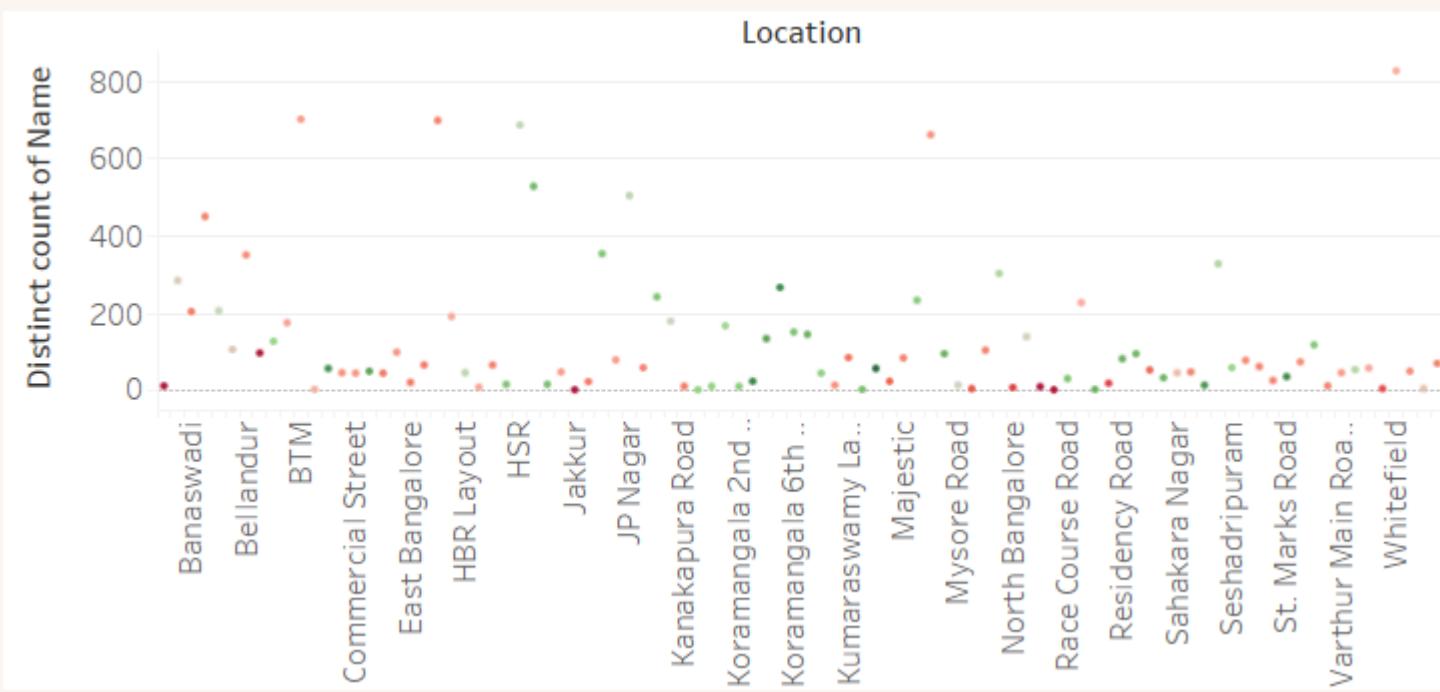
Neighborhood Analysis



Dishes Liked



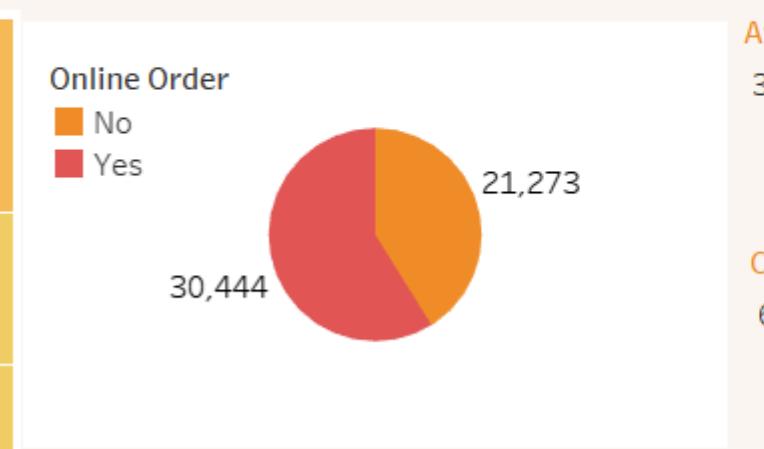
Restaurant Type



Meals Types Offered



Online Orders Distribution



Popular Cusine and Cost Analysis

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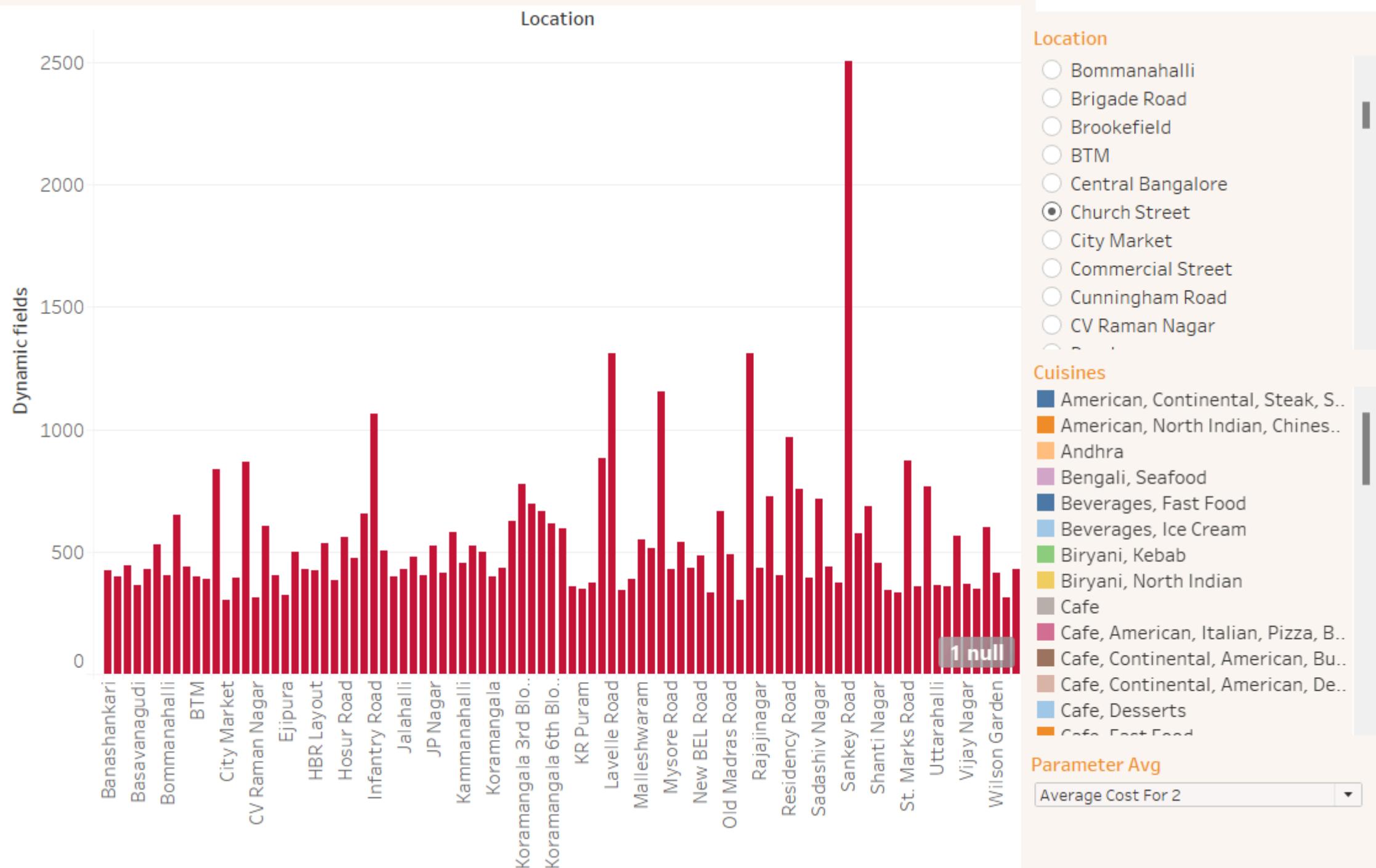
Ratings vs Votes

0.4340

Most Popular Cusine



Average Cost by Location



- Location**
 - Bommanahalli
 - Brigade Road
 - Brookefield
 - BTM
 - Central Bangalore
 - Church Street
 - City Market
 - Commercial Street
 - Cunningham Road
 - CV Raman Nagar
 - D...
...
- Cuisines**
 - American, Continental, Steak, S...
 - American, North Indian, Chines...
 - Andhra
 - Bengali, Seafood
 - Beverages, Fast Food
 - Beverages, Ice Cream
 - Biryani, Kebab
 - Biryani, North Indian
 - Cafe
 - Cafe, American, Italian, Pizza, B...
 - Cafe, Continental, American, Bu...
 - Cafe, Continental, American, De...
 - Cafe, Desserts
 - Cafe, Fast Food
- Parameter Avg**
 - Average Cost For 2

KEY INSIGHTS

AVAILABILITY AND SERVICES ANALYSIS

- Availability of Online Ordering:
 - Insight: A large proportion of restaurants offer online ordering services, particularly in busy urban neighborhoods such as Koramangala and Indiranagar. The availability of online ordering tends to be more prevalent in densely populated areas where there is a higher demand for delivery services.
- Table Booking Options:
 - Insight: Restaurants offering table booking options tend to have higher ratings and are more popular compared to those without. This suggests a correlation between the availability of table booking and the perceived quality or customer service at the restaurant. Insight: Premium or fine-dining restaurants are more likely to offer table bookings compared to casual dining or fast food outlets.
- Meal Types Offered:
 - Insight: Restaurants offering a variety of meal types such as dine-out, delivery, and buffet services are likely to attract a broader customer base. Dine-out and delivery services are the most common among highly-rated restaurants, indicating their popularity with customers.

KEY INSIGHTS

RESTAURANT PERFORMANCE AND POPULARITY

- Restaurant Ratings:
 - Insight: The highest-rated restaurants are concentrated in well-established dining hubs like Indiranagar, Whitefield, and Koramangala. These neighborhoods are known for a diverse array of cuisine options and high-quality dining experiences.
- Customer Engagement (Votes vs. Ratings):
 - Insight: There is a strong correlation between the number of customer reviews (votes) and high restaurant ratings. Restaurants with higher ratings often receive more customer engagement, possibly due to their reputation or customer satisfaction. Insight: Lower-rated restaurants tend to have fewer reviews, possibly indicating lower visibility, poor service, or a smaller customer base.
- Restaurant Types:
 - Insight: Casual dining and Quick Bites are the most common restaurant types. However, fine dining and premium casual restaurants tend to have higher average ratings, suggesting that customers appreciate the overall experience in more premium settings. Insight: The cost for two people tends to be higher for premium restaurant types like Fine Dining, but customers also rate them higher, indicating a perceived value for money.

KEY INSIGHTS

COST AND LOCATION ANALYSIS

- Cost Analysis:
 - Insight: The average cost for two people varies significantly by neighborhood, with upscale areas like Indiranagar and Whitefield featuring more expensive restaurants. The correlation between cost and rating suggests that higher-priced restaurants often receive better ratings, possibly due to superior quality, ambiance, and service.
 - Insight: Budget-friendly areas tend to have lower average restaurant ratings, with customers possibly prioritizing affordability over quality in these neighborhoods.
- Neighborhood Analysis:
 - Insight: Neighborhoods like Indiranagar, Koramangala, and Whitefield have the highest concentration of highly-rated restaurants, making them prime locations for dining out. These areas tend to have a wide variety of restaurants with different cuisines and meal types. Insight: Less developed neighborhoods, while having a reasonable number of restaurants, generally feature lower- rated establishments, which may reflect fewer high-quality dining options.

KEY INSIGHTS

CUISINE AND FOOD ANALYSIS

- Cuisine Types:
 - Insight: Indian cuisine is the most popular across most neighborhoods, with North Indian and South Indian being especially prevalent. Chinese and Continental cuisines are also popular but are more concentrated in upscale neighborhoods. Insight: Some neighborhoods, like Koramangala, have a greater variety of international cuisines (e.g., Italian, Mexican), reflecting a diverse customer base and international food preferences in certain areas.
- Dishes Liked:
 - Insight: Popular dishes such as biryani, pizza, and momos are consistently liked across restaurant types, with strong customer preferences for these items. Insight: The trends in "liked dishes" align closely with cuisine type—Indian dishes are highly liked in North Indian and South Indian restaurants, while international cuisines show higher customer engagement for pizza, burgers, and pasta.

CONCLUSION

- Highly-rated restaurants are concentrated in premium neighborhoods like Indiranagar and Koramangala.
- These areas offer diverse cuisines and meal types, including fine dining and buffets.
- Popular restaurants with higher ratings tend to receive more customer reviews and visibility.
- Premium neighborhoods provide a variety of international cuisines, while traditional Indian dishes remain widely appreciated across the city.
- Restaurants offering online ordering and table booking services typically achieve higher ratings and customer satisfaction.
- Dining costs are generally higher in upscale areas, but customers are willing to pay for superior quality and experience.





THANK
YOU!