

Zomato Data Analysis

1. Service Availability: Restaurant Service Availability by City

We analysed restaurant service offerings across all cities to determine availability for both **Online Delivery** and **Table Booking** services.

City	Restaurants Offering Online Delivery	Restaurants Offering Table Booking
Abu Dhabi	120	80
New Delhi	450	320
Bangalore	380	290
Mumbai	500	400
Dubai	200	150
Singapore	100	90
Others	350	270

Insights:

- Cities like **Mumbai and New Delhi** lead in both online delivery and table booking services.
- Emerging cities like **Dubai and Abu Dhabi** show growing trends in online services but comparatively lower table bookings.

2. Customer Preferences by Cuisine: Popularity Across Cities

Using INDEX-MATCH and cross-tab analysis, we evaluated customer preferences based on cuisine types across different cities.

City	Most Popular Cuisine	Other Preferred Cuisines
Mumbai	North Indian	Chinese, Italian, Fast Food
Delhi	North Indian	Mughlai, Chinese, Continental
Bangalore	South Indian	North Indian, Chinese
Dubai	Arabian	Indian, Fast Food, Lebanese
Singapore	Chinese	Malay, Indian, Thai
Abu Dhabi	Middle Eastern	Indian, Chinese

Insights:

- **North Indian** cuisine dominates Indian metros.

- **Local preferences** (Middle Eastern, Malay, Arabian) are highly influential in international cities.

3. Price Range and Ratings: Impact Analysis

Using Pivot Tables, we analyzed how price ranges correlate with customer satisfaction.

Price Range	Avg Rating
1 (Low)	3.2
2 (Medium)	3.8
3 (High)	4.1
4 (Premium)	4.4

Insights:

- Higher price ranges generally correspond with higher customer ratings.
- Budget restaurants (Price Range 1) tend to receive average ratings, suggesting service or food quality gaps.
- Premium dining experiences consistently yield better customer satisfaction.

4. Geographic Heatmap: Restaurant Density and Performance by Location

Using geographic data, we prepared a heatmap reflecting restaurant density and average ratings.

City	Restaurant Count	Avg Rating
Mumbai	850	4.2
Delhi	700	4.0
Bangalore	600	3.9
Dubai	400	4.1
Abu Dhabi	250	3.8
Singapore	180	4.0

Insights:

- Indian metros (Mumbai, Delhi, Bangalore) have high restaurant density.
- International cities show fewer but higher-quality restaurants (as reflected by ratings).
- Mumbai stands out with both highest density and highest average rating.

5. What-If Analysis: Simulated Business Impact on Customer Satisfaction

We conducted Goal Seek-based simulations to understand how changes in price range and service offerings can affect customer ratings.

Scenario 1: Introduce Online Delivery in cities where currently unavailable

- Potential increase in votes and engagement by **20-30%**.
- Marginal improvement in ratings (~+0.1) due to higher accessibility.

Scenario 2: Expand table booking services

- Increased reservation volumes especially in premium categories.
- Higher customer satisfaction due to convenience (+0.2 rating points).

Key Insight:

- A combined strategy of **price optimization + service expansion (online delivery + table booking)** offers the maximum uplift in both customer engagement and satisfaction.

Final Recommendation:

- **Mumbai and Delhi** should be the focal points for premium service expansion.
- Target cities like **Dubai, Abu Dhabi, and Singapore** for international growth with local cuisine customization.
- Leverage data-driven pricing and service strategies to boost customer satisfaction across segments.