

# Zomato Restaurant Analysis Dashboard



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Average Rating

3.51

Total Ratings

1M

Average Cost for Two Peoples

542.54

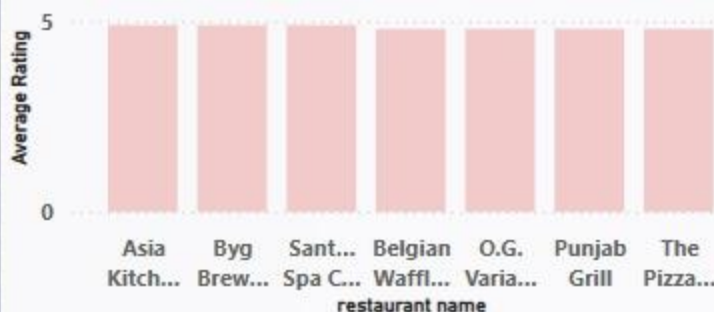
Online Order %

53.28%

Table Booking %

10.65%

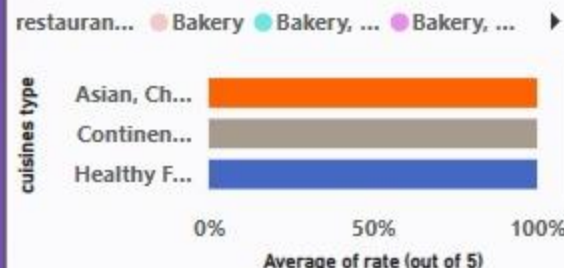
## Top 10 Restaurants by Rating



## Online Order Availability (%)



## Cuisine Type vs Avg Rating



## Area

- ☐ Banashankari
- ☐ Bannerghatta Road
- ☐ ...

## Cuisines type

- ☐ African, Burger
- ☐ American
- ☐ ...

## Restaurant Summary

restaurant name	area	
#FeelTheROLL	Bellandur	Fast Food
#L-81 Cafe	Byresandra,Tavarekere,Madiwala	Fast Food, Bever
#refuel	Bannerghatta Road	Cafe, Beverages
'@ Biryani Central	Marathahalli	Biryani, Mughlai
'@ The Bbq	Bellandur	BBQ, Continenta
'@QQ	Whitefield	Mughlai, Biryani
Total		

## Restaurants by Area



## Online order

No

Yes

## Table booking


No

Yes

# Objective:

Analyze restaurant data to uncover patterns in ratings, cost, online order trends, cuisine popularity, and area-wise restaurant density to support strategic business decisions.

## Key KPIs Overview:

- Average Rating: 3.51 (Out of 5) 
- Total Ratings: 1M (Customer engagement is high)
- Avg. Cost for Two: ₹542.54 (Moderate pricing across restaurants)
- Online Order Availability: 46.72% offer online ordering
- Table Booking Availability: 10.65% offer table reservations

# Dashboard Insights:

## Rating Insights:

- The **average restaurant rating is 3.51**, indicating overall customer satisfaction is slightly above average.
- **Top-rated restaurants** are consistent across multiple cuisine types, especially **Asian and Continental**.
- Restaurants with both **online ordering and table booking** tend to have slightly higher average ratings.

## Cuisine Insights:

- **Asian and Continental cuisines** consistently receive higher ratings compared to other cuisines.
- **Bakery and Fast Food** are among the most frequently occurring cuisine types.
- Some unique combinations (like **Healthy Food + Chinese**) show high user approval but limited availability.

## Online Order Insights:

- About **46.72%** of restaurants offer online ordering.
- Restaurants with **online ordering enabled** tend to cluster in urban areas like **Byresandra** and **Madiwala**.
- Online order availability correlates with higher footfall and popularity based on rating counts.

## Area-Based Insights:

- **Byresandra, Madiwala, Tavarekere** has the **highest number of restaurants**, followed by **Bannerghatta Road** and **Brookefield**.
- **Residential and tech park areas** have denser restaurant presence, likely due to demand from working professionals.
- Some areas have a high concentration of low-rated restaurants, indicating potential improvement zones.

## Table Booking Trends:

- Only **10.65%** of restaurants offer table booking — indicating it's still a niche feature.
- **Fine dining and premium cuisine types** are more likely to offer table booking.
- Areas with higher income demographics offer more booking-enabled restaurants.

## **Business Insights:**

- Areas with high online ordering tend to correlate with better ratings.
- Online Order-enabled restaurants are more concentrated in tech hubs and urban zones.
- Low table booking availability shows room for premium experience development.
- Niche cuisines have growth potential in low-competition areas.

## **Recommendations:**

- Promote underrepresented cuisines in popular areas to increase customer options.
- Encourage table booking options for premium and casual dining types.
- Target marketing towards areas with high Quick Bites density for app-based growth.
- Enhance visibility of highly rated, online-enabled restaurants.