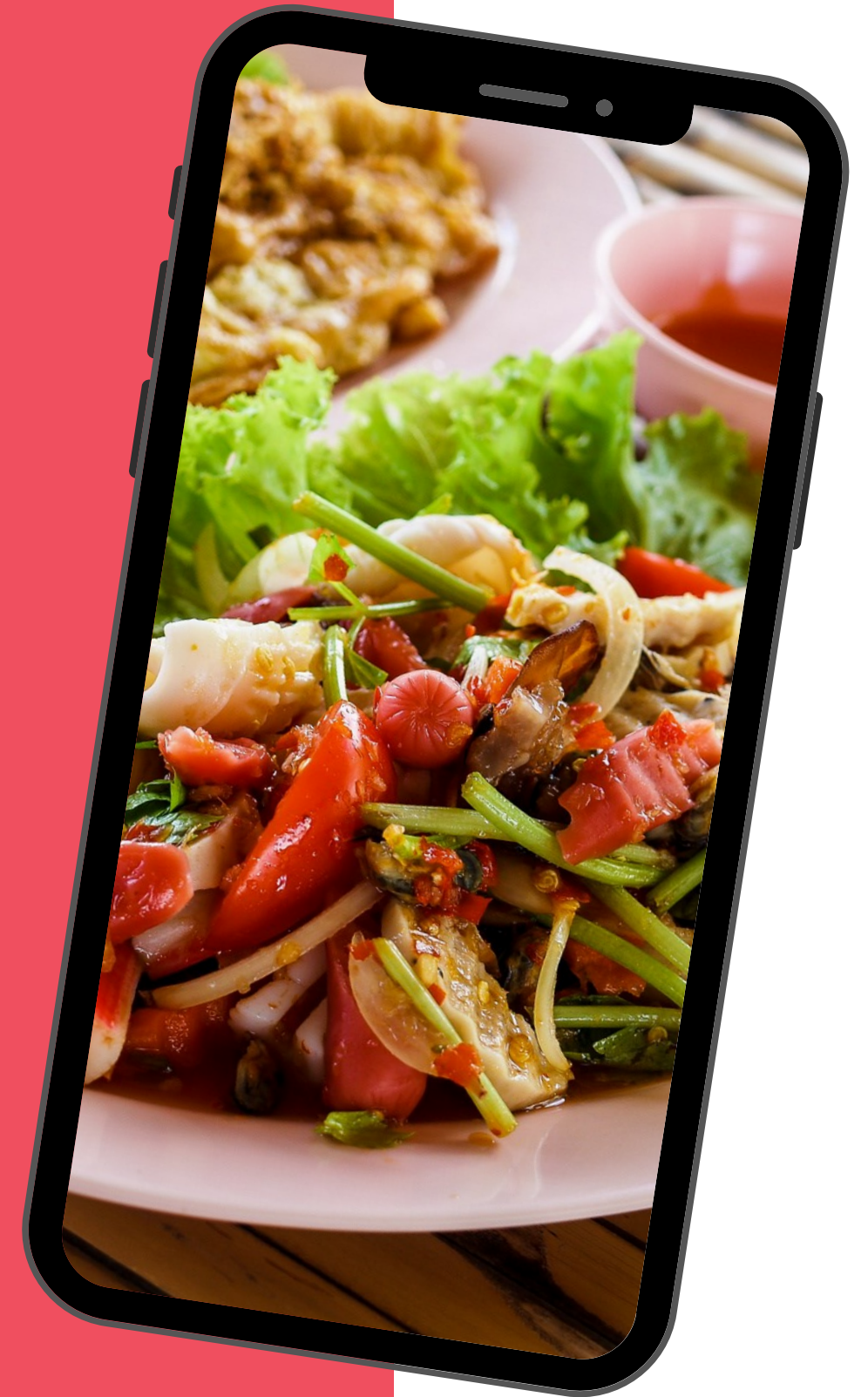# Optimizing User Experience: Global Dining Trends Analysis

Never have a bad meal

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Problems and background

The company, a leading restaurant review aggregator, has observed a decline in user engagement and feedback on its platform, posing a potential threat to its market position. This project aims to analyze extensive restaurant data collected across various cities worldwide to uncover trends and insights that can enhance the user experience. By understanding the impact of factors like cuisine, location, price range, and ratings on customer choices, the company seeks to tailor its services, promote top-performing restaurants, and introduce new features to regain user interest and participation.

Project scope

This project will undertake a comprehensive analysis of global restaurant data to uncover trends and insights that can enhance user experience on the platform. The scope includes gathering and preparing the Zomato dataset for analysis, conducting exploratory data analysis (EDA) to identify key patterns, and performing in-depth investigations into how factors like cuisine, location, pricing, and ratings influence customer satisfaction. Data visualization will be used to present findings clearly, leading to actionable recommendations for improving platform features, promoting high-quality restaurants, and driving user engagement. The project will be executed over five weeks, with each phase contributing to a deeper understanding of global dining trends and strategies for boosting platform performance.

Methodology

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Data sources

1. SQL

2. AWS

3. Data Scraping

4. Local data sources

● **Data wrangling**

1. Data understanding

2. Data cleaning

3. Data merging and joining

4. Data manipulation

● **Data analysis**

1. Finding the trends and patterns

● **Data visualization**

Goals and KPIs

The primary goal of this project is to enhance user engagement and satisfaction on the restaurant review platform by leveraging data-driven insights. Key Performance Indicators (KPIs) will be used to measure the success of this initiative. The first KPI is User Engagement, which will be assessed by tracking changes in user interactions and feedback on the platform after implementing the recommended changes. The second KPI is Restaurant Visibility, focusing on the promotion of high-quality restaurants identified through the analysis and measuring their impact on user ratings and reviews. The third KPI, Satisfaction Score, will monitor overall customer satisfaction levels, aiming to improve them through targeted improvements and feature enhancements. Finally, New Feature Adoption will be measured by the rate at which users engage with any new features introduced as a result of the analysis, indicating the effectiveness and relevance of the changes made to the platform.

① Technical Processes

- Data Cleaning
- Schema Creation for Database
- Pivot table
- Charts and graphs
- Average,Minimum,maximum,Sum

② Recommended Analysis

Understanding of Recommended Analysis Each analysis will focus on understanding the impact of various factors on user satisfaction and restaurant performance. The goal is to identify areas for improvement and provide actionable insights. Process of Working on Recommended Analysis

1. **Basic-Level Analysis:** Includes distribution of ratings, availability of online delivery, and analysis of average costs across cities.
2. **Medium-Level Analysis:** Includes identifying top-rated restaurants, analyzing the impact of table booking, and investigating the relationship between price range and ratings.

Conclusion

By analyzing the global dining trends through the extensive Zomato dataset, we have gained valuable insights into the factors that influence user satisfaction and restaurant performance. Key findings reveal the importance of cuisine variety, pricing, location, and ratings in shaping customer choices. These insights will guide the company in enhancing the user experience, promoting high-quality restaurants, and introducing targeted features to increase engagement and retain customers. Implementing these data-driven strategies will not only address the current decline in user activity but also strengthen the company's market position, ensuring sustained growth and customer loyalty

Thank You

Contact with me :