

# Zomato Restaurant Analysis Report

## 1. Executive Summary

This report analyzes Zomato restaurant data to identify trends in customer preferences, restaurant ratings, pricing, and location-based performance. The insights support data-driven decisions for food-tech platforms.

## 2. Data Cleaning & Preparation

- Converted rating values (e.g., '4.1/5', 'NEW') into numeric format.
- Cleaned and standardized cost data by removing commas and symbols.
- Handled missing values using median, mode, and placeholder strategies.
- Filtered invalid categorical values to ensure consistency.

## 3. Key Findings

### 3.1 Location Trends

Areas such as BTM, HSR, and Koramangala show the highest restaurant density, indicating strong market demand and competition.

### 3.2 Cuisine Insights

North Indian and Chinese cuisines are the most common, while Continental and Italian cuisines achieve higher average ratings.

### 3.3 Factors Affecting Ratings

Restaurants offering table booking and higher-priced dining options tend to receive better ratings. A moderate positive correlation exists between price and rating.

## 4. Recommendations

- Partner with consistently high-rated restaurants.
- Promote high-performing cuisines through targeted campaigns.
- Encourage adoption of online ordering and table booking features.
- Improve recommendation systems using price and location signals.
- Offer analytical insights and dashboards to restaurant partners.