

# 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

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