Analytics is very important in today’s technology driven world it helps businesses optimize their performances and implementing it into their business model can help identifying more efficient ways of doing business. It helps companies to make better decisions also analysing customer trends.

After analysing the problem statement (i.e. – Analysing restaurants in Bengaluru area using Zomato data) we got a fair idea about the factors affecting the establishments of different types of restaurants at different places in Bangalore, aggregate rating of each restaurant. Bangalore being a metro city having restaurants serving dishes from all over the world. With new restaurant opening each day the demand hasn’t been saturated yet and the demand is increasing day by day.

From the Data available we could bring out some near insights and conclusions such as

* What is the most liked restaurant type?

(Casual Dining)

* What is the most liked dish?

(Pasta)

* What is the average cost of 2 persons and rating of the restaurant?

(Ratings inclining with increase in cost)

* Which location has the highest number of restaurants?

(Koramangala 5th block)

* How many have a table booking facility?

(73.80%)

* How many restaurants offer online delivery option?

(70.30%)

* Affordable restaurants with good ratings in specific areas.

(Lavelle road)

* Percentage of listed restaurants listed and their top cuisines available.

(North Indian)

After Analysing the Data using tools like python and Power BI, we got to know some interesting insights and behavioral patterns which can help a new establishment of any type or any place in the Bangalore area. Most importantly it will help new restaurants in setting up their themes, menus, cuisines, cost for a particular location. The existing restaurants can also be benefitted by making the required changes after understanding the behavioral pattern of the customer and match their level with the most successful ones.