

## Objective

Analyze top-performing restaurants across various cities in the Zomato Data based on:

Aggregate Ratings

Cost for Two

Cuisine

City

## Top Rated Restaurants

High-rated restaurants have aggregate ratings between **4.5 to 5.0**.

Top cuisines among high-rated places include **Dessert** , **Indian**, and **Ice Cream**.

Many top-rated restaurants are located in **Uttar Pradesh**, often offering **mid-to-high price ranges**.

## Cost Insights

The average cost for two ranges from 50 to 600+.

Fine dining locations like those in Downtown or Marina areas have higher cost but also higher ratings.

Budget-friendly spots are popular in **Chhattisgarh** and **Telangana**.

## Cuisine Performance

**North Indian** and **Desserts** cuisines are the most common.

**Chinese** and **Italian** restaurants show strong performance in both rating and customer volume.

## Scatter Plot Analysis: Rating vs. Cost

There's **no strong correlation** between higher cost and better ratings.

Some low-cost restaurants still achieve excellent ratings, indicating value-driven **customer satisfaction**.

### **Top Restaurants by Cuisine**

For each cuisine, the top restaurants were identified by rating.

Example:

**Dessert:** [Kwality walls ] – 4.8 ★

**North Indian:** [Baskin Robins] – 4.5 ★

### **Conclusion**

**Location matters:** leads in both quantity and quality.

**Cost ≠ Quality:** High cost doesn't guarantee a high rating.

**Cuisine preferences** vary by region; Indian and Middle Eastern dominate the top ranks.

### **Recommendations**

1. **Marketing:** An increase to ads and other marketing shows help increase ratings for the bottom Restaurants.

2. **Rewards:** Some type of reward or Membership system for both top and bottom restaurants will bring new customers and returning ones.

Examples:

Survey and Rating rewards

Memberships programs (apps or punch cards)