

zomato

BANGALORE INSIGHTS

USING **TABLEAU** 

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Lets deep dive into this Zomato's
Bangalore Insight analysis Using
TABLEAU

- **ABOUT ZOMATO**
- **PROBLEM STATEMENT**
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- **CONNECT WITH ME**

ABOUT ***zomato***

Do visit Zomato :-
www.zomato.com



- **Zomato** is an Indian multinational restaurant aggregator and food delivery company. It was founded by **Deepinder Goyal and Pankaj Chaddah** in 2008.
- Initially launched as a restaurant review and recommendation platform
- Zomato provides **information, menus and user-reviews of restaurants as well as food delivery** options from partner restaurants in more than 1,000 Indian cities and towns, as of 2022-23.
- **Zomato rivals Swiggy in food delivery and hyperlocal space.**
- Zomato is focused on enhancing customer satisfaction by optimizing restaurant performance and improving overall service quality

PROBLEM STATEMENT

Zomato aims to **improve customer satisfaction** by optimizing the restaurant experience in Bangalore.

The focus is on enhancing the popularity of different cuisines, improving delivery times, and boosting restaurant ratings.

Using the provided restaurant data, you are tasked with developing a **Tableau dashboard** that will help Zomato identify key areas for operational improvements, leading to better customer experiences and higher overall ratings.

1) Online and Reservation Services :-

- Availability of Online Ordering.
- Table Booking Options.

2) Ratings and Reviews :-

- Restaurant Ratings.
- Customer Engagement.

3) Cuisine and Dishes :-

- Cuisine Types.
- Dishes Liked.

4) Cost and Meal Types :-

- Cost Analysis.
- Meal Types Offered.

5) Neighborhood and Restaurant Types :-

- Neighborhood Analysis.
- Restaurant Types.

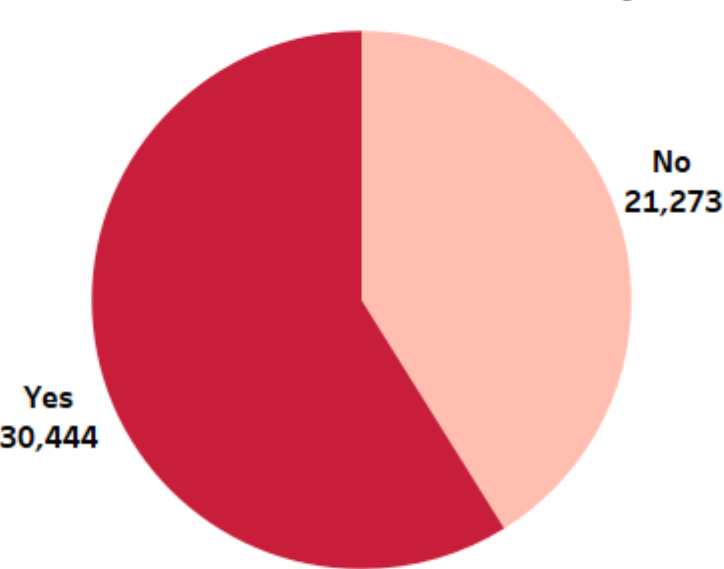
The background features several decorative elements: three red stars of varying sizes in the upper left, three in the lower right, a large solid red circle in the top right corner, and another large solid red circle in the bottom left corner.

zomato

Dashboard

Online and Reservation service

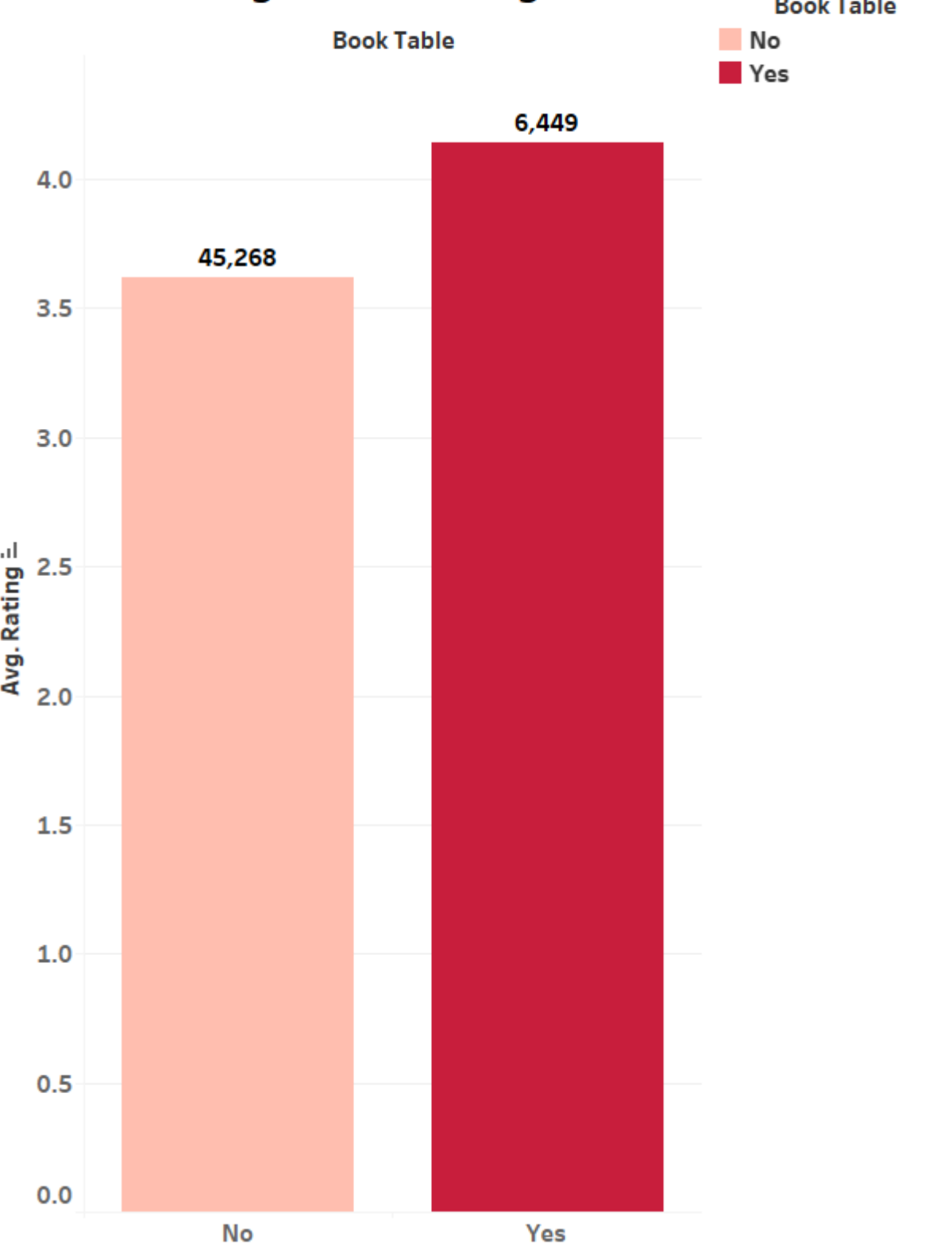
Online order Availability



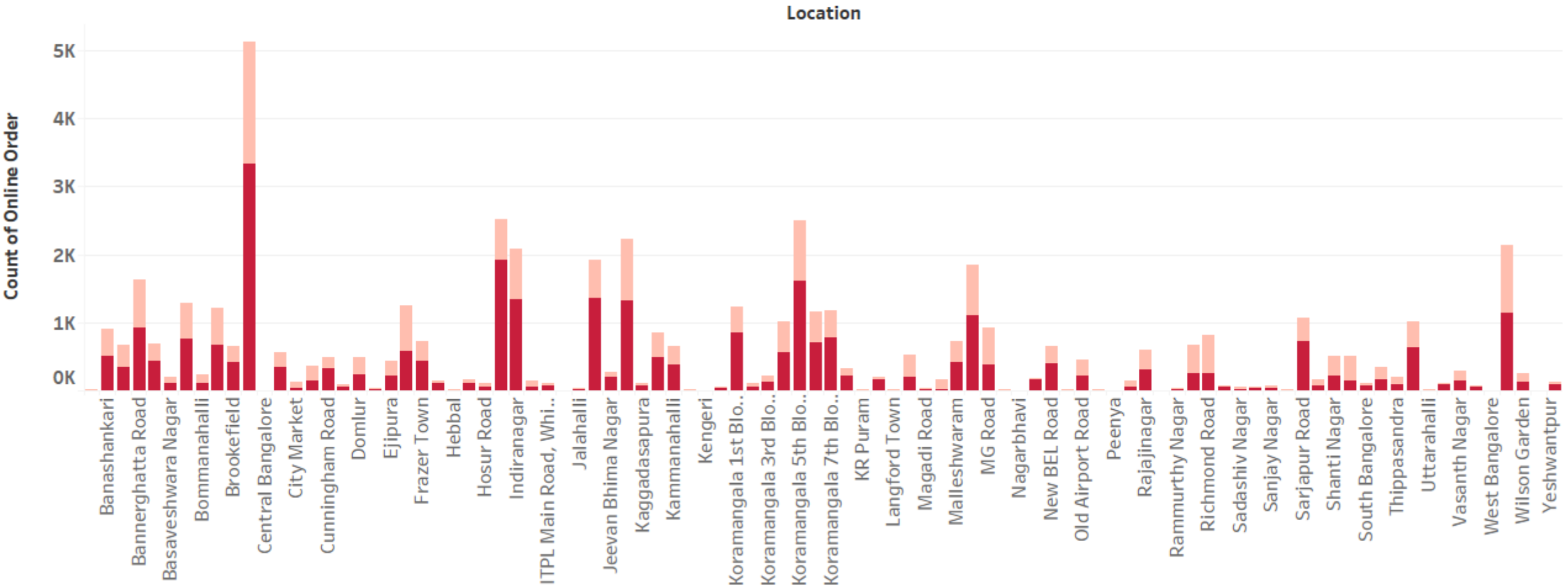
Correlation between Reviews and Ratings of restaurants

0.1490

Count and Avg Rating of Restaurants offering Table bookings

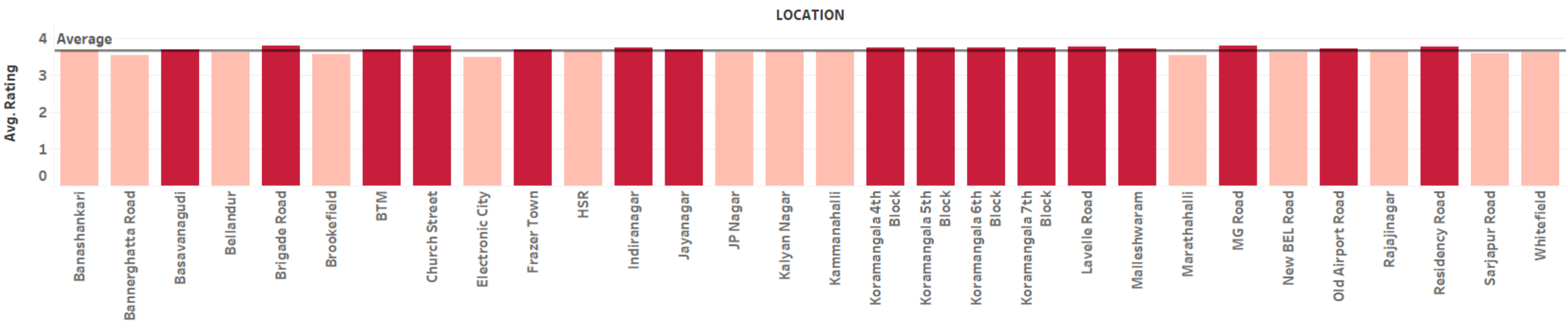


Online order availability by Location



Rating and Reviews

Highest Average rated Restaurants



Avg. ratings of Resturants

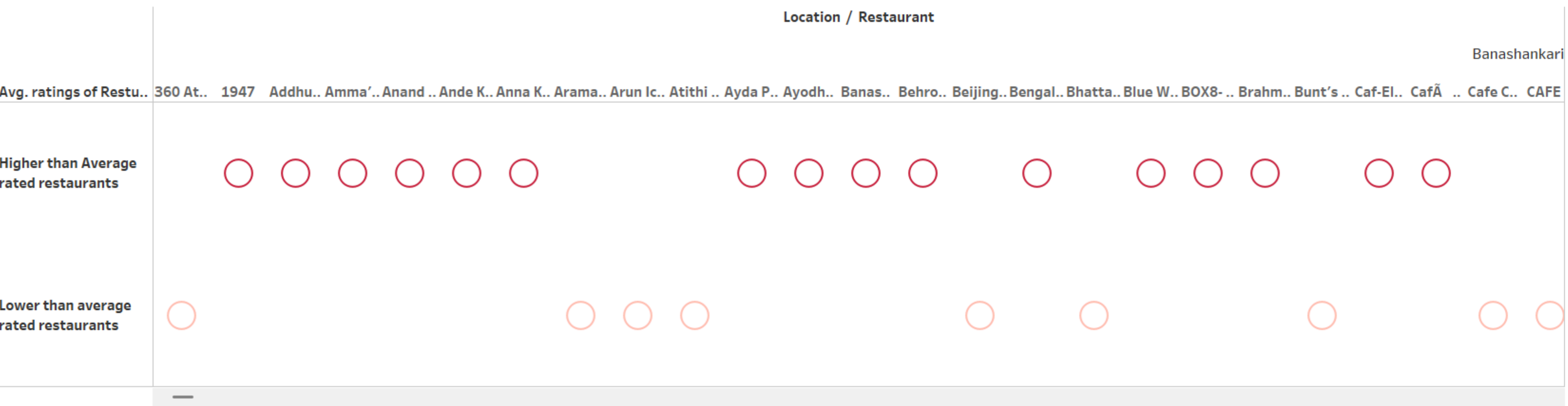
Higher than Average rated r..

Lower than average rated r..

Correlation
between Reviews
and Ratings of
restaurants

0.1490

Restaurant ratings by location



Location for Restaurant ratings

- ☐ (All)
- ☐ Null
- ☒ Banashankari
- ☒ Banaswadi
- ☒ Bannerghatta Road
- ☒ Basavanagudi
- ☒ Basaveshwara Nagar
- ☒ Bellandur
- ☒ Bommanahalli
- ☒ Brigade Road
- ☒ Brookefield
- ☒ BTM
- ☒ Central Bangalore
- ☒ Church Street
- ☒ City Market
- ☒ Commercial Street
- ☒ Cunningham Road
- ☒ CV Raman Nagar
- ☒ Domlur
- ☒ Electronic City
- ☒ Frazer Town
- ☒ HSR
- ☒ Indiranagar
- ☒ Jayanagar
- ☒ JP Nagar
- ☒ Kalyan Nagar
- ☒ Kammanahalli
- ☒ Koramangala 4th Block
- ☒ Koramangala 5th Block
- ☒ Koramangala 6th Block
- ☒ Koramangala 7th Block
- ☒ Lavelle Road
- ☒ Malleshwaram
- ☒ Marathahalli
- ☒ MG Road
- ☒ New BEL Road
- ☒ Old Airport Road
- ☒ Rajajinagar
- ☒ Residency Road
- ☒ Sarjapur Road
- ☒ Whitefield

Cuisines and Dishes

- Location for Cuisines
- ☐ (All)

☐ Null

☐ Banashankari

☐ Banaswadi

☐ Bannerghatta Road

☐ Basavanagudi

☐ Basaveshwara Nagar

☐ Bellandur

☐ Bommanahalli

☐ Brigade Road

☐ Brookefield

☐ BTM

☐ Central Bangalore

☐ Church Street

☐ City Market

☐ Commercial Street

☐ Cunningham Road

☐ CV Raman Nagar

☐ Domlur

☐ East Bangalore

☐ Ejipura

☐ Electronic City

☐ Frazer Town

☐ HBR Layout

☐ Hebbal

☐ Hennur

☐ Hosur Road

☐ HSR

☐ Indiranagar

☐ Infantry Road

☐ ITPL Main Road, Whi...

☐ Jakkur

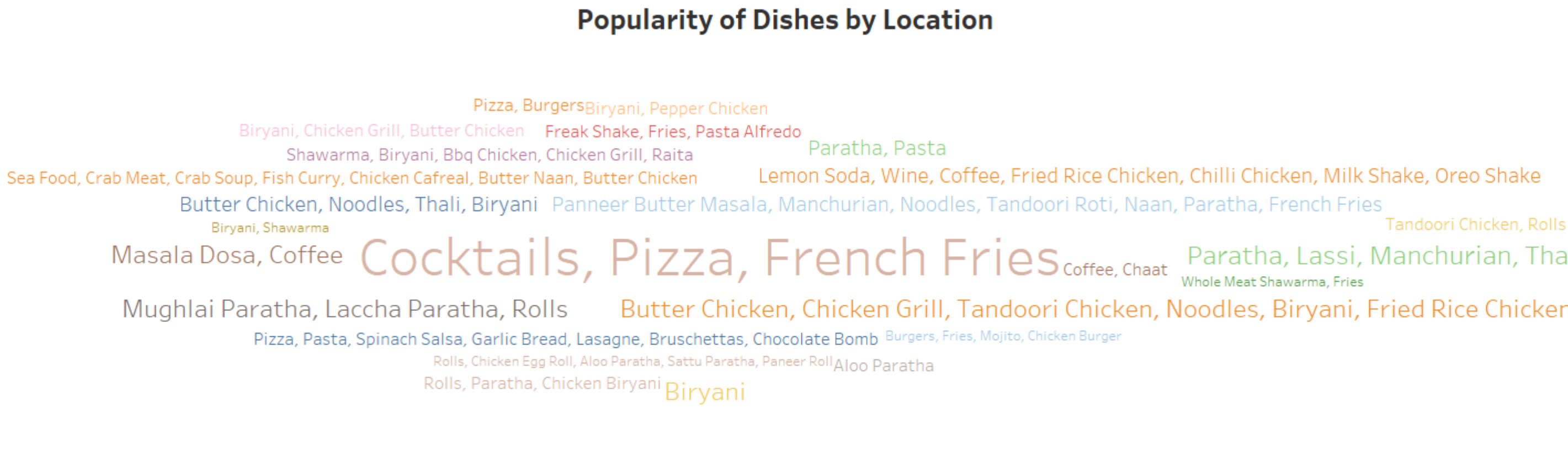
☐ Jalahalli

☐ Jayanagar

☐ Jeevan Bhima Nagar

☐ JP Nagar

☐ Kaggadasapura



- Location for Dishes
- ☐ (All)

☐ Null

☐ Banashankari

☐ Banaswadi

☐ Bannerghatta Road

☐ Basavanagudi

☐ Basaveshwara Nagar

☐ Bellandur

☐ Bommanahalli

☐ Brigade Road

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☐ Jakkur

☐ Jalahalli

☐ Jayanagar

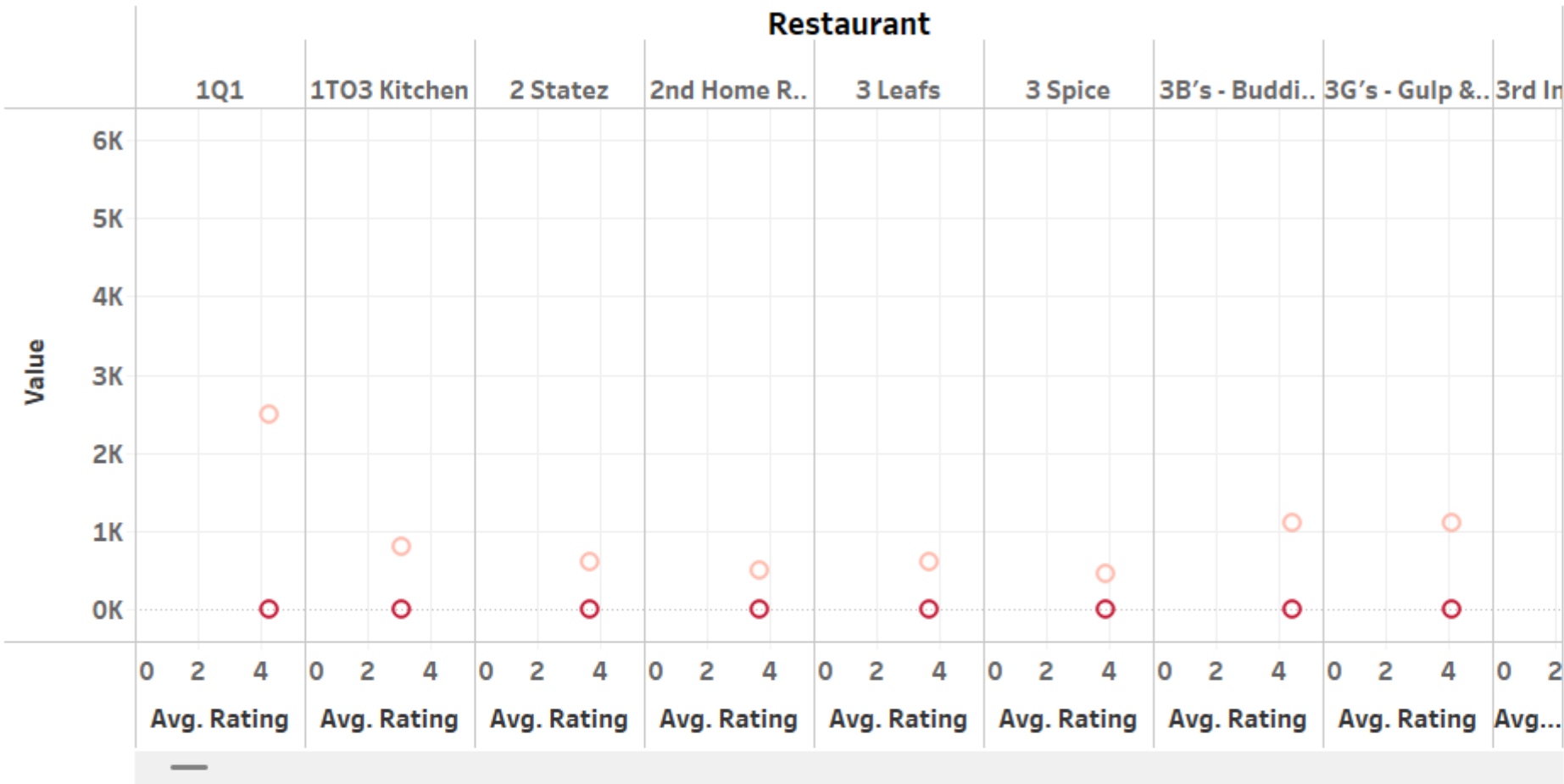
☐ Jeevan Bhima Nagar

☐ JP Nagar

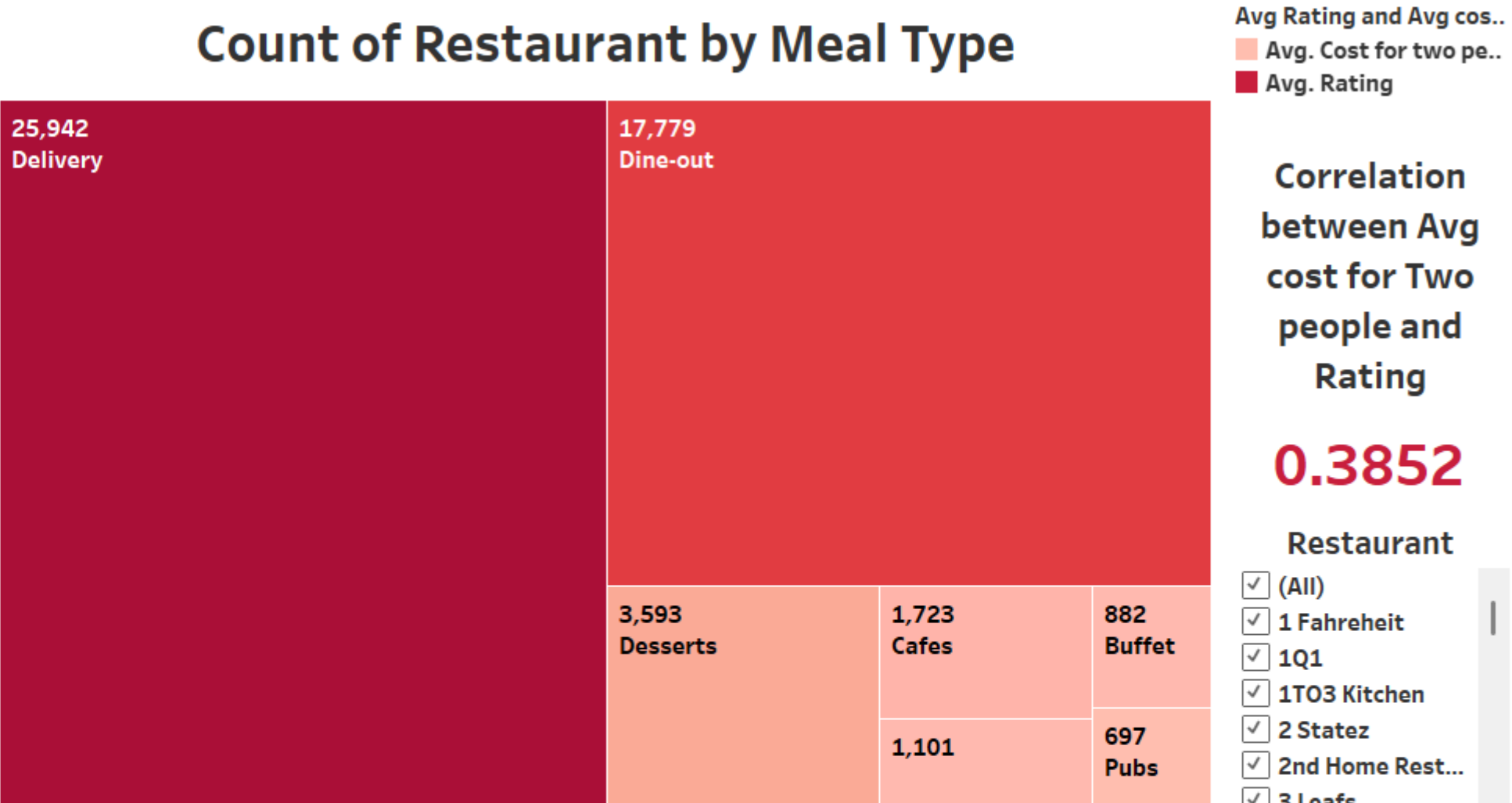
☐ Kaggadasapura

Cost and Meal type

Comparision of Rating and Cost for Restaurant



Count of Restaurant by Meal Type



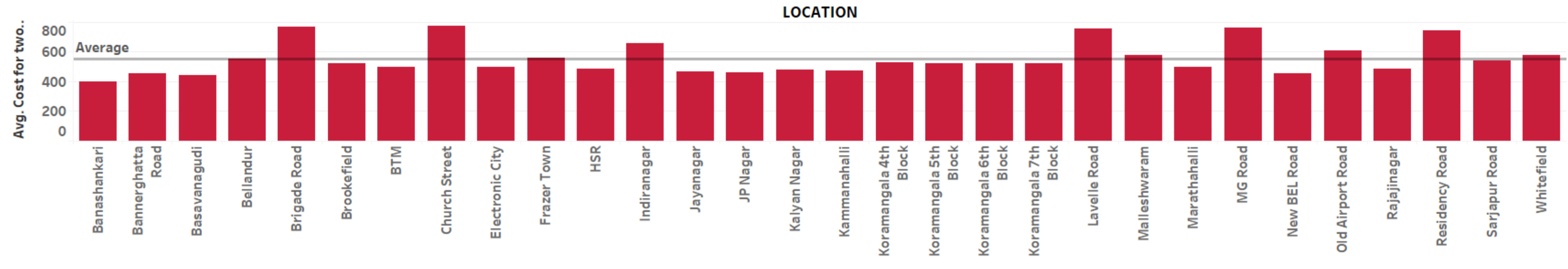
Correlation
between Avg
cost for Two
people and
Rating

0.3852

Restaurant

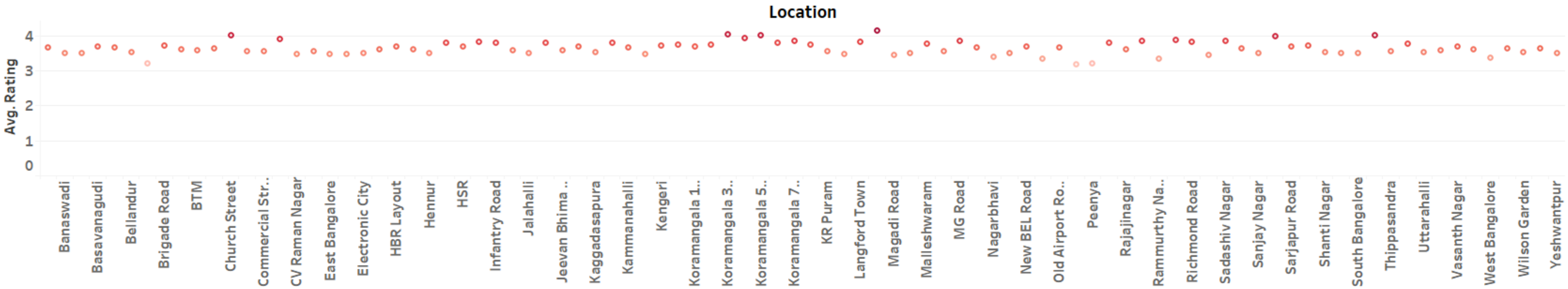
- ☒ (All)
- ☒ 1 Fahreheit
- ☒ 1Q1
- ☒ 1T03 Kitchen
- ☒ 2 Statez
- ☒ 2nd Home Rest...
- ☒ 3 Leafz
- ☒ 3 Spice
- ☒ 3B's - Buddies, ...
- ☒ 3G's - Gulp & Gr...
- ☒ 3ice Cubes
- ☒ 3rd Innings
- ☒ 4 Mangoes
- ☒ 4 Seasons Rest...
- ☒ 4 States
- ☒ 4-States
- ☒ 4Foodiez
- ☒ 4Foodiez - The ...
- ☒ 4K Biryani
- ☒ 4S Bar
- ☒ 4th Tea Block
- ☒ 5 Degree Centi...
- ☐ 5th Degree Centi...

Average Cost for Two people by Location

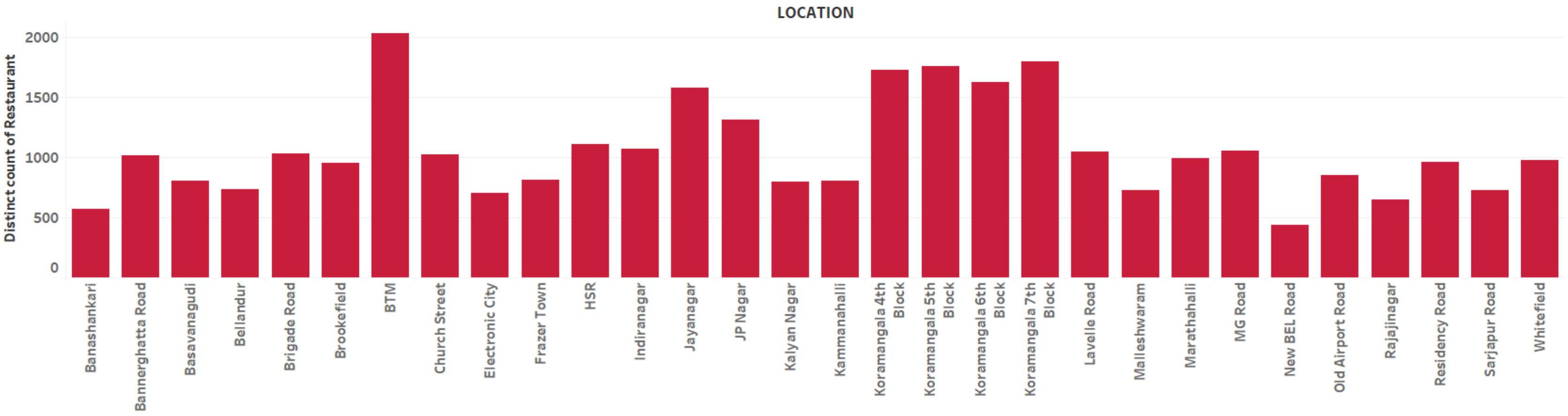


Neighbourhood and Restaurant Distribution

Concentration of Highly rated restaurants

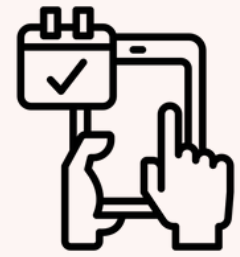


Count of restaurants by Location



Restaurant

- ☒ (All)
- ☒ 1 Fahreheit
- ☒ 1Q1
- ☒ 1TO3 Kitchen
- ☒ 2 Statez
- ☒ 2nd Home Restaurant
- ☒ 3 Leafz
- ☒ 3 Spice
- ☒ 3B's - Buddies, Bar &...
- ☒ 3G's - Gulp & Groove
- ☒ 3ice Cubes
- ☒ 3rd Innings
- ☒ 4 Mangoes
- ☒ 4 Seasons Restaurant
- ☒ 4 States
- ☒ 4-States
- ☒ 4Foodiez
- ☒ 4Foodiez - The Resta...
- ☒ 4K Biryani
- ☒ 4S Bar
- ☒ 4th Tea Block
- ☒ 5 Degree Centigrade
- ☒ 5 star food
- ☒ 5 Star Food
- ☒ 5th Main Cafe
- ☒ 7 Days Restaurant
- ☒ 7 Degrees North
- ☒ 7 Hills Andhra Mess
- ☒ 7 Hills Garden Resta...
- ☒ 7 Hills Restaurant
- ☒ 7 Plates
- ☒ 7 Shanghai
- ☒ 7 Spice
- ☒ 7 Star Biryani
- ☒ 7 to 11 Food Court
- ☒ 7Biryanis
- ☒ 7th Heaven



Key Insights



ONLINE ORDER & RESERVATION ANALYSIS

- A large proportion of restaurants offer online ordering services, particularly in busy urban neighborhoods such as **BTM** and **Indiranagar**.
- Other neighborhoods like **Jayanagar** and **Koramangala 5th Block** also have numerous restaurants providing online ordering.
- Restaurants which offer Table booking tend to have **0.5 higher average rating** compare to those which do not offer table booking.
- Approximately **65%** of Restaurants offer online order availability, where as only **13%** of restaurant offer Table booking.
- The correlation between the number of restaurants offering table bookings and average ratings is **Positive**, which indicates that restaurants offering table booking have **better services**.



Key Insights



RATINGS AND REVIEWS ANALYSIS

- All the **Koramangala blocks** have higher than average rating.
- Church Street has the highest average rating **3.804** followed by MG Road **3.802** and Brigade Road **3.801**.
- The correlation between the number of reviews and average ratings is **minimal (0.149)**, indicating that high review counts don't always guarantee higher ratings.
- Majority of the restaurants in respective neighborhood tend to have Higher than average rating.
- Higher-rated restaurants are typically found in affluent neighborhoods, indicating a **potential relationship** between **income levels** and **dining experiences**.
- Increased customer engagement through reviews significantly boosts restaurant visibility and ratings.



Key Insights

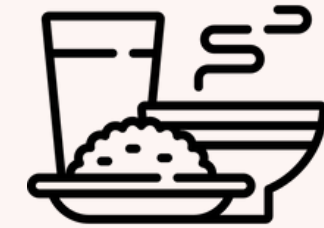


CUISINES AND DISH POPULARITY

- Popular cuisines like **North Indian, Chinese, and Continental** dominate in areas like **Koramangala** and **Indiranagar**.
- Dishes such as **biryani, shawarma, and butter chicken** are widely loved across multiple locations, including **Kammanahalli** and **JP Nagar**.
- Coastal cuisines (e.g., seafood) are preferred in selected areas like **Koramangala 1st Block**.
- Certain neighborhoods exhibit unique preferences, such as **Tibetan** and **Nepalese** dishes in **Majestic** and **Malleswaram**.
- The most popular cuisines include **North Indian (30%), South Indian (25%), and Chinese (20%)**. Variations exist across neighborhoods, with South Indian being favored in areas like Malleswaram.



Key Insights



COST AND MEAL TYPE ANALYSIS

- A **moderate positive correlation (0.3852)** exists between restaurant ratings and the average cost for two people, implying that higher ratings may be associated with higher costs.
- **Dessert** and **café-style** restaurants dominate the lower-cost spectrum, while fine dining has a **higher average cost**.
- Locations like **Koramangala** and **Indiranagar** feature a broad price range, catering to different customer segments.
- Meal types such as buffets and pubs are **prominent** in upscale neighborhoods.
- **Delivery (50%)** and **Dine-out (30%)** are the most common meal types among highly-rated restaurants, with an average rating of 4.4.



Key Insights



NEIGHBORHOOD & RESTAURANTS DISTRIBUTION

- Koramangala has the highest concentration of restaurants, with **150** establishments and an average rating of **4.2**. Jayanagar follows with **120** restaurants, averaging **4.4** ratings.
- This clustering suggests that restaurateurs are strategically targeting affluent areas with high foot traffic.
- **BTM** and all **Koramangala blocks** have highest count of restaurants.
- There are approximately **10** neighborhood which had average rating of the restaurants **above 4**.
- Majority neighborhood have their average rating of the restaurant between **3** to **4**.

Job Event

Conclusion

The Zomato Dashboard analysis reveals key insights into restaurant dynamics across Bangalore, providing valuable information for strategic decision-making.

Prime locations like **Koramangala, Indiranagar, and Whitefield** emerge as culinary hotspots, offering diverse cuisines, meal types, and pricing options to cater to varying customer preferences.

The data also highlights the importance of features like online ordering and table booking in driving customer engagement and potentially influencing higher ratings.

While popular cuisines like **North Indian and Chinese** dominate, unique culinary preferences in specific areas open opportunities for niche marketing and specialized offerings.

The moderate correlation between cost and ratings suggests that premium **pricing is often associated with higher quality perceptions**.

Leveraging these insights, Zomato can optimize its **partnerships, focus on high-performing areas, and enhance customer satisfaction by tailoring offerings to localized demands**.

Areas with unique culinary preferences (e.g., Malleshwaram) could be leveraged for specialized marketing strategies. Prime areas display a wider price range and diverse offerings, supporting customer preferences across budgets.



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**THANKS
FOR WATCHING**

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