**ZOMATO RESTAURANTS**

**A plate of food on a table

Description automatically generated**

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Deepinder Goyal and Pankaj Chaddah in 2008.[9][10] Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.

Zomato also began grocery delivery amid the COVID-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities.

Zomato API Analysis is one of the most useful analysis for foodies who want to taste the best cuisines of every part of the world which lies in their budget. This analysis is also for those who want to find the value for money restaurants in various parts of **India** for the cuisines. Additionally, this analysis caters the needs of people who are striving to get the best cuisine of the country and which locality of that country serves that cuisines with maximum number of restaurants.

**THINGS TO EXPLORE**

* Countries which Zomato operates
* Zomato presence across India
* Top cities
* Online and table booking facility
* Rating Distribution
* Avg. cost of two person
* Favourite cuisine
* Favourite restaurants and localities

**Zomato operates across the globe**

A picture containing screenshot

Description automatically generated

* Most of the data comes from India (90.56%), and then United States (4.54%).
* It clearly represents India is the largest market of Zomato.
* Therefore, analysing India dataset would give accurate representation.

**Zomato presence across India**

A picture containing large, rain

Description automatically generated

**Top 10 cities and Number of Restaurants**

A screenshot of a cell phone

Description automatically generated

Out of 8652 total restaurants 8052 restaurants are in top 10 cities.

In this nearly 90% (7922) restaurants are in the top 4 cities such as New Delhi followed by Gurgaon, Noida, and Faridabad.

New Delhi itself has 63% of restaurants indicates it the top target market of Zomato.

**Online Delivery**

A picture containing drawing

Description automatically generated**A screenshot of a cell phone

Description automatically generated**

A picture containing device

Description automatically generated

Zomato concentrated less on online delivery.

Top 5 cities it delivers food by online are New Delhi, Gurgaon, Noida, Faridabad in north, and Chennai in south. Out of 5, New Delhi has 1489 restaurants offers online delivery option.

Here we note that Zomato target south India’s Chennai. This is because Chennai has more IT companies, many people from other cities have come to work mostly prefer online delivery perhaps due to the work culture or lack of time to cook on their own. They target youth and adults only.

**Table Booking**

A picture containing drawing, sign

Description automatically generatedA picture containing screenshot

Description automatically generated**A picture containing drawing

Description automatically generated**

Zomato offers very less amount of table booking facility.

Like online booking, cities such New Delhi, Gurgaon, and Noida has larger number of restaurants contains table booking facility. In this New Delhi has 715 restaurants offers table booking option.

**Rating Distribution**

A picture containing table

Description automatically generatedA close up of a logo

Description automatically generated

Most of ratings are fall under the range **2.9 to 3.9**, which means **average** and **good** ratings are high then compared to very good.

Excellent ratings are very low.

**Rating vs Avg. cost for two**

**A screenshot of a cell phone

Description automatically generated**

This chart shows the aggregate rating and average cost of two for eating at a particular restaurant.

Here for both low and high cost, people given poor as well as excellent ratings. We cannot see any relationship between two.

**Is delivery type impacts the cost?**

The below chart shows average cost of two against delivery type.

No and Yes represents online delivery.

A picture containing kitchen, clock

Description automatically generated

We clearly see the considerable difference between two. Yes, average cost of two is 600 rupees for online delivery, whereas it is only 400 for restaurant eaters.

**Does rating differ for delivery type?**

A picture containing screenshot

Description automatically generated

It clearly shows there is only a slight difference between delivery type. It does not impact much on the rating.

**Top restaurants to eat around you**

A screenshot of a cell phone

Description automatically generated

**A picture containing drawing

Description automatically generated**

This word cloud represents the top 20 restaurants which has rating 3 and above.

America’s fast food company McDonald’s is the most favourite restaurant for youth’s and adult’s, nearly 44 restaurants has very good ratings. Followed by the India’s Café Coffee Day- the most favourite hangout places for teenagers, Giani – the traditional sweet maker, Domino’s Pizza – incredibly successful pizza chain, and Subway – restaurant chain specializing in submarine sandwiches.

Nearly 210 restaurant has average and above average ratings.

**Favourite Restaurants**

Here we explore Zomato’s top 3 target cities and their topmost restaurants.

**New Delhi**

As we seen already, Zomato has larger number of outlets in New Delhi. The below word cloud shows the top 10 restaurants of New Delhi that has rating 3 and above.

A picture containing table, holding

Description automatically generated

The top restaurants are in the order: McDonald’s, Giani, Café Coffee Day, Green Chick Chop – pioneers of packaged foods, Domino’s Pizza, Subway, Keventers – legacy Indian milkshake brand, Haldiram’s – major Indian sweets and snacks manufacturer, Starbucks – largest coffee house chain, and Costa Coffee.

**Gurgaon**

The below word cloud shows the top 10 restaurants of the 2nd largest city of Zomato presence - Gurgaon

A picture containing table, holding, bird

Description automatically generated

The top restaurants are in the order: Starbucks, Dunkin’s Donuts – international coffee and donut chain, Café Coffee Day, Giani, Barista – pioneer in coffee retail in India, Subway, Chaayos – fastest growing tea startup, McDonald’s, Burger Point – fast food point, and Behrouz Biryani – biryani point with Mughlai touch.

**Noida**

The below word cloud shows the top 10 restaurants of the 3rd largest city of Zomato presence - Gurgaon

A close up of a sign

Description automatically generated

RollsKing – fast food beverages, Chaayos, Pizza Hut – US pizza parlor, McDonald’s, Barista, Subway, Keventers, Domino’s Pizza, Baker Street, and Burger King.

**Locality of Restaurants**

Here the top 20 localities show the density of Zomato presence.

A close up of a logo

Description automatically generated

Most of the localities are based on New Delhi.

Top 15 Cuisines

A screenshot of a cell phone

Description automatically generated **North Indian** is the most favourite cuisine, followed by **Chinese, Fast Food**, Mughlai, Bakery items and so on. The below charts represent the top 3 cuisine rating.

A close up of text on a white background

Description automatically generated

We clearly see that the average ratings are high in count in all the three cuisines.

North Indian, and Chinese have highest amount of ratings in 3.2, whereas Fast Food has 3.4.

Let’s explore the top localities of some of the favourite cuisines.

Below treemap depicts the famous **North Indian** cuisine locality.

A screenshot of a cell phone

Description automatically generated Famous North Indian Localities

Below treemap helps people to find famous **Chinese cuisine** locality.

Famous Chinese Localities

A screenshot of a cell phone

Description automatically generated

Interesting! Places which serves North Indian cuisine also serves Chinese.

Below treemap helps people how are **voracious**. Yes, it represents famous **Fast Food** locality.

A screenshot of a cell phone

Description automatically generatedFamous Fast Food Localities

Let’s explore top 10 restaurants of some of the famous cuisines.

Here the stepped bar chart represents the most favourite to least favourite restaurants from top to bottom.

A screenshot of a cell phone

Description automatically generated **Famous North Indian Restaurants**

**Famous Chinese Restaurants** A screenshot of a cell phone

Description automatically generated

Interesting thing is restaurants which serves North Indian dishes also leads the Chinese cuisines.

**Famous Fast Food Restaurants**

A screenshot of a cell phone

Description automatically generated

Always McDonald’s is the most favourite restaurant for youths and adults.

The below chart is for Café lovers.

**Famous Café bar**

**A screenshot of a cell phone

Description automatically generated**

**Famous Bakery**

A picture containing umbrella

Description automatically generated

This equal angle of pie charts represents that the above 10 bakeries are equally popular among the people.

**A screenshot of a cell phone

Description automatically generatedFamous Dessert Shop**

Giani the famous sweet maker is one the top favourite restaurant for people, followed by Dunkin’s Donuts, Haldiram’s and so on.

Let’s explore who is most favourite for our one of the favourite. Yes, **Famous Ice Cream Parlour**

**A screenshot of a cell phone

Description automatically generated**

Here also Giani the sweet maker leads all the Ice Cream parlour.

**SUMMARY**

* Zomato concentrate more in North India especially New Delhi, Gurgaon, and Noida.
* Zomato offers limited online delivery and table booking facility.
* Most of the restaurants rating fall in the range of 3 to 3.9 i.e., average and good rating.
* Low amount of very good rating.
* Poor amount of Excellent rating.
* North Indian is the famous cuisine, followed by Chinese, and Fast Food.
* Connaught Place, Rajouri Garden are most famous for North Indian cuisine.
* Rajouri Garden, Malviya Nager, and Pitampura are most famous for Chinese cuisines.
* Pitampura, Satya Niketan are most famous for Fast Foods.
* Green Chick Chop, Barbeque Nation, Haldiram’s are the famous North Indian restaurants.
* Haldiram’s, Barbeque Nation, and Bikanervala are the famous Chinese restaurants.
* McDonald’s, Domino’s Pizza, Green Chick Chop, and Subway are the famous Fast Food restaurants.
* Café Coffee Day is famous across Café lovers.
* Giani restaurant is famous for both Sweets and Ice Creams.