

Project Evaluation Phase

Project Name

Zomato Restaurants

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Submitted By

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INTRODUCTION

Today the huge quantity of information produced daily can be viewed as the main advantage and disadvantage, particularly in relation to machine learning, data science, and data analytics. Machine learning (ML), which is a branch of AI, involves the development of models that are capable of learning from data and making decisions or predictions without being explicitly programmed to do so, has brought significant changes in various sectors including the food and restaurant business by enhancing customer's satisfaction and organizational efficiency. Data science is basically the use of statistical, computing, and business skills to analyze the data and find out the dining patterns, customer's preferences and organizational efficiency. Data analytics is a systematic way of using data to find out information and patterns with the use of descriptive, diagnostic, predictive and prescriptive analysis. In this project, we analyze the restaurant data of Zomato to get the idea about the trend of cuisines, cost, geographical location and the rating. Here, I apply ML techniques and different algorithms to predict variables like 'Average Cost for two', 'Price range'. The steps that we are going to discuss are exploratory data analysis, data cleaning and transformation, feature creation, model identification and evaluation, tuning, visualisation. In this case, we will apply predictive machine learning algorithms that will enable Zomato to make better recommendations and enhance customers' satisfaction, and thereby, show how these technologies can turn data into insights for business improvement.

1. Problem Definition

This Zomato Restaurant Data Analysis project seeks to offer insights into the restaurant services industry across the world using data from the Zomato company. It is one of the most useful analyses for those people who like to taste food and find out which restaurant has the best taste among the restaurants by taking into account factors such as expenses and budget and exploring the dishes. By this analysis, one can find out which is the most value for money restaurant in specific localities if different countries. It also gives insights which restaurant is nearby and easily accessible by calculating the location.

The main aim of the project is to

- Predict 'Average cost for two for restaurants
- Predict Price range of the food offered by restaurants

1.1. Objectives

- To analyse the data for missing, duplicate values
- To determine and visualise the unique values
- To carryout visualisations
- To explore and understand cost patterns and affordability across different regions considering the variety of the cuisines available.
- To identify key trends and relationship such as:
 - Popular cuisines in different countries
 - Relationship between location and price range
- To carryout encoding for the categorical columns, minimise outliers and skewness, collinearity in the data.
- To scale and balance the data (for classification tasks)
- To build predictive models that will forecast Average price for two people meal and Price range based on various features.
- To plot RoC curves considering the TPR and TFR

2. Data Analysis

2.1 Overview of the Dataset

The project uses two datasets: Zomato.csv and country_code.csv. Zomato.csv has 3551 rows and 22 columns. The Zomato.csv dataset gas information about restaurants and their geographical locations, cuisines, costs, rating and more. The country_code.csv maps numerical country codes to their respective country names, identifying the location of each restaurants.

2.2 Key Variables in the Dataset

- Restaurant Id: Unique id of every restaurant across various cities of the world
- Restaurant Name: Name of the restaurant
- Country Code: Country in which restaurant is located
- City: City in which restaurant is located
- Address: Address of the restaurant
- Locality: Location in the city
- Locality Verbose: Detailed description of the locality
- Longitude: Longitude coordinate of the restaurant's location
- Latitude: Latitude coordinate of the restaurant's location
- Cuisines: Cuisines offered by the restaurant
- Average Cost for two: Cost for two people in different currencies \Box
- Currency: Currency of the country
- Has Table booking: yes/no
- Has Online delivery: yes/ no
- Is delivering: yes/ no
- Switch to order menu: yes/no
- Price range: range of price of food
- Aggregate Rating: Average rating out of 5
- Rating color: depending upon the average rating color
- Rating text: text on the basis of rating of rating
- Votes: Number of ratings casted by people

2.3 Initial data analysis

First, lets import basic libraries and then load and explore the dataset to understand the structure.

2.3.1 Importing necessary libraries

```
import pandas as pd
import numpy as np
import seaborn as sns
import matplotlib.pyplot as plt
import warnings
warnings.filterwarnings('ignore')
```

Fig: Importing the necessary libraries

2.3.2 Loading the Dataset

```
[2]: # Read the CSV file into a DataFrame
zomato = pd.read_csv('zomato.csv', encoding='ISO-8859-1')
zomato
```

Fig: Importing the zomato.csv dataset

```
[3]: country = pd.read_excel('Country-Code.xlsx')
country
```

Fig: Importing the Country-Code.xlsx dataset

Next, we will merge the country code data with the main dataset using pandas and make a final dataset called "df".

df = pd.merge(zomato, country, on='Country Code', how='left')

Displaying few rows of the Zomato dataset "df" using df.sample()

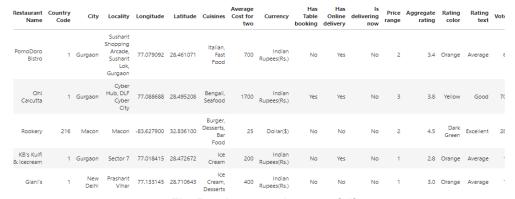


Fig: Random sample rows of df

After finding out the shape of the dataset using df.shape(), we get to know that the dataset has 9551 rows and 22 columns.

By the problem statement the two dependent variables are the "Average cost for two" and the "Price Range".

2.3.3 Checking for Missing/negative values and Data type of the columns

It's important to check for and handle missing values appropriately to ensure the integrity of our analysis.

```
# coLunm types
  df.info()
  <class 'pandas.core.frame.DataFrame'>
  Int64Index: 9551 entries, 0 to 9550
  Data columns (total 22 columns):
                                Non-Null Count Dtype
   # Column
       Restaurant ID 9551 non-null
Restaurant Name 9551 non-null
Country Code 9551 non-null
City 9551 non-null
   0
                                                      int64
   1
                                                      object
                                                      int64
                                                      object
        Address
                                  9551 non-null
                                                      object
        Locality 9551 non-null
Locality Verbose 9551 non-null
Longitude 9551 non-null
       Locality
                                                      object
                                                      object
                                                      float64
    8
       Latitude
                                   9551 non-null
                                                      float64
        Cuisines
                                   9542 non-null
                                                      object
   10 Average Cost for two 9551 non-null
    11 Currency
                                   9551 non-null
                                                      object
   12 Has Table booking
                                   9551 non-null
                                                      object
    13 Has Online delivery
                                   9551 non-null
                                                      object
    14 Is delivering now
                                   9551 non-null
                                                      object
    15 Switch to order menu 9551 non-null
                                                      object
   16 Price range 9551 non-null
17 Aggregate rating 9551 non-null
18 Rating color 9551 non-null
19 Rating text 9551 non-null
                                                      float64
                                                      object
                                                      object
   20 Votes
                                   9551 non-null
                                                      int64
    21 Country
                                   9551 non-null
                                                      object
  dtypes: float64(3), int64(5), object(14)
  memory usage: 1.7+ MB
```

Fig: datatypes/missing/negative values

After analyzing the missing values we got to know that there are no missing values in any columns except 1(Cuisines), which we will deal later as the project advances.

Lets confirm it with the help of the heatmap once

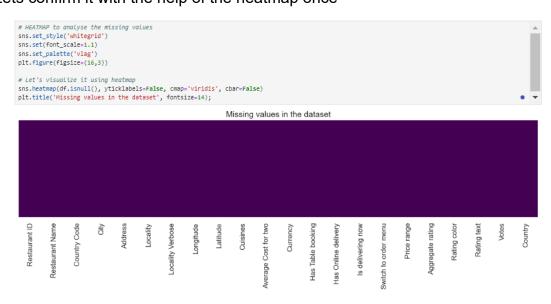


Fig: Heatmap displaying the missing values

2.3.4 Feature Analysis

3]:	<pre># Reviewing the num info_df = df.nuniqu info_df['type'] = d info_df</pre>	e().to_frame('No. of		and the	targe
3]:		No. of unique values	type		
	Restaurant ID	9551	int64		
	Restaurant Name	7446	object		
	Country Code	15	int64		
	City	141	object		
	Address	8918	object		
	Locality	1208	object		
	Locality Verbose	1265	object		
	Longitude	8120	float64		
	Latitude	8677	float64		
	Cuisines	1825	object		
	Average Cost for two	140	int64		
	Currency	12	object		
	Has Table booking	2	object		
	Has Online delivery	2	object		
	Is delivering now	2	object		
	Switch to order menu	1	object		
	Price range	4	int64		
	Aggregate rating	33	float64		
	Rating color	6	object		
	Rating text	6	object		
	Votes	1012	int64		
	Country	15	object		

Fig: Checking for unique values in the features

In the above code we will find out the Number of unique values along with the datatype of the feature columns.

Observation:

- Restaurant ID has the same no of values as the no of the rows. So we will go ahead and drop the column as it is no much importance while model building
- Since the latitude and longitude provides us the exact location of the restaurant, we will be not needing the address column. So we will go ahead and drop it.
- The column Switch to order menu has only 1 unique value which will be not of much use while model building, so we will drop it
- Average cost for two: 140 unique values(Regression problem)
- Price Range: 4 unique values(Classification problem)
- Locality verbose column also can be dropped since the information it has is also present in locality and city columns
- Numerical column but considered categorical: Country code, aggregate rating.

After dropping the columns for the above said reasons, the new dataset shape is: (9551,18).

We also discover that Average cost for two is a continuous and numeric column with 140 unique values, hence it is a regression problem. While Price range has only 4 unique values, therefore falling under classification problem.

2.3.5 Analysing the unique values

Here, we will define a function to analyse all the unique values

```
[16]: def inspect_column(df, column):
    print(f"Feature {column}:\n{df[column].value_counts()}")
    print(f"Unique values: {df[column].unique()}")
    print(f"# unique values: {df[column].nunique()}")

inspect_column(df, 'Average Cost for two')
```

Fig: Function to determine unique values

2.3.6 Separating features into numerical and categorical columns

```
#Separating Numerical discrete variables from the continuous.

# Separating Numerical and Categorical columns
cat_col = df.select_dtypes(include='object').columns.tolist()
num_cat_col = ['Country Code', 'Aggregate rating']
num_col = [col for col in df.select_dtypes(include=np.number).columns.tolist() if col not in num_cat_col]

# Remove the target variables
num_col.remove('Average Cost for two')
num_col.remove('Price range')

# Numerical and Categorical columns
print(f"Categorical Columns:\n (cat_col)\n")
print(f"Numerical Columns but categorical:\n (num_cat_col)\n")
print(f"Numerical Columns:\n (num_col)\n")

**Categorical Columns:
['Restaurant Name', '(tty', 'Locality', 'Cuisines', 'Currency', 'Has Table booking', 'Has Online delivery', 'Is delivering now', 'Rating color', 'Rating text', 'Country']

**Numerical Columns but categorical:
['Country Code', 'Aggregate rating']

**Numerical Columns:
['Longitude', 'Latitude', 'votes']
```

Fig: Dividing columns into categories

Here, the dataset is divided into 3 categorical: Numerical column, categorical column and there is one more category for numerical columns which are classified as categorical columns because of significantly less number of unique values present.

3. EDA – Exploratory Data Analysis

3.1 Statistical summary



Fig: Statistical analysis

The Statistical summary present the information about count, mean, median, standard deviation, 25%, 50% and 75% of the numeric data and also the minimum and maximum of data. By this data we can also find insights regarding the skewness, outliers etc which we will explore in the next sections.

3.1.2 Skewness

After analysing the difference between the mean and median, found out that there is skewness in some columns which we need to eliminate later.

3.1.3 Outliers

The contrast between the maximum value in each column with 2 times the std plus the mean gives the instinct about the potential outliers present in the data.

3.2 Data Visualisation

3.2.1 Univariate analysis

We will look at different data distribution across both features and label columns by plotting histogram plot to analyse skewness and box plot for outliers analysis.

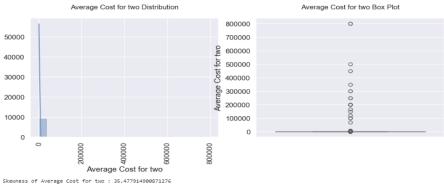


Fig: Regression model target variable data distribution (Average cost for two)

Zomato Restaurants

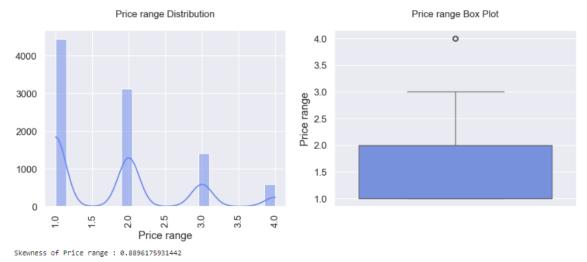


Fig: Classification model target variable data distribution

Observation:

• By looking at both target variables data distribution we can say, the data is right skewed and there are more outliers present in the 'Average cost for two'.

The following were the visualisations for other **independent feature variables**:

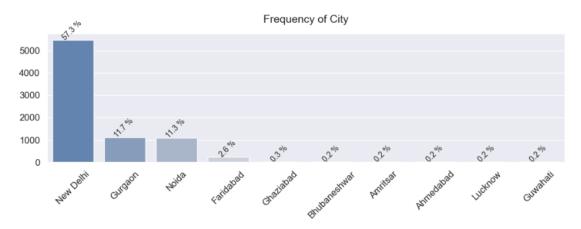


Fig: Top 10 Cities column count for unique values

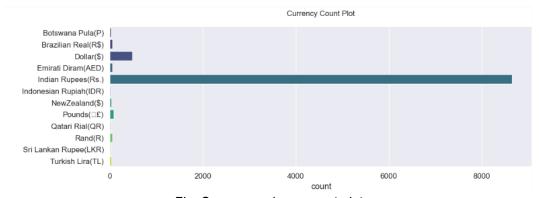


Fig: Currency column count plot

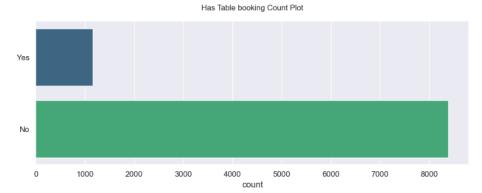


Fig: Has table booking count plot

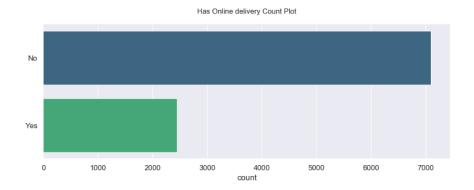


Fig: Has online delivery count plot

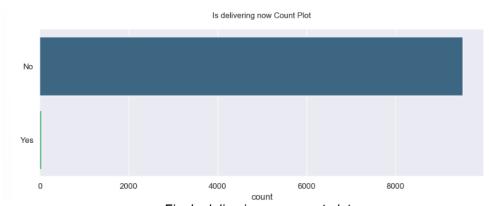


Fig: Is delivering now count plot

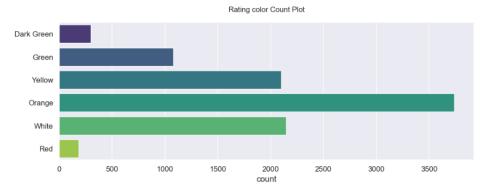


Fig: Rating count plot

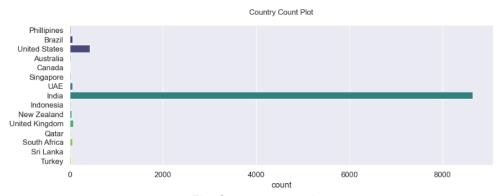


Fig: Country count plot

One of the primary insights from the exploratory data analysis (EDA) is the geographical distribution of restaurants. The majority of the restaurants in the dataset are located in India, followed by the United States and the United Kingdom. This distribution reflects the widespread usage of the Zomato platform in these regions.

3.2.2 Bivariate Analysis

Cuisine Diversity

Cuisine diversity is a critical aspect of the dataset. The analysis reveals that Indian, Chinese, and Continental cuisines are the most common across the dataset. This insight can be useful for understanding global and regional culinary preferences.

Cost Analysis

The cost analysis shows that the average cost for two people varies significantly across different countries and cities. Indian cities generally offer more budget-friendly dining options compared to cities in the United States and the United Kingdom. This analysis can help identify cities where dining out is more economical.

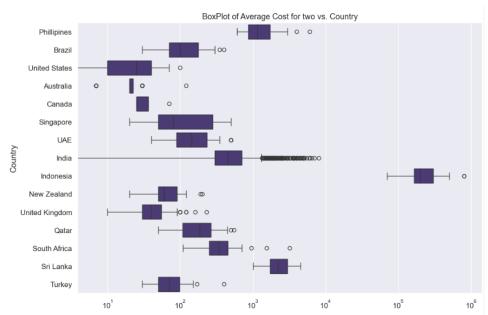


Fig: Average cost for two vs country box plot

Rating Analysis

The rating analysis reveals interesting patterns about the relationship between cost and ratings. Generally, higher ratings are associated with higher costs, indicating that more expensive restaurants tend to receive better reviews. However, there are also high-rated restaurants with moderate costs, indicating good value for money.

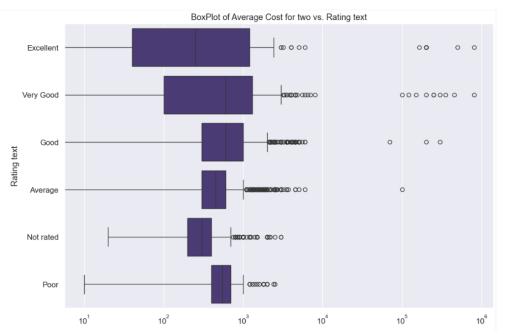


Fig: Average cost for two vs rating text boxplot

The rating analysis can also be done by considering the variables like Rating text and based on the Votes received for the restaurant. By analysing this we can find out the highest rated restaurants are also highly rated.

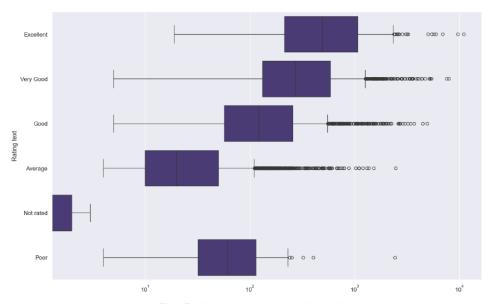


Fig: Rating text vs votes box plot

From the below plot we can determine that most of the Excellent rated restaurants are affordable for two people. Very less restaurants are expensive.

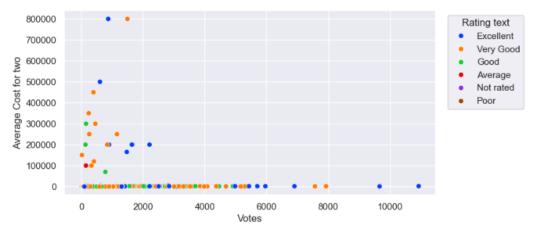


Fig: Scatterplot of Average cost for two vs votes

Location analysis

By plotting a graph between Country and votes, we can observe that there are highest voted and popular restaurants in India followed by USA, UAE

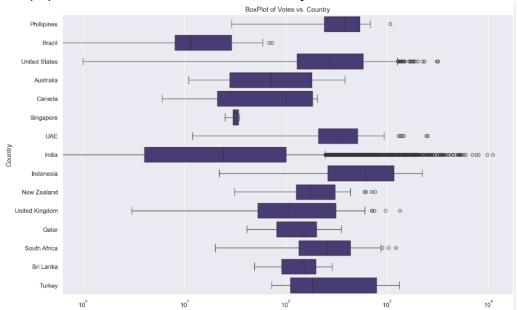


Fig: Country vs votes box plot

From the below plot, we can conclude that there are much expensive restaurants for two people in Indonesia while all other countries are in the affordable price range

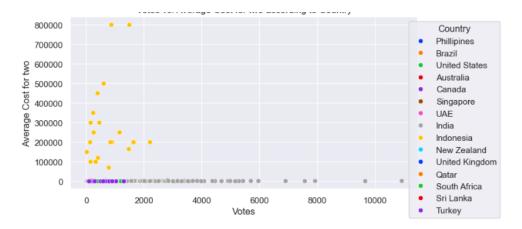


Fig: Scatterplot of average cost for two vs Votes according to country

Price range analysis

We will get insights about the different price ranges in the different parts of the world

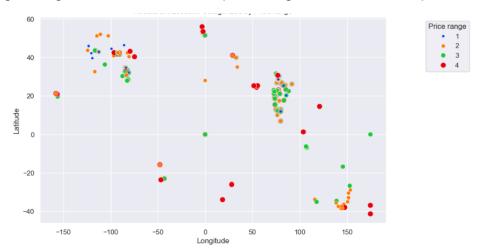


Fig: Restaurant location vs price range scatterplot

3.2.3 Multivariate Analysis

Pair plot

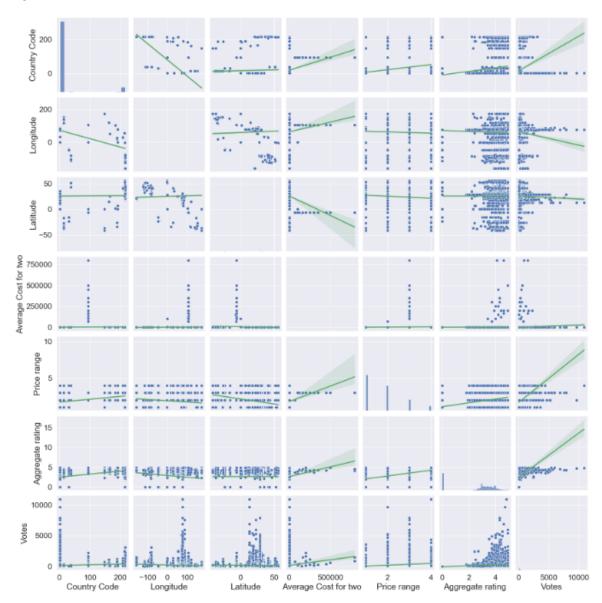


Fig: Pair plot of all numeric columns

3.3 Correlation check



Fig: Correlation matrix

Visualisation using seaborn



Fig: Correlation matrix visualisation using seaborn

Observation:

- Average cost for two has a weak correlation between other variables.
- Country code shows moderate negative correlation with longitude.

4. Pre-processing Pipeline Feature Engineering

4.1 Handling Missing Values

Handling missing values is very much important to maintain data integrity. The missing values in the Cuisines will be dropped since there are very less. If there were significantly more missing values then we would have used imputation with the mean or mode values.

4.2 Encoding Categorical Columns

Creating new features from the existing data can enhance the predictive power of the model. The columns in which the values are not easy for further model building will be transformed into versatile values. All the categorical column values will be transformed into numerical through encoding.

4.2.1 Frequency Encoding for columns with high cardinality

Refers to technique of handling categorical values in Machine learning where we replace each of the category with the count of how often it appears in the dataset. Therefore, substituting the category with its frequency.

The columns with high cardinality such as Restaurant name, Locality are encoded with Frequency based encoding and after which the results are:

Restaurant name cardinality reduced to: 30

Locality cardinality reduced to:82

Cuisines cardinality reduced to: 64

```
# Calculate the frequency of each category
frequency_map = df['Restaurant Name'].value_counts(normalize=True).to_dict()
# Create a new column with the frequency-based encoding
df['RestaurantName_enc'] = df['Restaurant Name'].map(frequency_map)
# Display the result
print(df[['RestaurantName_enc', 'Restaurant Name']].head())
print(f"\nCounts for Restaurant Name Encoded feature:\n{df['RestaurantName_enc'].value_counts()}\n")
print(f"Unique values in Restaurant Name: {df['Restaurant Name'].nunique()}")
print(f"Unique values in Restaurant Name Encoded: {df['RestaurantName_enc'].nunique()}")
    RestaurantName_enc Restaurant Name
0.080105 Le Petit Souffle
0.080105 Izakaya Kikufuji
0.080105 Heat - Edsa Shangri-La
               0.000105
0.000105
                                                Sambo Kojin
           for Restaurant Name Encoded feature:
0.000105
0.000210
0.000314
0.000419
0.000734
0.008698
0.008279
0.001991
0.001886
0.002306
0.006602
0.000838
0.000838
0.001467
0.000943
0.005345
0.005030
0.002096
0.001362
0.001362
0.001258
0.003563
0.001153
0.001677
0.003144
0.003144
0.003039
0.002934
0.002725
0.001572
0.001048
Unique values in Restaurant Name Encoded: 38
Restaurant name cardinality reduced to 30
```

Fig: Restaurant name frequency based encoding

4.2.2 Binary encoding for columns with two categories

The columns 'Has Table booking', 'Has Online delivery', 'Is delivering now' will undergo binary encoding since the categorical values in these columns are yes/no. Hence we will map 1:yes and 0:no.

```
Unique values for Has Table booking: ['Yes' 'No']
Encoded values for Has Table booking: [1 0]

Unique values for Has Online delivery: ['No' 'Yes']
Encoded values for Has Online delivery: [0 1]

Unique values for Is delivering now: ['No' 'Yes']
Encoded values for Is delivering now: [0 1]
```

Fig: Binary encoding

4.2.3 Label encoding for columns with more than 2 unique values

The columns City, Currency, Rating text will undergo Label encoding

```
City:
{'Abu Ohabi': 0, 'Agra': 1, 'Ahmedabad': 2, 'Albany': 3, 'Allahabad': 4, 'Amritsar': 5, 'Ankara': 6, 'Armidale': 7, 'Athens': 8, 'Auckland': 9, 'August a': 10, 'Aurangabad': 11, 'Balingup': 12, 'Bandung': 13, 'Bangalore': 14, 'Beechworth': 15, 'Bhopal': 16, 'Bhubaneshwar': 17, 'Birmingham': 18, 'Bogo r': 19, 'Boise': 20, 'Brasi_lia': 21, 'Cape Town': 22, 'Cedar Rapids/Iowa City': 23, 'Chandigarh': 24, 'Chatham-Kent': 25, 'Chennai': 26, 'Clatskanie': 27, 'Cochrane': 28, 'Coimbatore': 29, 'Colombo': 30, 'Columbus': 31, 'Consort': 32, 'Dalton': 33, 'Davenport': 34, 'Dehradun': 35, 'Des Moines': 36, 'Gok': 49, 'Garisabad': 48, 'Fernley': 44, 'Flaxton': 48, 'Goa': 49, 'Gurgaon': 50, 'Guwahati': 51, 'Hepburn Springs': 52, 'Huskisson': 53, 'Hyderabad': 54, 'Indore': 55, 'Inner City': 56, 'Inverloch': 57, 'Jaipur': 58, 'Jakarta': 59, 'Johannesburg': 60, 'Kanpur': 61, 'Kochi': 62, 'Kolkata': 63, 'Lakes Entrance': 64, 'Mandaluyong City': 75, 'Mangalore': 76, 'Mayfield': 77, 'Mc Millan': 78, 'Midleton Beach': 79, 'Mocadon': 71, 'Manchester': 74, 'Manchester': 75, 'Mayfield': 77, 'Mc Millan': 78, 'Midleton Beach': 79, 'Mohali': 80, 'Monroe': 81, 'Montville': 82, 'Mumba': 83, 'Moysore': 84, 'Nagpur': 85, 'Nashik': 86, 'New Delhi': 87, 'Noida': 88, 'Ojo Caliente': 89, 'Orlando': 90, 'Palm Cove': 91, 'Panchester': 101, 'Pretoria': 102, 'Princeton': 103, 'Puducherry': 104, 'Pune': 105, 'Quezon City': 106, 'Ranchi': 107, 'Randburg': 108, 'Rest of Hawaii': 109, 'Rio de Janeiro': 110, 'San Juan City': 111, 'Sandton': 112, 'Santa Rosa': 113, 'Savannah': 114, 'Secunderabad': 115, 'Sharjah': 116, 'Singapore': 117, 'Siou de Janeiro': 110, 'San Juan City': 120, 'Tagaytay City': 121, 'Taguig City': 122, 'Tampa Bay': 123, 'Tangarang': 124, 'Tanunda': 125, 'Verag': 133, 'Waterlo o': 134, 'Weirton': 135, 'Wellington City': 136, 'Winchester Bay': 137, 'Yorkton': 138, 'Úástanbul': 139}

Currency:

('Botswana Pula(P)': 0, 'Brazilian Real(RS)': 1, 'Dollar(S)': 2, 'Emirati Diram(AED)': 3, 'Indian Rupees(Rs.)': 4, 'Indonesian Rupiah(IDR)'
```

Fig: Label encoding the City, currency and rating text column

4.3 Eliminating outliers

Outliers are the data that differ significantly from other data. Outliers must be treated by eliminating the values. The elimination must be in such a way that there is no much loss of the data in the original dataset. In this project, we will calculate the Z Score of the records in the dataset and whichever value is greater then 3.8 will deleted. Therefore 780 rows with outliers were deleted. This represent 8.17% of the data. In the new dataset there are 8762 rows and 16 columns.

```
[65]: # threshold = 3.8
    df_new = df[(z<3.8).all(axis=1)]

print(f"{df.shape[0] - df_new.shape[0]} rows with outliers were deleted.")
print(f"This represent {round((df.shape[0] - df_new.shape[0]) / df.shape[0] *100, 2)}% of the data.")
print(f"In the new dataset there are {df_new.shape[0]} rows and {df.shape[1]} columns.")

df = df_new.copy()
df

780 rows with outliers were deleted.
This represent 8.17% of the data.
In the new dataset there are 8762 rows and 16 columns.</pre>
```

Fig: Handling outliers

4.4 Skewness Correction

Skewness is the degree of asymmetry observed in a probability distribution. We have to carryout skewness correction as it can affect the performance and accuracy of many data science models, especially those that assume normality or use mean-based metrics

6]:		Skew
	RestaurantName_enc	4.374703
	Country Code	4.077681
	Votes	3.710843
	Average Cost for two	3.557952
	Has Table booking	2.259133
	Cuisines_enc	1.575493
	Has Online delivery	1.062437
	Price range	0.966022
	Rating text	0.418737
	Locality_enc	0.346096
	Is delivering now	0.000000
	Currency	-0.502153
	Aggregate rating	-0.898995
	City	-1.435432
	Latitude	-2.314064
	Longitude	-3.333051

Fig: Skewness check

Normally the skewness over 0.5 must be treated accordingly. Here we will consider that metric and apply all the skewness transformation methods like log, sqrt, cbrt to check which method eliminates the skewness significantly.

We can see 'Aggregate rating', 'Average Cost for two', 'City', 'Country Code, 'Cuisines_enc', 'Currency', 'Has Online delivery', 'Has Table booking', 'Latitude', 'Longitude', 'Price range', 'RestaurantName_enc', 'Votes' has skewness greater than 0.5

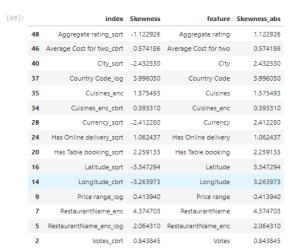


Fig: Skewness transformation

In the above transformation for skewness there is significant reduction in skewness of the columns Average Cost for two(cbrt), Country Code(log), Cuisines_enc(cbrt), RestaurantName_enc(log), Votes. We will go ahead and apply the respective transformation methods for these columns.



Fig: Final skewness check after applying transformation

4.5 Separating features for regression model to predict Average Cost for two

```
[76]: # Separating the independent and target variables into x and y
x = df.drop(['Average Cost for two'], axis=1)
y = df['Average Cost for two']

print(f"Feature Dimension = {x.shape}")
print(f"Label Dimension = {y.shape}")
display(x.head())
display(y.head())

Feature Dimension = (8762, 15)
Label Dimension = (8762,)
```

Fig: Separating features and labels for Regression model

```
[77]: # Separating the independent and target variables into x and y
x2 = df.drop(['Price range'], axis=1)
y2 = df['Price range']

print(f"Feature Dimension = {x2.shape}")
print(f"Label Dimension = {y2.shape}")
display(x2.head())
display(y2.unique())

Feature Dimension = (8762, 15)
Label Dimension = (8762, 1)
```

Fig: Separating features and labels for classification model

4.6 Scaling Data using Standard scaler for predicting Average cost for two

Standard scaling the data using standard scaler() since all the data is dispersed and differ from each other in large variations.

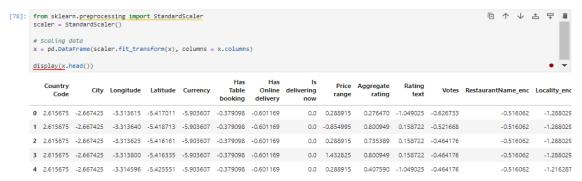


Fig: Scaling data using standard scaler

4.7 Multicollinearity Analysis

Multicollinearity is a statistical concept where several independent variables in a model are correlated. We need to eliminate the columns which are more collinear to other columns since only one column is enough for model building.

The VIF values which have more than 10 must be eliminated but in our case there are no values more than 10 so we are retaining all the columns as it is



Fig: Checking the VIF values

4.8 Balancing the dataset for Classification task

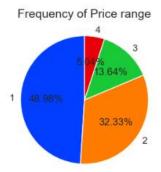


Fig: Unbalanced dataset

We will use the SMOTE technique to balance the dataset. SMOTE is an oversampling technique where the synthetic samples are generated for the minority class.

```
[84]: # OversampLing the data
from imblearn.over_sampling import SMOTE
SM = SMOTE()
X, Y = SM.fit_resample(x2, y2)
```

Fig: Applying SMOTE

After applying SMOTE, the dataset will be balanced

Frequency of Price range



Fig: Balanced Data

Finally, We will proceed with model building.

5. Building Machine Learning Models

5.1. Regression Model (Average cost for two)

5.1.1 Importing the necessary regression algorithms

```
[86]: # Import Regression Algorithms
from sklearn.linear_model import LinearRegression
from sklearn.tree import DecisionTreeRegressor
from sklearn.ensemble import RandomForestRegressor
from sklearn.neighbors import KNeighborsRegressor as KNN
from sklearn.linear_model import Lasso, Ridge
from sklearn.ensemble import GradientBoostingRegressor
from sklearn.svm import SVR

from sklearn.model_selection import RandomizedSearchCV
from sklearn.model_selection import cross_val_score, GridSearchCV
from sklearn.model_selection import train_test_split
```

Fig: Importing algorithms

5.1.2 Finding out best random state

Fig: best random state

The best random state I achieved was 108 at r2 score of 87.43% for the Linear regression model.

5.1.3 Model Training

Train various models, including Linear Regression, Decision Tree, and Random Forest, KNN, Lasso, Ridge, Gradient boosting, SVR to predict Average cost for two.

5.1.4 Cross-Validation and performance measure using r2 score

Perform cross-validation to assess the model performance. The cross validation is calculate keeping cv=5 value and the metric for calculation of accuracy is r2 score.

```
# Perform cross-validation and measure performance using R-squared (R2)
scores = cross_val_score(svr, x, y, cv=5, scoring='r2')
mse = mean_squared_error(y_test, y_pred)
r2_score_val = svr.score(x_test, y_test)
r_mse = np.sqrt(mse)
```

Fig: CV and r2 score

Display cross-validation results



Fig: CV results

Based on the cross-validation results, we can select the best-performing model. **Random Forest** model performs the best with the highest CV score at **90.1%**

The lease performing model after Cross validation is Linear Regression

5.1.5 Hyperparameter Tuning

Performing hyperparameter tuning for the best model (Random Forest) to optimize its performance.

Fig: Hyperparameter tuning for best performance

Getting the best parameters which give highest accuracy

```
[104]: # Get the best hyperparameters and the best model
best_params = random_search.best_params_
best_model = random_search.best_estimator_

print("Best Parameters for RandomForestRegressor model:")
best_params

Best Parameters for RandomForestRegressor model:
[104]: {'n_estimators': 60,
    'min_samples_split': 9,
    'min_samples_leaf': 6,
    'max_depth': 70,
    'bootstrap': True}
```

Fig: best parameters

Final run for accuracy check after setting the best parameters

Fig: Final run for accuracy check

For the final run for accuracy check I obtained 90.98% accuracy which was my best accuracy for the Regression model.

5.1.6 Saving the Model

We will save the model for future use using Joblib in .pkl extension

```
[107]:
# Saving the model using _pkl
import joblib
joblib.dump(best_model, "avg_cost_regressor_model.pkl")
[107]: ['avg_cost_regressor_model.pkl']
```

Fig: Model saving

5.2 Classification Model (Price Range)

5.2.1 Defining function to find best random state

Fig: Function to find best random state

The Best accuracy is 0.9942 at random state 139

```
[109]:
%%time
# Build the model
model = RandomForestClassifier()
random_state, acc = find_best_random_state(model, X, Y)
print(f"Best accuracy is {round(acc,4)} at random_state {random_state}")

Best accuracy is 0.9942 at random_state 139
CPU times: total: 2min 9s
Wall time: 3min 36s
```

Fig: Best accuracy at best random state

5.2.2 Creating train and test split

```
x_train shape: (12017, 15)
x_test shape: (5151, 15)
y_train shape: (12017,)
y_test shape: (5151,)
```

Fig: train/test split

5.2.3 Importing classification algorithms

```
[111]: from sklearn.ensemble import RandomForestClassifier, ExtraTreesClassifier from sklearn.linear_model import LogisticRegression from sklearn.sym import SVC from sklearn.ensemble import GradientBoostingClassifier, AdaBoostClassifier, BaggingClassifier from sklearn.metrics import classification_report, confusion_matrix, roc_curve, accuracy_score, auc from sklearn.model_selection import cross_val_score, StratifiedKFold
```

Fig: Classification algorithms

5.2.4 Defining function to calculate the accuracy of model

Defining the function to calculate the accuracy, Confusion matrix and y pred

Fig: Accuracy calculation function

Now lets define the models and create a data frame to store the values like id, Model, Training Accuracy, Model Accuracy Score which we obtain after running the models.

Fig: Creating model instances

Zomato Restaurants

5.2.5 Running the models and comparing the model scores

	id	Model	Training Accuracy	Model Accuracy Score
0	RandomForestClassifier	(DecisionTreeClassifier(max_features='sqrt', r	1.000000	0.994370
6	Bagging Classifier	$(Decision Tree Classifier (random_state = 165362422\\$	0.999168	0.990487
4	${\sf Gradient Boosting Classifier}$	$([Decision Tree Regressor (criterion='friedman_ms$	0.989681	0.985634
1	ExtraTreesClassifier	$(Extra Tree Classifier (random_state = 1525629565), \\$	1.000000	0.983887
3	SVC	SVC()	0.947741	0.944865
2	LogisticRegression	LogisticRegression()	0.940251	0.934382
5	AdaBoostClassifier	(DecisionTreeClassifier(max_depth=1, random_st	0.740701	0.742186

Fig: Model comparison

5.2.6 Defining the function to calculate CV Score

```
def checking_cvscore(id_model, model, y_pred):
    score = cross_val_score(model, X, Y, cv=5, scoring='accuracy')

score_mean = score.mean()
    diff = accuracy_score(y_test, y_pred) - score_mean

print(f"\n::: Model: {id_model}::: \nscore:{score}")
    print(f"score mean: {score_mean:.4f}")
    print(f"Difference between Accuracy score and cross validation score is {diff:.4f}")
    return [score_mean, diff]
```

Fig: Function to calculate Cv score

5.2.7 Comparing the models after Cross validation

After applying cross validation, we an find that the highest performance is for the Random forest classifier model

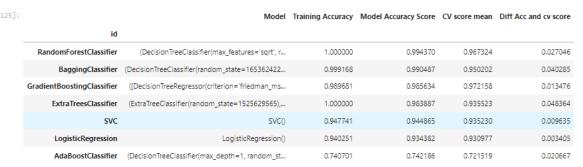


Fig: Models comparison after CV

Now lets apply the hyper parameter tuning and check the accuracy improvement.

5.2.8 Hyperparameter tuning

Defining the parameter for random forest regression model

Fig: Hyper parameter tuning

```
[130]: # Get the best hyperparameters and the best model
best_params = random_search.best_params_
best_model_cl = random_search.best_estimator_

print("Best Parameters for RandomForestClassifier model:")
display(best_params)

Best Parameters for RandomForestClassifier model:
{'n_estimators': 265,
    'min_samples_split': 2,
    'max_leaf_nodes': 30,
    'max_features': None,
    'max_depth': 95}
```

Fig: Best parameters

5.2.9 Final model

```
[132]: %%time
            # Create the model with the best parameters
best_model = RandomForestClassifier (
                                                                     max_features = None,
max_leaf_nodes = 30,
min_samples_split = 3,
                                                                      n estimators = 160.
            best_model.fit(x_train, y_train)
y_pred = best_model.predict(x_test)
             # Check the accuracy
           acc = accuracy_score(y_test, y_pred)
print(f"accuracy_score: {round(acc*100,2)}%")
            accuracy_score: 97.22%
CPU times: total: 2.62 s
Wall time: 3.86 s
            Lets adjust the parameters a bit and check fro the accuracy
[133]: # Create the model with the best parameters
best_model = RandomForestClassifier (
                                                                      max depth = None.
                                                                     max_features = 'sqrt',
max_leaf_nodes = None,
                                                                      min_samples_split = 3,
                                                                      n_estimators = 160,
           best_model.fit(x_train, y_train)
y_pred = best_model.predict(x_test)
            # Check the accuracy
           # Check the accuracy
acc = accuracy_score(y_test, y_pred)
print(f"accuracy_score: {round(acc*100,2)}%")
             accuracy_score: 99.4%
```

Fig: Final model accuracy calculation

By running the model with the best parameters the obtained accuracy was **97.22%** but after tweaking the parameter a bit, obtained an accuracy of **99.4%**.

5.2.10 Applying ROC curve on the best performing model

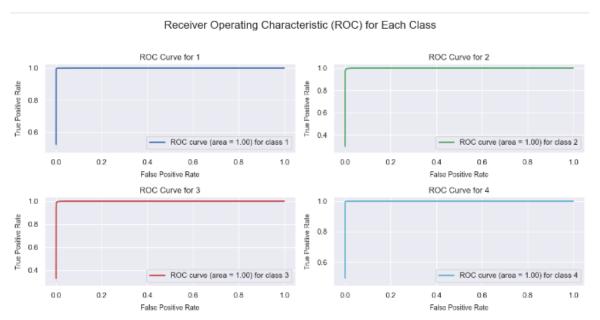


Fig: ROC curve for all the categories of target Price range

5.2.11 Saving the model

```
[151]: # Saving the model using .pkl
import joblib
joblib.dump(best_model, "clf_model.pkl")
[151]: ['clf_model.pkl']
```

Fig: Model saving

6 Concluding Remarks

Findings and Insights

From the data analysis and model building process, several key insights were uncovered:

- Geographical Insights: The majority of the restaurants are located in India, followed by the United States and the United Kingdom. This reflects the widespread usage of the Zomato platform in these regions.
- Cuisine Preferences: Indian, Chinese, and Continental cuisines are the most popular across the dataset. This insight can help understand global and regional culinary preferences.
- Cost Analysis: Indian cities generally offer more budget-friendly dining options compared to cities in the United States and the United Kingdom. This analysis can help identify cities where dining out is more economical.
- Rating Analysis: Higher restaurant costs generally correlate with better ratings.
 However, there are also high-rated restaurants with moderate costs, indicating good value for money.
- Best Model: The Random Forest model, after hyperparameter tuning, showed the best performance in predicting restaurant ratings. This model can be used to provide personalized recommendations to users on platforms like Zomato.

Future Work

Future work can include:

- Incorporating additional features such as user demographics and dining preferences to further enhance the predictive power of the model.
- Exploring deep learning models for more complex and nuanced predictions.
- Developing a recommendation system to suggest restaurants based on user preferences and past behavior.

Conclusion

- The dataset comprises 9551 rows and 22 columns
- Columns such as 'Restaurant ID', 'Address', and 'Switch to order menu' were dropped after univariate analysis due to no much significance
- There are two target variables: 'Average Cost for Two', which is continuous(regression model) and 'Price Range,' a categorical variable with four possible values(classification model)
- The best regression model is Randomforestclassifier with a accuracy of 90.98%
- The best classification model is Randomforestclassifier with a accuracy of 99.4%

- During outlier handling, 8.17% of the data was deleted
- The dataset has no duplicates
- During handling missing values the 9 rows were deleted which represented very less constitution of the original dataset

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