

# ***zomato***

## **ANALYSIS USING TABLEAU**



Presented by: Ajay Malik



## ABOUT ZOMATO

**Zomato is a leading global food discovery and delivery platform, founded in 2008, that connects people with the best local restaurants. Initially launched as a restaurant review and recommendation platform, Zomato has evolved into a multifaceted service that includes online food ordering, table reservations, and in-depth restaurant analytics. Operating in more than 20 countries, Zomato has a vast database of restaurants, offering users insights into cuisines, pricing, customer reviews, and ratings. For restaurants, Zomato provides powerful tools for visibility, customer engagement, and business optimization.**

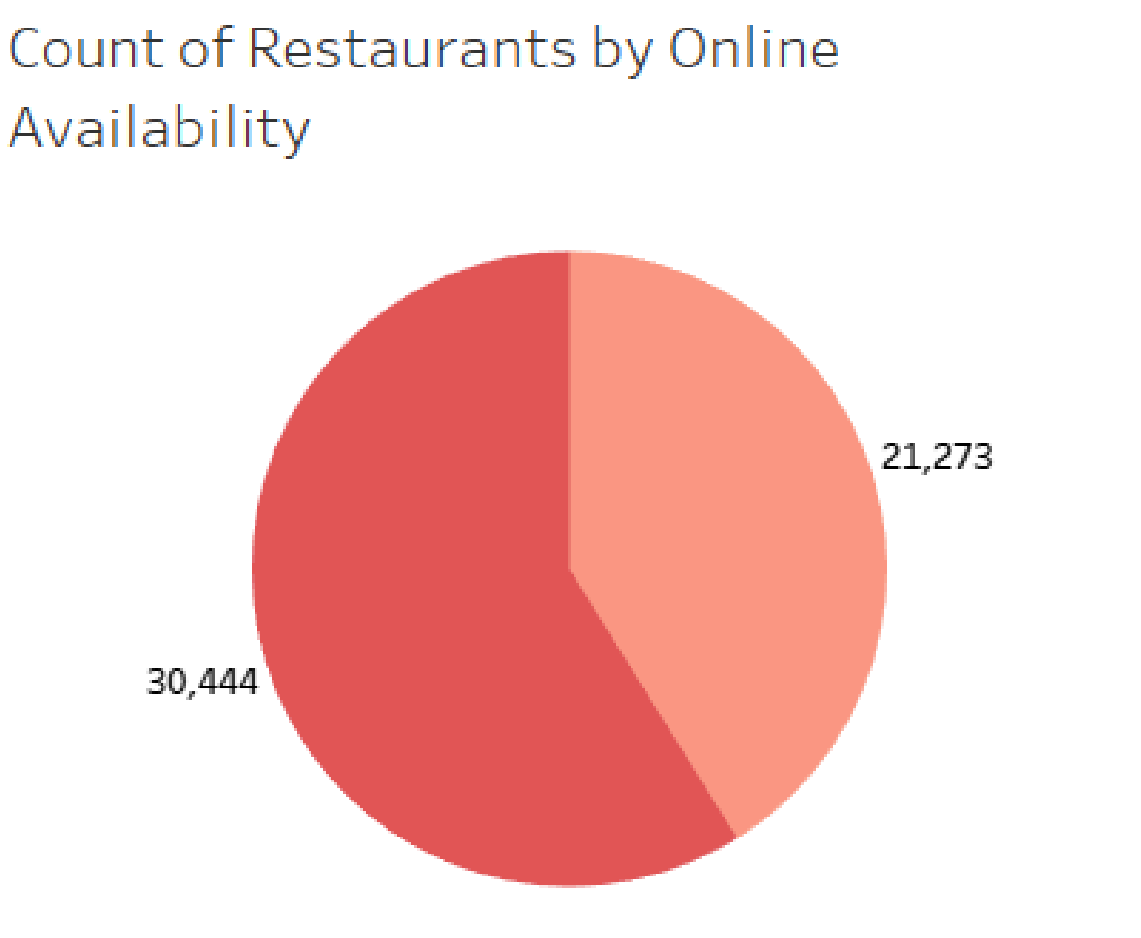
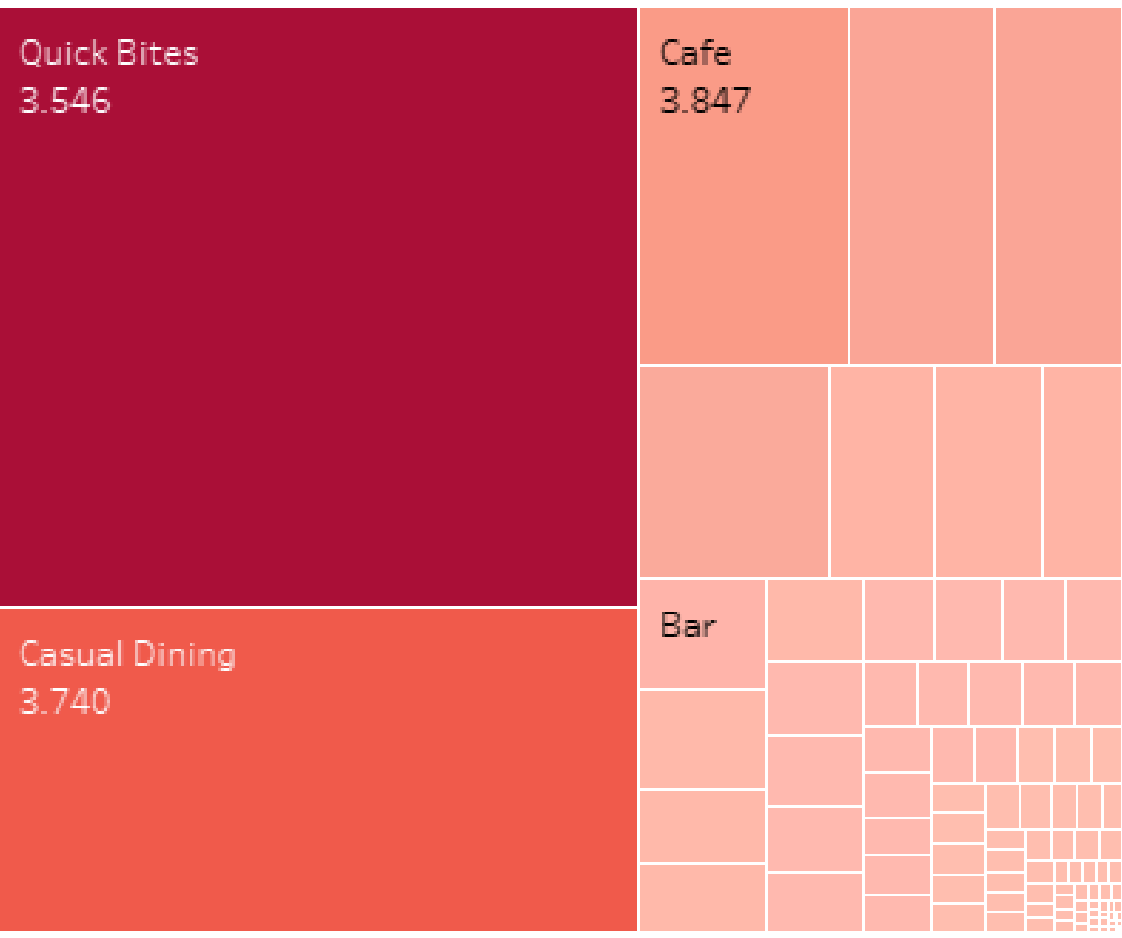
**ABOUT**



## Problem Statement

1. Online Ordering Availability: Analyze the number of restaurants offering online ordering and its variation across locations in Bengaluru.
2. Table Booking Options: Determine how many restaurants provide table bookings and examine the correlation between table bookings, ratings, and popularity.
3. Restaurant Ratings Distribution: Explore the distribution of restaurant ratings and identify neighborhoods with the highest-rated restaurants.
4. Customer Engagement: Investigate the correlation between the number of customer reviews (votes) and overall restaurant ratings.
5. Cuisine Popularity: Identify the most popular cuisines and their variation across neighborhoods in Bengaluru.
6. Cost Analysis: Examine the average cost for two people in different locations and its correlation with restaurant ratings and popularity.
7. Neighborhood Analysis: Count the number of restaurants per neighborhood and identify areas with the highest concentration of highly-rated restaurants.
8. Restaurant Types: Analyze the most common restaurant types (e.g., Quick Bites, Casual Dining) and compare their ratings and costs.
9. Dishes Liked: Identify the most liked dishes across restaurant types and analyze trends between cuisine and customer preferences.
10. Meal Types Offered: Categorize restaurants by meal types (e.g., Buffet, Delivery, Dine-out) and analyze the prevalence of meal types in highly-rated restaurants.

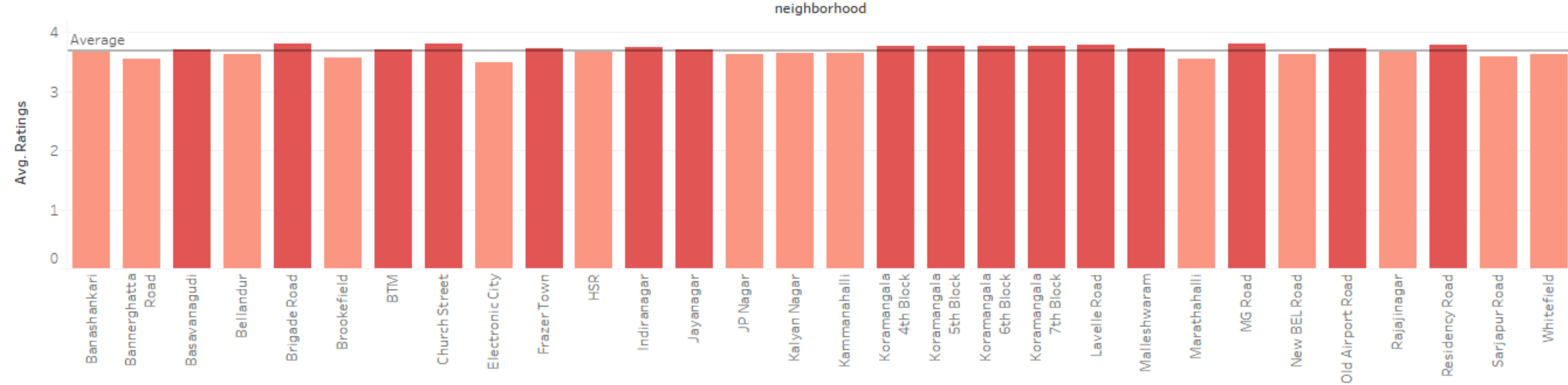
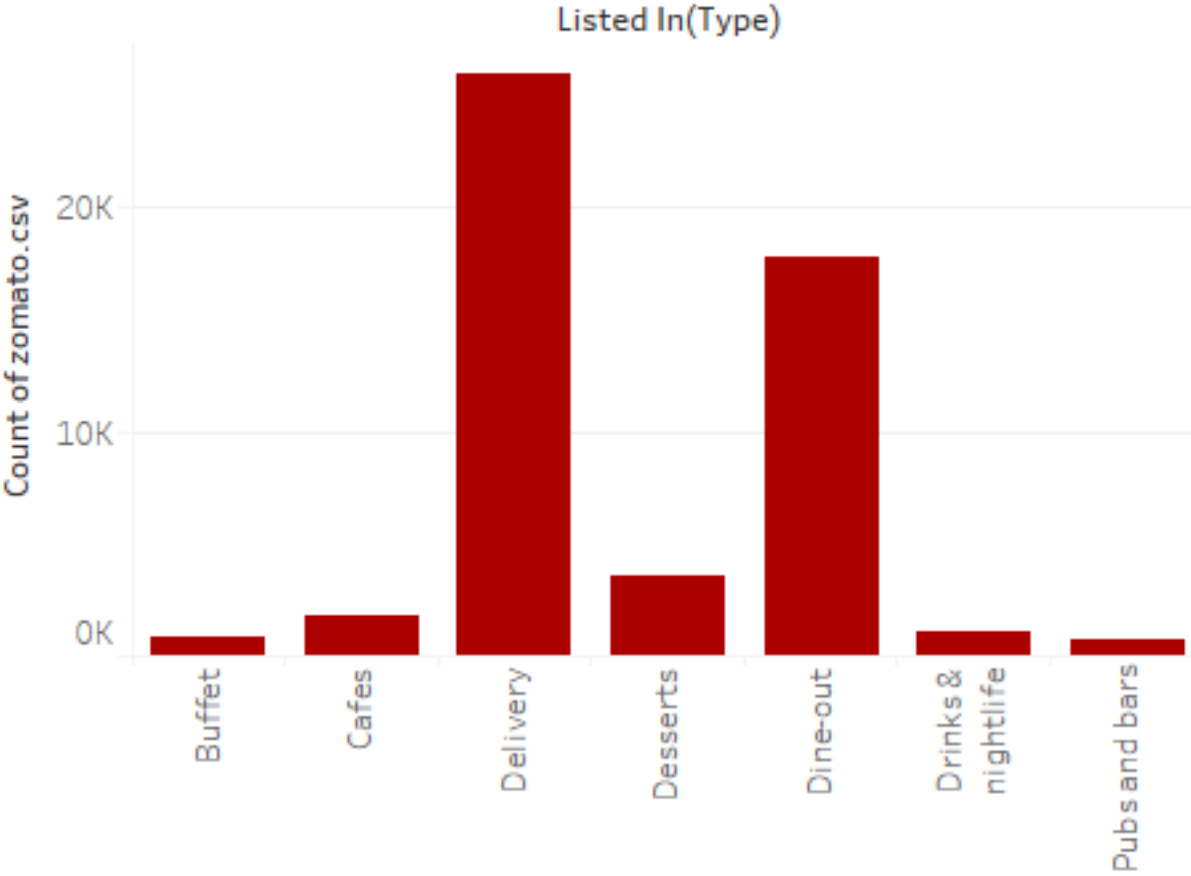
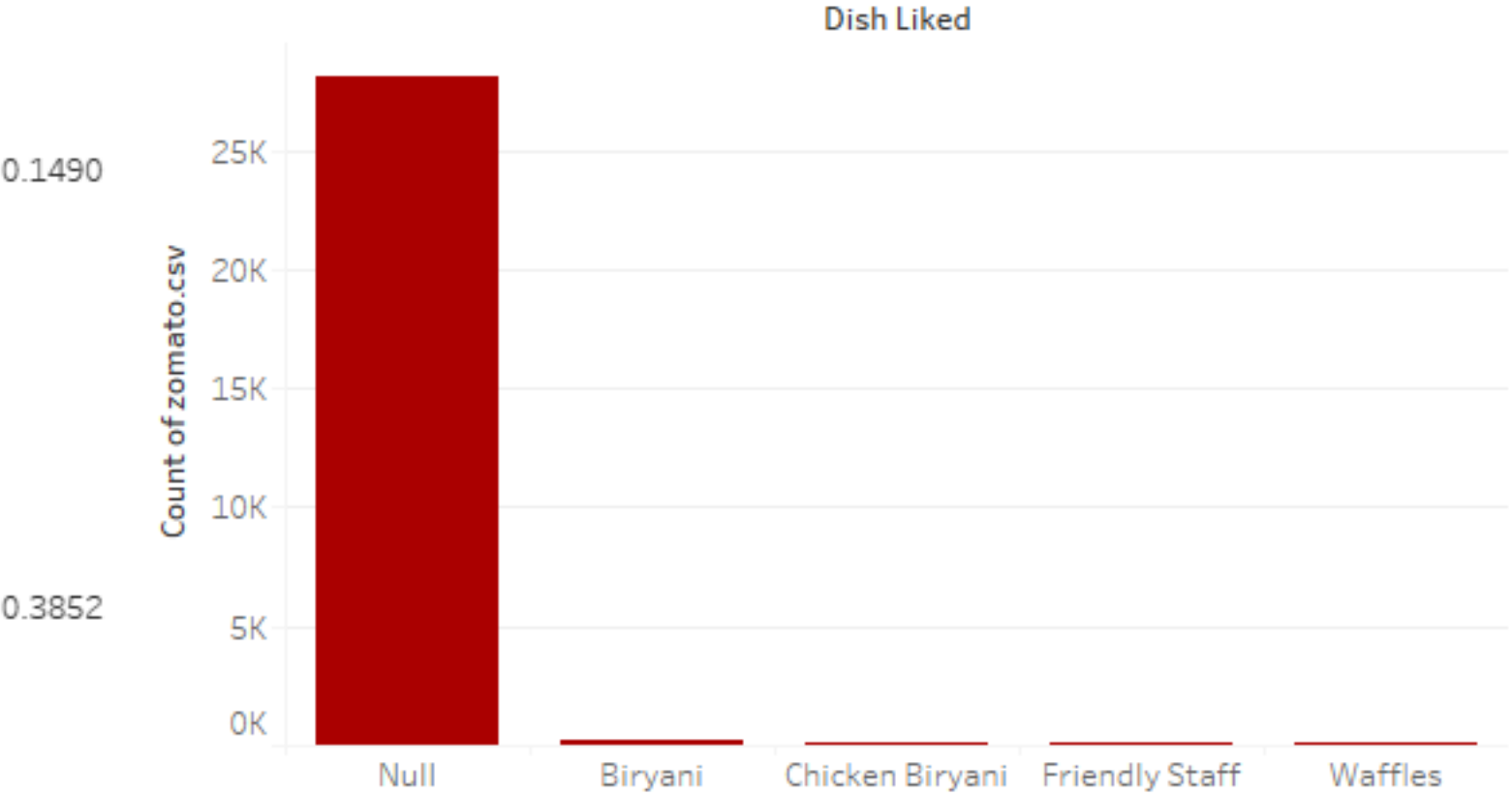
# Restaurant Overview Analysis



# Ratings, Popularity, Cost and Restaurant Analysis

Corr\_reviews\_vs\_ratings.

Corr\_cost\_reviews.





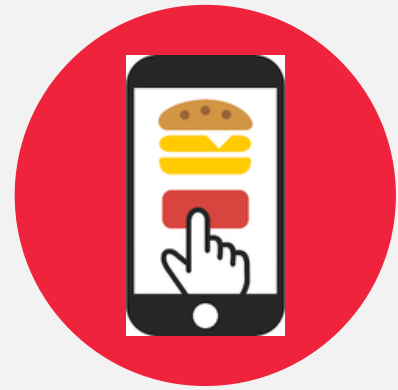
# Cusines and Dishes Liked

Arabian, Juices Andhra, Chinese, Continental American, Continental, Pizza Andhra, Biryani, South Indian American, Continental, Salad Andhra, South Indian, Biryani Arabian, Biryani, North Indian Arabian, Middle Eastern, Rolls Arabian, Biryani, Rolls, Kebab Arabian, North Indian, Chinese American, Continental, Chinese American, North Indian, Chinese Andhra, Chinese, South Indian Arabian, North Indian, Beverages Andhra, South Indian, Hyderabad American, Mexican, Italian, Steak Arabian, Biryani, Beverages, Rolls American, European American, Continental, BBQ, Steak Arabian, Mediterranean, North Indian American, Continental, Steak, Salad American, Pizza Arabian, Chinese, Hyderabad, Kerala Andhra, Biryani, South Indian, Chinese Andhra, Biryani, Seafood, North Indian Andhra, North Indian, Chinese, Biryani Andhra, North Indian, Biryani, Seafood Andhra, Seafood, North Indian, Chinese Andhra, South Indian, Fast Food American, Burger, Momos, Bengali American, Tex-Mex, Burger, BBQ, Mexican Arabian, North Indian, Chinese, Beverages Andhra, Biryani, Seafood American, South Indian, Thai, Pizza, Italian American, Continental, North Indian, Salad Andhra, South Indian, Chinese, North Indian Andhra, Chinese, Asian American, Asian, European, North Indian Andhra, Hyderabad, North Indian Andhra, North Indian, Chinese, South Indian Arabian, North Indian Andhra, South Indian, North Indian, Chinese Arabian, Mughlai, Chinese, Kebab, Fast Food American, Chinese, Continental, North Indian Andhra, Chinese, North Indian, South Indian Andhra, Fast Food Arabian, Chinese, North Indian, Rolls, Momos African, Burger, Desserts, Beverages, Fast Food Andhra, North Indian, Chinese, Seafood, Biryani Arabian, North Indian, Chinese, Salad, Beverages American, Fast Food Andhra, North Indian Arabian, Chinese, North Indian Andhra, Hyderabad, Biryani, Chinese, North Indian American, Modern Indian, Italian, South Indian Arabian, Mediterranean, Mexican American, North Indian, Chinese, Finger Food, Momos Andhra, North Indian, Biryani Arabian, Middle Eastern, Rolls, Seafood, BBQ Arabian, Chinese, North Indian, Kerala, Juices Arabian, Lebanese, Mughlai, North Indian, BBQ, Chinese Arabian, Chinese, Kerala, North Indian, Biryani American, Continental, Fast Food, Steak Andhra, Biryani, Chinese, North Indian, Seafood, South Indian African, Fast Food Andhra, Chinese, North Indian Arabian, North Indian, Chinese, Seafood, Biryani, Beverages Andhra, Biryani, Mexican, Burger, Fast Food American, Italian, Bakery, Desserts, Sandwich, Beverages, Salad, Rolls Arabian, Kerala, Biryani, South Indian, Chinese, BBQ American, Bakery, Beverages, Cafe, Healthy Food, Juices, North Indian, Sandwich American, Cafe, Continental, French, Burger, Mexican, Desserts, Pizza Andhra, Asian, Continental, North Indian, South Indian, Chinese Andhra, Beverages, Biryani, Chinese, Fast Food, Hyderabad, North Indian, South Indian, Andhra, Biryani, Chinese, South Indian Andhra, Biryani, North Indian, Chinese Andhra, Biryani, North Indian Arabian, Chinese, North Indian, Kerala, Seafood Arabian, Biryani, Chinese, Middle Eastern, Fast Food, North Indian, Mughlai, Seafood Andhra, North Indian, Chinese Arabian, BBQ, Biryani, Chinese, Continental, Ice Cream, North Indian, South Indian American, Continental, Finger Food Arabian, Mughlai, Biryani, North Indian, Chinese, Seafood Andhra, Biryani, North Indian, Chinese, Fast Food Arabian, Biryani, North Indian, Chinese, Seafood Andhra, South Indian Arabian, Middle Eastern, Rolls, Biryani, Charcoal Chicken Arabian, Kerala, North Indian, Chinese, Beverages Andhra, South Indian American, Cafe, Continental Arabian, North Indian, Chinese, Kerala, Seafood, Biryani Arabian, Lebanese, Chinese, Rolls, North Indian American, Pizza, Italian Arabian, Mughlai, North Indian, Chinese, Rolls Andhra, Chinese, North Indian, Biryani, Beverages American, Continental, North Indian, South Indian Arabian, North Indian, Chinese, Fast Food Andhra, Chinese, North Indian, Biryani, Beverages American, Cafe, Chinese, Italian, Desserts Arabian, North Indian, Biryani, Chinese, Seafood American, North Indian, Chinese, Finger Food Arabian, BBQ, Mexican American, North Indian, European, Tex-Mex Andhra, North Indian, Chinese, Biryani, Seafood Arabian, Biryani, Desserts, Beverages, Salad Arabian, Afghan Andhra, Chinese, South Indian, North Indian Arabian, Chinese, Kerala, North Indian Andhra, North Indian, Chinese, Mangalorean Arabian, Lebanese, Chinese Andhra, North Indian, South Indian, Chinese American, BBQ Arabian, Kerala, North Indian, Chinese, BBQ Andhra, North Indian, Biryani, Beverages Arabian, North Indian, Chinese, Fast Food Andhra, Biryani, North Indian, South Indian Andhra, South Indian, Biryani, North Indian Arabian, Chinese, Kerala Andhra, Chinese, North Indian, Hyderabad Andhra, Biryani, North Indian, Beverages Arabian, Mughlai American, Finger Food, Italian, Mexican Andhra, Chinese, North Indian, Seafood American, Finger Food, BBQ, Steak Andhra, North Indian, Chinese, Seafood Andhra, Biryani, Chinese, North Indian Andhra, Chinese, North Indian, Biryani Arabian, North Indian, Chinese, Biryani Arabian, Chinese, Fast Food, Beverages Andhra, South Indian, North Indian Arabian, North Indian, Chinese, Kerala Arabian, North Indian, Biryani, Kebab Arabian, Continental Arabian, Mughlai, Chinese, Biryani Arabian, Lebanese, Chinese, Rolls Andhra, Biryani, Beverages, Kebab American, European, Healthy Food American, Burger, Italian, Steak Andhra, South Indian, Chettinad Andhra, Seafood, Biryani Arabian, BBQ, Rolls, Lebanese Arabian, Asian, Chinese, Afghan Andhra, South Indian, Chinese Andhra, Continental, Chinese American, Continental, Steak Arabian, North Indian, Biryani American, North Indian, Salad American, Thai, Healthy Food American, Sandwich Arabian, BBQ, Rolls, Chinese Andhra, Kerala, South Indian American, Goan

Beer, Pepper Chicken, Cocktails, Masala Peanuts, French Fries Burgers, Coffee, Waffles, Mocktails, Pasta, Brownie Chocolate, Chicken Salami Brownie, Mutton Seekh, Salads, Rasmalai, Tandoori Aloo, Mutton Soup, Custard Brownie, Badam Halwa, Mutton Seekh, Salads, Rasmalai, Tandoori Aloo, Mocktails Biryani, Chicken Curry, Kerala Parotta, Appam, Chicken Grill Burgers, Ginger Chicken, Virgin Mojito, Popcorn, Rice Bowl Butter Chicken, Dal Makhani, Chicken Curry, Tandoori Chicken, Mix Veg, Biryani, Naan Burgers, Mc Spicy Chicken, Chicken Burger, Maharaja Mac Burgers, Pasta, Cheesy Fries, Beef Burger, Ice Tea, Steak Burger, Lamb Butter Chicken, Chaat, Dahi-puri, Beer, Jalebi, Pizza, Momos Burgers, Crispy Chicken, Chicken Zinger Burger, French Fries, Chicken Fries, Hot Wings Butter Naan, Buttermilk, Jowar Roti, Paneer Butter Masala Breakfast Buffet, Biryani, Salads, Chocolate Cake, Pasta, Paneer Tikka, Mushroom Soup Burgers, Sandwiches, Salmon, Peanut Butter Smoothie, Margherita Pizza, Ravioli, Salad Breakfast Buffet, Chocolate Cake, Mutton Biryani, Salads, Pasta, Chaat, Mushroom Soup Chaat, Chocolate Wonton, Apple Pie, Raj Kachori, Caramel Custard, Momos, Chicken Curry Burgers, Sandwiches, Peanut Butter Smoothie, Margherita Pizza, Ravioli, Cocktails, Salad Burgers, Cocktails, Peri Peri Chicken, Chicken Sandwich, Chilli Chicken, Draught Beer, Fries Appam, Fish, Sea Food, Cocktails, Prawn, Thali, Paratha Burgers, Salad, Mocktails, Pasta Arrabiata, Fries, Nutella Cheesecake, Teriyaki Chicken Wings Bbq Pizza, Pasta, Sangria, Cocktails, Mocktails, Virgin Mojito, Potato Wedges Belgian Chocolate, Waffle Cone, Tiramisu Burgers, Pasta, Cheese Burger, Potato Mash, Mocktails, Ferrero Rocher Milkshake, Peri Chicken Burgers, Fries, Chicken Crisp Burger Chaat, Sandwiches, Rasmalai Burgers, Peri Peri Fries, Exotic Pizza, Sandwiches, Veggie Pizza, White Sauce Pasta, French Fries Mutton Stew, Cocktails, Egg Roast, Prawn Curry, Chicken Stew Burgers, Fries, Mojito, Bbq Chicken Pizza, Pasta, Potato Wedges, Peri Peri Chicken Biryani, Tea, Rice, Appam Burgers, Pizza, Chocolate Fudge, Caramel Cheesecake, Vanilla Ice Cream, Hot Chocolate, Thick Shakes Biryani, Mutton Chops on Curry, Thali, Mutton Fry Burgers, Coffee, Chocolate Donut, Bagel, Chocolate Drink, Dunkaccinos, Hot Chocolate Biryani, Chicken Kebab, Andhra Burgers, Cheesecake Breakfast Platter, Roast Chicken, Sea Food, Calamari, Waffles, Chorizo Pav, Prawn Curry Burgers, Fries, Peri Peri Chicken Biryani Beer, Cocktails, Beef Steak, Beef Chilli, Nachos, Pasta, Pizza Burgers, Beef Steak, Mutton Biryani, Pie, Mudpie, Cheese, Rasmalai, Chhole Bature, Sev Puri, Samosa Burgers, Snicker Shake, Thick Shakes, Pasta, Chicken Wings, Peri Fries, Peri Peri Chicken Burger Beer Burgers, Tandoori Grill Burger, Mango Shake, Cheesy Fries, Whopper Burger, Chicken Keema Burger, Chicken Crisp Burger Butter Chicken, Paratha Butter Chicken Biryani, Gulab Jamun, Chicken Tikka Biryani, Dal Bukhara, Hara Bhara Kebab, Mutton Keema, Masala Biryani Biryani, Irani Chai, Tea, Lemon Ice Pak, Samosa, Paneer Cutlets, Kachori Cappuccino, Eclair, Pizza, Coffee, Blueberry Cheesecake, Oreo Cheesecake, Tiramisu Butterscotch Ice Cream, Sandwiches, Milk Shake, Brownie, Hot Chocolate Fudge, Vanilla Ice Cream, Burgers Chicken Seekh Roll, Sandwich Burgers, Mocktails, Pasta, Cocktails, Beef Steak, Lunch Buffet, Chicken Steak Appam, Coffee Iton Burger, Sandwiches, Hot Chocolate, Fries, Sandwich Biryani, Custard, Paratha, Poha, Breakfast Buffet, Thali, Dal Makhani Brain Fry, Chicken Manchurian, Mutton Biryani, Butter Chicken, Chicken Tikka Masala, Chilli Chicken, Shaadi Ki Biryani Buttermilk, Thali, Breakfast Apple Pie, Mascarpone Cheese, Nolen Gurer Ice Cream, Paan Ice Cream, Nolen Gur, Gur Ice Cream, Salted Caramel Banana Cake, Ginger Tea, Masala Chai, Sa Butter Chicken, Jeera Rice, Dal Makhani, Butter Naan, Tandoori Chicken, Rumali Roti, Paneer Butter Masala Burgers, Pizza, Bacon Burger, Wings, Cheese Beer, Pepper Chicken, Prawn Curry, Appam, Fry Prawns, Chicken Chettinad, Idiyappam Appam, Sea Food, Fry Prawns, Dal Fry, Chicken Curry, Appam, Thali Biryani, Haleem, Jumbo Shawarma, Kerala Parotta, Barbeque Chicken, Mutton Raan Biryani, Dum Aloo Beer, Manchurian, Kabab Platter, Ch xe Momos, Noodles, Cheese Momos Burgers, Sandwich, Peri Peri Chicken Satay, Fries, Nachos, Sandwiches, Pesto Pasta Cappuccino Brownie, Paneer Manchurian, Chocolate Sizzler, Nachos, Filter Coffee, Paneer Butter Masala, Pizza Ister Naan, Kalmi Kebab, Roti, Rolls, Fried Rice Burgers, Pasta, Mocktails, Cheese Burger, Ferrero Rocher Milkshake, Peri Chicken, Chicken Paprika Biryani, Ragi Mudde, Chicken Curry Beer, Butter Garlic Prawns, Potato Wedges, Nachos, Pasta, Cocktails, Burgers Breakfast Buffet, Salads Burgers, Beer, Veg Lasagna, Peri Peri Chicken Wings, Barbecue Wings, Sandwiches, Beef Steak Balti Gosht, Cocktails, Dal Makhani Beef Biryani, Chicken Biryani, Chicken Kebab, Mutton Biryani, Beef Kabab, Paratha, Ghee Rice Buffalo Chicken Wings, Chips, Peri Peri Prawn, Cocktails, Mocktails, Pizza, Mushroom Soup Akki Rottis, Rumali Roti, Masala Dosa, Vada, Raagi Rot Burgers, Pasta, Sandwiches Appam, Khao Suey, Rabri, Chicken Biryani, Kebab Platter, Prawn, Pad Thai Burgers, Tacos, Cocktails, Martini, Stout, Wheat Beer, Sangria Burgers, Cocktails, Salads, Veg Burger, Peri Chicken, Pasta Alfredo, Hazelnut Mousse Flan Breakfast Buffet, Omelette, Lunch Buffet, Pasta Biryani, Pepper Chicken, Raita, Buttermilk Biryani, Kulfi Faluda, Peshawari Paneer, Dal Tadka, Yakhni Shorba, Tandoori Roti, Phirni Belgian Waffles, Hot Chocolate, Salted Caramel, Nutella Waffle Burgers, Cocktails, Legendary Hrc Burger, Nachos, Sandwiches, Bloody Mary, Mocktails Bannoffee Pie, Pasta, Sandwiches, Salsa, Sandwich, Salads, Pita Bread Chai, Ginger Tea, Poha, Coffee, Bun Maskas Badam Milk, Cocktails, Mutton Liver Fry, Paan Mojito, Veg Thali, Mocktails, Neer Dosa Biryani, Multi Grain Dosa, Kheer, Egg Bhurji, Sooji Halwa, Tamarind Chicken, Coffee Biryani, Shawarma, Kunafa, Pita Bread, Fattoush Salad Burgers, Cheesy Pizza, Chips, Fries, Rice Bowl, White Sauce Pasta, Chicken Wings Burgers, Beef Burger, Sandwiches, Fries, Bacon Burger Burgers, Sandwiches, Fries, Pasta, Tea, Chicken Curry, Fried Rice

- ☐ (All)
- ☐ Banashankari
- ☐ Bannerghatta Road
- ☐ Basavanagudi
- ☐ Bellandur
- ☒ Brigade Road
- ☐ Brookefield
- ☐ BTM
- ☐ Church Street
- ☐ Electronic City
- ☐ Frazer Town
- ☐ HSR
- ☐ Indiranagar
- ☐ Jayanagar
- ☐ JP Nagar
- ☐ Kalyan Nagar
- ☐ Kammanahalli
- ☐ Koramangala 4th Bl...
- ☐ Koramangala 5th Bl...
- ☐ Koramangala 6th Bl...
- ☐ Koramangala 7th Bl...
- ☐ Lavelle Road
- ☐ Malleshwaram
- ☐ Marathahalli
- ☐ MG Road
- ☐ New BEL Road
- ☐ Old Airport Road
- ☐ Rajajinagar
- ☐ Residency Road
- ☐ Sarjapur Road
- ☐ Whitefield

# Key Findings



## Online Ordering

BTM, HSR, Koramangala, Jayanagar and JP Nagar have the most restaurants offering online ordering, followed by Whitefield.



## Table Booking

Restaurants with table booking options have higher ratings.



## Reataurant Ratings

Church Street, Brigade Road, MG Road, Residency Road and Lavell Road have the highest rated restaurants.



## Customer Engagement

Relation between higher rated restaurant and receiving of more customer reviews is neutral as correlation is 0.149

# Key Findings



## Popular Cuisines

Andhra Biryani, Arabian and North Indian are the top cuisines followed by Chinese.



## Cost Analysis

Relation between cost and restaurant ratings is slightly positive as correlation ratio is 0.3852.



## Neighborhood Analysis

Church Street, Brigade Road, MG Road, Residency Road and Lavell Road have the highest rated restaurants.



## Restaurant Types

Quick Bites and Casual Dining are the most common types, followed by Cafe and Dessert Parlor.



# Key Findings



## Dishes Liked

Popular dishes include Biryani, Chicken Biryani and Waffles.



## Meal Types Offered

Delivery, Dine-out, and Desserts are the most common meal types, with highly-rated restaurants offering more variety.



# Thank You

Ajay Malik

