

Data Analysis Report: Zomato Dataset

Dataset Name: Zomato Dataset

Executive Summary

This report provides a comprehensive analysis of the Zomato dataset, focusing on key insights and observations related to cuisines, countries, cities, delivery options, currency, ratings, and recommendations for the Zomato platform.

Data Collection

Data Source

The Zomato dataset used in this analysis was collected from the Kaggle platform, a popular online restaurant and food delivery service. The dataset comprises a diverse range of information about restaurants, including their locations, cuisines, user ratings, and transaction details.

Data Collection Method

The data was collected through data collection platform kaggle. The data collection process involved the extraction of restaurant-related information, including,

- Restaurant ID
- Restaurant Name
- Country Code
- City
- Address etc.

Data Preprocessing

- **Missing Values:** There are 9 null values in the "Cuisines" column, which were handled using mode replacement.

Observation Highlights

First Observation

- **Popular Cuisine:** North Indian cuisine is the most popular and widely consumed across countries.
- **High Consumption:** More than 800 people have consumed North Indian cuisine.

Second Observation

- **Top Countries:** India leads in Zomato usage and transactions, followed by the United States and the United Kingdom.
- **Top Cities:** New Delhi, Gurgaon, and Noida are the top cities in terms of Zomato usage.
- **Online Delivery:** The top 5 cities without online delivery options are highlighted.

Third Observation

- **Online Delivery:** India and the UAE are the two countries with online delivery options.
- **Top Cities with Online Delivery:** New Delhi, Gurgaon, Noida, Faridabad, and Chennai are the cities with the highest availability of online delivery.
- **Table Booking Only:** Some countries and cities offer table booking but not online delivery.

Fourth Observation

- **Currency Analysis:** The Indian Rupee is the most widely used currency for Zomato transactions.
- **High Price Countries:** Australia, Brazil, and Canada have relatively higher price ranges compared to India and New Zealand.

Fifth Observation

- **Rating Analysis:** A substantial number of restaurants have zero ratings, indicating areas for improvement.
- **Rating Distribution:** Most ratings fall in the range of 2.5 to 4.3, following a normal distribution.
- **Zero Ratings:** India, Brazil, the United States, and the United Kingdom have the highest count of unrated restaurants.

Suggestions

Based on the observations made in this analysis, we recommend the following actions for Zomato:

1. **Focus on North Indian Cuisine:** Promote North Indian cuisine as it is highly popular and can lead to increased profits.
2. **International Expansion:** Given the high transaction volume in India, consider expanding operations in other countries, such as the United States and the United Kingdom.
3. **City Expansion:** While New Delhi is a key market, consider expanding into other cities to increase market share.

4. **Online Delivery Expansion:** Expand online delivery options in countries and cities where it is currently limited.
5. **Pricing Strategy:** Adjust price ranges based on the economic conditions of countries. Focus on the top 3 high price countries.
6. **Rating Awareness:** Create awareness among Indian customers about rating restaurants, aiming for more rated establishments.

Conclusion

The analysis of the Zomato dataset has provided valuable insights into popular cuisines, country and city-wise usage, delivery options, currency preferences, and restaurant ratings. Implementing the suggestions outlined in this report can contribute to the growth and success of Zomato in the global market.

NOTE:

All the exploration and visualization are present in the jupyter notebook, If you need more interactive dashboards and visualization use visualization tools like tableau and powerbi.

Please note that my data analysis reports based on the Zomato dataset feature unique observations and analyses. These insights are the result of my own knowledge and analytical skills, and they differ significantly from online reports. My observations and the code used in my analysis are entirely distinct from what is available online.

ONLY FOR EDUCATIONAL PURPOSE

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