

DATA ANALYTICS PROJECT - 1

Presented by – **Group 7**

Aman Maheshwari
Saloni Bhutada

Zomato Restaurants Data Analysis



UNDERSTANDING THE PROBLEM



**CHEAP &
GOOD
FOOD**



zomato

1.4 million

Number of listed
restaurants on Zomato



About our DATASET

We have dataset divided into two
Tables –
Restaurant data & Country Codes

Shape of the Data
9551 X 21

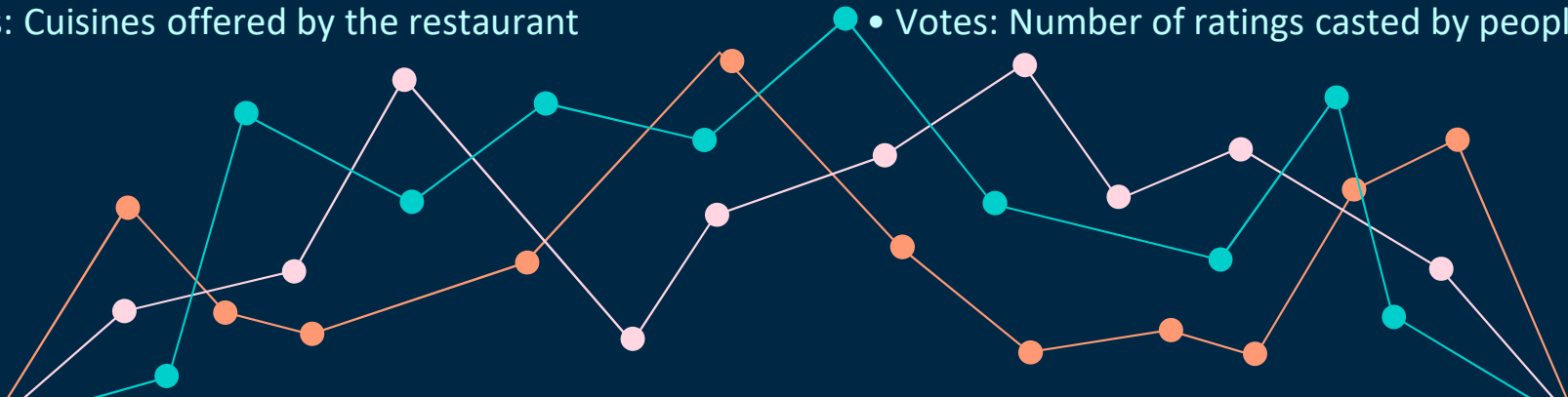


VARIABLES

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 🧑🧑
- 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



MAIN FEATURES FOR THIS Analysis



PROCESS

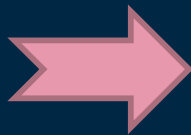


DATA CLEANING & WRANGLING



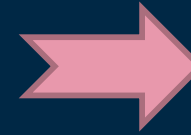
Discover

Checked shape, columns, summary, datatypes of the columns in the data



Data Cleaning

In this process, we initially checked for null values in the data and based on the outcome treated them



Data Joining

Joined both the tables on key column

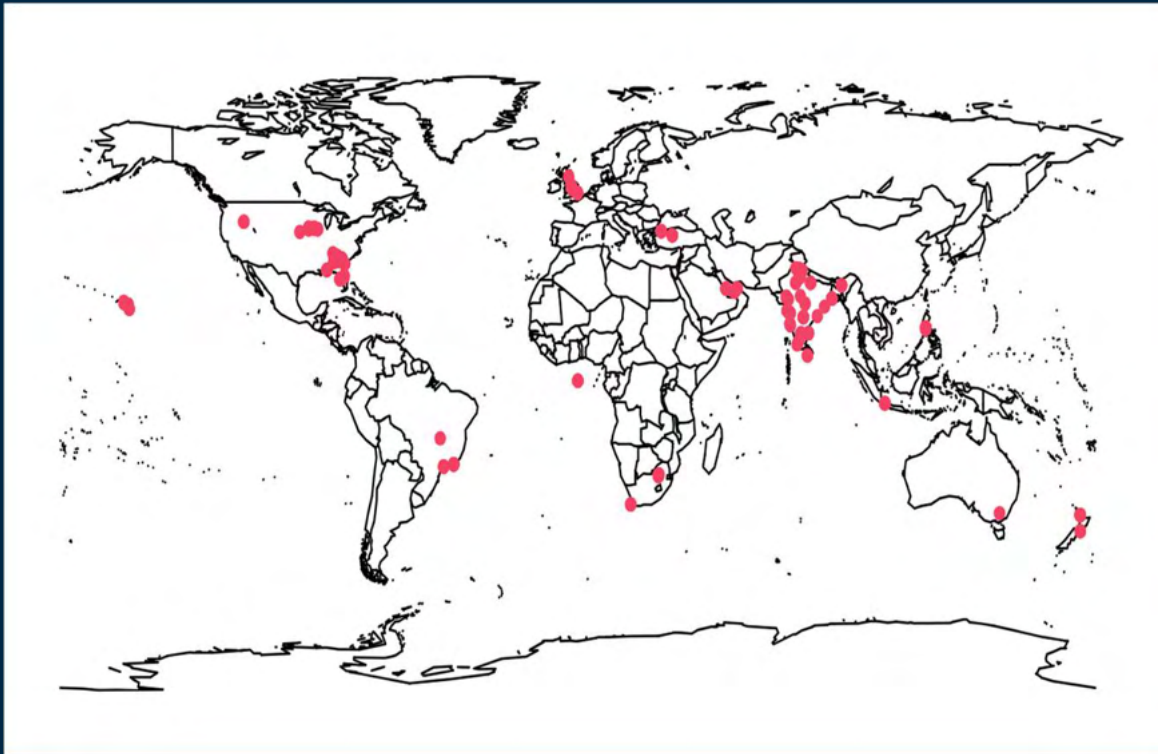




Let us deep dive into
some fantastic findings
from this Data

Business Question 1:

📍 Countries to visit for some of the best restaurants?



Zomato's data has primarily covered India, USA and few other countries, but we may deduce from this map that there are several top restaurants worth visiting in the United States, the United Kingdom, and India.



UK

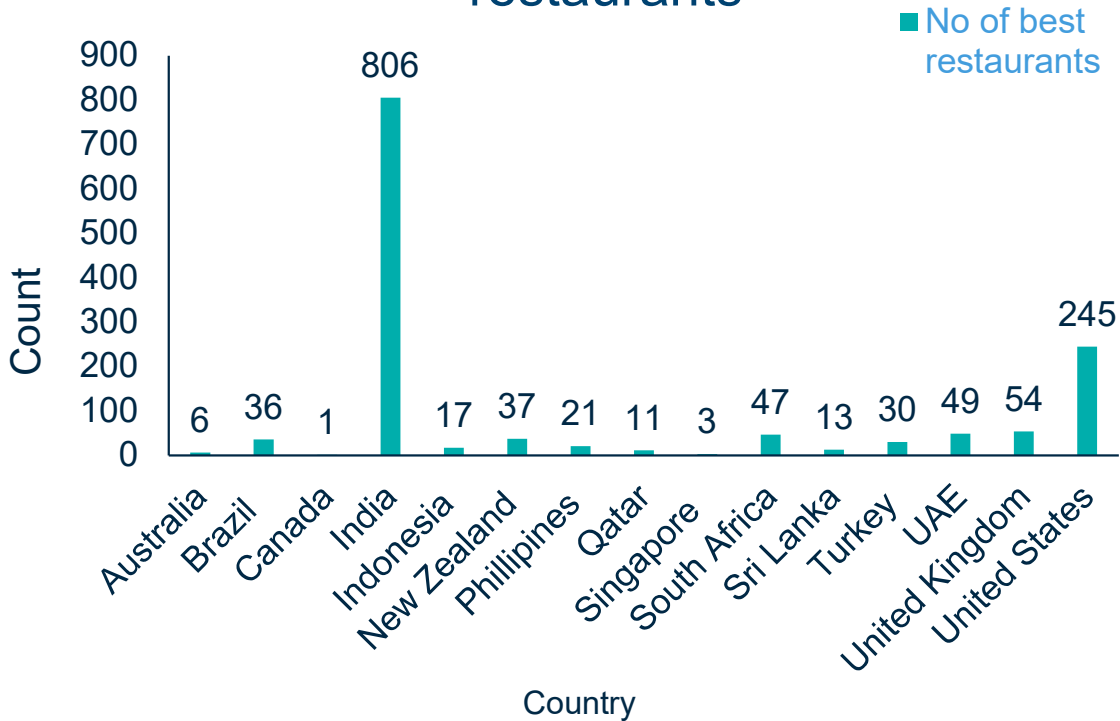


India



USA

Countries with count of best restaurants

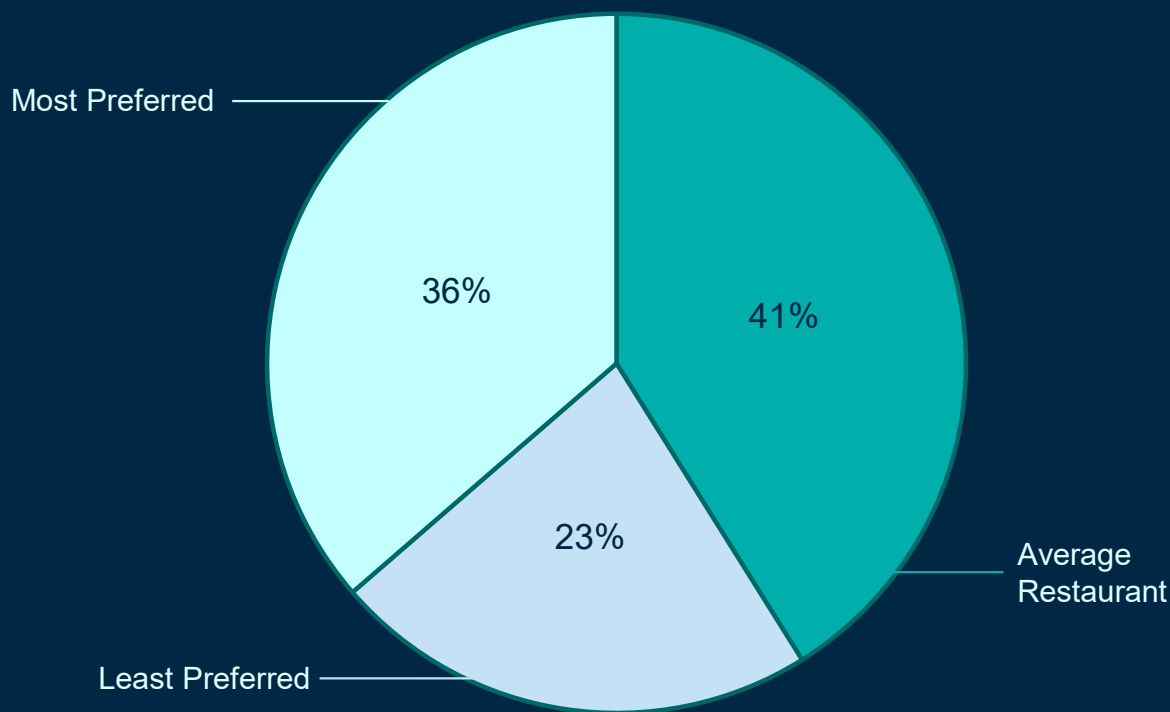


Business Question 2:

Preference of restaurants based on votes in USA and UK?

- As per this analysis we can infer that India has maximum top-rated restaurants based on customer's reviews, next based on the data stands USA
- Other countries like UK, Brazil, UAE just have limited count of top-rated restaurants

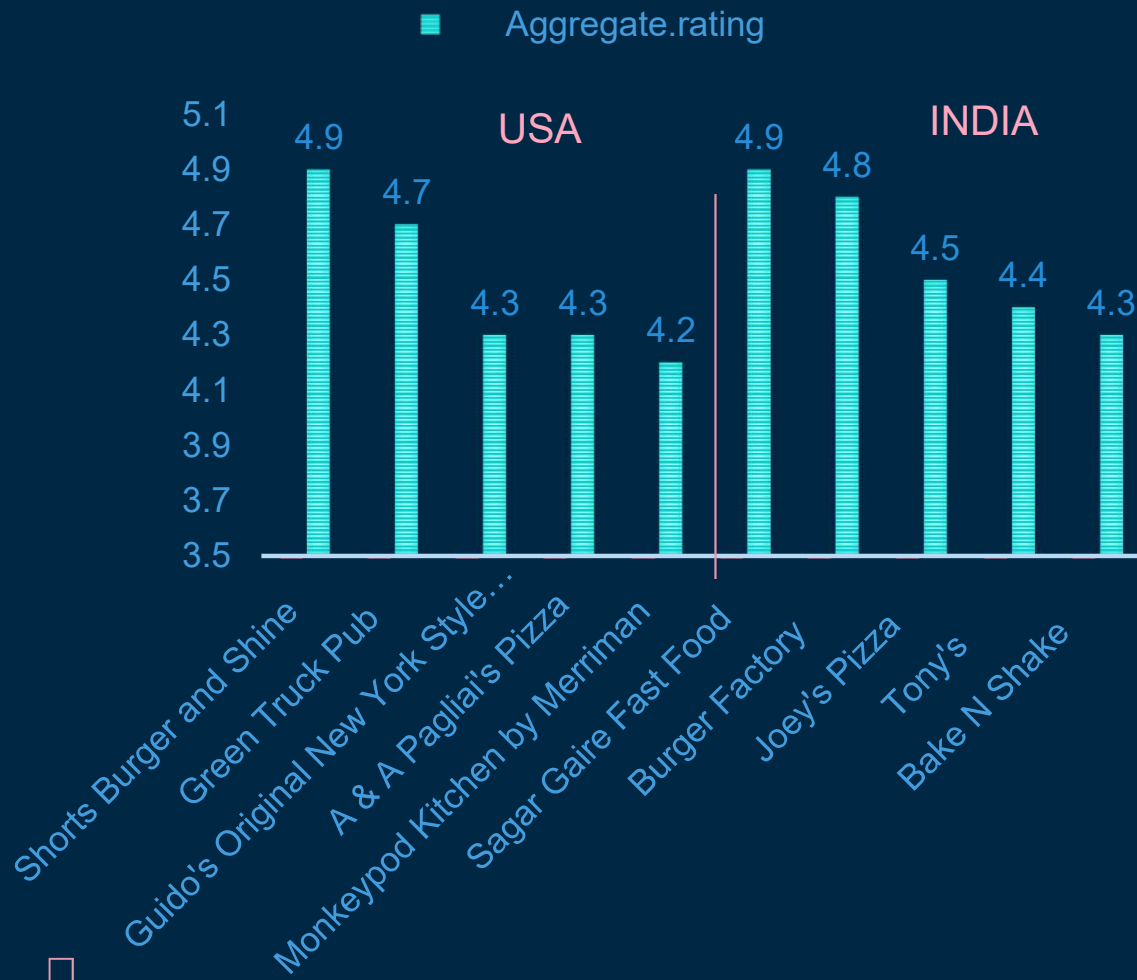
Restaurants Categories percentage based on customer's feedback



Business Question 3:

Analyzed types of restaurants located in cities based on customer's feedback?

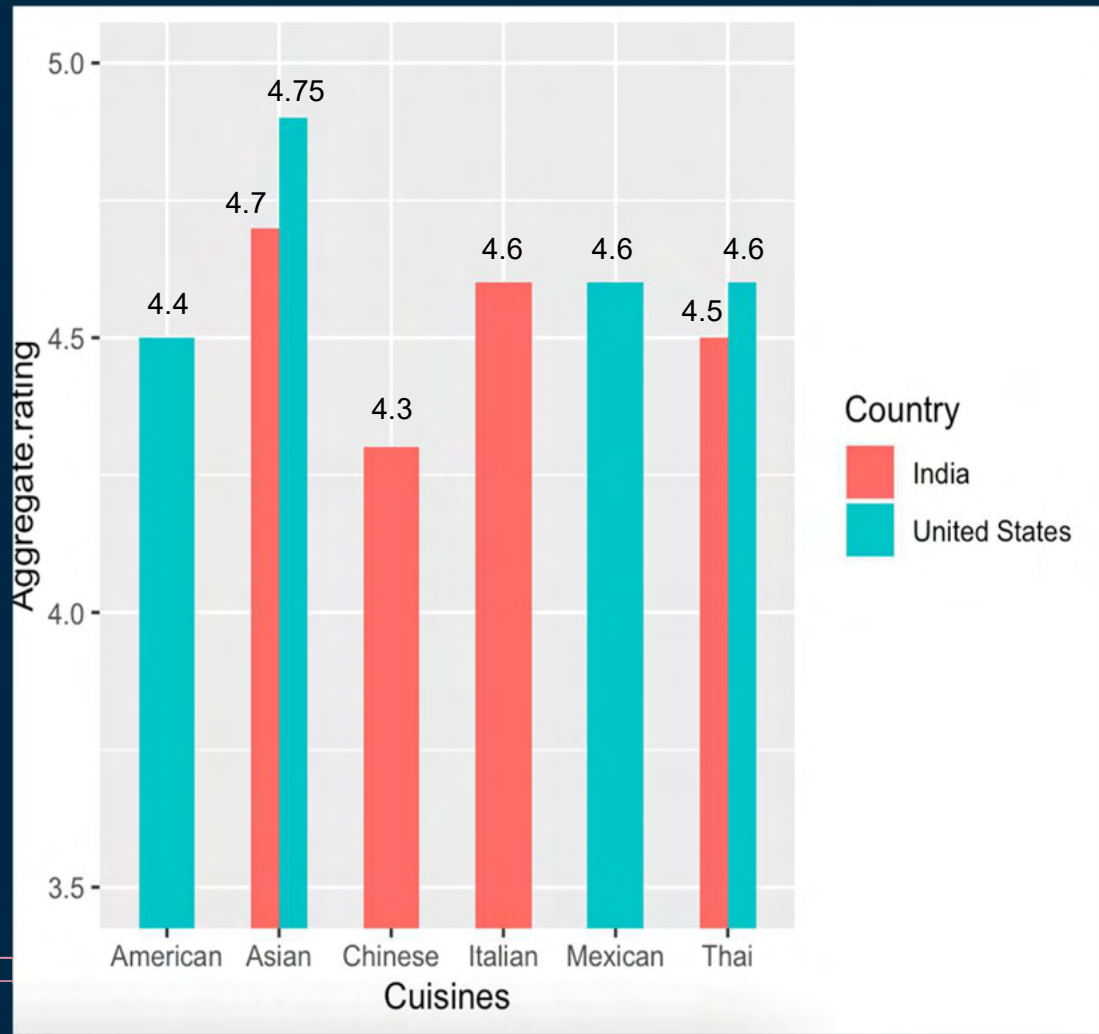
- We have grouped the restaurants based on customer's voting, restaurants with highest voting's comes under most preferred category which holds about 36%.
- Restaurants with average amount of votes holds the highest weightage of 41%
- Least preferred category of restaurants holds 23% percentage in total number



Business Question 4:

Top Fast-Food Restaurants to try

According to the analysis, most liked fast-food eatery in **United States** - **Shorts Burger and Shine** followed by Green Truck Pub & in **India** we have **Sagar Gaire Fast Food** after which is Burger Factory.

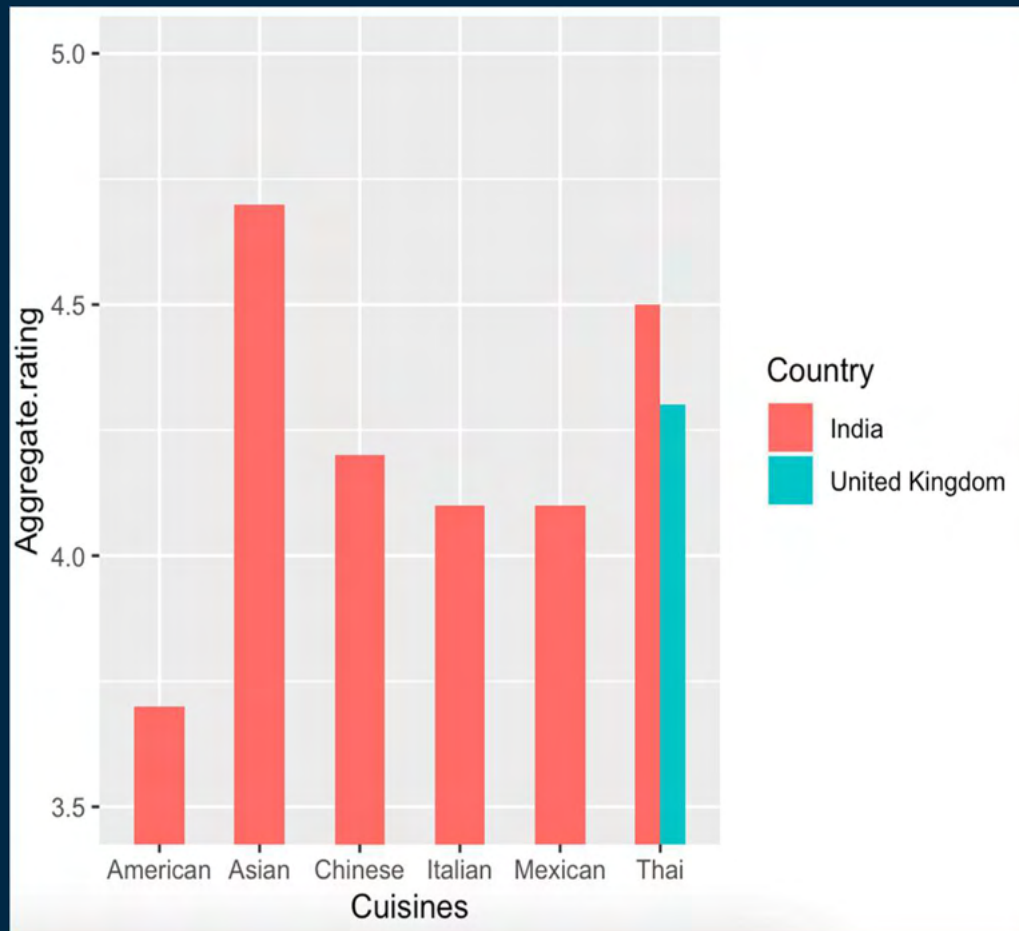


Business Question 5:

Analysis on some best specific cuisines restaurants to try

Based on Aggregate Rating –

- **Asian cuisines** are most welcomed in both America and India followed by Italian, Mexican and Thai
- Owning an Asian cuisine restaurant in America and India would never be a bad choice

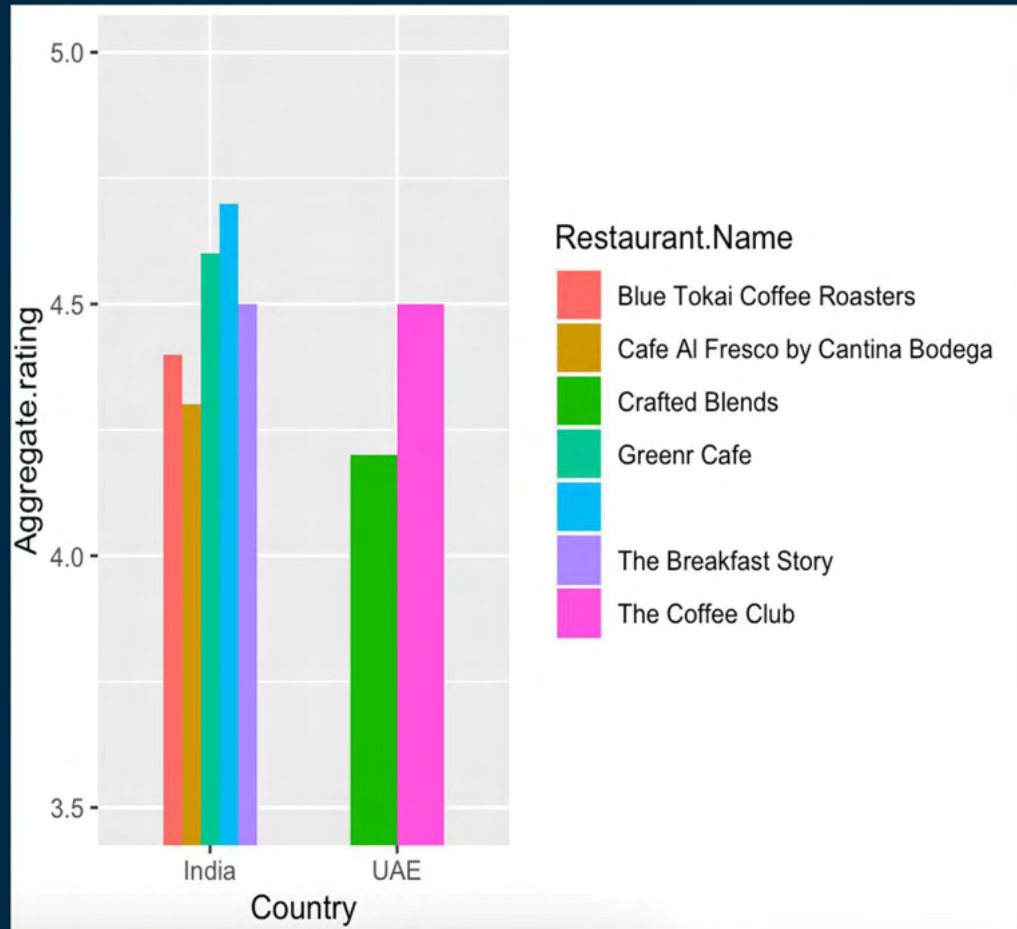


Business Question 6:

Some Best Specific Cuisines Restaurants to try once in your lifetime

- To be more specific with respect to whether the restaurant has table booking, based on location and ratings we chose some best fine dining restaurants.
- UK zomato users show less interests in American, Asian, Chinese, Italian, and Mexican food, but they do like Thai food. However, Thai food is more popular in UK.

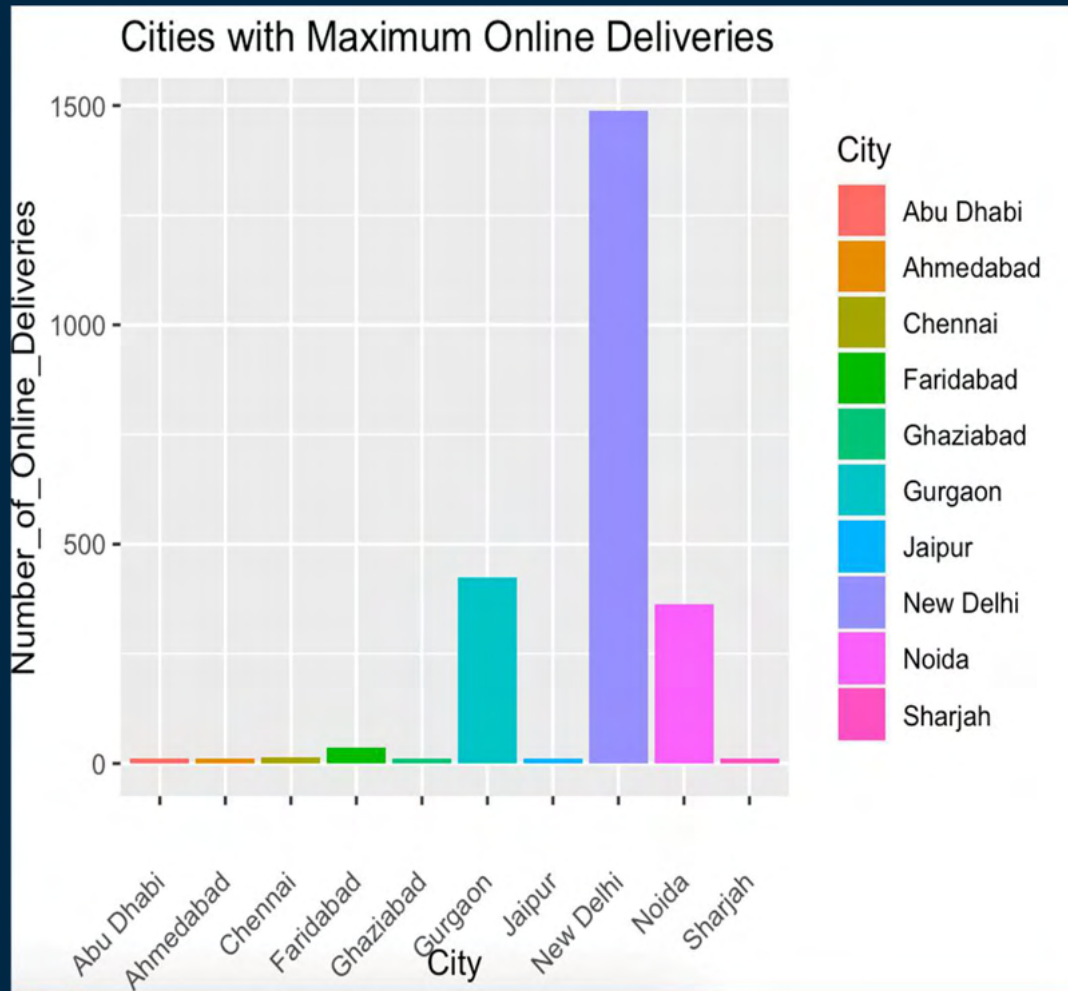
TOP CAFE TO HANGOUT IN INDIA AND UAE



Business Question 7:

Analyzing the top cafes from various cities

- Based on this graph, we can conclude that India has a greater number of highest rates cafés comparatively
- So, if you're looking for to visit India these are some cafes to go out with your date or hangout with friends



Business Question 8:

Cities with maximum online deliveries

- The city with the most zomato online delivery is New Delhi.
- If you want to launch an online delivery restaurant and work with Zomato, you should base your operation in New Delhi.

Conclusions:

- ❖ India has the maximum number of the best rated restaurants.
- ❖ USA, UK and UAE are the other few best rated countries with maximum number of restaurants after India
- ❖ **Asian cuisines** are most welcomed in both America and India followed by Italian, Mexican and Thai

Key Areas :

- ❖ **DATA** – It is more focused on the country of origin of the firm.
- ❖ **CUSTOMER FEEDBACK** - This data is mostly dependent on customer feedback.
For example, a restaurant located on the outskirts of town has fewer customers and hence fewer votes.

THANK YOU

References:

1. Kaggle Dataset
2. Tutorial Point for code reference



