

# Bangalore's Restaurants

## Zomato Analysis



Insights into Bangalore's restaurant landscape



[See Tableau Story](#)

[See Project on Github](#)

## Objectives

This analysis is designed for prospective and existing restaurant owners in Bangalore, providing insights to optimize restaurant performance, enhance customer satisfaction, and identify strategic expansion opportunities. It includes data-driven recommendations on location, menu selection, cuisine preferences, and pricing strategies to align with market demand.

### Key Questions:

1. Which are the most popular areas?
2. Which areas have the most/least room for growth based on popularity and customer sentiment?
3. Which types of restaurants and cost ranges are underrepresented in growth areas?
4. What are the main drivers for popularity and customer sentiment?
5. What other factors impact popularity apart from location and restaurant type?
6. What are the most/least popular cuisines?
7. How does the Restaurant Type impact Popularity and Sentiment?
8. How does pricing impact popularity and sentiment?
9. What are the most frequent review topics?

## Data

The analysis is based on the [Zomato Bangalore Dataset](#), sourced from [Kaggle](#). It contains details on approximately 12,000 restaurants, including location, cuisine type, reviews, and ratings. The data was scraped from Zomato's platform, providing insights into Bengaluru's dining landscape.

### Limitations

- The dataset is limited to March 2019, meaning it may not reflect recent trends or restaurant changes.
- Since the data is user-generated, it may contain biases and inaccuracies.

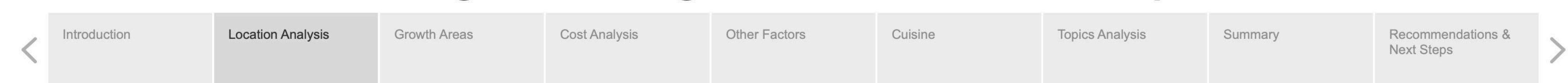
### Relevancy

This dataset is valuable for analyzing consumer preferences, restaurant popularity, and market trends in Bengaluru. It can help businesses make strategic decisions on location, menu offerings, and pricing to stay competitive in the city's fast-growing food industry.

## Methods

- Sourcing Open Data
- Exploratory visual analysis with Python
- Geographical visualisations with Python
- Supervised Machine Learning: Regression
- Unsupervised Machine Learning: Clustering
- Time Series Analysis with Python
- Creating interactive Tableau Story

# Insights Into Bangalore's Restaurant Landscape

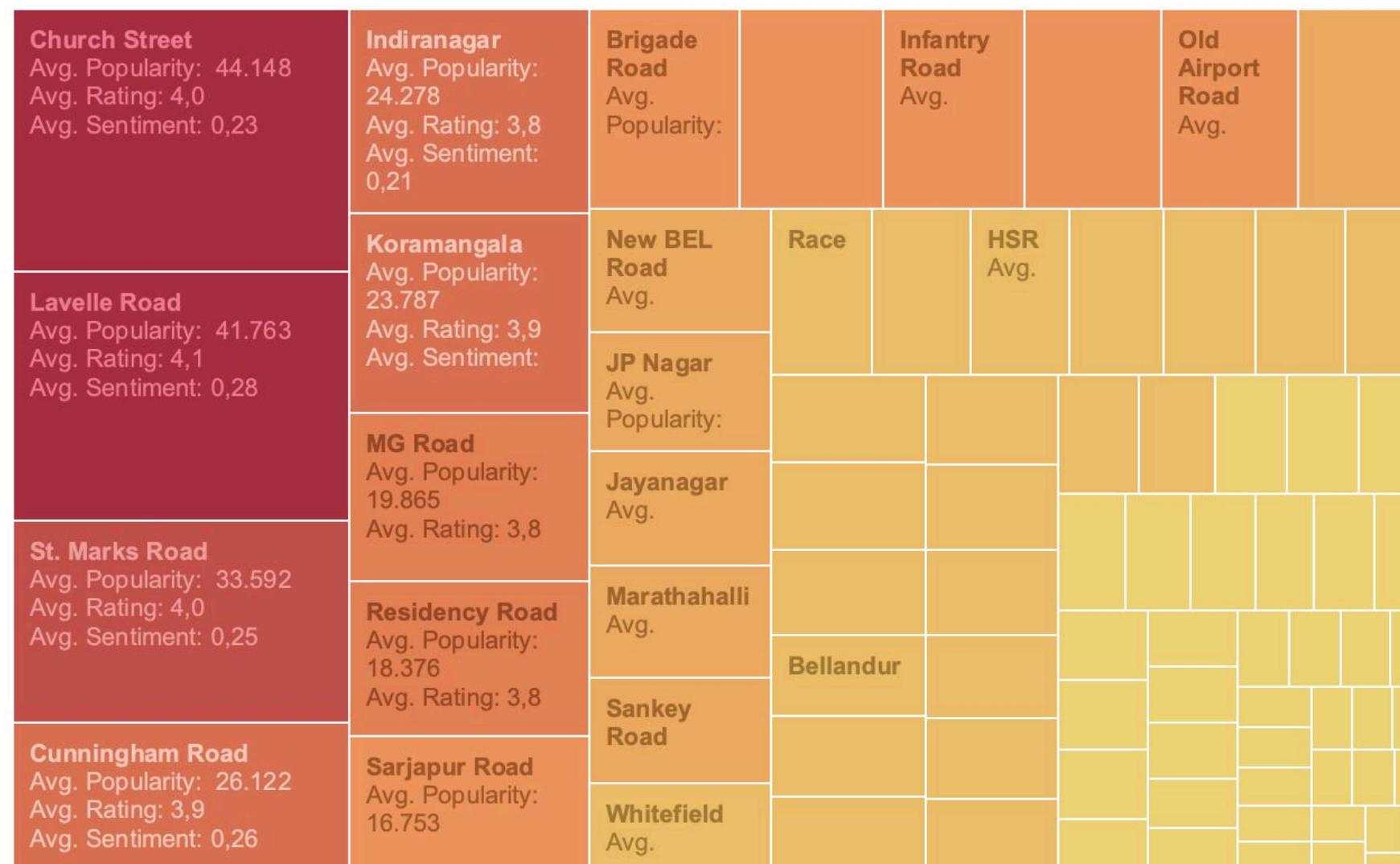


## Which are the most popular areas for restaurants and does popularity imply high ratings?

Several of the areas noted for high popularity also have higher restaurant ratings, implying a correlation between popularity and perceived quality. Outer and lesser-known areas tend to have both lower popularity scores and ratings, highlighting the concentration of dining experiences in central and well-known parts of Bangalore.

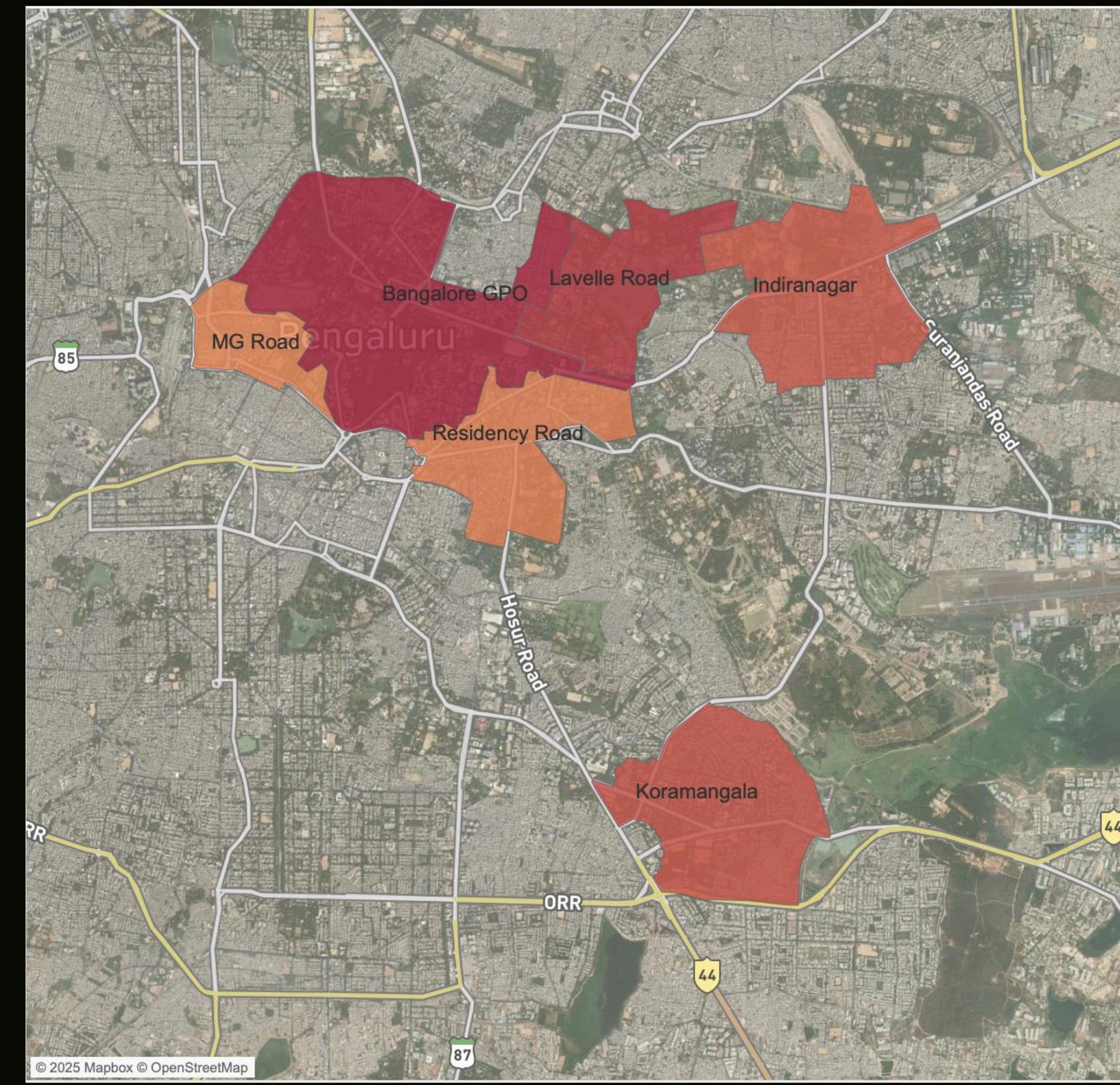
Overall, Church Street, Lavelle Road, and St. Marks Road emerge as prime locations for dining based on both popularity and high average ratings, while other areas offer varying levels of dining experiences.

Areas with lower popularity but higher sentiment scores indicate potential for growth (Sankey Road, Basavanagudi, Vasanth Nagar), while highly popular areas with lower sentiment scores (Indiranagar, MG Road, Residency Road) might be saturated and have less room for further positive development.



## Areas with the highest Popularity

(geoJSON Source: <https://github.com/datameet/PincodeBoundary/blob/master/Bangalore/boundary.geojson>)



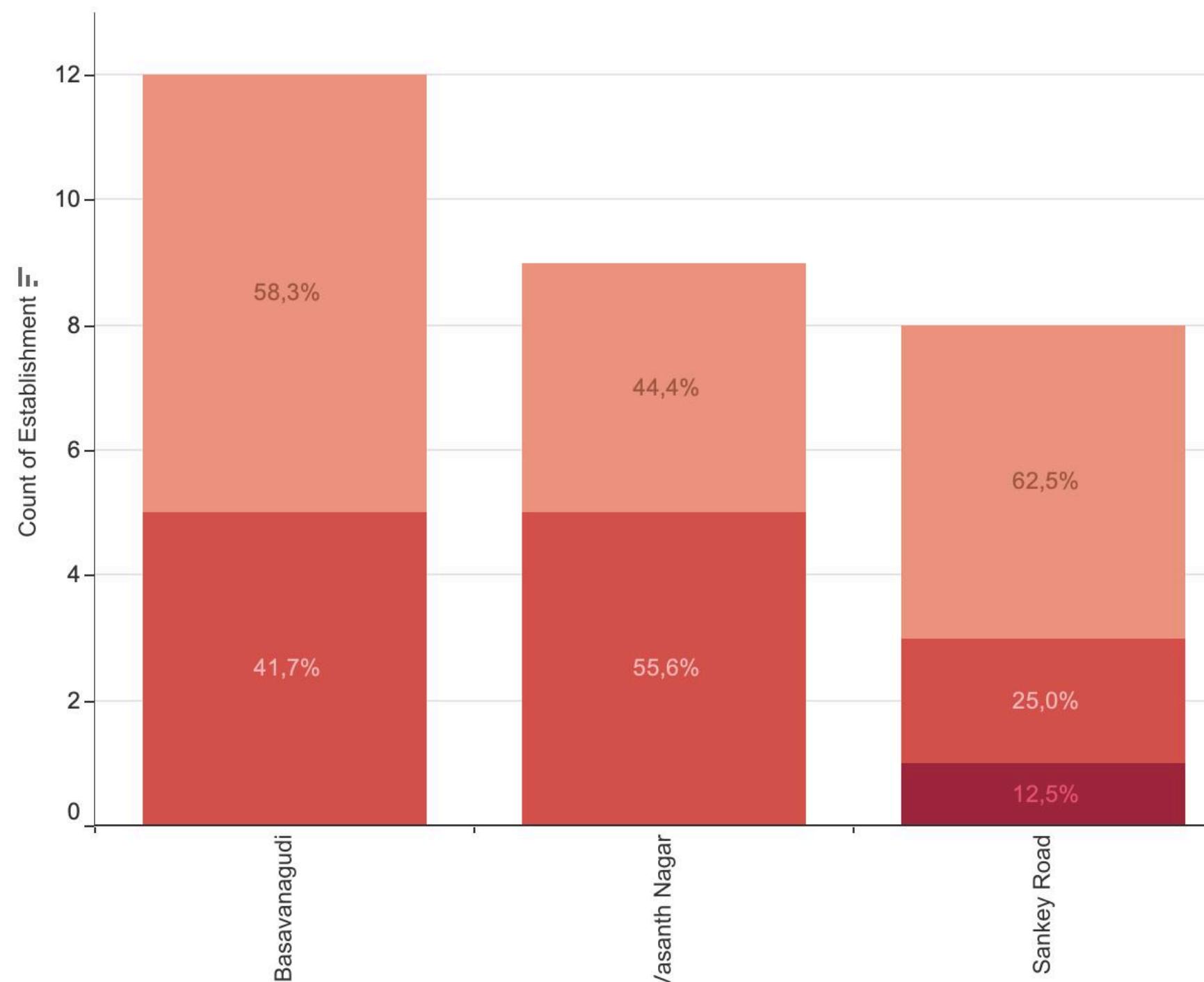
# Insights Into Bangalore's Restaurant Landscape

|              |                   |              |               |               |         |                 |         |                              |
|--------------|-------------------|--------------|---------------|---------------|---------|-----------------|---------|------------------------------|
| Introduction | Location Analysis | Growth Areas | Cost Analysis | Other Factors | Cuisine | Topics Analysis | Summary | Recommendations & Next Steps |
|--------------|-------------------|--------------|---------------|---------------|---------|-----------------|---------|------------------------------|

## Density of high cost establishments in the identified growth areas

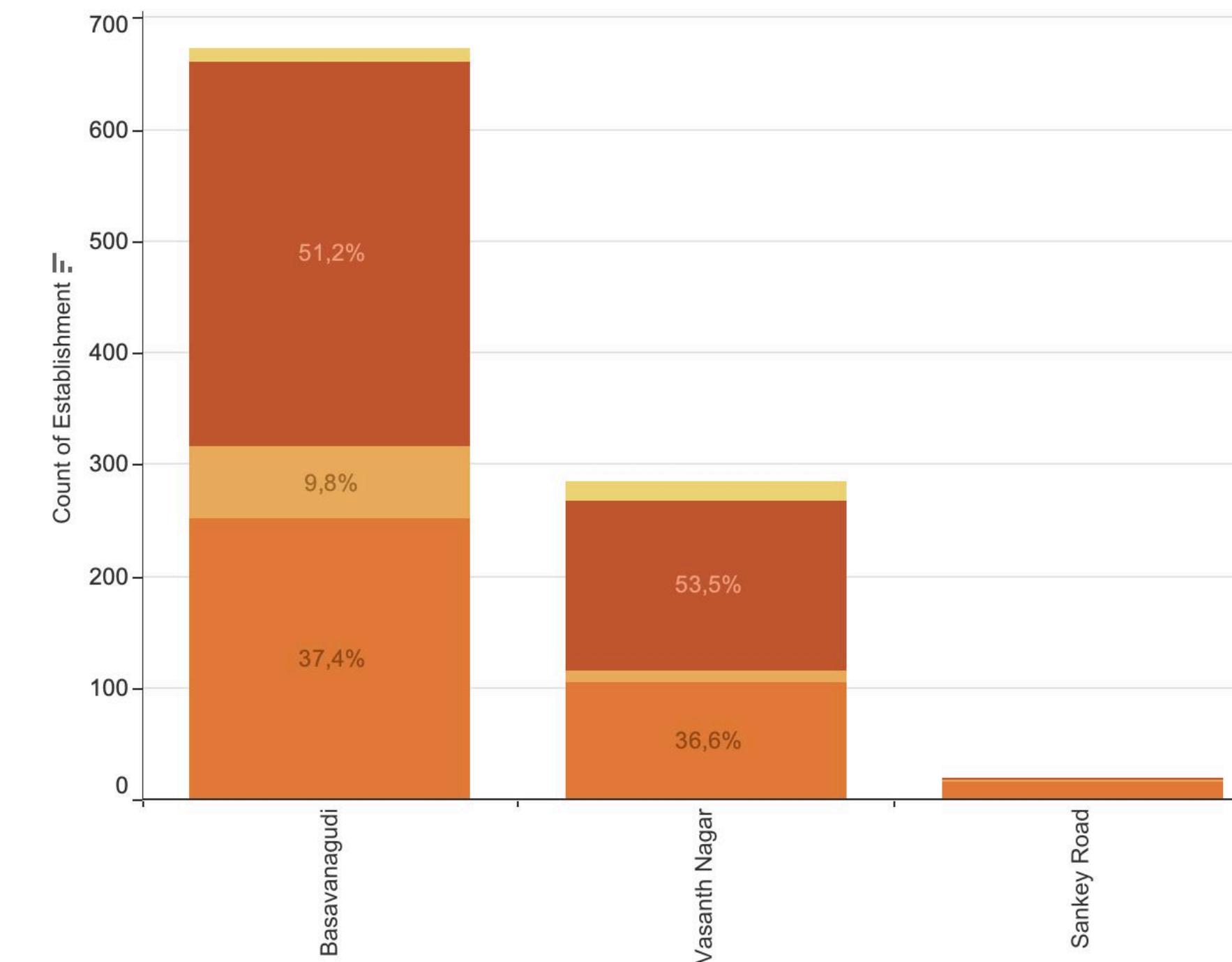
**Sankey Road** lacks high-cost “Drinks & Nightlife” establishments which might appeal to diners seeking upscale after-hours options.

**Basavanagudi** and **Vasanth Nagar** show a notable scarcity in Pubs and Bars in the high-cost bracket.



## Density of low to medium cost establishments in the identified growth areas

**Low to Medium-Cost Cafes** are particularly underrepresented across these areas, suggesting an opportunity to attract customers looking for casual, affordable dining or socializing options. **Sankey Road** overall shows limited presence of varied low to medium-cost establishment types, indicating broader growth potential across different categories.



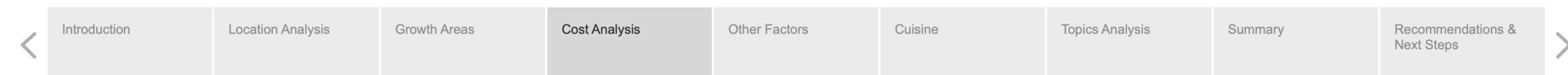
Establishment Type

Buffet  
Drinks & nightlife  
Pubs and bars

Establishment Type

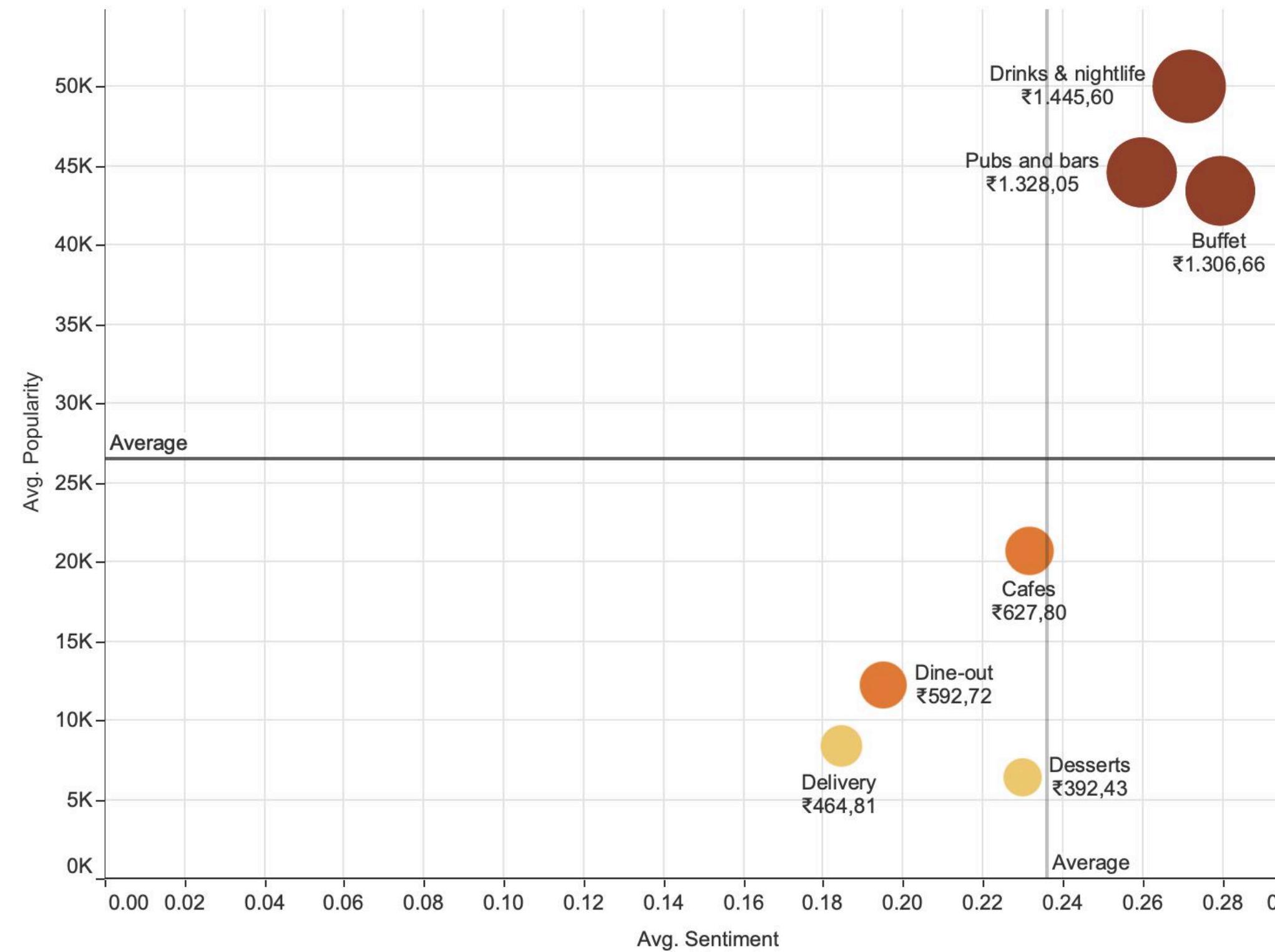
Cafes  
Delivery  
Desserts  
Dine-out

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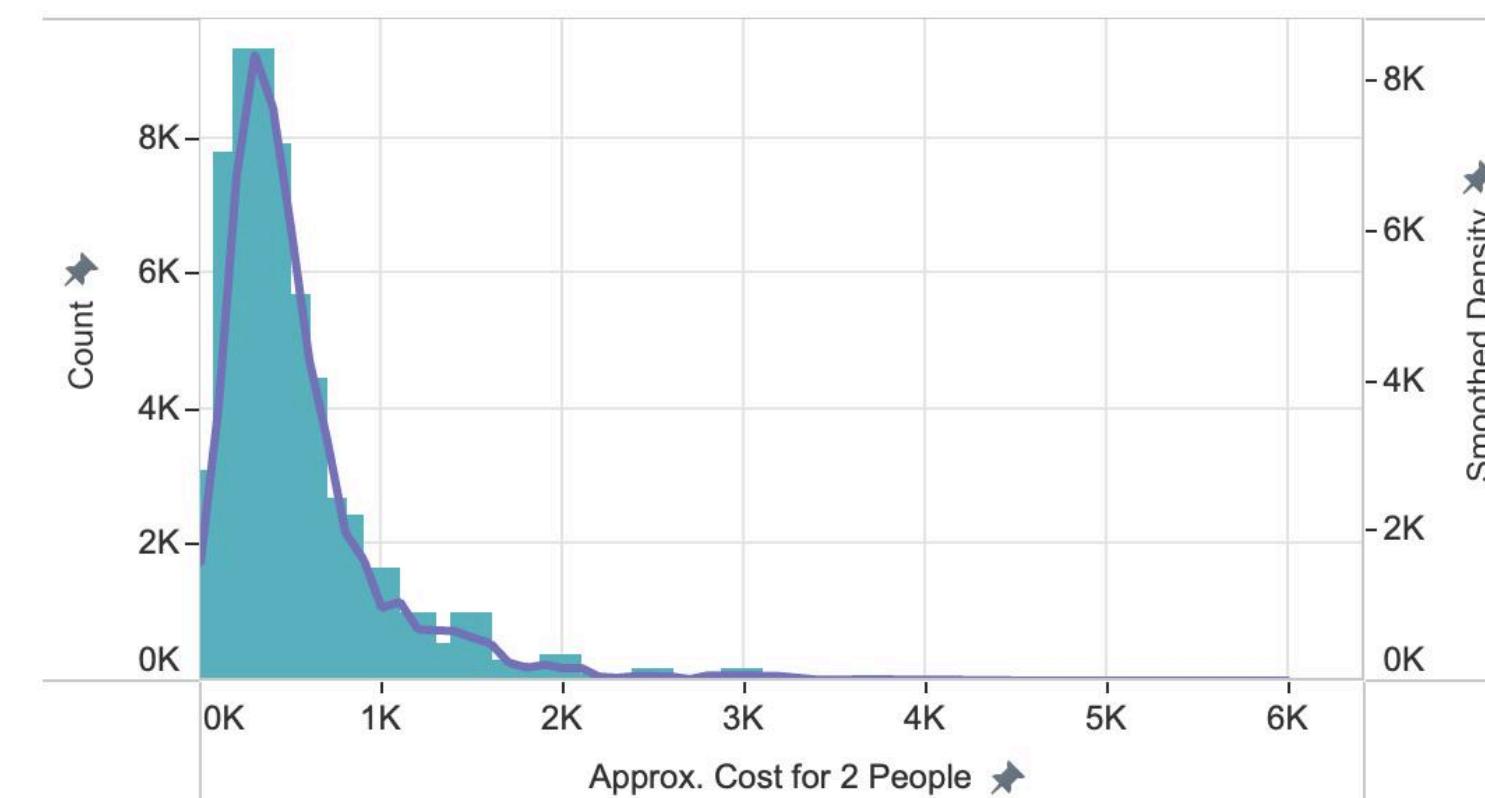
## How does Price impact Popularity and Sentiment?

Higher-priced venues correlate with high popularity and sentiment, particularly in social-centric dining experiences, indicating customers' willingness to invest in premium and nightlife options. Affordable choices like desserts and delivery face challenges in elevating sentiment and popularity, possibly pointing to competition, market saturation, or niche appeal. Overall, this indicates that premium venues commanding higher customer engagement due to perceived value and enhanced experiences. Affordable options show difficulty in achieving the same level of customer sentiment and popularity.

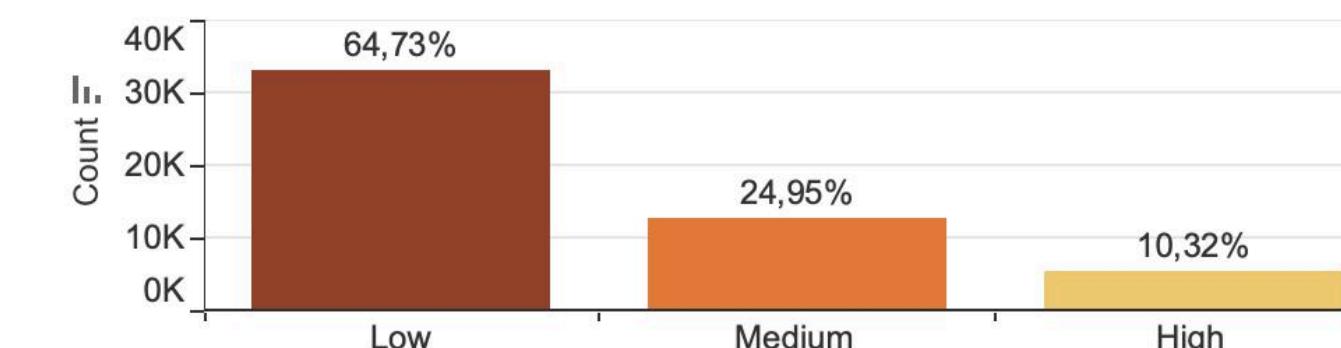


## Cost Distribution

The distribution reveals that the **majority of restaurant offerings in Bangalore are within lower price ranges**, making dining out relatively affordable. Despite a small presence of higher-priced restaurants, **affordability dominates the market**, suggesting consumer preferences may lean towards budget-friendly options, with occasional splurge restaurants catering to niche markets or special occasions.



## Cost Categories



Avg. Approx Cost 2Ppl  
₹392,43 ₹1,445,60

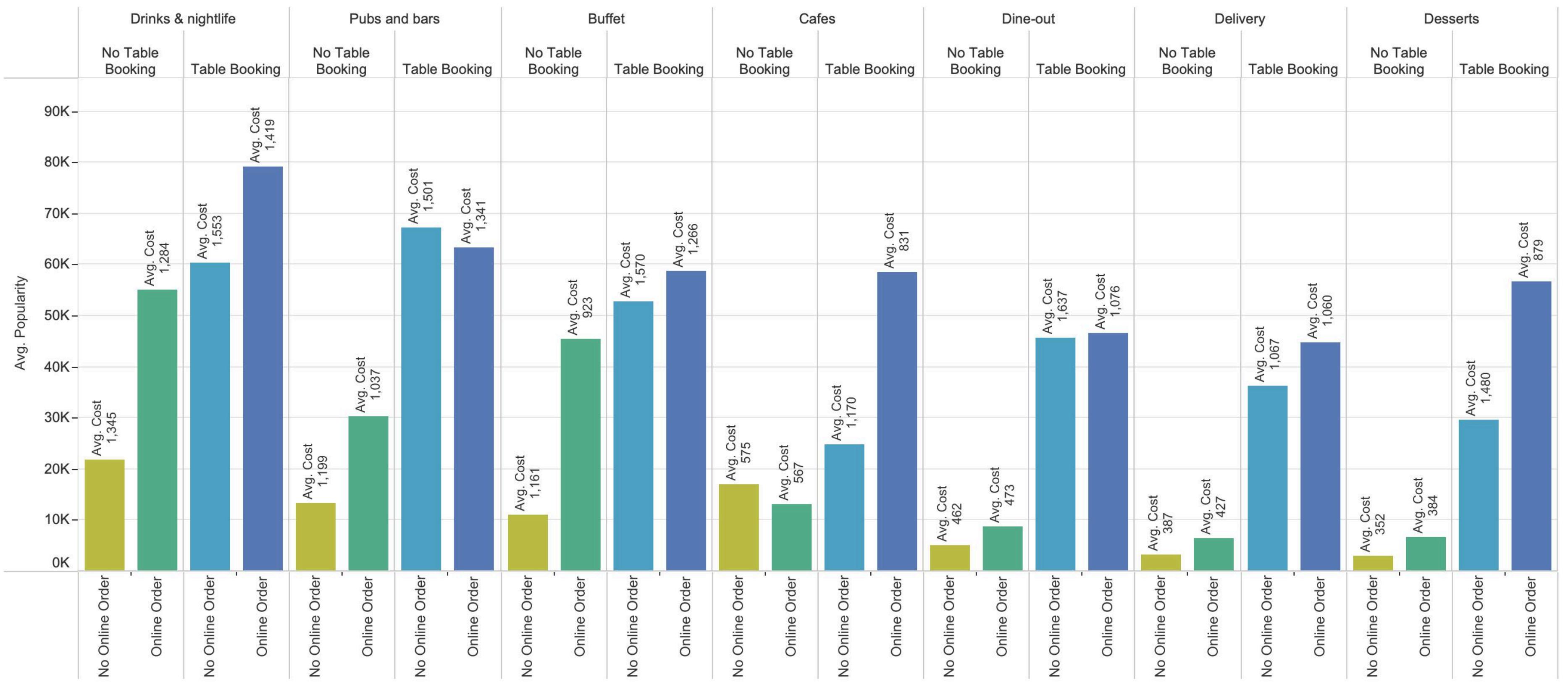
Cost Category  
High  
Low  
Medium

# Insights Into Bangalore's Restaurant Landscape

Introduction Location Analysis Growth Areas Cost Analysis Other Factors Cuisine Topics Analysis Summary Recommendations & Next Steps

## Comparing Restaurant Types and Features

Popular establishments seem to attract higher spending, particularly when they offer table booking options. While the table booking feature is influential, certain categories like drinks and nightlife can maintain their popularity without it. Online ordering doesn't seem to have a consistent impact on pricing.



Avg. Approx Cost 2Ppl  
352 1,637  
Clusters  
 (All)  
 Cluster 1  
 Cluster 2  
 Cluster 3  
 Cluster 4

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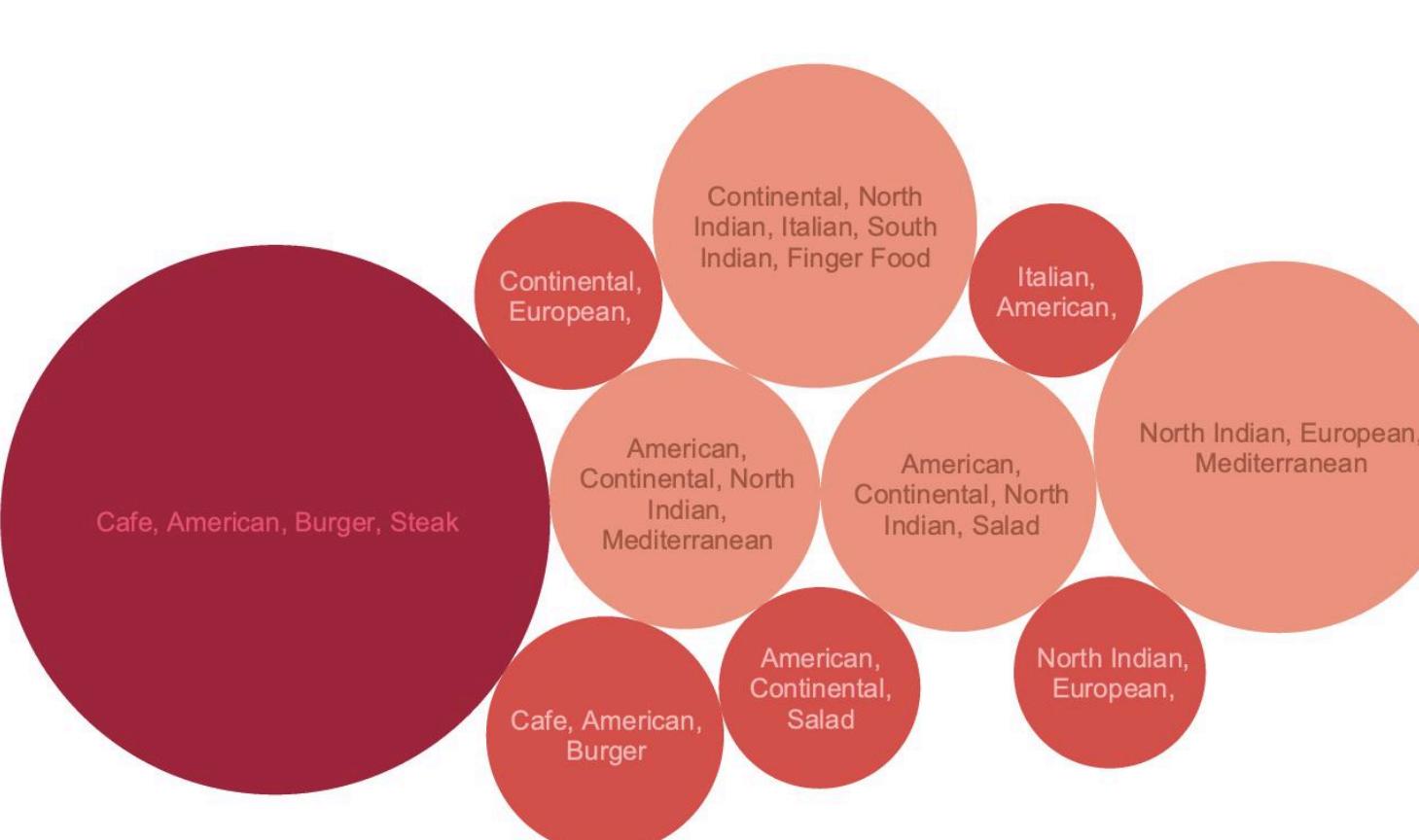
## What are the 10 most popular cuisines?

**Cafe, American, Burger, Steak** is the most dominant cuisine cluster, suggesting a strong preference for casual, familiar Western dining that is versatile and accessible.

**Mixed cuisines such as Continental, North Indian, Italian, South Indian, Finger Food** highlight Bangalore's openness to international cuisines mixed with local favorites, reflecting diversity and cultural fusion.

Popular clusters include **combinations of American, Continental, and North Indian varieties**, indicating a tendency toward global dining experiences with an Indian touch. North Indian cuisine appears frequently and prominently, showcasing its enduring appeal and cultural significance in Bangalore's dining scene.

**Popular restaurants have a blend of international appeal with local favorites, catering to broad preferences while maintaining accessibility through familiar dining experiences.**



## What are the 10 least popular cuisines?

**Mexican-American cuisine is large among the least popular**, possibly suggesting that while globally known, these flavors have a niche following compared to Indian and Western staples.

**Andhra, Chinese, South Indian, North Indian** combinations suggest complexity in consumer preferences, where certain combinations might dilute focus or appeal.

**Health and Fast Food:** Clusters featuring Healthy Food, Juices represent niche markets interested in health-oriented choices, possibly limited by competition or preference scale.

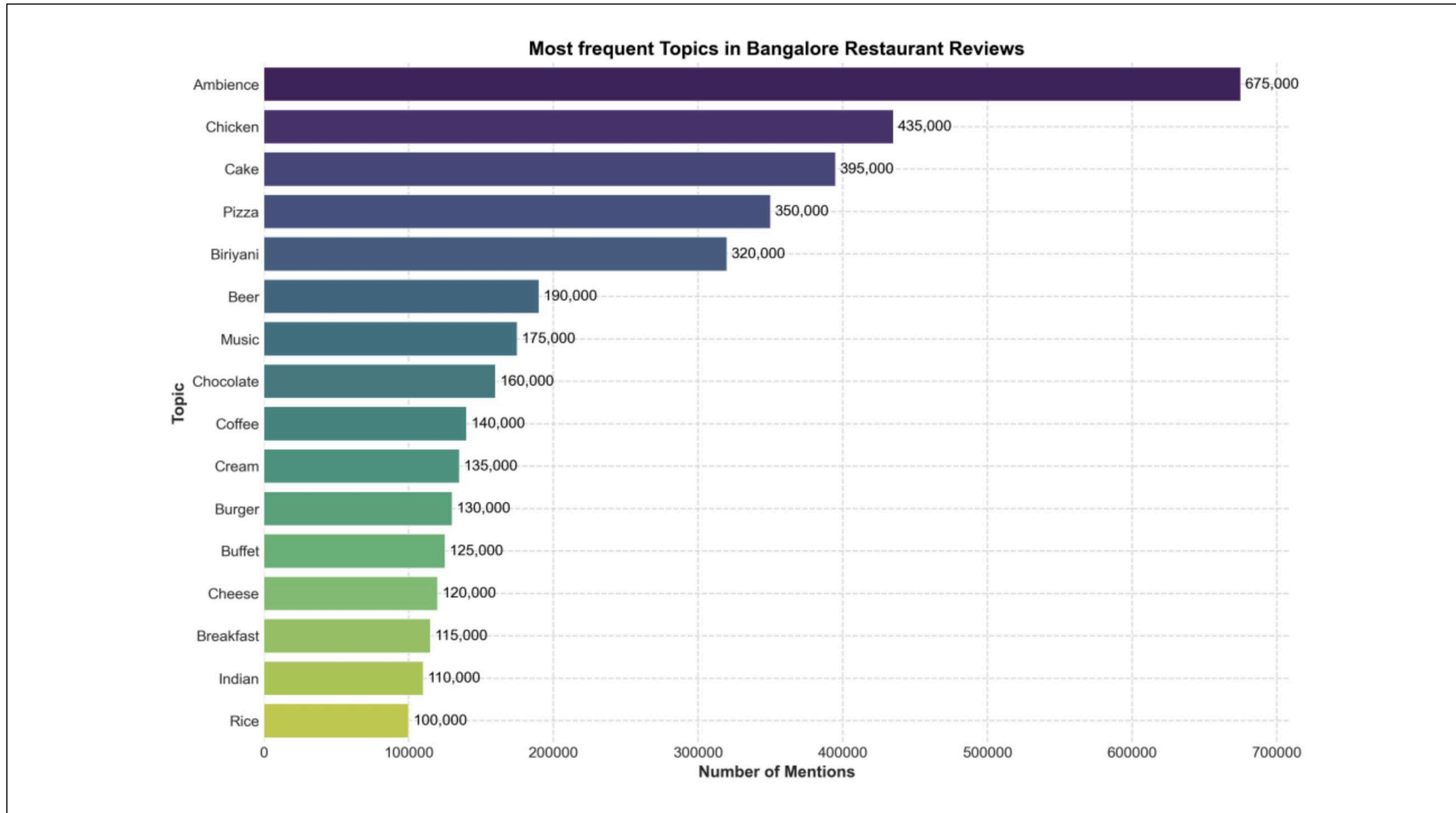
**Fast food combinations mixed with traditional options like Andhra and Biryani** may indicate experimental offerings that haven't caught widespread attention.

**Less popular cuisines might benefit from focusing on clearer thematic presentations or improving perceived authentic quality to capture larger markets.**



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Ambience (675,000 mentions) is the most discussed factor, followed by Chicken, Cake, Pizza, and Biriyani.

Music and Beer also feature prominently, highlighting the importance of atmosphere and beverage offerings.

# Summary

1

## Popularity and Customer Sentiment Drivers

Central locations (Church Street, Lavelle Road, St. Marks Road) correlate with higher popularity and customer satisfaction. Additional factors such as food quality, ambiance, service, and marketing play crucial roles beyond just location.

2

## Location-Based Growth Potential

Areas like Sankey Road, Basavanagudi, and Vasanth Nagar have lower popularity but higher sentiment scores, indicating growth potential. Conversely, Indiranagar, MG Road, and Residency Road are already highly popular but have lower sentiment scores, suggesting market saturation.

3

## Underrepresented Restaurant Types

Growth areas lack high-cost Drinks & Nightlife venues and Pubs/Bars. Low to Medium-Cost Cafes are also underrepresented, presenting an opportunity for casual and affordable dining options.

4

## Restaurant Type & Sentiment Insights

Social-centric venues (Drinks & Nightlife, Pubs & Bars, Buffets) rank high in popularity and sentiment due to interactive experiences. Cafes and dessert places have moderate sentiment but lower popularity, suggesting niche appeal challenges. Delivery and dine-out establishments experience lower engagement.

5

## Impact of Pricing and Service Features

Table Booking boosts popularity and spending, especially for Drinks & Nightlife, Buffets, and Pubs/Bars. Online Ordering is beneficial for delivery-based businesses but does not significantly impact popularity in dine-in categories. Premium-priced venues (₹1,300+) tend to have higher sentiment and popularity, whereas lower-priced venues struggle with engagement.

6

## Cuisine Trends and Preferences

Western and Indian cuisines dominate, particularly Café, American, Burger, and North Indian. Mixed cuisines (Continental & North Indian) appeal to diverse tastes, making fusion concepts a viable strategy. Less popular cuisines, such as Mexican-American and niche health foods, require a stronger thematic focus to gain traction.

7

## Frequent Review Topics

Ambience (675,000 mentions) is the most discussed factor, followed by Chicken, Cake, Pizza, and Biryani. Music and Beer also feature prominently, highlighting the importance of atmosphere and beverage offerings.

# Recommendations

## Expand in Growth Areas

Introduce high-end Drinks & Nightlife spots and Pubs/Bars in Sankey Road, Basavanagudi, and Vasantha Nagar. Increase the presence of affordable cafes to attract budget-conscious diners.

## Leverage Popular Cuisine Trends

Focus on Western-Indian fusion menus to cater to broad customer preferences. Ensure thematic and authentic presentation for niche cuisines to enhance appeal.

## Optimize Service Features

Promote table booking for higher-end establishments to enhance customer convenience. Refine online ordering systems for delivery-based businesses to improve operational efficiency.

## Enhance Customer Experience & Marketing

Prioritize ambiance and entertainment (music, decor) to align with top discussion topics. Use sentiment analysis to tailor marketing strategies and address customer concerns in saturated areas.

# Next Steps

## Updating the Dataset

Gathering and analysing more recent data for updated insights, addressing changes post-March 2019.

## Sentiment Analysis

Conducting a deeper analysis of sentiment data to understand customer expectations and satisfaction levels.

## Market & Competitive Analysis

Perform competitive benchmarking against emerging restaurant trends.

## Exploring Price Dynamics

Investigating the relationship between pricing strategies and customer sentiment across different restaurant types.

## Social Media Analysis

Analyze social media engagement to refine promotional strategies.