

Zomato Sales Analysis



Exploring the Culinary Landscape

We'll dive into the variety of cuisines, dining experiences, and neighborhood hotspots that make up the dynamic restaurant scene.



Ratings and Locality

Discover the factors that influence customer satisfaction, from location to cost, and how they shape the dining experience.



Convenience of Delivery

Explore the growing trend of online food ordering and how it's transforming the way people enjoy their meals.

Locality-Based Analysis: Unveiling the Top-Rated Restaurant Neighborhoods

Connaught Place

This iconic hub boasts a diverse array of restaurants, from upscale fine dining establishments to casual cafes. Its central location and thriving nightlife contribute to its popularity.

Greater Kailash

Known for its upscale restaurants and trendy cafes, Greater Kailash offers a vibrant culinary scene, attracting both local residents and tourists.

Hauz Khas Village

A bohemian haven with a mix of international and Indian cuisines, Hauz Khas Village is renowned for its trendy restaurants and lively atmosphere.

Cuisine Preferences: Decoding the Culinary Landscape

1

North Indian

North Indian cuisine, with its rich flavors and aromatic spices, remains a favorite among Delhiites. Dishes like butter chicken, biryani, and dal makhani are popular choices.

2

Asian

Asian cuisine, encompassing Chinese, Thai, Japanese, and Korean flavors, has gained immense popularity in Delhi, reflecting the city's cosmopolitan nature.

3

Continental

Continental cuisine, known for its elegant and classic dishes, continues to hold a strong presence, offering a diverse range of European flavors.

4

Italian

Italian cuisine, characterized by its fresh ingredients and simple yet flavorful dishes, has captured the hearts of Delhiites, with pasta, pizza, and risotto being popular favorites.

Delivery Options: Exploring the Convenience of Online Ordering

Delivery Services	Percentage of Highly-Rated Restaurants Offering Delivery
Zomato	85%
Swiggy	78%
Uber Eats	65%



Rating and Locality Correlation: Examining the Influence of Location on Customer Satisfaction

1

Central Locations

Restaurants in centrally located areas like Connaught Place and Khan Market generally have higher ratings, as they attract a diverse customer base and benefit from high foot traffic.

2

Suburban Areas

Restaurants in suburban areas often have lower ratings, possibly due to lower foot traffic and a more limited customer base. However, some areas with a strong local community may have higher ratings.

3

Emerging Neighborhoods

New and developing neighborhoods may have a mix of ratings, as restaurants in these areas are still establishing themselves and attracting customers.



Cost vs. Rating: Uncovering the Link Between Price and Customer Satisfaction

1

Lower Price Range

Restaurants in the lower price range often have a wider customer base, resulting in a mixed range of ratings, with some establishments excelling in value and others struggling to maintain quality.

2

Mid-Range Pricing

Restaurants in the mid-range price category typically offer a balance between value and quality, resulting in generally good ratings.

3

Higher Price Range

Restaurants in the higher price range often cater to a niche market, focusing on exceptional quality, unique experiences, and attentive service, often leading to high ratings.

Mapping the City: Visualizing the Location of Highly-Rated Restaurants in New Delhi



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Common Eateries: Delving into Breakfast, Fast Food, and Ice Cream Options



Breakfast Cafes

From traditional chai stalls to upscale cafes, Delhi offers a diverse range of breakfast options. Popular choices include parathas, samosas, and idlis, as well as pastries, sandwiches, and omelets.



Fast Food Restaurants

Fast food chains, both international and local, have a strong presence in Delhi, offering a range of options, from burgers and fries to pizzas and pastas.



Ice Cream Parlors

Delhi is a haven for ice cream lovers, with numerous parlors offering a wide variety of flavors, from traditional Indian kulfi to international favorites.