



UNVEILING CULINARY INSIGHTS:

Exploring the
Zomato Dataset

INTRODUCTION:

Today, we embark on a data-driven journey that takes us deep into the heart of one of the world's most beloved food ordering platforms – Zomato.

I am delighted to be your guide on this exploration. As a passionate food enthusiast and data analyst, I have been captivated by the rich tapestry of information that the Zomato dataset holds. Together, we will uncover intriguing trends and gain valuable insights into the global dining and food ordering landscape.

ABOUT:

- **What is Zomato?** Zomato, founded in 2008, has evolved into a global restaurant discovery, food delivery, and dining platform. With a vision to provide the best dining experience to food lovers worldwide, Zomato has become a trusted companion for millions seeking gastronomic delights founded by Deepinder Goyal and Pankaj Chaddha.
- **Global Presence** Operating in multiple countries and cities, Zomato has established itself as a go-to resource for discovering restaurants, reading reviews, and placing food orders right at your fingertips.
- **The Zomato App** At the core of Zomato's success lies its user-friendly app, designed to empower users with seamless navigation and a comprehensive database of eateries, menus, and culinary experiences.
- **User-Generated Content** One of Zomato's strengths is its reliance on user-generated content, where food enthusiasts and diners share their honest experiences, ratings, and reviews, shaping the choices of millions of others.
- **Food Delivery Services** Beyond restaurant discovery, Zomato offers online food delivery services in select countries, making it a one-stop platform for both dine-in and at-home culinary experiences.



PREPROCESSING:

UNDERSTANDING:

Relatively straightforward, user-friendly and easy to understand.

MISSING VALUES:

Remarkable quality of dataset is scarcity of missing or null values

FORMAT:

Transformed the merged dataset into a CSV to streamline our analysis.

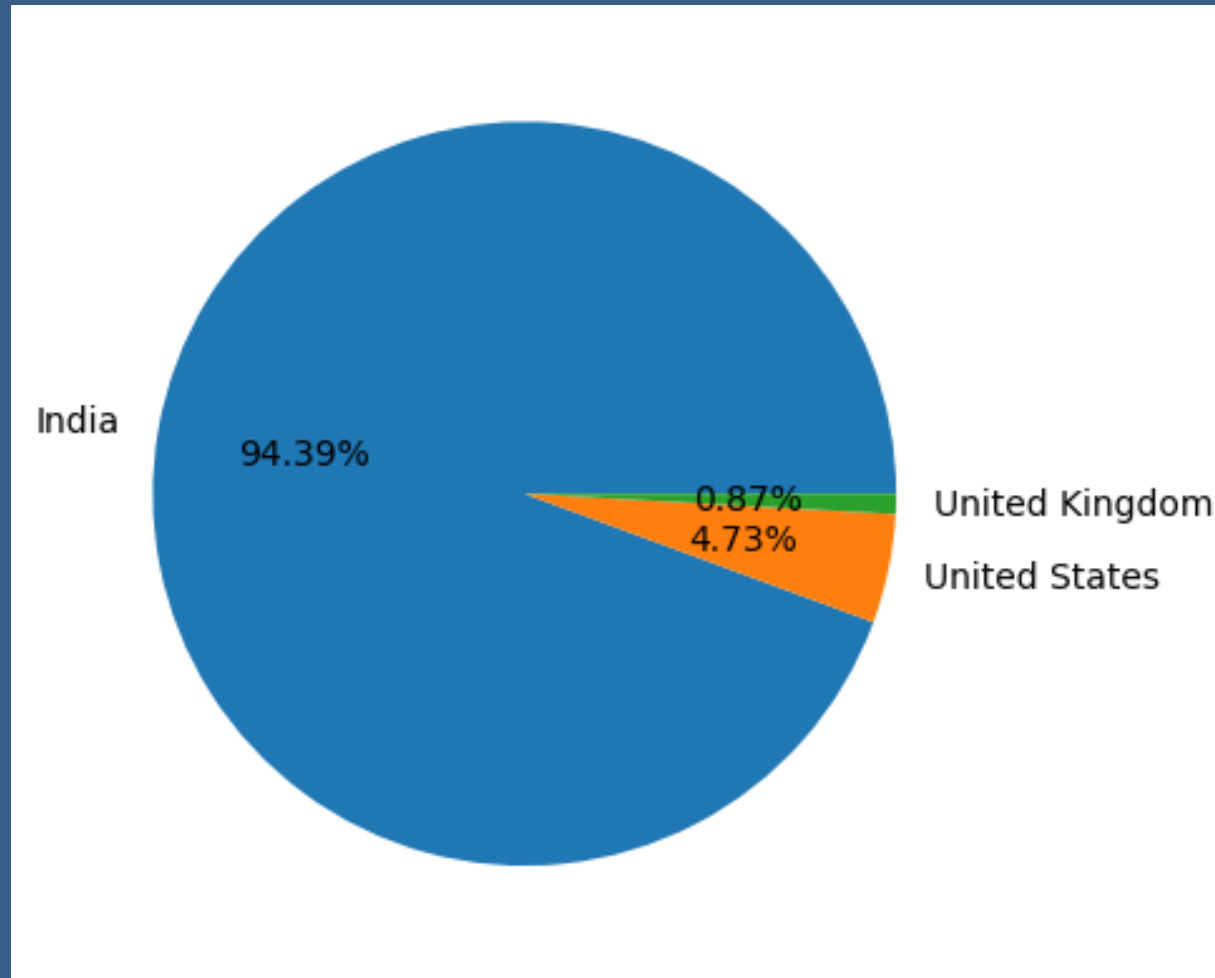
REPRESENTATION:

Loss of productivity costing consumers thousands of dollars

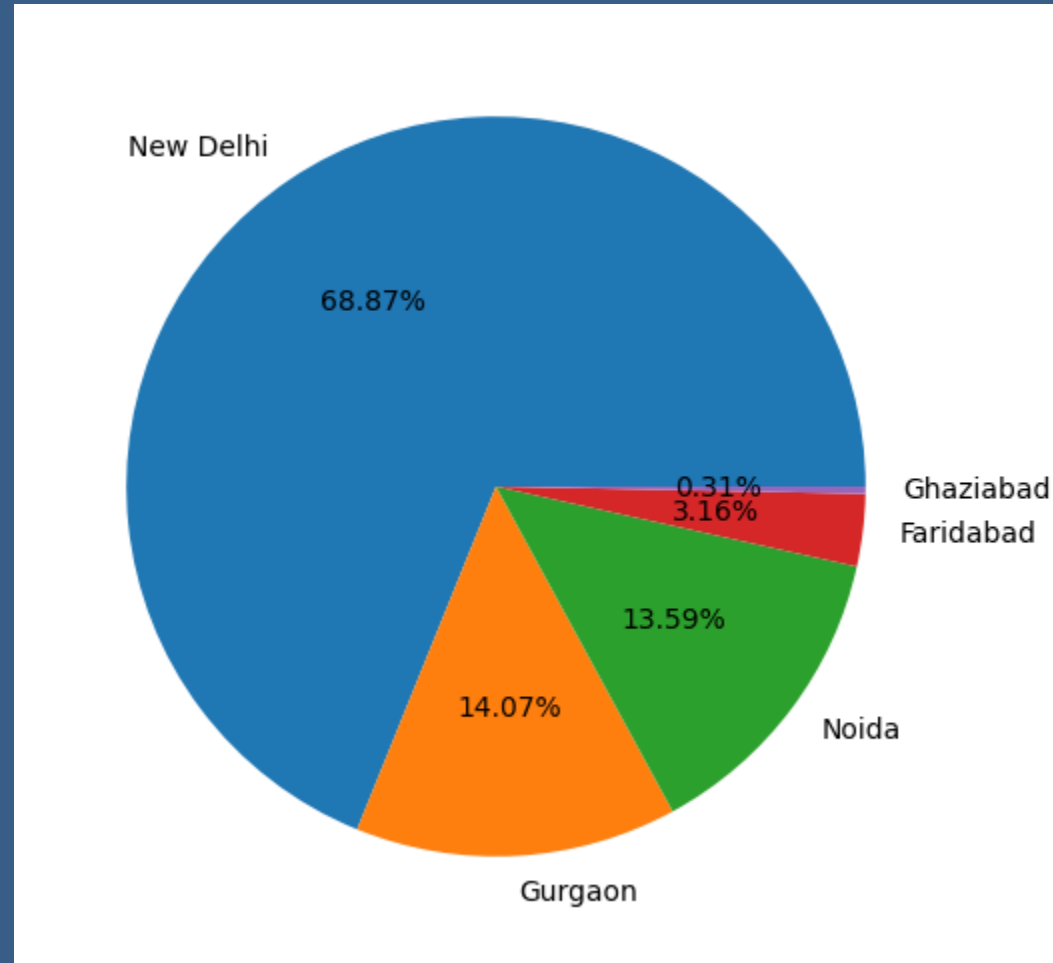
TRANSFORMATION:

Amalgamated data from 5 JSON files, combining into single dataset

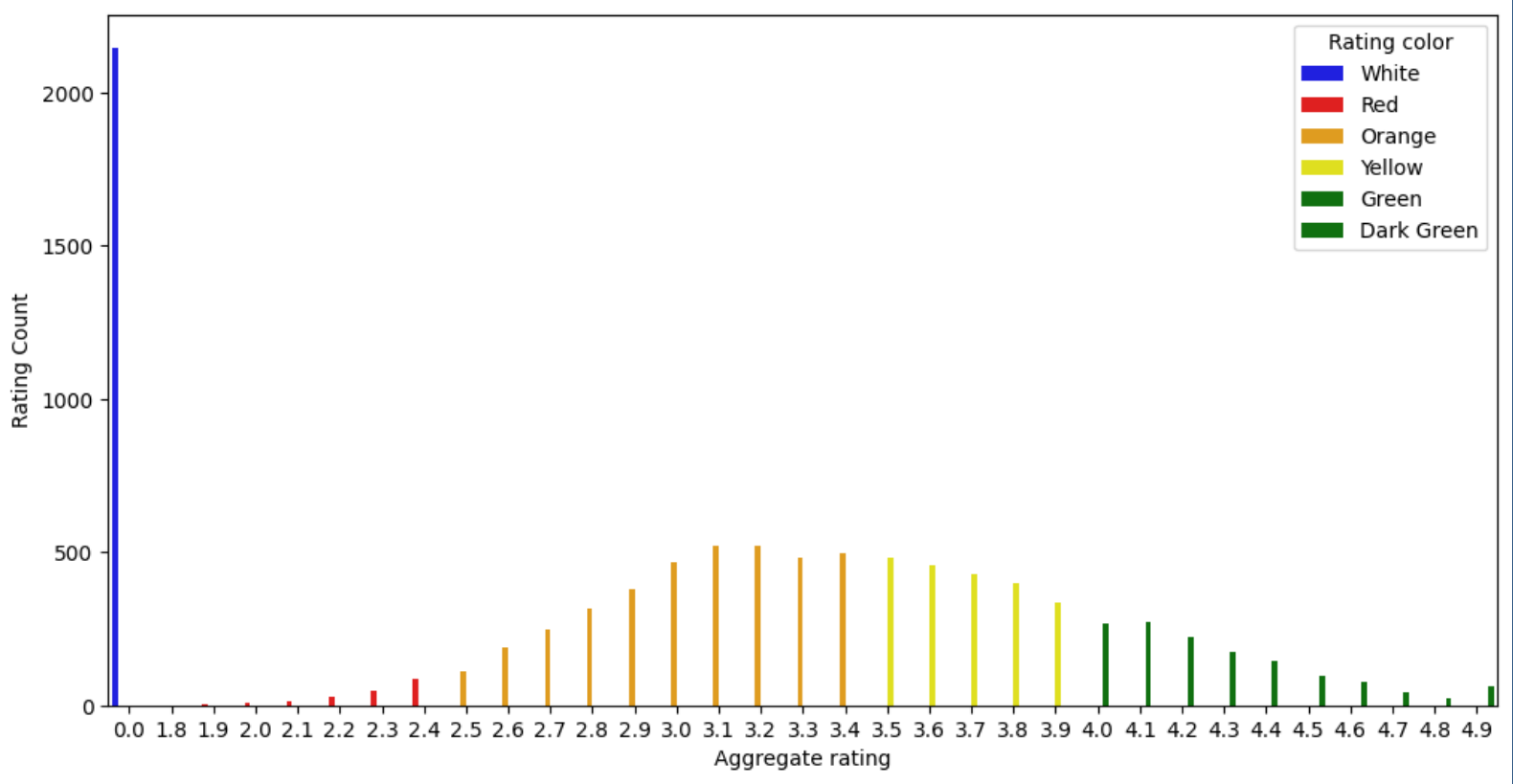
MARKET COMPARISON:



INDIAN BUSINESS MARKET:



RATINGS



ZERO RATING ENIGMA:

- **Zero Rating by Country?** Upon closer examination, we found that a substantial number of zero ratings originate from Indian customers. This finding sparks questions about the underlying factors that contribute to such a trend.
- **The Intriguing Puzzle** Why do Indian customers contribute significantly to zero ratings? Is there a cultural context, or are there specific experiences that lead to this pattern? These questions drive our exploration and encourage us to uncover insights that hold the key to this puzzle



ONLINE DELIVERY:

As our exploration continues, we turn our attention to a crucial aspect of the Zomato dataset - the availability of online delivery options across different countries.

- Interestingly, our analysis unveils that out of all the countries in the dataset, only **India** and **UAE** offer the option for online delivery. This insight showcases the platform's adaptability to local preferences and the evolving dining habits in these regions.



INSIGHTS AND SUGESSTIONS

POINTS TO FOCUS:



ZERO RATINGS ENIGMA



ONLINE DELIVERY



INTERNATIONAL MARKET



INTERNATIONAL OVERVIEW

RESEARCH & MARKETING

- Thorough research and analysis of market, competitors.
- Leverage social media and influence with regional creators.

LOCALIZATION ACCORDINGLY

- Adapt your offerings.
- According to taste, diet, health options
- Serviceable available market
- Personalized recommendations.

HOME DELIVERY

- It can be great leverage over any other competitor.
- Expand the serviceable market for locations nearby with most orders.



REASONS FOR ZERO RATINGS

CULTURAL VARIATIONS

dining experience in one culture might differ significantly from another.

HIGH EXPECTATIONS

Indian diners might hold local cuisine to exceptionally high standards.

SUBJECTIVITY

individual preferences, moods, and experiences.



THANK YOU

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STUDY MATERIAL:

- **Think school** - YouTube channel : check for the Zomato case study , they had explained everything beautifully and simplifies everything and term.
- [Why restaurants are increasingly going for a cloud-kitchen model like Swiggy Access \(yourstory.com\)](#)