

# zomato

## BANGALORE INSIGHTS

Using Tableau

Presented By - Bhuvan Jari



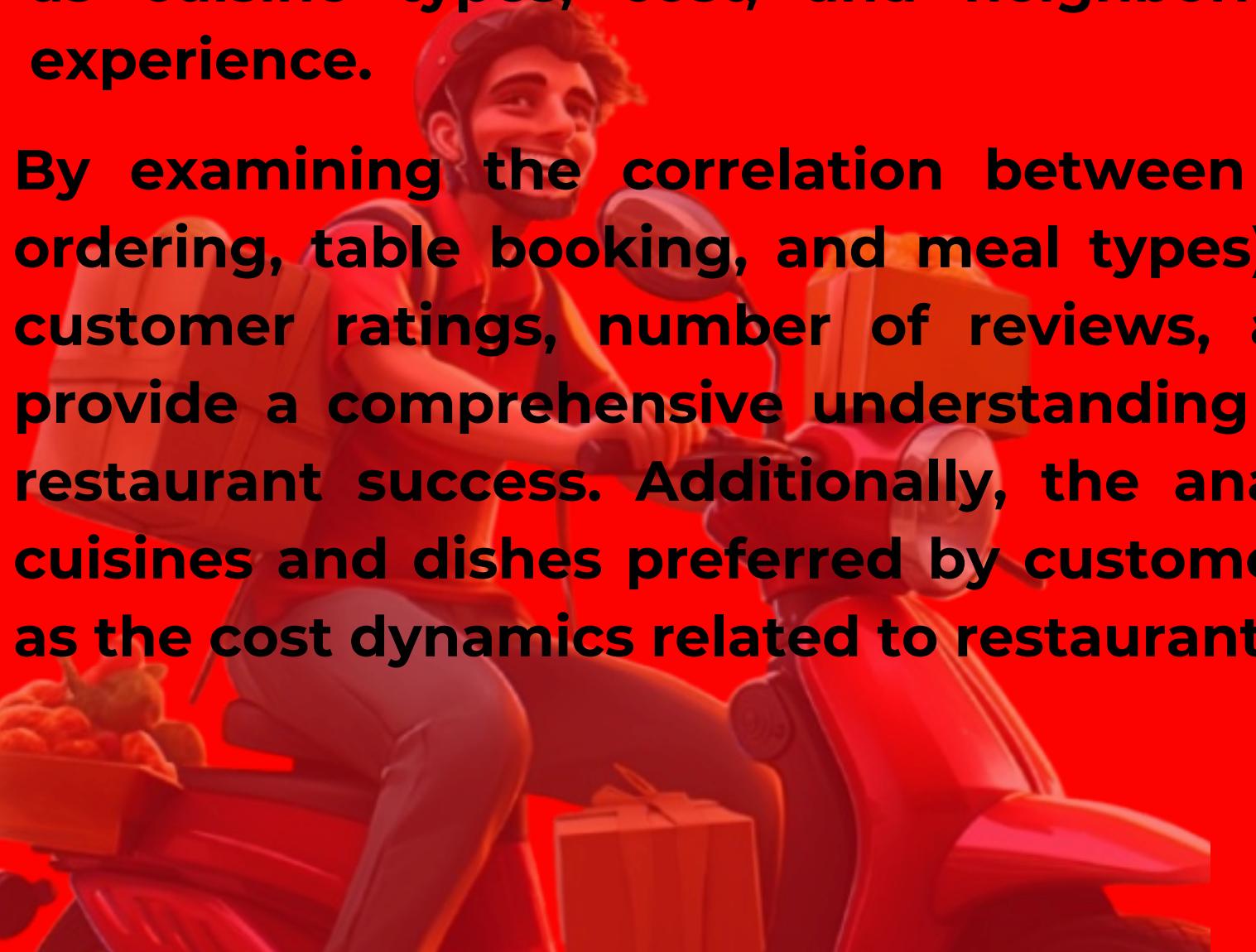


# ABOUT ZOMATO:

Zomato is one of the leading online food delivery and restaurant discovery platforms globally. Founded in 2008 by Deepinder Goyal and Pankaj Chaddah, Zomato started as a restaurant directory, helping users discover local restaurants based on their location and preferences. Over the years, the company expanded its services, including food delivery, table reservations, online ordering, and subscription-based offerings. Zomato operates in over 20 countries, including India, the United States, the United Kingdom, Australia, and several others, making it a dominant player in the online food industry.

# Problem Statement:

The restaurant industry in Bengaluru has witnessed significant growth with increasing customer demands for convenient services and diverse dining experiences. This project aims to explore various aspects of the restaurant landscape in Bengaluru, including the availability of online ordering, table booking options, customer engagement, and the overall restaurant ratings. The project will also analyze how different factors such as cuisine types, cost, and neighborhood location affect the dining experience.



By examining the correlation between restaurant features (like online ordering, table booking, and meal types) and their performance (such as customer ratings, number of reviews, and popularity), the project will provide a comprehensive understanding of the factors that contribute to restaurant success. Additionally, the analysis will focus on the types of cuisines and dishes preferred by customers across neighborhoods, as well as the cost dynamics related to restaurant types and their ratings.



# DASHBOARD 1



## **1. Online Ordering Availability:**

HIGHLIGHTS THE AVAILABILITY OF ONLINE ORDERING SERVICES ACROSS NEIGHBORHOODS. AREAS LIKE BTM AND WHITEFIELD SHOW SIGNIFICANT COUNTS OF RESTAURANTS WITH ONLINE ORDERING ENABLED.

## **2. TABLE BOOKING OPTIONS:**

SHOWS A COMPARISON BETWEEN RESTAURANTS OFFERING TABLE BOOKING AND THOSE THAT DO NOT. RESTAURANTS WITH TABLE BOOKING SCORE HIGHER ON RATINGS (4.1435) COMPARED TO THOSE WITHOUT (3.6215).

## **3. RESTAURANT RATINGS:**

DISPLAYS THE AVERAGE RATINGS OF RESTAURANTS BY NEIGHBORHOOD. MOST NEIGHBORHOODS MAINTAIN HIGH AVERAGE RATINGS, WITH GREEN BARS INDICATING BETTER RATINGS.

## **4. CUSTOMER ENGAGEMENT:**

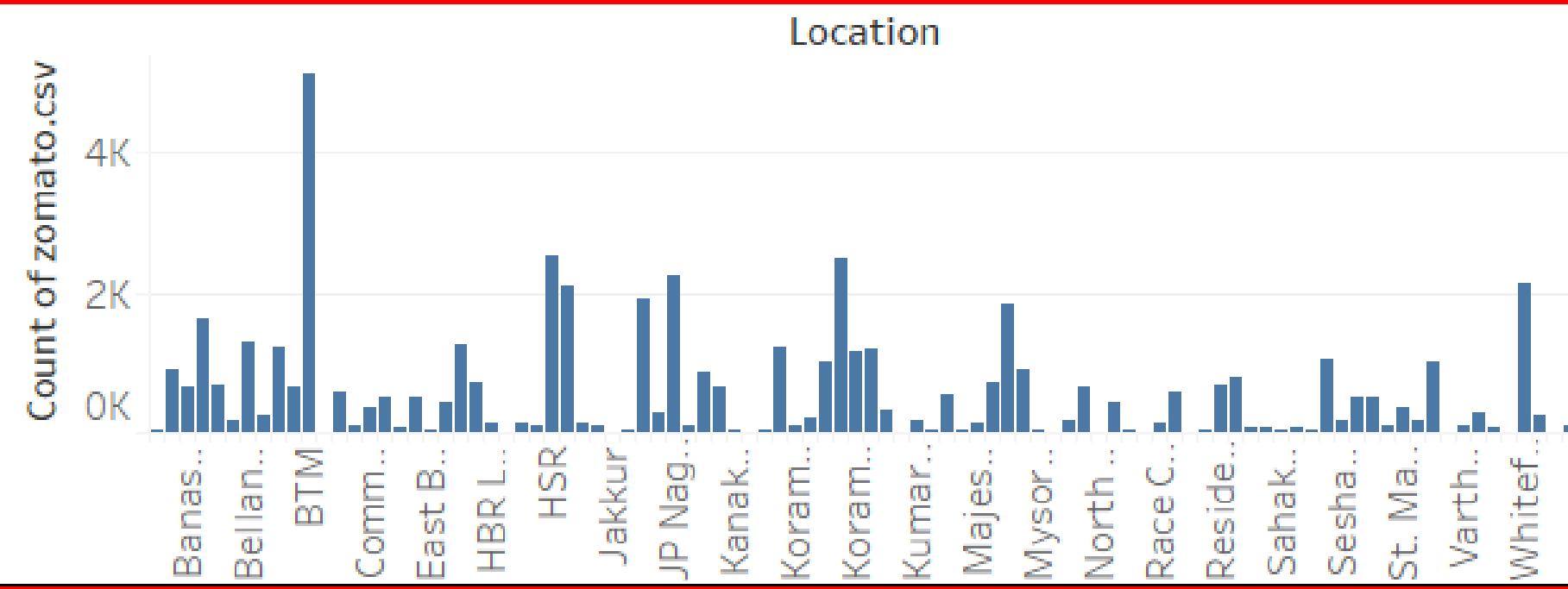
THE ENGAGEMENT INDEX VALUE OF 0.1490 SUGGESTS MODERATE CUSTOMER ACTIVITY OR INTERACTION TRENDS ACROSS THE DATASET.

## **5. CUISINE TYPES:**

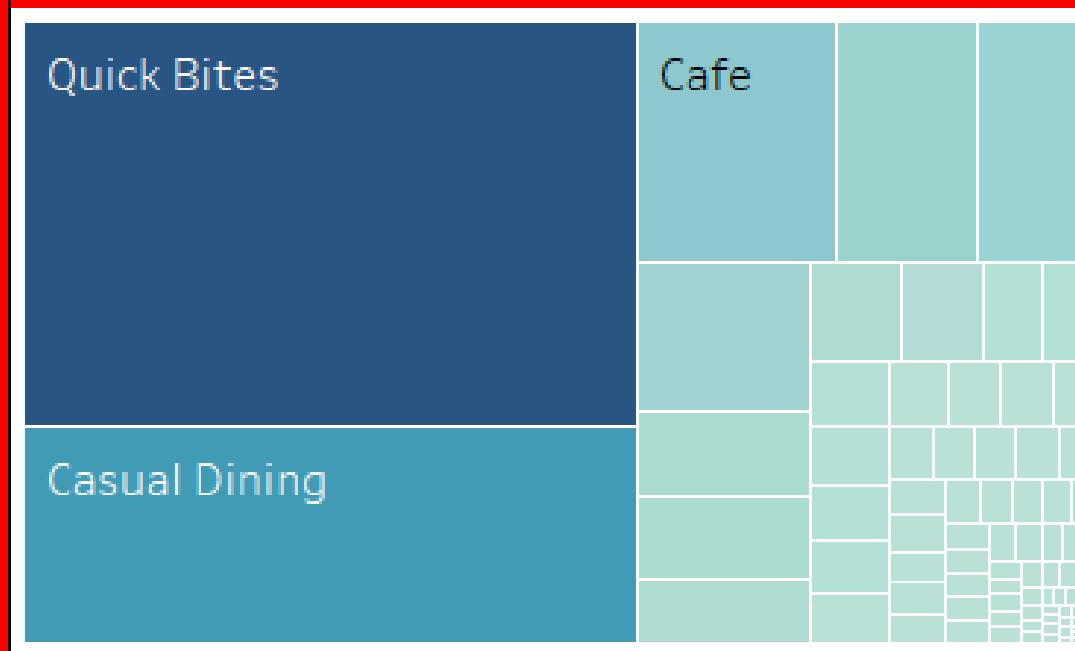
WORD CLOUD REPRESENTATION REVEALS POPULAR CUISINE TYPES, WITH "AMERICAN," "NORTH INDIAN," AND "CONTINENTAL" BEING THE MOST FREQUENT.

# DASHBOARD 2

## Neighborhood Analysis



## Restaurant Types



Count of zomato.csv

1 19,132

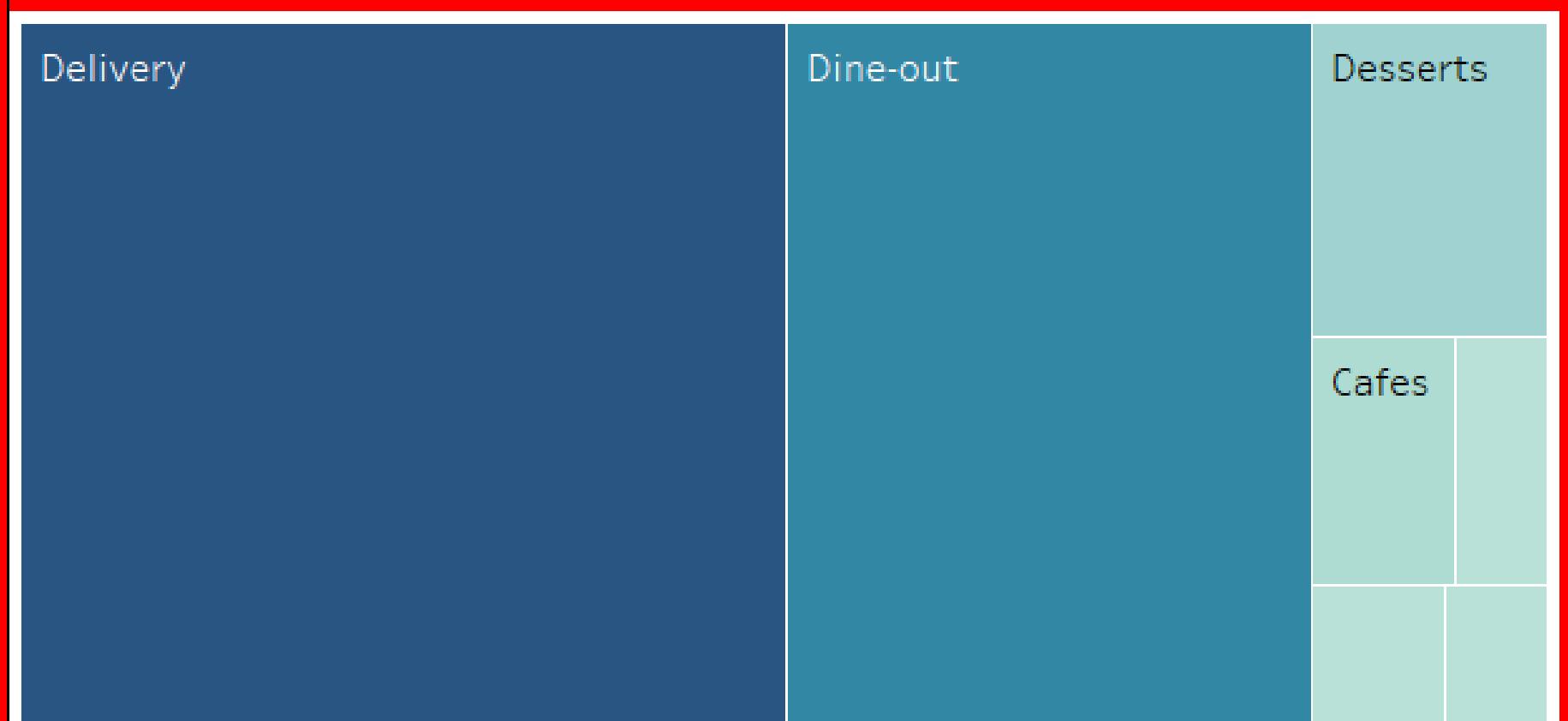
## Cost Analysis

0.3852

## Dishes Liked



## Meal Types Offered



## **6. Cost Analysis:**

**A MODERATE COST INDEX OF 0.3852 INDICATES AFFORDABILITY AS A KEY FACTOR IN THE RESTAURANT SELECTION PROCESS.**

## **7. Neighborhood Analysis:**

**HIGH CONCENTRATION OF RESTAURANTS IN BTM AND WHITEFIELD SUGGESTS THESE ARE KEY AREAS FOR DINING OPTIONS.**

## **8. Restaurant Types:**

**QUICK BITES AND CASUAL DINING DOMINATE, INDICATING CUSTOMER PREFERENCE FOR INFORMAL DINING EXPERIENCES.**

## **9. Dishes Liked:**

**DATA SHOWS LIMITED SPECIFIC DISH PREFERENCES, WITH "NULL" BEING THE LARGEST CATEGORY. THIS INDICATES INCOMPLETE DATA OR A FOCUS ON GENERAL OFFERINGS RATHER THAN SIGNATURE DISHES.**

## **10. Meal Types Offered:**

**DELIVERY AND DINE-OUT OPTIONS ARE PREDOMINANT, HIGHLIGHTING THE DEMAND FOR BOTH CONVENIENCE AND IN-PERSON DINING EXPERIENCES.**

# GET IN TOUCH

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