

2023

INDIAN RESTAURANT ANALYSIS

FOR HEALTH IN A BOX

PRESENTED BY
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DATA FROM DINEOUT



OBJECTIVE:

To gain actionable insights and a comprehensive understanding of various aspects of Indian restaurants, including their popularity, customer preferences, menu offerings, pricing strategies, geographical distribution, and potential areas for improvement.

By conducting this analysis, we aim to provide valuable recommendations to restaurant owners and stakeholders, enabling them to enhance their services, optimize their operations, and make data-driven decisions to thrive in the competitive Indian restaurant market.





INDIAN RESTAURANTS INDUSTRY

The Indian restaurant industry is a globally popular and diverse sector known for its rich cuisine and unique flavors. With a focus on technology adoption and innovation, restaurants offer a wide variety of dishes, including vegetarian and vegan options. The industry is competitive, showcasing regional specialties and embracing sustainability. As India gains popularity as a tourist destination, food tourism has also seen an increase.

GOAL

- What is the average price ?
- Are there any specific geographical areas where the restaurant's popularity is higher?
- What is the average rating for food?
- What is the most liked cuisine?





**No. of
Restaurant
analyzed**

6593



**No. of cities
analyzed**

23



**Average
rating**

4.00



Average cost

1102 INR

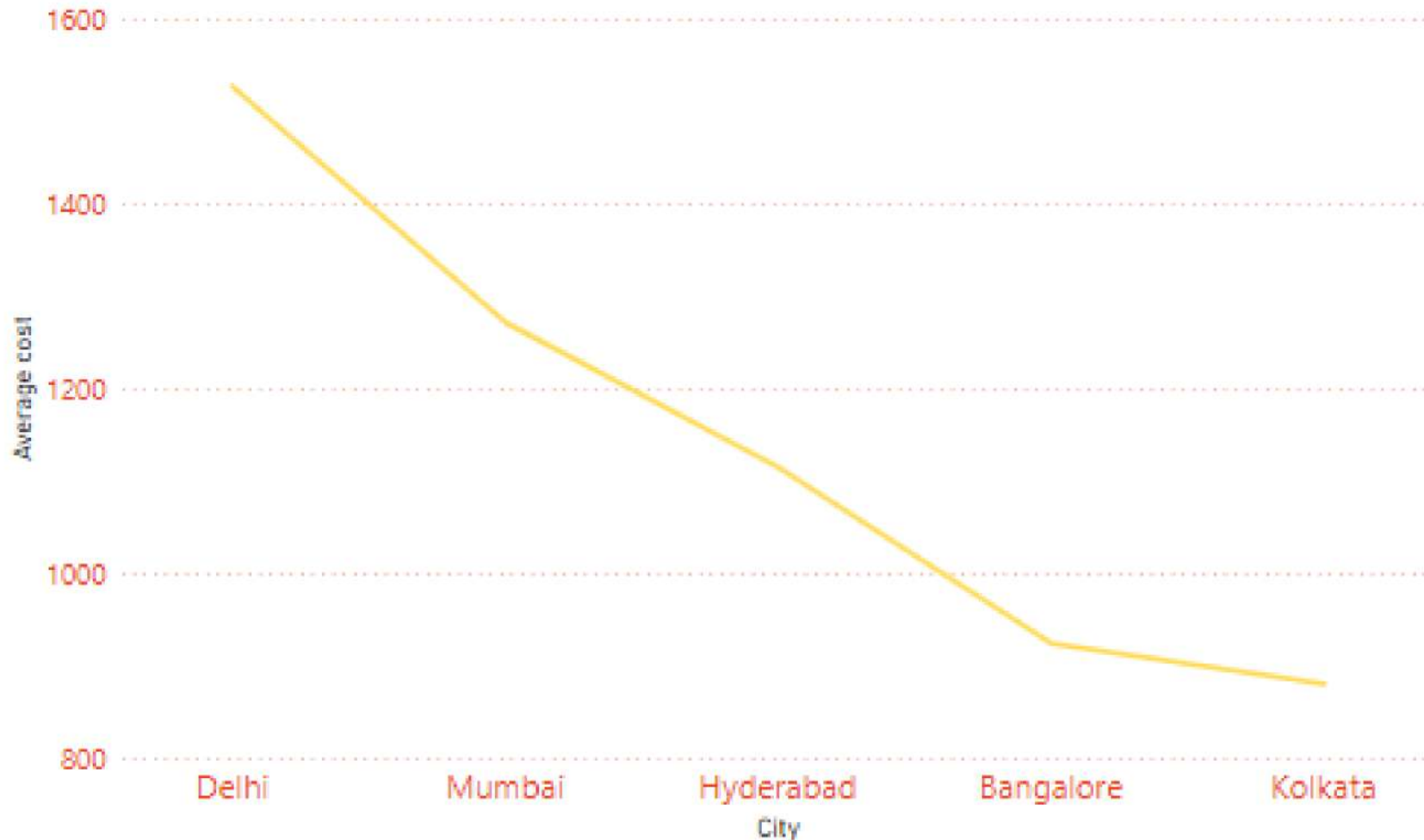


TOP 5 CITIES BY NO. OF RESTAURANTS

Bangalore was analyzed as the top city with 1019 restaurants which is almost 15.45% of all the restaurants whereas Delhi has 734 , Mumbai has 727 ,Kolkata has 712 and Hyderabad has 589 restaurants.

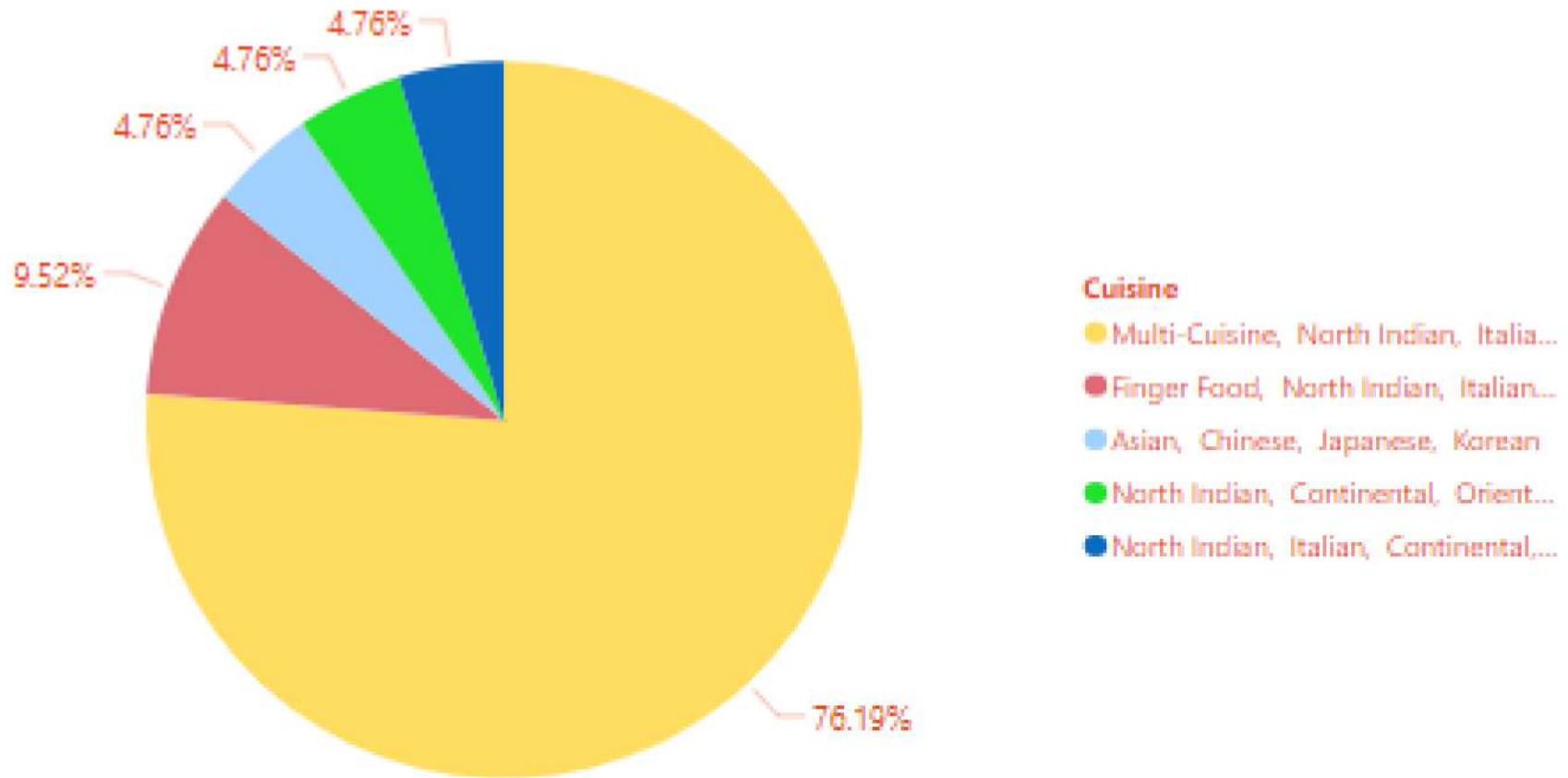


AVERAGE COST IN TOP 5 CITIES



Delhi have a average cost of 1526 INR , **Bangalore** with 924 INR and **Kolkata** have lowest avg price of 880 INR . **Mumbai** and **Hyderabad** have 1271 & 1114 INR resp.

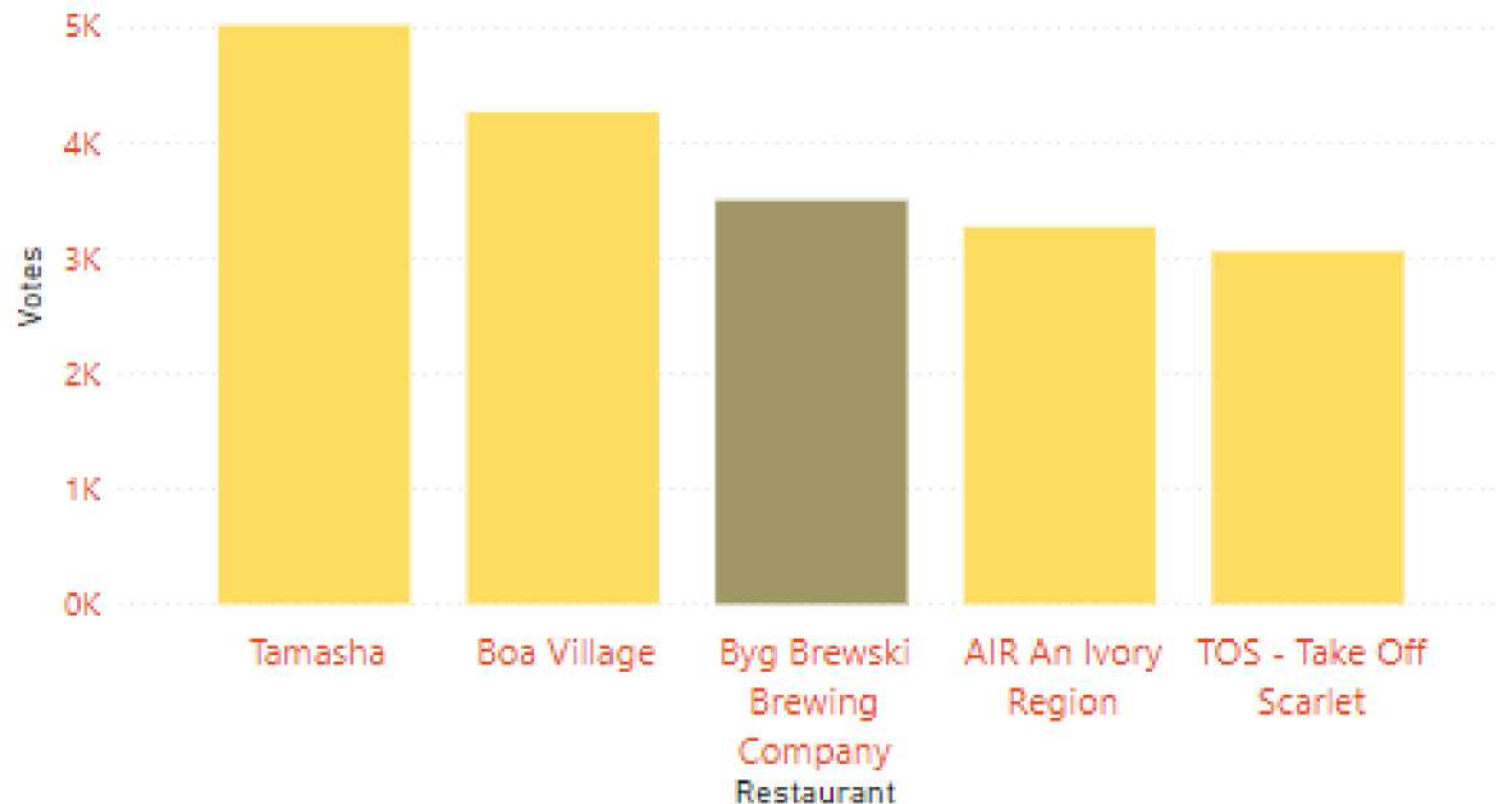
TOP CUISINES BY CITIES



The most loved cuisines by **16** no. of cities is a combination of (**Multi-Cuisine, North Indian, Italian, Chinese and Continental**) which covers **76.19%** of all 23 cities

RESTAURANTS WITH HIGHEST NO. OF VOTES

City ● Bangalore ● Delhi



Tamasha, a restaurant in Delhi has got the most no. of votes i.e **5016** followed by **Bao village** with **4265** votes



SUMMARY

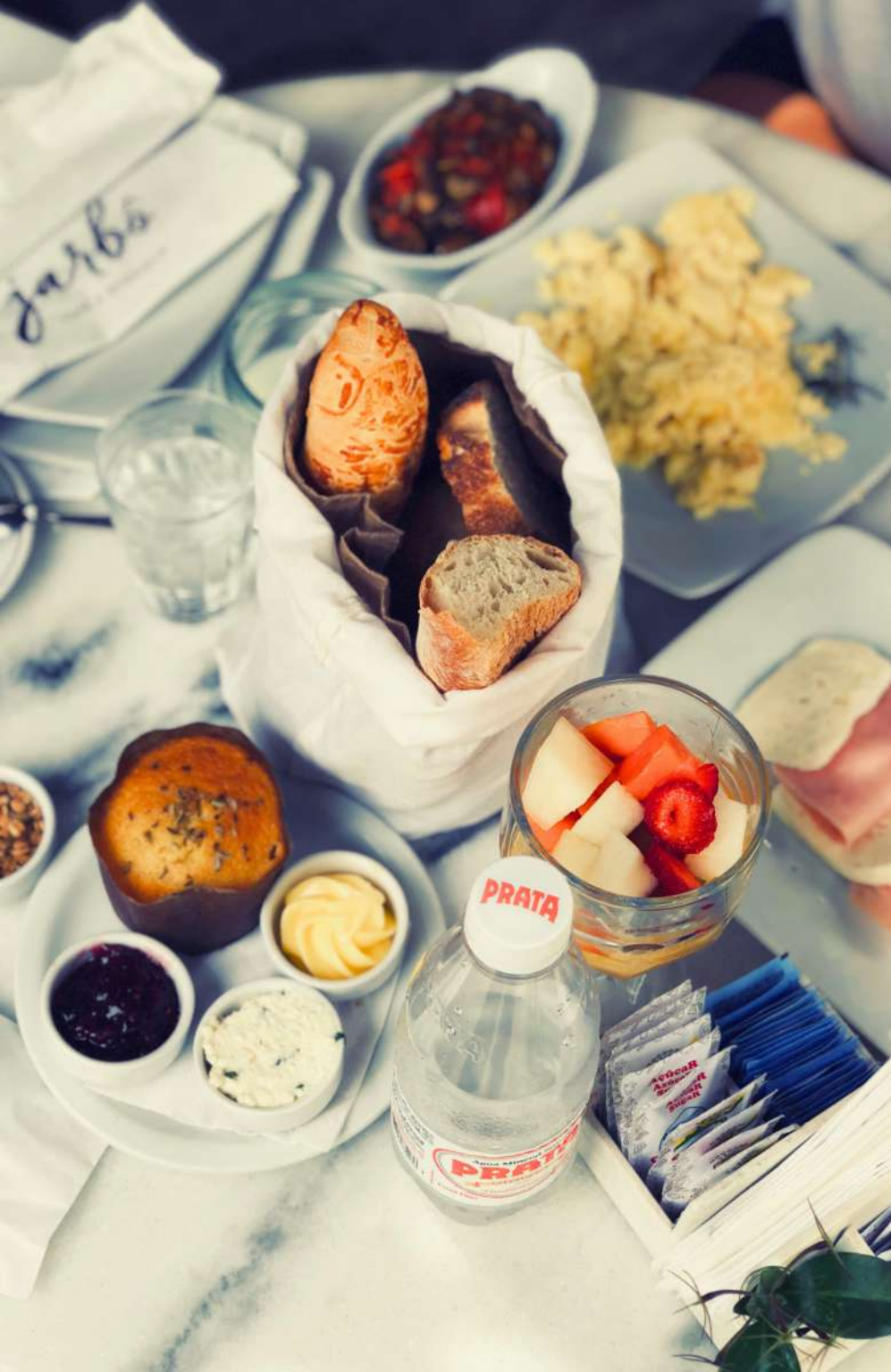
- **Geographic Distribution:**
The data reveals that Indian restaurants are predominantly concentrated in Bangalore with lowest avg price of 880



SUMMARY

- **Cuisine Variety:**

Indian restaurants offer a diverse range of regional cuisines where combination of **(Multi-Cuisine, North Indian, Italian, chinese and continental)** dominates.



SUMMARY

- The data reflects that 1102 INR is the avg. price . and for Delhi it is 1526 INR
- City with max. no. of votes is Delhi.

RECOMMENDATIONS

*More data is needed to understand the marketing approach of Indian Restaurants such as :

- Any Reservation option
- Discounts & offers
- Time of the day
- Online order availability
- Veg/Non Veg





**THANK YOU FOR
YOUR TIME!**

FOR QUERIES, PLEASE
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