

A smiling waiter in a vest and tie holding a tray with a drink and food.

zomato

EXPLORATORY DATA ANALYSIS ON ZOMATO RESTAURANT DATASET

This presentation delves into the Zomato restaurant dataset to uncover insightful dining trends and patterns using Python and various analytical tools.

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Presenter Designation

COMPREHENSIVE OVERVIEW OF RESTAURANT DATASET

■ EXTENSIVE RESTAURANT RECORDS

Dataset includes over 45,000 restaurant records, offering a broad view of the dining landscape.

■ INTERNATIONAL COVERAGE

The dataset spans multiple countries, with a significant concentration of records from India.

■ KEY FEATURES OF THE DATASET

Includes critical variables such as country, city, and restaurant name to facilitate analysis.

■ RATING AND VOTES INSIGHTS

Captures restaurant ratings and vote counts, essential for assessing popularity and quality.

■ PRICING INFORMATION

Includes price range data, vital for understanding the economic landscape of dining options.

■ DELIVERY AND BOOKING OPTIONS

Details online delivery availability and table booking features, enhancing user convenience.

■ DIVERSE CUISINE TYPES

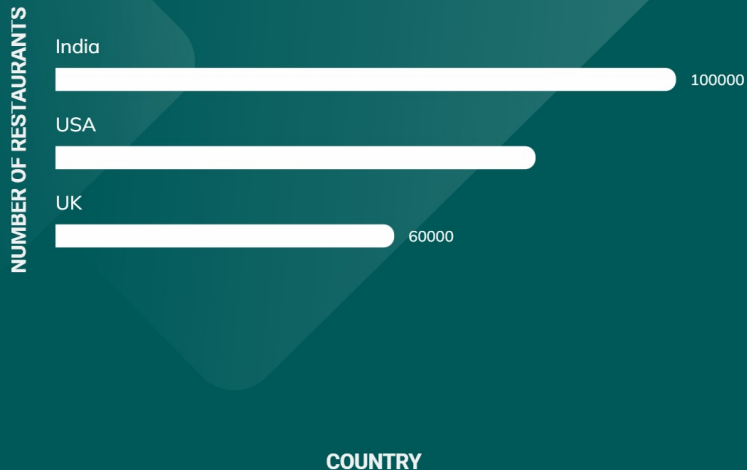
The dataset categorizes various cuisines, supporting culinary diversity analysis.

■ DOMINANCE OF INDIAN RESTAURANTS

Indian restaurants are the majority, making this dataset ideal for location-based business assessments.

GLOBAL DISTRIBUTION OF RESTAURANTS

Discover Where Most Restaurants Are Located



1

INDIA LEADS GLOBALLY IN RESTAURANT COUNT.

2

USA AND UK FOLLOW INDIA IN RESTAURANT NUMBERS.

3

ZOMATO'S ACTIVITY IS PRIMARILY INDIA-FOCUSED.

Zomato Data 2023

UNDERSTANDING RESTAURANT RATING BUCKETS

Categorization of Restaurant Ratings Explained



- 1 Restaurant ratings are categorized into five buckets.
- 2 Each bucket indicates a different level of service quality.
- 3 Visualization aids in quick understanding of restaurant performance.

Source: Companies Market Cap

ANALYSIS OF RESTAURANT RATING TRENDS

Exploring the True Distribution of Restaurant Ratings



Source: Companies Market Cap



A SIGNIFICANT PORTION OF RESTAURANTS REMAIN UNRATED.



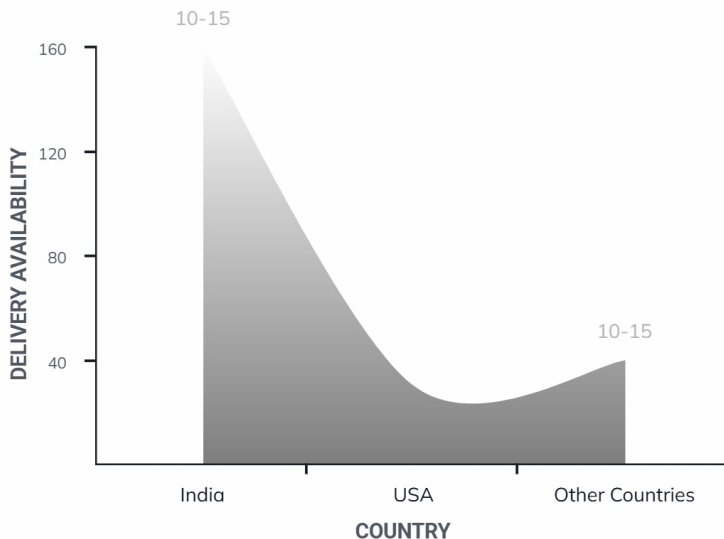
MOST RATINGS TEND TO CLUSTER BETWEEN 2.5 AND 3.4.



INDIAN RESTAURANTS ARE NOTABLY UNDERREPRESENTED IN RATINGS.

INSIGHTS INTO ONLINE DELIVERY TRENDS

Understanding Who's Ordering Food Online



Source: Companies Market Cap

- Online delivery is predominantly found in India and the USA.
- Most other countries lack significant online delivery options.
- India's digital growth is fueling the expansion of food tech.

PRICE RANGE VS RATING ANALYSIS

**₹500 -
₹2000**

**HIGHER PRICE RANGE
CORRELATES WITH
BETTER RATINGS**

Restaurants in this price range often receive higher customer satisfaction.

**₹100 -
₹500**

**BUDGET RESTAURANTS
FREQUENTLY HAVE
LOWER RATINGS**

Many budget options struggle to achieve good reviews, reflecting value perception.

70%

**70% OF HIGH-END
RESTAURANTS RATED 4
STARS OR ABOVE**

A significant portion of pricier establishments earn high ratings.

30%

**30% OF BUDGET
RESTAURANTS RATED 2
STARS OR BELOW**

A notable segment of budget eateries receives poor ratings.

₹1,000

**AVERAGE PRICE OF
RESTAURANTS RATED 4
STARS**

Average pricing for top-rated restaurants indicates a premium quality expectation.

20%

**ONLY 20% OF HIGH-END
RESTAURANTS RATED
BELOW 3 STARS**

High-end restaurants are less likely to receive low ratings.

40%

**40% OF CUSTOMERS
PREFER HIGH-PRICED
OPTIONS FOR QUALITY**

Many diners associate higher prices with superior food quality.

60%

**60% OF BUDGET DINERS
RATE THEIR
EXPERIENCE AVERAGE
OR POOR**

Budget diners often report mediocre dining experiences.

80%

**80% OF DINERS
WILLING TO PAY MORE
FOR QUALITY**

A majority of customers prioritize quality over cost.

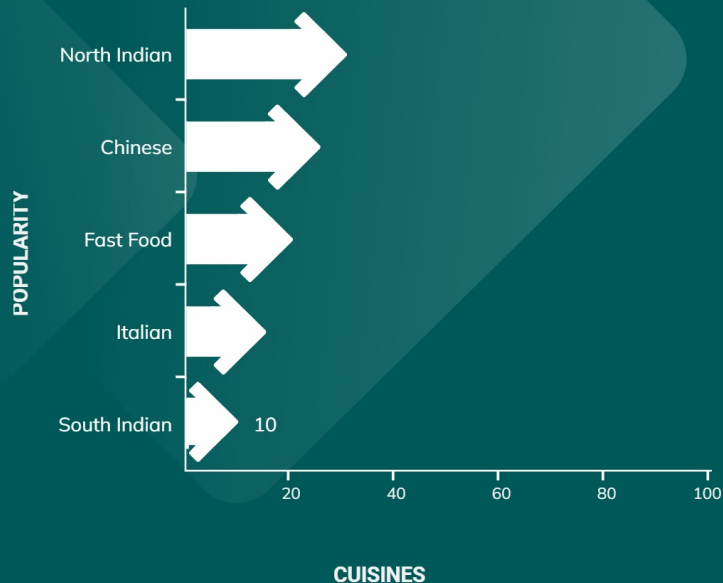
15%

**ONLY 15% OF HIGH-
PRICED RESTAURANTS
RECEIVED COMPLAINTS**

High-priced restaurants maintain lower complaint rates, indicating satisfaction.

TOP CUISINES BY POPULARITY REVEALED

Exploring What People Love to Eat Most



- North Indian cuisine leads in popularity.
Description of a primary heading
- Chinese and Fast Food are significant contenders.
Description of a primary heading
- Italian and South Indian cuisines also have their fans.
Description of a primary heading
- Fusion and niche cuisines show less representation.
Description of a primary heading

Source: Companies Market Cap

1 HIGH-END RESTAURANTS

30

2 CASUAL DINING

10

3 CAFES

5

4 FAST FOOD

3

5 FINE DINING

20

6 BUFFETS

2

7 FOOD TRUCKS

1

8 BAKERIES

0

9 BARS

4

10 PUBS

3

11 TAKEOUT ONLY

0

12 DINERS

2

13 BRUNCH SPOTS

4

14 FAMILY RESTAURANTS

6

15 ETHNIC CUISINE

3

TRENDS IN RESTAURANT TABLE BOOKING

Enter your source text

INSIGHTS FROM ZOMATO RESTAURANT DATA

■ PRIMARY DATA SOURCE: INDIA

India serves as the main source for Zomato data, highlighting the importance of regional targeting.

■ AVERAGE RATINGS PREVALENT

Most ratings are average; a significant number still fall under 'Not Rated'.

■ ONLINE DELIVERY DOMINANCE

Online delivery is a crucial feature in both India and the USA, shaping consumer behavior.

■ CULINARY TRENDS: NORTH INDIAN & CHINESE

North Indian and Chinese cuisines are the most popular among users, reflecting regional preferences.

■ PRICE CORRELATION WITH RATINGS

Higher price typically correlates with higher ratings, indicating perceived value.