



# Capstone Project 2: Zomato

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Dataset



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# Zomato Restaurants Data

Analyzing the best restaurants of the major cities



Shruti Mehta • updated 3 years ago (Version 2)

Data

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Activity

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New Notebook



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## Data Source

Usability 7.9

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Tags business, restaurants



# Background



Data Analyst in Zomato, a global restaurant rating website & mobile application.



Exclusive Campaign Project which collaborates with the restaurants.



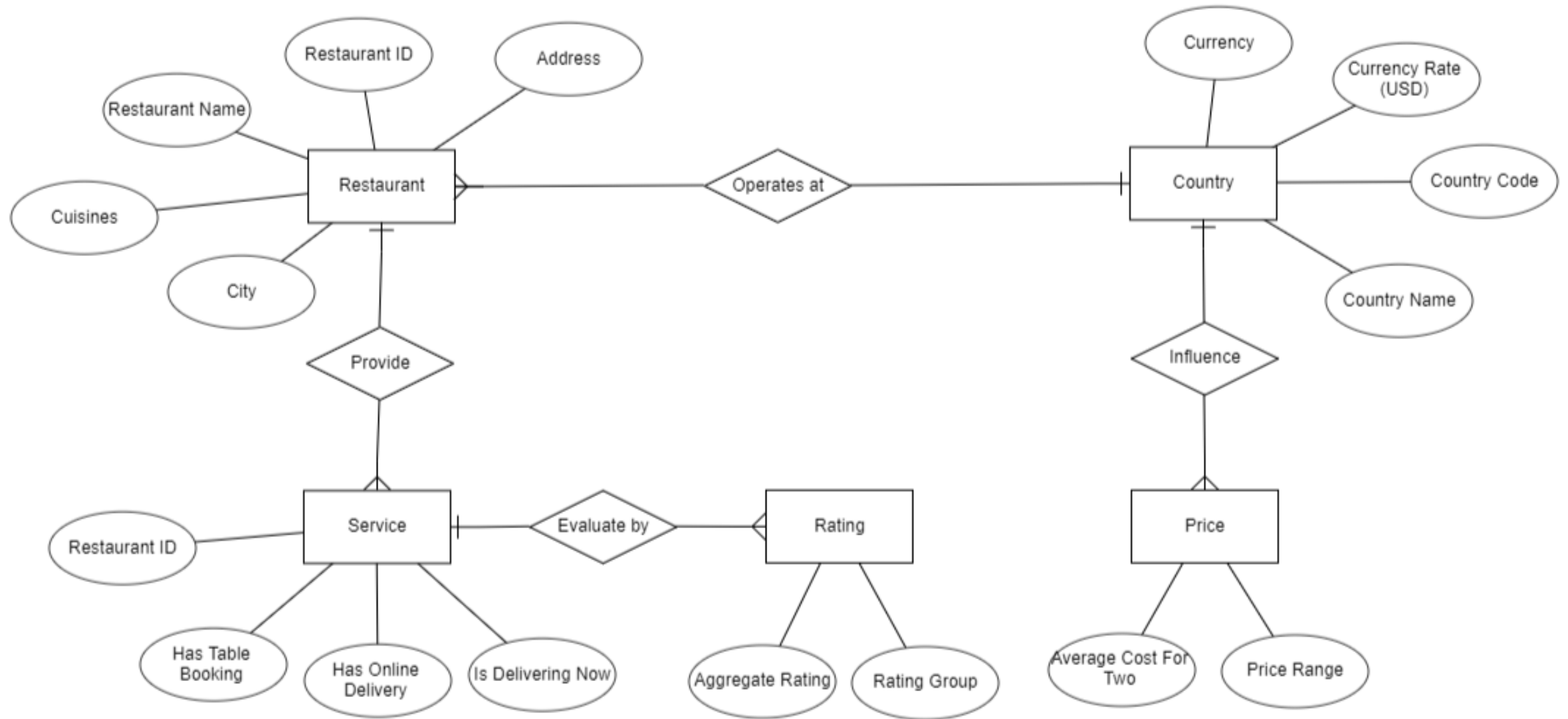
Looking for highly recommended restaurants.



Introduce discount offers for both dine-in and online delivery service to Zomato Pro Members.



Priority Delivery Benefits for Zomato Pro Members.



# Data Preparation



Import flat file to MySQL



Remove Null



Create New Table

```
UPDATE Restaurant  
SET CUISINES = 'Others'  
WHERE CUISINES IS NULL;
```

```
CREATE TABLE Rating  
( Aggregate_Rating FLOAT(1)  
  CONSTRAINT CHK_RATING  
  CHECK (Aggregate_Rating >=0 AND Aggregate_Rating <= 5)  
  , Rating_Text VARCHAR(50));  
  
INSERT INTO Rating  
VALUES  
(0, 'Not Rated'),  
(1, 'Poor'),  
(2.5, 'Average'),  
(3.5, 'Good'),  
(4, 'Very Good'),  
(4.5, 'Excellent');
```

# SQL

```
--Convert average cost for two into USD and find the average cost for Excellent Rating.
```

```
WITH P_Q AS (SELECT T.Average_Cost_for_two_Local * C.Currency_Rate_USD AS "Cost_In_USD",  
AGGREGATE_RATING FROM [TRANSACTION] T INNER JOIN COUNTRY C  
ON C.COUNTRY_CODE = T.COUNTRY_CODE )  
SELECT ROUND(AVG(Cost_In_USD),2) AS 'AVG COST FOR EXCELLENT RATING'  
FROM P_Q  
WHERE AGGREGATE_RATING > 4.4
```

100 %

Results Messages

AVG COST FOR EXCELLENT RATING	
1	31.34

8	15.0338089	3.3
9	16.4005188	3.9
10	6.8335495	4.2
11	16.4005188	2.7



SQL--Convert average cost for two into USD and find the top 10 Restuarant for Excellent Rating with the highest cost.

```
WITH P_Q AS (SELECT RESTAURANT_ID, Country, AGGREGATE_RATING, NumOfVotes,
T.Average_Cost_for_two_Local * C.Currency_Rate_USD AS "Cost_In_USD"
FROM [TRANSACTION] T INNER JOIN COUNTRY C
ON C.COUNTRY_CODE = T.COUNTRY_CODE)
SELECT TOP 10 RESTAURANT_ID, Country, Cost_In_USD, AGGREGATE_RATING, NUMOFVOTES
FROM P_Q
WHERE AGGREGATE_RATING > 4.4
ORDER BY Cost_In_USD DESC
```

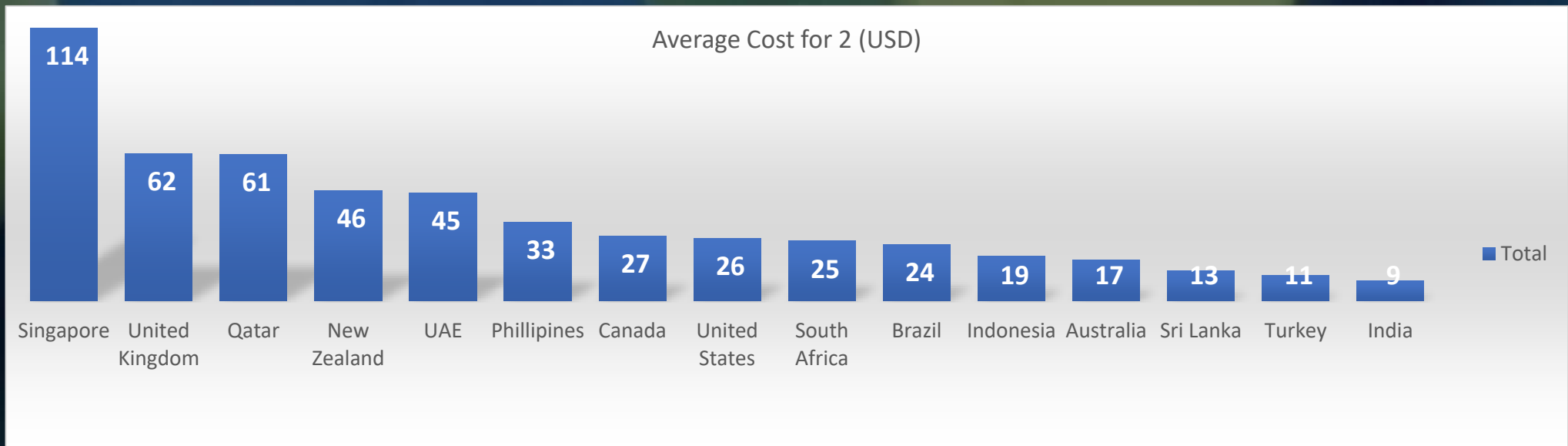
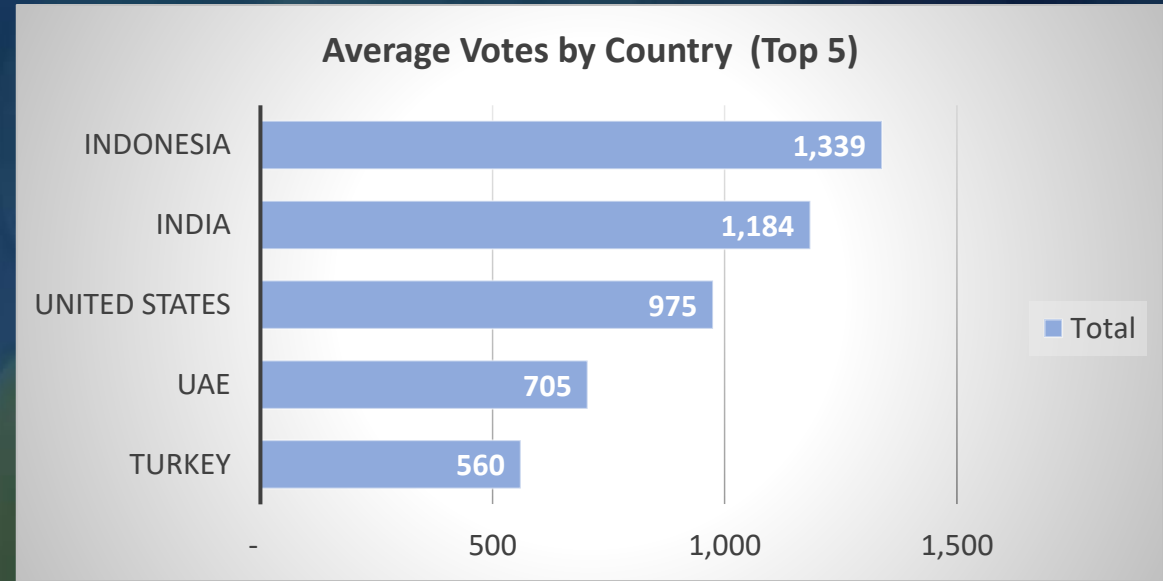
100 %

Results Messages

	RESTAURANT_ID	Country	Cost_In_USD	AGGREGATE_RATING	NUMOFVOTES
1	6113680	United Kingdom	296.6252063	4.7	320
2	75989	South Africa	192.73808778	4.9	85
3	6102866	United Kingdom	154.7609772	4.8	395
4	6900674	United Kingdom	154.7609772	4.5	265
5	208850	UAE	136.147039	4.9	1352
6	18253896	UAE	136.147039	4.7	201
7	18254160	UAE	136.147039	4.9	322
8	6113857	United Kingdom	128.967481	4.5	148
9	7001670	New Zealand	126.30989765	4.7	412
10	6300010	Phillipines	123.763272	4.9	621

# Excel

Overall Service %	Yes	No
Table Booking	12%	88%
Online Delivery	26%	74%
Both	5%	67%







# Recommendation

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1. Country: UAE, United States, United Kingdom
2. Higher votes indicates higher number of active and satisfied user.
3. Higher average cost for two indicates the spending power of the customer and may bring in higher income in terms of advertisement fees.
4. Delivery Priority Benefit may not be so attractive as many of the restaurants do not have online delivery service yet.

Thank You!

