Analysing Global Dining Trends with Zomato Data

PROBLEM STATEMENT

The challenge is to analyse the dataset to identify trends, preferences, and areas of improvement that can enhance the overall user experience on the platform. Specifically, the goal is to understand how different factors such as cuisine, location, price range, and ratings influence user choices and satisfaction.

INSIGHTS

1. Distribution of Restaurant Ratings

```sql
SELECT * FROM zomato

-- 1. What is the distribution of restaurant ratings?

SELECT CASE
            WHEN [Aggregate rating] BETWEEN 1 AND 1.9 THEN '1 - 1.9'
            WHEN [Aggregate rating] BETWEEN 2 AND 2.9 THEN '2 - 2.9'
            WHEN [Aggregate rating] BETWEEN 3 AND 3.9 THEN '3 - 3.9'
            WHEN [Aggregate rating] BETWEEN 4 AND 4.9 THEN '4 - 4.9'
            ELSE '0'
        END AS Ratings,
        COUNT(*) AS Rating_Count
FROM zomato
GROUP BY CASE
            WHEN [Aggregate rating] BETWEEN 1 AND 1.9 THEN '1 - 1.9'
            WHEN [Aggregate rating] BETWEEN 2 AND 2.9 THEN '2 - 2.9'
            WHEN [Aggregate rating] BETWEEN 3 AND 3.9 THEN '3 - 3.9'
            WHEN [Aggregate rating] BETWEEN 4 AND 4.9 THEN '4 - 4.9'
            ELSE '0'
        END
ORDER BY CASE
            WHEN [Aggregate rating] BETWEEN 1 AND 1.9 THEN '1 - 1.9'
            WHEN [Aggregate rating] BETWEEN 2 AND 2.9 THEN '2 - 2.9'
            WHEN [Aggregate rating] BETWEEN 3 AND 3.9 THEN '3 - 3.9'
            WHEN [Aggregate rating] BETWEEN 4 AND 4.9 THEN '4 - 4.9'
            ELSE '0'
        END
```

100 %

Results | Messages

	Ratings	Rating_Count
1	0	2148
2	1 - 1.9	3
3	2 - 2.9	1430
4	3 - 3.9	4590
5	4 - 4.9	1380

2. Restaurant offering online delivery

```sql
-- 2. How many restaurants offer online delivery?

SELECT COUNT(*) AS Number_of_restaurents_offer_online_delivery
FROM zomato
WHERE [Has Online delivery] = 'Yes'
```

100 % ▾ ◂

▦ Results | ▤ Messages

	Number_of_restaurents_offer_online_delivery
1	2451

3. Average Cost for two people

```sql
-- 3. What is the average amount for two across different cities?

SELECT City, AVG([Average Cost for two]) AS Average_amount_for_two
FROM zomato
GROUP BY City
ORDER BY Average_amount_for_two
```

100 % ▾ ◂

▦ Results | ▤ Messages

	City	Average_amount_for_two
1	Miller	0
2	Dicky Beach	7
3	Inverloch	7
4	Lakes Entrance	7
5	Clatskanie	10
6	Fernley	10
7	Lakeview	10
8	Vernonia	10
9	Mc Millan	10

4. Top Cuisines

```sql
-- 4. Identify the top 5 cuisines available across restaurants.

SELECT TOP 5 Individual_Cuisine AS top_5_cuisine
FROM zomato
GROUP BY Individual_Cuisine
ORDER BY COUNT(*) DESC
```

100 %

Results | Messages

	top_5_cuisine
1	North Indian
2	Chinese
3	Fast Food
4	Bakery
5	Cafe

5. Restaurants offering Table Booking

```sql
-- 5. Compare the number of restaurants that allow table booking versus those that do not.

SELECT COUNT(CASE WHEN [Has Table booking] = 'Yes' THEN 1 END)  number_of_restaurants_have_table_booking,
       COUNT(CASE WHEN [Has Table booking] = 'No' THEN 1 END)  number_of_restaurants_do_not_have_table_booking
FROM zomato
```

100 %

Results | Messages

	number_of_restaurants_have_table_booking	number_of_restaurants_do_not_have_table_booking
1	1158	8393

6. Most Common Restaurant Names

```sql
-- 6. What are the most common restaurant names?

SELECT TOP 10 [Restaurant Name] AS '10 most common restaurant names'
FROM zomato
GROUP BY [Restaurant Name]
ORDER BY COUNT(*) DESC
```

100 %

⊞ Results 🖭 Messages

	10 most common restaurant names
1	Cafe Coffee Day
2	Domino's Pizza
3	Subway
4	Green Chick Chop
5	McDonald's
6	Keventers
7	Pizza Hut
8	Giani
9	Baskin Robbins
10	Barbeque Nation

7. Number of Unique Cities

```sql
-- 7. How many unique cities are represented in the dataset?

SELECT COUNT(DISTINCT City) AS number_of_unique_cities
FROM zomato
```

100 %

⊞ Results 🖭 Messages

	number_of_unique_cities
1	141

8. Top 5 Restaurants

```sql
-- 8. Identify the top 5 restaurants with the highest number of votes.

SELECT TOP 5 [Restaurant Name] AS  'Top 5 restaurants with highest number of votes'
FROM zomato
ORDER BY Votes DESC
```

100 %

Results | **Messages**

	Top 5 restaurants with highest number of votes
1	Toit
2	Truffles
3	Hauz Khas Social
4	Peter Cat
5	AB's - Absolute Barbecues

9. Ratings Vary b/w restaurants that offer online delivery and those that do not

```sql
-- 9. How do restaurant ratings vary between restaurants that offer online delivery and those that do not?

SELECT
(SELECT ROUND(AVG([Aggregate rating]),2) FROM zomato WHERE [Has Online delivery] = 'Yes') AS average_restaurant_rating_offering_online_delivery,
(SELECT ROUND(AVG([Aggregate rating]),2) FROM zomato WHERE [Has Online delivery] = 'No') AS average_restaurant_rating_not_offering_online_delivery
```

100 %

Results | **Messages**

	average_restaurant_rating_offering_online_delivery	average_restaurant_rating_not_offering_online_delivery
1	3.25	2.47

10. Ratings Vary b/w restaurants that offer table booking and those that do not

```sql
-- 10. Analyze the effect of having a table booking option on the aggregate rating.

SELECT
(SELECT ROUND(AVG([Aggregate rating]),2) FROM zomato WHERE [Has Table booking] = 'Yes') AS average_restaurant_rating_offering_table_booking,
(SELECT ROUND(AVG([Aggregate rating]),2) FROM zomato WHERE [Has Table booking] = 'No') AS average_restaurant_rating_not_offering_table_booking
```

100 %

Results | **Messages**

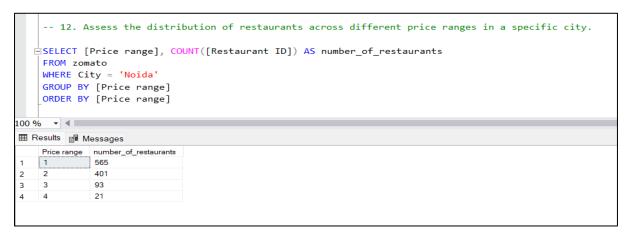|	average_restaurant_rating_offering_table_booking	average_restaurant_rating_not_offering_table_booking
1	3.44	2.56

11. Top Cities with Highest Average Rating

```sql
-- 11. Determine the top 3 cities with the highest average restaurant rating.

SELECT TOP 3 City AS cities_with_highest_average_restaurant_rating
FROM zomato
GROUP BY City
ORDER BY AVG([Aggregate rating]) DESC
```
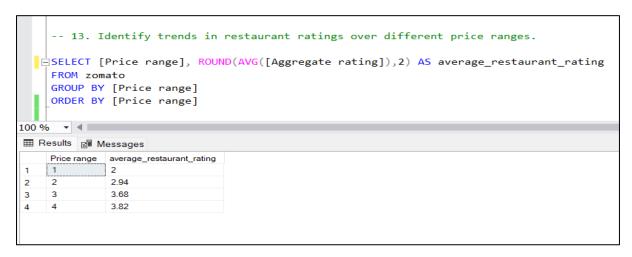
100 %

▦ Results   ▣ Messages

	cities_with_highest_average_restaurant_rating
1	Inner City
2	Quezon City
3	Makati City

12. Distribution of Restaurants across different Price Ranges

```sql
-- 12. Assess the distribution of restaurants across different price ranges in a specific city.

SELECT [Price range], COUNT([Restaurant ID]) AS number_of_restaurants
FROM zomato
WHERE City = 'Noida'
GROUP BY [Price range]
ORDER BY [Price range]
```

100 %

▦ Results   ▣ Messages

	Price range	number_of_restaurants
1	1	565
2	2	401
3	3	93
4	4	21

13. Restaurant Ratings over different Price Ranges

```sql
-- 13. Identify trends in restaurant ratings over different price ranges.

SELECT [Price range], ROUND(AVG([Aggregate rating]),2) AS average_restaurant_rating
FROM zomato
GROUP BY [Price range]
ORDER BY [Price range]
```

100 %

▦ Results   ▣ Messages

	Price range	average_restaurant_rating
1	1	2
2	2	2.94
3	3	3.68
4	4	3.82

14. Relationship between Price Range and Rating Color

```sql
-- 14. What is the relationship between price range and rating color?

WITH table1 AS
(SELECT [Rating color], COUNT([Price range]) AS 'Price range-1'
 FROM zomato WHERE [Price range] = 1
 GROUP BY [Rating color]),

table2 AS
(SELECT [Rating color], COUNT([Price range]) AS 'Price range-2'
 FROM zomato WHERE [Price range] = 2
 GROUP BY [Rating color]),

table3 AS
(SELECT [Rating color], COUNT([Price range]) AS 'Price range-3'
 FROM zomato WHERE [Price range] = 3
 GROUP BY [Rating color]),

table4 AS
(SELECT [Rating color], COUNT([Price range]) AS 'Price range-4'
 FROM zomato WHERE [Price range] = 4
 GROUP BY [Rating color])

SELECT table1.[Rating color], table1.[Price range-1], table2.[Price range-2], table3.[Price range-3], table4.[Price range-4]
FROM table1
LEFT JOIN table2 ON table1.[Rating color] = table2.[Rating color]
LEFT JOIN table3 ON table2.[Rating color] = table3.[Rating color]
LEFT JOIN table4 ON table3.[Rating color] = table4.[Rating color]
```

	Rating color	Price range-1	Price range-2	Price range-3	Price range-4
1	Green	144	325	416	194
2	Red	62	98	20	6
3	Yellow	608	794	498	200
4	Dark Green	32	69	126	74
5	White	1700	402	35	11
6	Orange	1898	1425	313	101