
Zomato Restaurants In India

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Introduction

-Key Questions Answered In This Report:

- 1- What are the most common restaurant types in Bangalore, India?
- 2- Do high-priced restaurants have better ratings than cheaper ones?
- 3- Does the average price differ significantly between city locations?
- 4- What are the most and least popular cuisines?

-Key Pre-Visualization Steps:

- 1- Unnecessary columns were removed from the dataset to reduce file size
- 2- The 'cost for two' column was converted to US Dollar, missing values were replaced by the average
- 3- The main table was split into four smaller ones to improve accuracy, each to fit a required visualization
- 4- New columns were added for use in visualizations, either for grouping or showing unique values



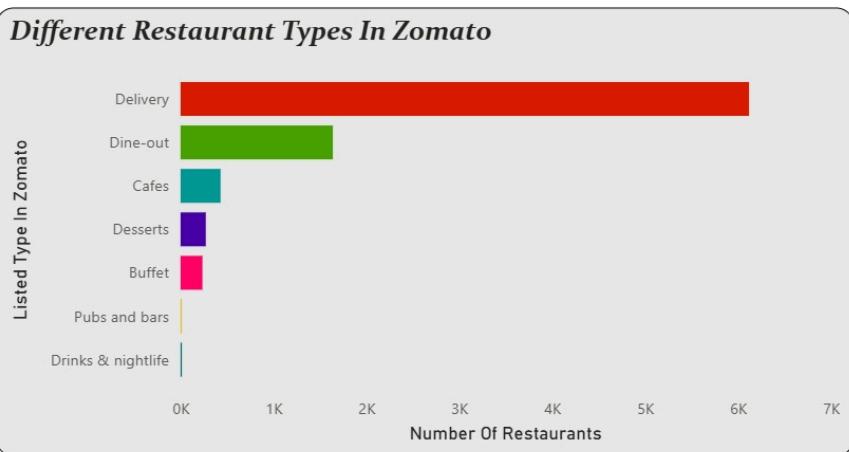
About The Dataset

- | Zomato is one of the leading platforms for food ordering and delivery
- | The city of Bangalore hosts over 12,000 restaurants offering food from all over the world
- | The 'online order' and 'book table' columns indicate whether these services are available through Zomato
- | The 'listed-in(type)' column refers to how Zomato groups restaurants, while 'rest-type' is the actual restaurant type
- | The 'location' column refers to the neighborhood where the restaurant is located, while 'listed-in(city)' is a broader area grouping used by Zomato

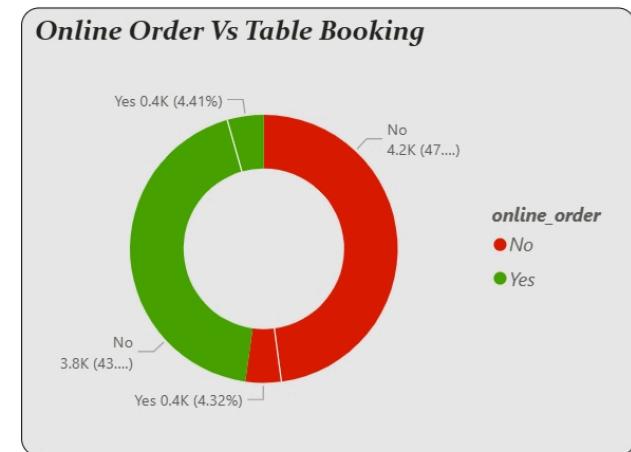


General View

Different Restaurant Types In Zomato



Online Order Vs Table Booking



Number Of Restaurants

8.71K

Average Price For Two

\$5.60

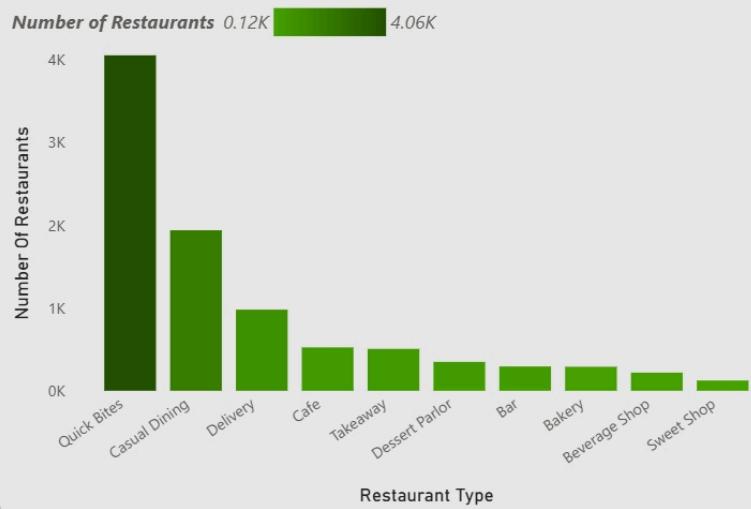
Average Votes Per Restaurant

159



Visualization

Top 10 Restaurant Types



Bottom 10 Restaurant Types





Discussion

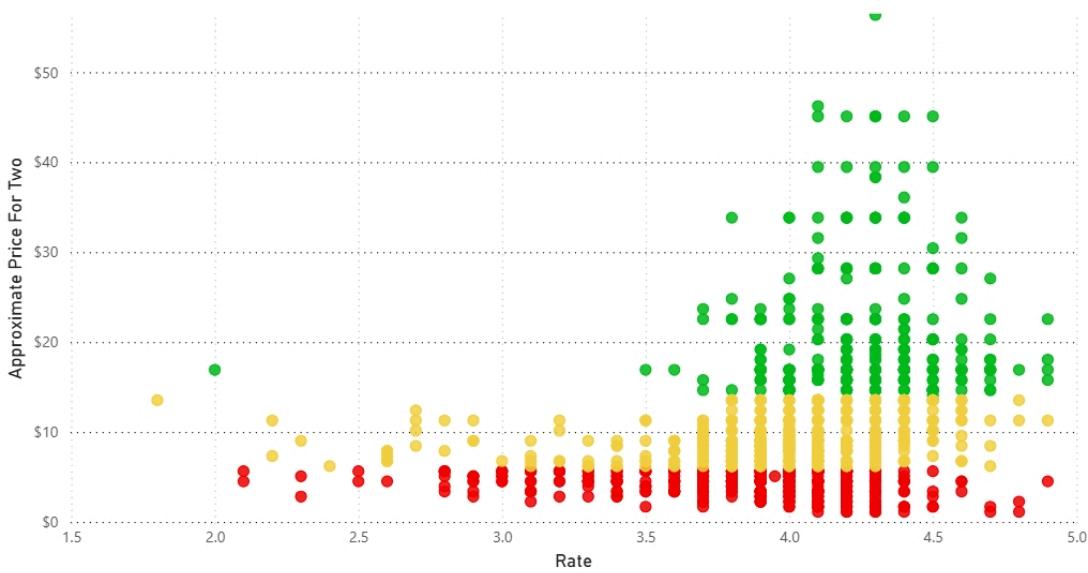
- | The most popular restaurant type is Quick Bites, while the least common are Meat Shop and Club in addition to other types in 'Others'
- | Although Bangalore has a large number of restaurants, most types appear only in tens or hundreds, showing a significant imbalance in type distribution
- | Highly specific categories were grouped under the 'Others' category which includes: Bhojanalaya, Confectionery, Dhaba and Iranian Cafee
- | Popular types may be better suited for chain restaurants and corporations, while less common types might appeal more to independent business owners
- | The limited presence of certain restaurant types creates various opportunities for business seekers to start a special and potentially successful business
- | Tourists can use these insights to acquire knowledge about the restaurant types which will lead to better and more inclusive travel experience
- | The dominance of Quick Bites and Casual Dining reflect the demand for affordable meals, while the rise of Takeaway and Delivery options aligns with the city's fast-paced lifestyle



Visualization

Restaurants By Rate And Price

Price Group ● High-priced ● Low-priced ● Mid-range



Average Price For Two

\$10.48

Average Rate For Low-Priced

3.87

Average Rate For Mid-Range

4.00

Average Rate For High-Priced

4.25



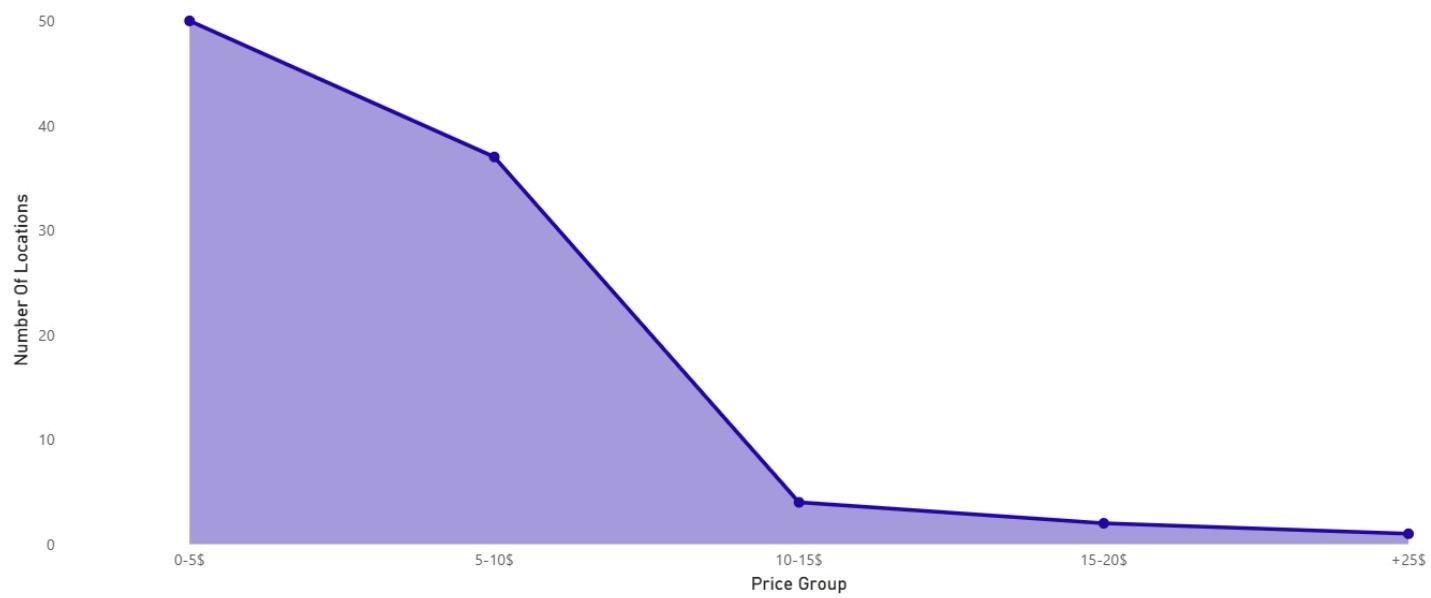
Discussion

- | Only restaurants with more than 200 votes were included in the previous analysis to ensure accuracy and credibility
- | Restaurants were grouped under 3 categories based on the 'approximate price for two' column
- | The average rating increases slightly as the price category rises. However, the difference is not significant
- | Almost no high-priced restaurant have low ratings, some of them are considered among the best in the city
- | There is a good number of low and mid priced restaurants that maintain strong ratings as well, showing that price isn't always indicator of quality. In fact, if restaurants rated below 3.5 were excluded, the differences between price categories would be minimal
- | High-priced restaurants, typically rated around 4.3, don't necessarily outperform others with the same rate, even though they cost much more, some among the highest
- | Tourists can choose between various restaurants based on ratings which will help to explore highly popular and premium spots or choose budget-friendly restaurants that deliver great value and enjoyable experiences
- | Restaurant owners should focus on quality and service to improve their business, as even low-priced ones can compete in the industry



Visualization

Number Of Locations Per Price Group





Discussion

| There is no significant difference in the average price across locations, with a few exceptions standing out as elite and expensive areas in the city

| Sankey Road, Race Course Road and Lavelle Road are the main exceptions

| The majority of locations have an average price for two people of 0-10 US Dollars

| Although most restaurants belong to the 'mid-range' price category, most locations have an average price under 5\$ (low-priced), this suggest that there are many smaller or lower-income neighborhoods, each listed as separate location, with only few restaurants present which offer affordable meals specially for locals and neighbors

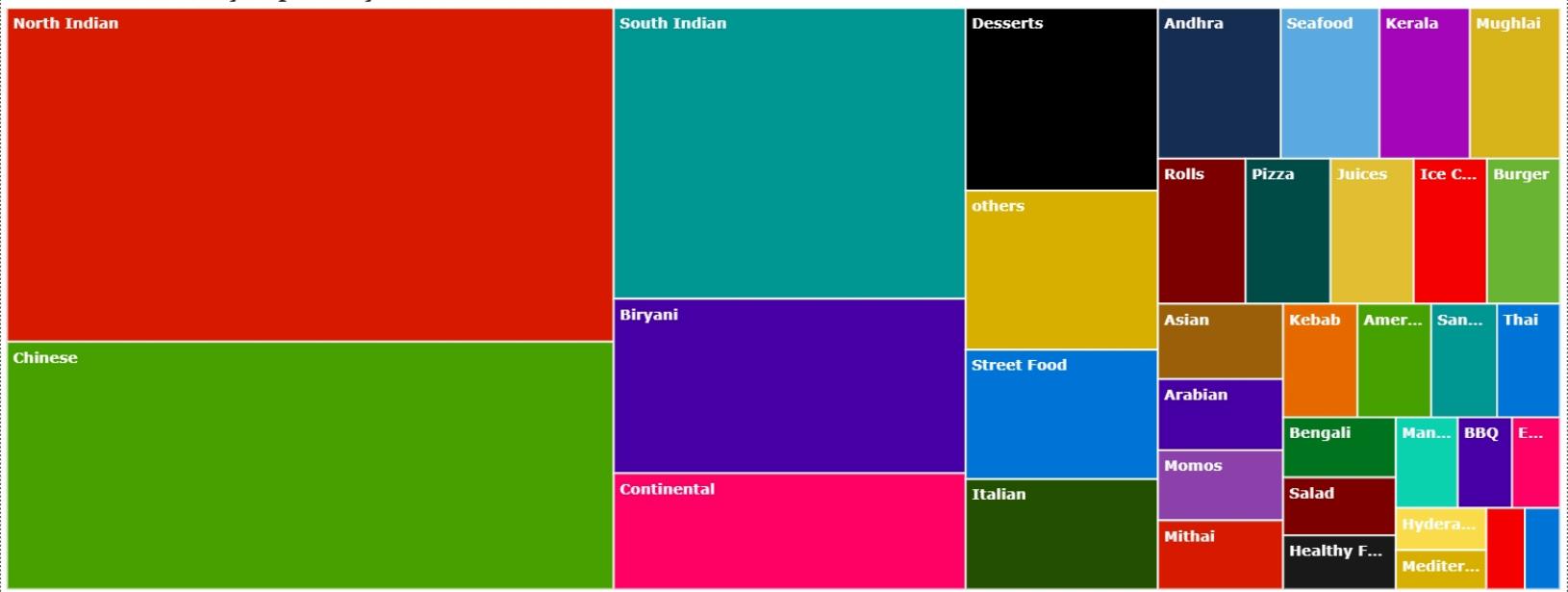
| Business owners can choose suitable locations for their restaurants price categories to ensure profitability and attract targeted customers

| Once again, Bangalore proves its diverse and balanced food culture through its various locations, offering budget-friendly, standard and premium meals for both visitors and residents



Visualization

Cuisines Ranked By Popularity





Discussion

- | The most popular cuisines are North Indian, Chinese, South Indian, Biryani and Continental, as Indian regional cuisines dominate overall
- | Cuisines that appear in under 50 restaurants were grouped under the 'Others' category to ensure chart's readability. This includes: Japanese, French, Oriya, Lebanese, Iranian, British, German, Pan Asian, Spanish, Korean, Turkish, Modern Indian and many other rare cuisines
- | Similar to restaurant types, popular cuisines may be better suited for chain restaurants and corporations, due to the fierce competition and the wide availability of restaurants offering them. Their spread can be explained by either regional dominance or affordability
- | The limited presence of certain national cuisines creates various opportunities for chefs to open restaurants offering their native cuisine and famous dishes, helping integrate their country's food culture with Bangalore's
- | Although few in numbers, cuisines like Thai, Mediterranean and BBQ are gradually expanding, signaling a shift toward more refined and premium dining spots. These types often require distinct imported ingredients and high-cost preparation, which naturally results in more expensive meals
- | The large number and variety of cuisines reflect Bangalore's vibrant food culture which tourists can explore by choosing and trying out diverse tastes from around the world



Executive Summary

- 1- Most and least popular restaurant types were revealed; the imbalance in type distribution was concluded
- 2- Most and least popular cuisines were revealed; the variety of cuisines and the growth of premium ones were concluded
- 3- Cheap and affordable restaurant types and cuisines clearly dominate others in number
- 4- Less common restaurant types and cuisines appeal more to individuals, chefs and business owners
- 1- There is no significant relationship between price and rate. However, almost no high-priced restaurant rates poorly
- 2- There is no significant difference in the average price across city locations, with a few exceptions considered premium
- 3- Service and quality are better indicators than price category
- 4- The majority of city locations are low-priced even though most restaurants are mid-range; this is due to numerous small poor neighborhoods



Conclusion

- Tourists acquired a deep understanding of Bangalore's food culture
- Business owners were offered various insights to open new restaurants
- Prices, types, cuisines and locations were broken down, their results were explained

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