**### Business problem ####**

Zomato sees most activity from India, but many restaurants lack ratings, and most ratings fall in the average range. Indian customers often give zero ratings.

**## Improvements ##**

Encourage Ratings: Make it easier and more rewarding for customers to leave reviews.

Support Restaurants: Help restaurants improve their quality and service.

Offer Diverse Cuisines: Promote a wider variety of food options.

Address Zero Ratings: Understand and fix issues causing zero ratings from Indian customers.

Expand Delivery Services: Focus on growing online delivery in India and the UAE.

Implementing these changes can boost engagement, quality, and delivery services, making Zomato more successful in its key markets.