

# **zomato**

## Bangalore Insights Using Tableau

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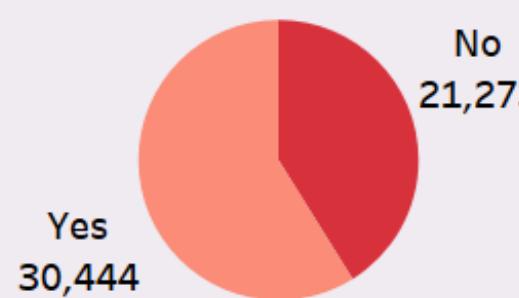
# Problem Statement

In the highly competitive restaurant industry, Zomato aims to optimize its service offerings by identifying key operational improvements to enhance customer satisfaction and restaurant performance. With the rapid growth of online food delivery and the increasing demand for diverse cuisines, Zomato Bangalore seeks to analyze trends in customer preferences, restaurant ratings, and engagement metrics.

The challenge lies in uncovering actionable insights from available restaurant data, including online ordering behavior, table bookings, popular cuisine types, customer ratings, and reviews. These insights will enable Zomato to improve restaurant visibility, enhance customer satisfaction, optimize cost and pricing strategies, and boost overall restaurant performance. The ultimate goal is to deliver data-driven solutions that increase restaurant popularity and streamline operations.

# Availability and Services Analysis

Online Order Distribution



Restaurant Listings by Meal Type

**Delivery**  
25,942

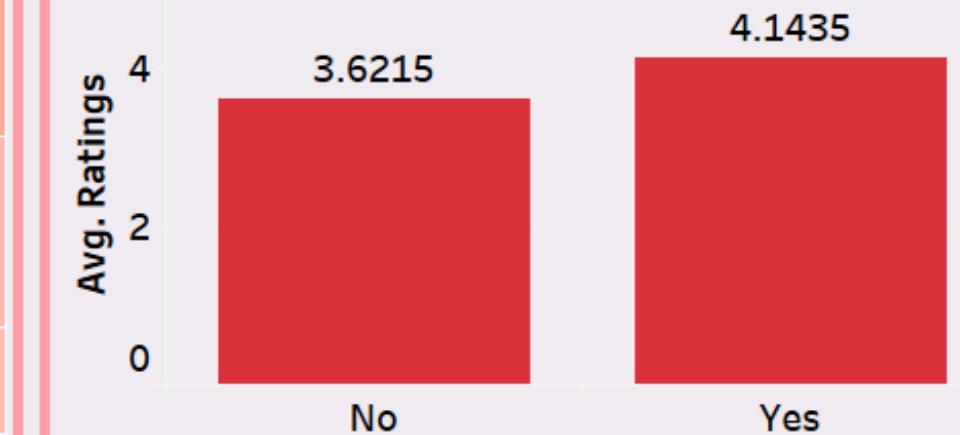
**Dine-out**  
17,779

**Desserts**  
3,593

**Cafes**  
1,723

Correlation Between Restaurants offering Table Bookings and their Rating

**Book Table**



Location  
(All)

Online Order  
(All)

Online Order  
No  
Yes

Count of zomato.csv  
6,449 - 45,268

Count of zomato.csv  
51,717

Count of Restaurants by Location and Online Availability

**Location**



Count of Restaurants by Booking Table



# Availability and Services Analysis – Key Insights

## Online Order Distribution:

- Yes: 30,444 restaurants offer online orders.
- No: 21,273 restaurants do not offer online orders.
- **Insight:** A significant number of restaurants (around 59%) offer online ordering, indicating its popularity among customers.

## Correlation between Table Booking & Ratings:

- Restaurants without Table Booking: Average rating = 3.62.
- Restaurants with Table Booking: Average rating = 4.14.
- **Insight:** Restaurants offering table bookings have higher average ratings, suggesting that table booking availability positively influences customer satisfaction.

## Count of Restaurants by Table Booking:

- Yes: 6,449 restaurants offer table bookings.
- No: 45,268 restaurants do not offer table bookings.
- **Insight:** Table booking services are underutilized, with only about 12.5% of restaurants offering this option.

## Count of Restaurants by Location and Online Availability:

- The chart shows variations across different locations in terms of online availability.
- Central Bangalore and Koramangala have higher counts of restaurants.
- Locations like Whitefield and HSR Layout also show significant restaurant presence.
- **Insight:** Popular areas like Central Bangalore and Koramangala dominate restaurant availability, with a mix of online and offline services.

## Restaurant Listings by Meal Type:

- Delivery: 25,942 restaurants focus on delivery.
- Dine-out: 17,779 restaurants cater to dine-out customers.
- Desserts: 3,593 restaurants focus on desserts.
- Cafes: 1,723 are listed as cafes.
- **Insight:** Delivery is the most prominent meal type, showing a strong consumer preference for online food ordering.

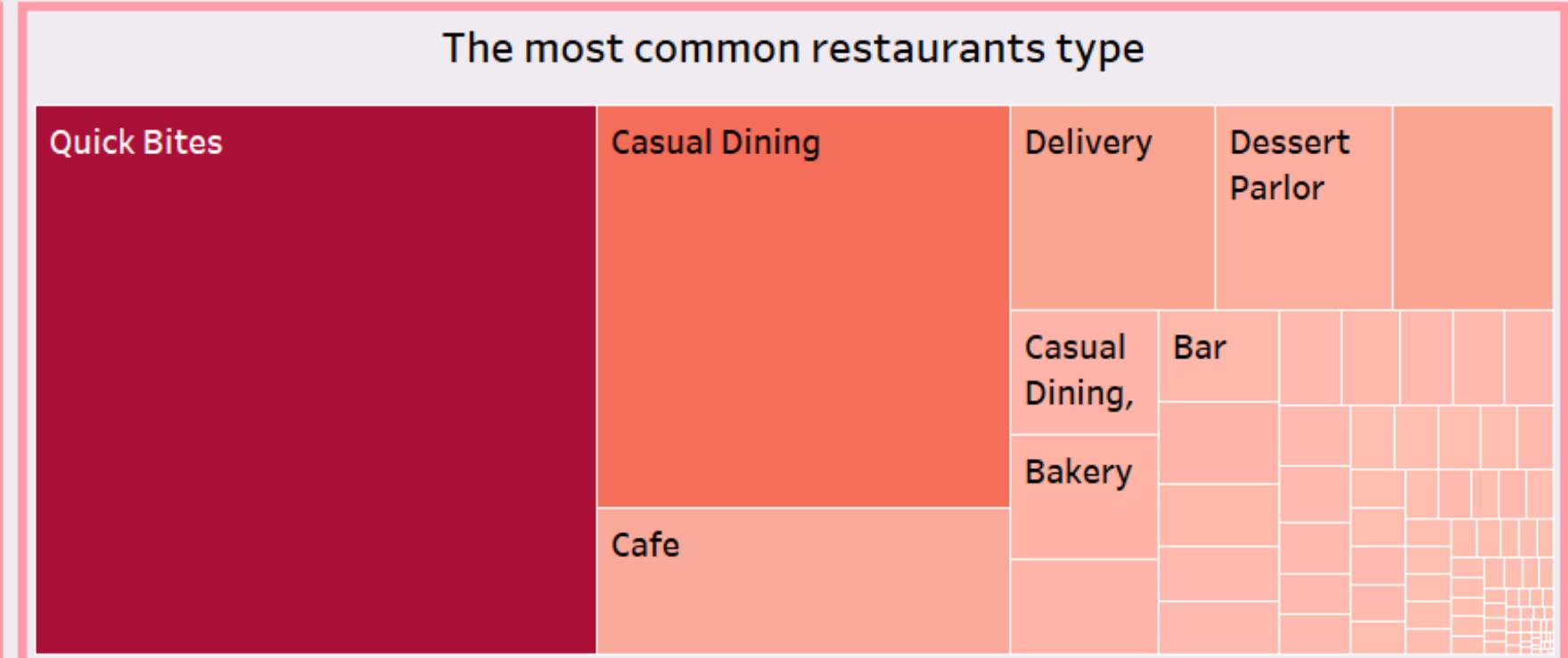


# Restaurant Performance & Popularity

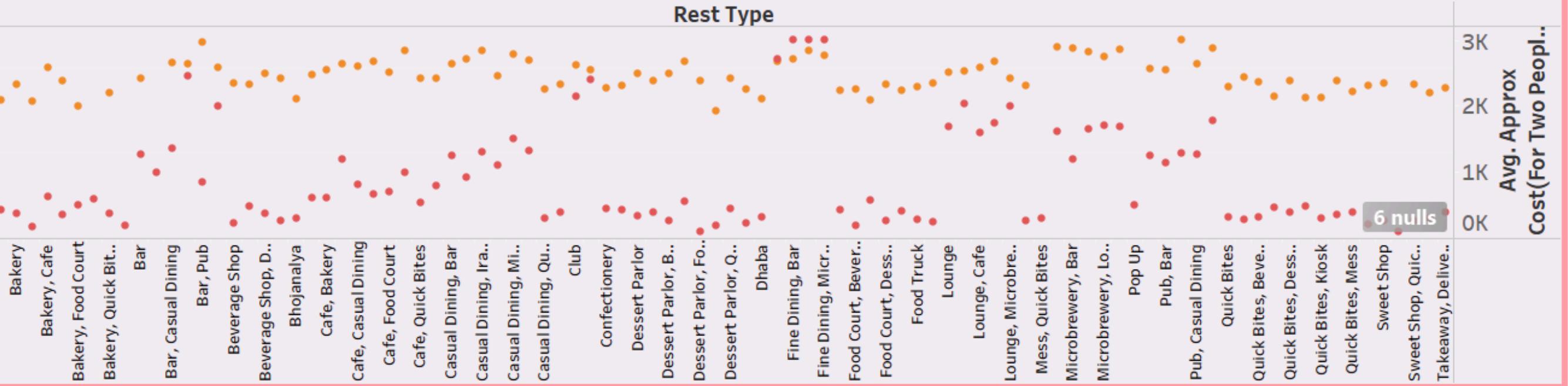
Distribution of restaurant ratings across the city



The most common restaurants type



Comparison between Ratings and Costs Compare by Restaurant Types



Correlation Review vs Ratings  
0.1490



# Restaurant Performance & Popularity - Key Insights

## Distribution of Restaurant Ratings Across the City:

- Average ratings across different neighborhoods are shown.
- **Key Insights:**
  1. Locations with green bars have above-average ratings, while red bars show below-average ratings.
  2. Neighborhoods like BTM, Church Street, and Koramangala 6 have consistently higher ratings.
  3. Locations such as Whitefield and Banashankari show lower average ratings.

## Comparison Between Ratings and Costs by Restaurant Types:

- Average Ratings vs. Approximate Costs for different restaurant types are plotted.
- **Observation:**
  1. Ratings remain varied across restaurant types regardless of cost.
  2. Some higher-end types like Fine Dining and Microbrewery show higher ratings.
  3. Affordable options like Quick Bites and Dessert Parlors also maintain good ratings.
- **Insight:** Both cost and ratings vary significantly, but higher-priced categories tend to have higher ratings.

## The Most Common Restaurant Types:

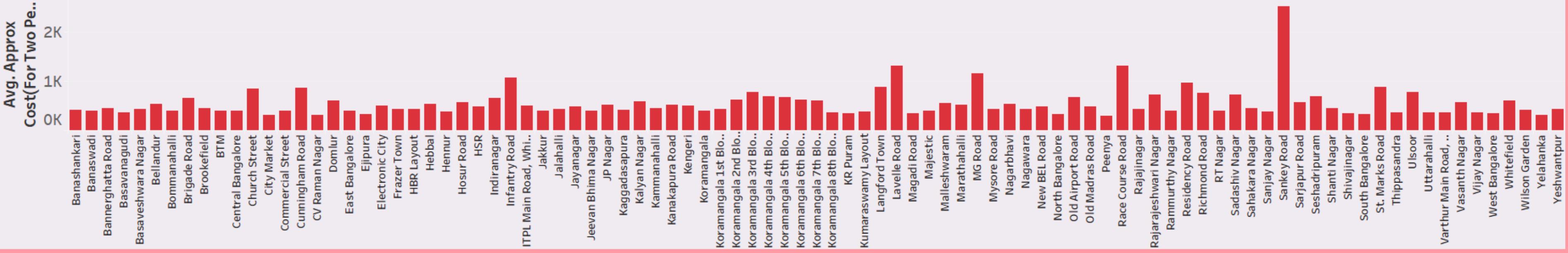
- **Top restaurant types** include:
  1. Quick Bites (dominates the market).
  2. Casual Dining and Delivery are also prominent.
  3. Smaller categories include Dessert Parlors, Bars, and Cafes.
- **Insight:** Quick Bites restaurants dominate the landscape, indicating customer preference for fast and convenient dining options.

## Correlation Between Reviews and Ratings:

- Correlation coefficient = 0.1490.
- **Insight:** There is a weak positive correlation between the number of reviews and average ratings, indicating reviews have a limited direct impact on ratings.



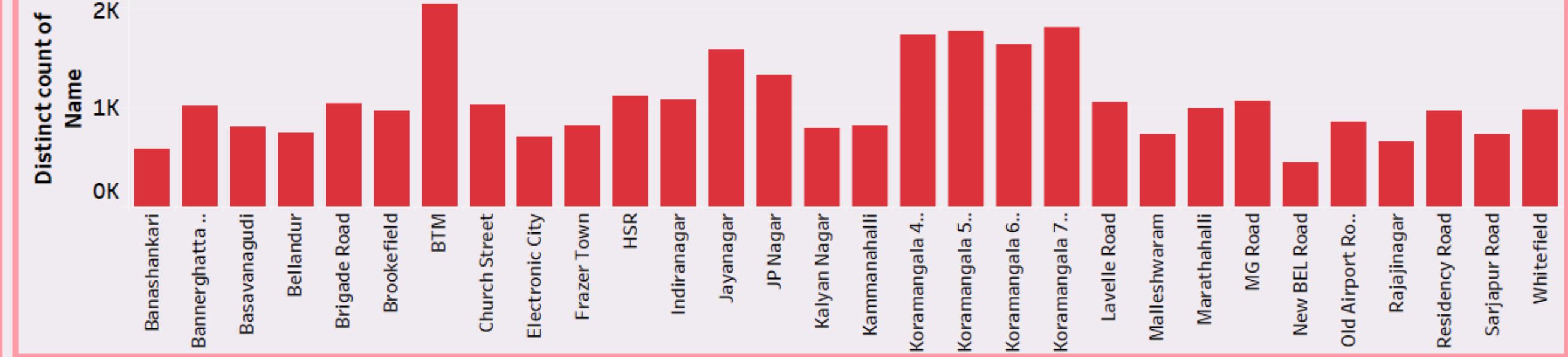
# Cost and Neighborhood Analysis



Correlation between Cost and Ratings

0.3852

Count of Restaurants by Neighborhood



# Cost and Neighborhood Analysis – Key Insights

## Correlation Between Cost and Ratings:

- The correlation coefficient = 0.3852.
- Insight: There is a moderate positive correlation between cost and ratings. This suggests that higher-cost restaurants tend to receive higher ratings.

## Average Cost for Two by Location:

- **Observation:**
  - 1.The cost varies significantly across neighborhoods.
  - 2.Locations like Indiranagar, Lavelle Road, Race Course Road, and Sankey Road show higher average costs (peaking above 2K).
  - 3.Several neighborhoods, including Banashankari, Bommanahalli, and Hebbal, have much lower average costs.
- **Insight:** High-cost areas tend to align with upscale neighborhoods, whereas lower costs are prevalent in less central or residential areas.

## Count of Restaurants by Neighborhood:

- **Observation:**
  - 1.BTM, Koramangala 5th, 6th, and 7th Blocks have the highest number of restaurants, exceeding 2K.
  - 2.Other neighborhoods with a significant count include Indiranagar, Jayanagar, and Whitefield.
  - 3.Locations like Banashankari, Basavanagudi, and Kammanahalli have fewer restaurants.
- **Insight:** Koramangala and BTM are major restaurant hubs, indicating high competition and a thriving food scene in these areas.

# Cuisines and Food Analysis

## Most Liked Dishes by Restaurant Type

Ferrero Rocher Cake, Chocolate Cake  
 Cheesecake, Chocolate Truffle, Cup Cake  
 Honey Cake, Apple Cake, Potato Bun, Fruit Cake, Bun Butter Jam, Bun Masala, Veg Puff  
 Eggless Cake, Brownie Chocolate, Chocolate Cheese, Cheesecake, Chocolate Truffle, Lava Cake  
 Veg Puff, Burgers, Cheesecake, Blueberry Cheese Cake, Brownie, Pineapple Pastry, Chocolate Fantasy  
 Opera Cake, Cup Cake, Red Velvet, Chocolate Mousse **Chocolate Mousse, Oreo Cheesecake**  
 Fruit Cake, Chocolate Cake, Egg Puff Veg Puff, Plum Cake, Sponge Cake, Tea, Coconut Biscuits, Fruit Cake, Apple Cake **Blueberry Cake**  
 Cup Cake, Blueberry Cheesecake, Coffee, Cake Pops, Pineapple Cake, Brownie **Red Velvet Cake, Chocolate Truffle**  
**Chocolate Decadence, Chocolate Fantasy, Pancakes, Pan Cake****Chocochip Cake, Butterscotch Cake**  
**Pasta** Macaroon, Mousse, Caramel Eclair **Burgers, Eggless Cake, Red Velvet Cake**  
**Chocolate Truffle, Blueberry Cheesecake** **Coffee** **Cup Cake, Swiss Roll**  
 Cup Cake, Brownie **Cup Cake, Chocolate Truffle, Chocolate Cake, Coffee, Choco Truffle, Photo Cake, Cheesecake**  
**Samosa** **Cup Cake, Chocolate Truffle, Dutch Truffle, Blueberry Cheesecake**  
 Gooey Brownie, Brownie Chocolate, Chocolate Ganache, Garlic Bread, Salted Caramel Brownie,  
 Plum Cake, Chocolate Cake  
 Fruit Cake, Blueberry Cake, Brownie, Chocolate Walnut Cake, Carrot Cake, Chocolate Blueberry, Meetha  
 Paan  
 Patisserie Nitash, Brownie, Chocolate Cake, Chocolate Ganache, Macaroon, Cheesecake **Cup Cake, Chocolate Truffle**  
 Eggless Cake, Choco Mocha, Choco Almond, Blueberry Cake, Chocolate Cake, Choco Strawberry **Cheesecake**  
 Burgers, Salads, Pizza, Sandwiches, Pesto Pasta, Pasta Alfredo, Chocolate Brownie Bowl **Veg Puff, Egg Puff**  
**Pasta, Chocolate Truffle, Burgers, Blueberry Cheesecake**  
**Cup Cake, Chocolate Truffle, Brownie, Cake Pops, Cheesecake**  
 Sandwiches, Burgers, Hot Dog, Sandwich, Honey Cake, Pizza, Veg Cheese Burger  
 Chocolate Cake, Chocochip Cake, Cup Cake, Chocolate Truffle  
 Samosa, Egg Puff, Paneer Puff, Chocolate Truffle  
 Chocolava, Red Velvet Cake, Choco Truffle Cake, Cup Cake, Chocolate Truffle, Blueberry Cheesecake  
 Chicken Seekh, Mutton Samosa, Veg Samosa, Chicken Cutlet, Naan, Chicken Puff, Chicken Roll  
 Omelette, Mocha Coffee, Chicken Mayo Sandwich, Sandwiches, English Breakfast  
 Eggless Cake, Burgers, Red Velvet Cake  
**Chocolate Cake**  
**Sandwiches**  
**Coffee, Cup Cake**  
 Strawberry Cake  
**Desserts**

## Most popular cuisines offered by restaurants across different neighborhoods.

Asian, Chinese **Cafe, Desserts**  
 Beverages, Desserts **Bengali, North Indian** **Andhra, South Indian** **Bakery, Fast Food** **Chinese, Biryani** **Fast Food, Rolls**  
 Bakery, Salad **Chinese, South Indian** Juices, Ice Cream **Healthy Food, Beverages** **Biryani, Fast Food, Rolls** **Hyderabad, Biryani** **Chinese, Momos**  
 Andhra, North Indian **Fast Food, North Indian** **Fast Food, Coffee Cafe, Healthy Food, Salad** **Cafe, Burger, Italian, Salad** **Ice Cream, Beverages** **Ice Cream, Fast Food**  
 Chinese, Asian, Seafood **Juices, Fast Food** **Desserts, Bakery, Beverages** **Bakery, Fast Food, Desserts** **Biryani, Kebab, Kerala** **American, Continental**  
 Chinese, Nepalese, Tibetan **Biryani, Andhra, North Indian** **Arabian, North Indian** **Burger, Fast Food** **Cafe, Italian, Pizza, Chinese** **Cafe, Continental, Burger**  
 Fast Food, Burger, Beverages **Andhra, North Indian, Chinese** **Healthy Food, Beverages, Salad** **Cafe, Fast Food, Sandwich, Pizza** **Chinese, Italian, North Indian**  
 Biryani, Kebab, Rolls, Mughlai **Cafe, Continental, Italian, Salad** **Fast Food, Street Food, Beverages** **Continental, North Indian, Mughlai** **Andhra, North Indian, Biryani**  
 Fast Food, Italian, Continental **Italian, Mexican, Continental, Pizza** **Biryani, North Indian, Chinese, Kerala** **Healthy Food, Sandwich, Salad**  
 Cafe, Italian, Pizza **Bakery, Desserts, Healthy Food** **Continental, North Indian, Beverages** **Andhra, Biryani, Chinese, North Indian** **Continental, Chinese, North Indian**  
 Finger Food, Continental, Seafood **Beverages** **Chinese, Biryani, North Indian, Beverages** **Juices, South Indian, Chinese, Fast Food** **Biryani, Mughlai**  
 Bakery, Fast Food, Italian **Beverages, Juices, Ice Cream, Sandwich** **Desserts, Cafe, Beverages, Burger, Fast Food** **Juices** **Biryani, Chettinad, South Indian, Chinese**  
 Chinese, Charcoal Chicken, North Indian **Italian, Fast Food** **Continental, North Indian, Desserts, Beverages** **Biryani, North Indian, Mughlai, Fast Food** **Cafe, Tea**  
 Beverages, Fast Food **Continental, Italian, North Indian, Mexican** **Continental, Biryani, Italian, North Indian, Chinese** **Biryani, Hyderabad, Chinese, North Indian** **American**  
 Cup Cake, Brownie **Cup Cake, Chocolate Truffle, Chocolate Cake, Coffee, Choco Truffle, Photo Cake, Cheesecake** **BBQ, Continental, North Indian, Chinese** **Beverages** **Cafe, Continental, Pizza, Burger, Beverages** **Chinese, Fast Food, Biryani**  
 Samosa **Cup Cake, Chocolate Truffle, Dutch Truffle, Blueberry Cheesecake** **Ice Cream** **Desserts, Ice Cream, Beverages, Sandwich** **Arabian, North Indian, Chinese, Kerala, Seafood, Biryani** **Arabian, Kerala, North Indian, Chinese, BBQ** **Cafe, Continental, Tea**  
 Continental, North Indian **Continental, North Indian, Italian, South Indian, Finger Food** **Andhra, Hyderabad, Biryani, Chinese, North Indian** **Chinese, Momos, Vietnamese, Thai**  
 Continental, North Indian **American, Asian, Continental, North Indian, South Indian, Chinese** **Cafe** **Fast Food** **Continental, Cafe, Beverages, Continental, North Indian, Chinese** **Biryani, Rolls**  
 Continental, North Indian **European, Mediterranean, Asian, North Indian, South Indian, Momos** **Bengali** **Asian, Chinese, Continental, North Indian, South Indian**  
 Continental, North Indian **Cafe, Arabian, Continental, Turkish, Fast Food, Burger, Beverages** **Continental, Thai, Malaysian, Burmese, Korean, Vietnamese, Chinese, North Indian** **Chettinad, South Indian**  
 Continental, North Indian **Beverages, Juices, Ice Cream, Fast Food, Sandwich** **Andhra, Arabian, North Indian, Seafood, Chinese, Biryani** **Bakery, Desserts, Continental, Thai, Vietnamese, American, Chinese, North Indian, Finger Food**  
 Continental, Asian, Healthy Food, Burger, Biryani, Pizza, Italian, Fast Food **Cafe, Chinese, Continental, Thai, Vietnamese, American, Chinese, North Indian, Finger Food**  
 Bakery **American, Italian, Bakery, Desserts, Sandwich, Beverages, Salad, Rolls** **Chinese, Tibetan, Momos** **Ice Cream, Fast Food, Burger, Pizza, Sandwich, Beverages**  
 Bengali, Chinese, Fast Food, Kebab, North Indian, Oriya, Rolls, Tea **Italian, Pizza** **Ice Cream, Desserts** **Fast Food, Continental, Italian, Rolls, Sandwich**  
 BBQ, Continental, North Indian, Pizza, European **Biryani, North Indian** **Biryani, Fast Food** **Goan, Asian, North Indian, European, Continental** **Andhra, Chettinad**  
 Chinese, North Indian **Healthy Food, North Indian, Biryani, Continental, Desserts** **Arabian, Lebanese, Chinese, Rolls, North Indian** **Continental, Italian, North Indian**  
 Biryani **Continental, North Indian, Japanese, Italian** **Continental, American, Mediterranean, Healthy Food** **Arabian** **Beverages, Ice Cream, Sandwich, Fast Food**  
 Andhra, Biryani **Ice Cream, Cafe, Pizza, Burger, Desserts, Beverages** **European, Mediterranean, North Indian, BBQ** **Cafe, Fast Food, Pizza, Burger, Beverages**  
**Biryani** **Andhra, Biryani** **Ice Cream, Cafe, Pizza, Burger, Desserts, Beverages** **Andhra, South Indian, North Indian, Biryani** **Beverages, Desserts, Ice Cream**  
 Andhra, Biryani, Chinese, Fast Food **Fast Food, Beverages, Ice Cream, Juices, Sandwich** **Andhra, South Indian, North Indian, Biryani** **Beverages, Desserts, Ice Cream**  
 Chinese, North Indian, Salad **Fast Food, American, North Indian, Chinese, Finger Food** **Asian, North Indian, South Indian, Momos** **Continental, Chinese, Thai, BBQ, Steak**  
 Andhra, Biryani, South Indian, Chinese **Andhra, Chinese, South Indian, North Indian** **Hyderabad, North Indian, Biryani** **Biryani, Andhra, North Indian, Chinese** **Desserts, Bakery** **Burger, Beverages, Street Food, North Indian**  
 Hyderabadi, North Indian, Biryani **Biryani, Chinese, North Indian, Mughlai** **Chinese, North Indian, Mughlai** **Andhra, Biryani, North Indian** **Chinese, South Indian, Fast Food**  
 European, French, North Indian **Chinese, North Indian, South Indian** **Bakery, Fast Food, Pizza, Burger** **Burger, Sandwich, Beverages, Juices** **Fast Food, Beverages**  
 Biryani, North Indian, Chinese **Bakery, Fast Food, Beverages** **Biryani, Chinese, North Indian, Mughlai** **Biryani, Chinese, North Indian, Mughlai** **Desserts, Beverages** **Finger Food**  
 Burger, Fast Food, Beverages **Biryani, North Indian, Kebab** **Biryani, Chinese, North Indian, Mughlai** **Chinese, North Indian, Mughlai** **Fast Food, Street Food**  
 Beverages, South Indian **Bakery, Fast Food, Fast Food** **Italian, North Indian, Biryani** **Hyderabad, Biryani, Andhra** **Chinese, Asian, Momos** **Beverages, Ice Cream**  
 Bengali, Rolls, Chinese **Chinese, Thai, Vietnamese** **Cafe, Italian, Continental** **Healthy Food, North Indian** **Cafe, Fast Food** **Healthy Food, Salad** **Fast Food, Burger**  
 Fast Food, Tea **Chinese, Thai, Momos** **Cafe, Desserts, Ice Cream** **Cafe, Rolls, Fast Food** **Biryani, Chinese** **Biryani, Desserts, Italian** **Australian, Continental** **Biryani, South Indian** **Continental, Pizza** **Asian, Beverages**  
 Chinese, Thai **Desserts** **Biryani, Chinese** **Biryani, Chinese** **Biryani, Chinese** **Biryani, Australian, Continental** **Biryani, South Indian** **Continental, Pizza** **Asian, Beverages**  
 Chinese, Thai **Biryani, Chinese** **Biryani, Chinese** **Biryani, Chinese** **Biryani, Chinese** **Biryani, Chinese** **Biryani, Andhra**

- neighborhood
- Kammanahalli
  - Koramangal...
  - Koramangal...
  - Koramangal...
  - Koramangal...
  - Lavelle Road
  - Malleshwaram
  - Marathahalli
  - MG Road
  - New BEL Road
  - Old Airport R...
  - Rajajinagar
  - Residency R...
  - Sarjapur Road
  - Whitefield
- Rest Type
- (All)
  - Null
  - Bakery
  - Bakery, Beve...
  - Bakery, Cafe
  - Bakery, Dess...
  - Bakery, Food...
  - Bakery, Kiosk
  - Bakery, Quic...
  - Bakery, Swe...
  - Bar
  - Bar, Cafe
  - Bar, Casual...
  - Bar, Lounge
  - Bar, Pub



# Cuisines and Food Analysis – Key Insights

## Most Liked Dishes by Restaurant Type (Left Section):

- **Popular Dishes:**

- 1.Cup Cake and Chocolate Truffle dominate as the most liked dishes across restaurant types.
- 2.Other frequently liked dishes include Blueberry Cheesecake, Dutch Truffle, and Chocolate Mousse.
- 3.Desserts like Cheesecake, Red Velvet Cake, and Brownie also appear often.

- **Trends:**

- 1.Desserts and cakes are the most liked food category.
- 2.Dishes like Burgers, Pasta, and Egg Puff are also liked but less frequent compared to cakes and chocolates.

## Most Popular Cuisines Offered by Restaurants Across Neighborhoods (Right Section)

- **Popular Cuisines:**

- 1.Biryani and North Indian stand out as the most commonly offered cuisines.
- 2.Other prominent cuisines include Chinese, Fast Food, and Desserts.
- 3.Neighborhoods also favor Bakery, Continental, and Ice Cream.

- **Trends:**

- 1.Indian cuisines (North Indian, Biryani, Andhra) dominate restaurant offerings.
- 2.Fast Food and desserts have strong popularity, likely reflecting urban food preferences.
- 3.Chinese cuisine consistently appears across neighborhoods.

# Conclusion

To enhance customer satisfaction in Bengaluru, Zomato can optimize its operations by focusing on key areas identified through data analysis. Online ordering and table booking availability significantly influence ratings and customer engagement. Higher-rated restaurants generally attract more customer votes, indicating a positive correlation between engagement and ratings. Popular cuisines, such as Biryani and North Indian, vary by location and align with customer preferences. Additionally, cost analysis reveals that neighborhoods with moderate dining costs tend to have better ratings. Areas like Koramangala and Whitefield exhibit the highest restaurant concentrations and ratings, making them key focus points for improvement. By prioritizing efficient meal delivery, popular cuisines, and highly-rated restaurant types like Quick Bites and Casual Dining, Zomato can further enhance customer experience and satisfaction, leading to higher overall ratings across Bengaluru.

# Thank You

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