Zomato Restaurant Analysis Report

Hypothesis

Restaurants that are less expensive are often more popular because they are affordable, while those with higher prices are liked for their perceived quality and exclusiveness.

Analysis

1. Data Cleaning
   - To find the accurate rating of each restaurant, I had to remove empty or incomplete data from the dataset using a calculated field to show a blank field that I filtered out when it came to the visualizations.
   - When it came to the number of ratings for each restaurant, I clean up the data by removing "too few of ratings" from the data so that it wouldn't mess with the data presentation since it wasn't valid to the analysis.
   - When looking at the average price at a restaurant, I filtered out prices that were greater than 1,000 as outliners and grouped them together. This way I can get the price closer to the average of 290. Also, prices above 1,000 were insignificant compared to the other prices since they made up less than 0.01% of all the other prices.
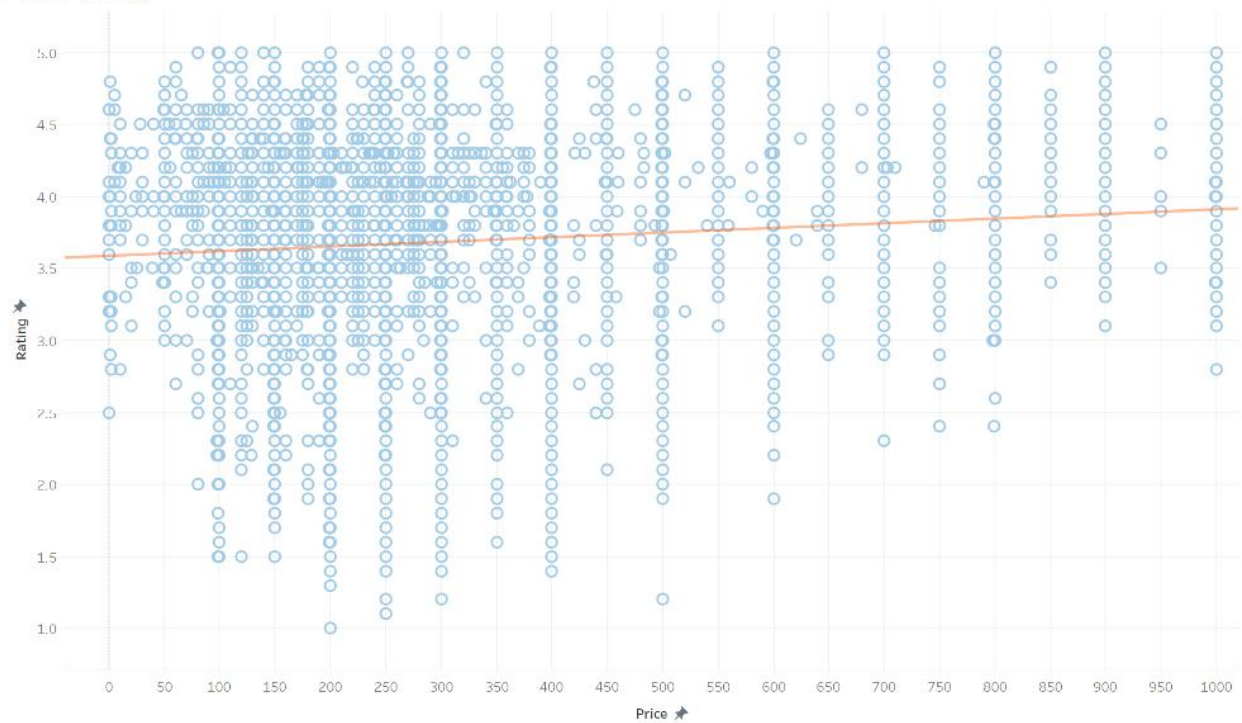2. Visualizations

Overview of all the restaurants at different price groups and how many number of ratings those restaurants have.
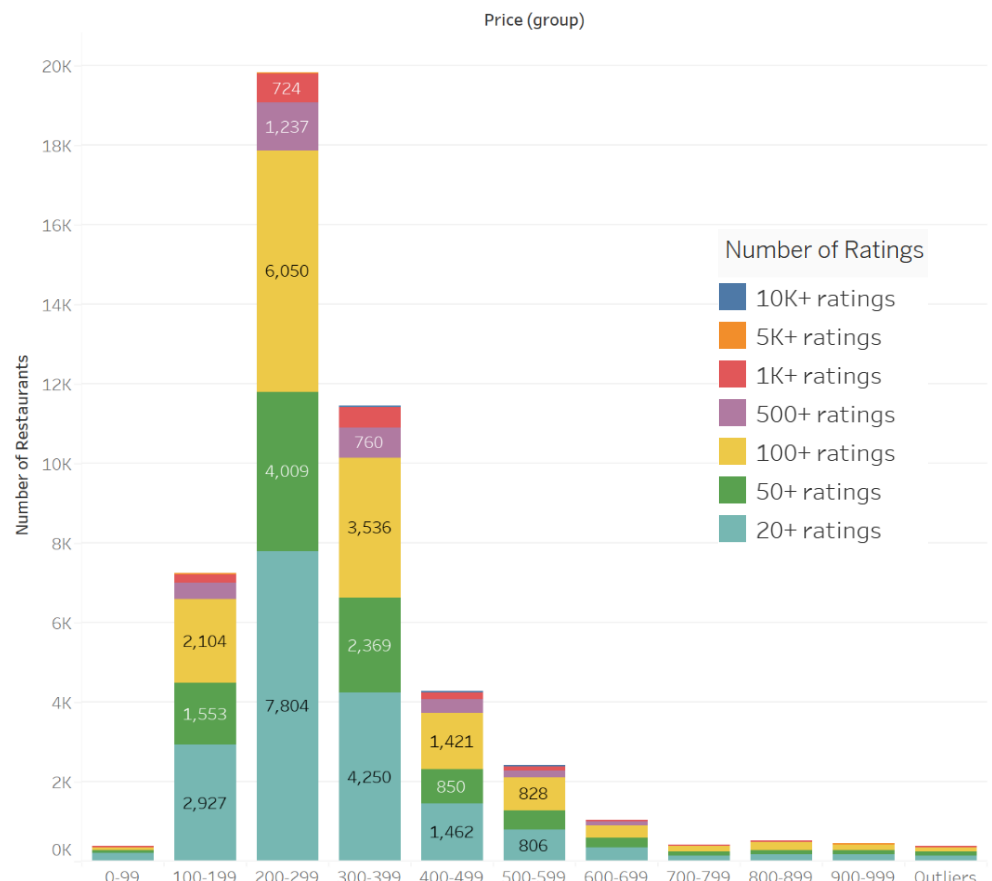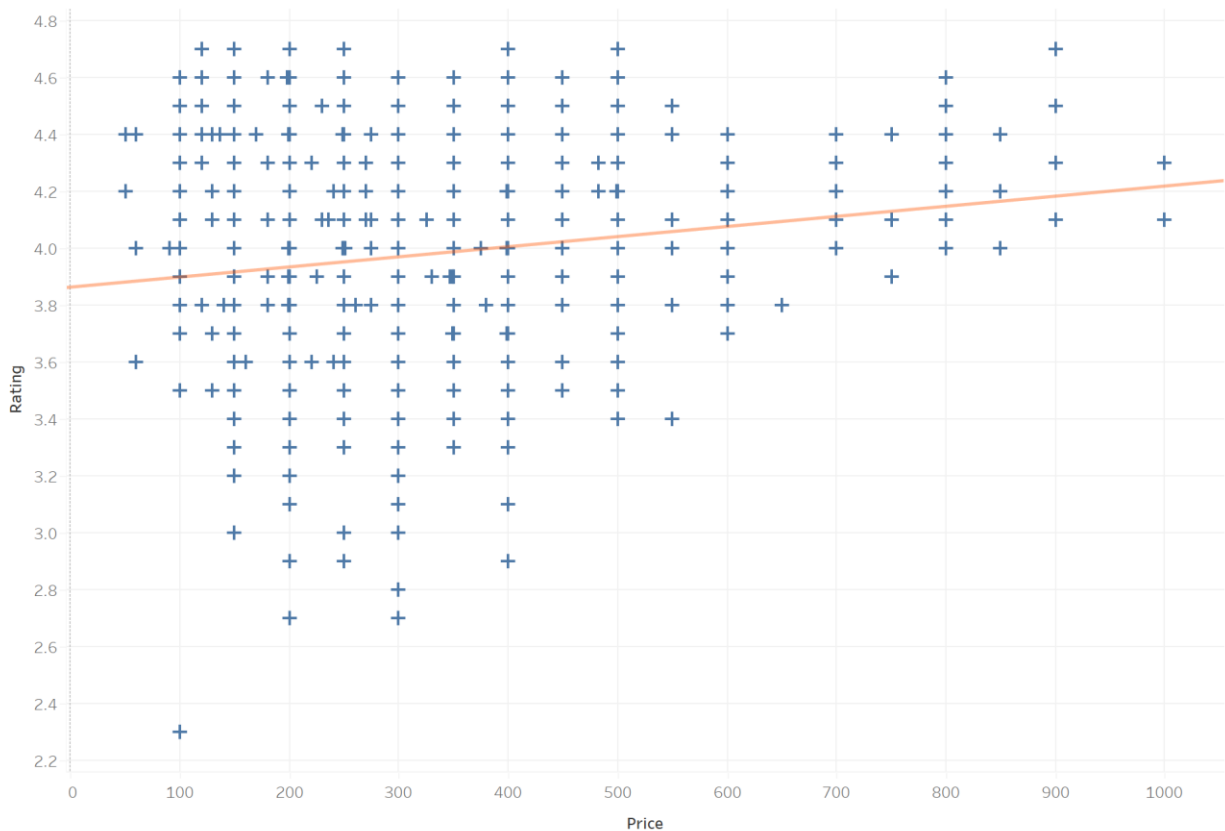
Price v Rating

Comparing all the restaurants between price v rating, we can see a trend where the average rating goes up as the price goes up. This means pricier restaurants tend to be of greater quality.

Most Popular

Restaurants that have more than 1000 number of ratings were grouped together to signify that they were among the most popular restaurants since the number of ratings is equal to foot traffic the restaurant gets. The average rating trend goes up even more among the popular restaurants as the price goes up

Top Cuisines

Food
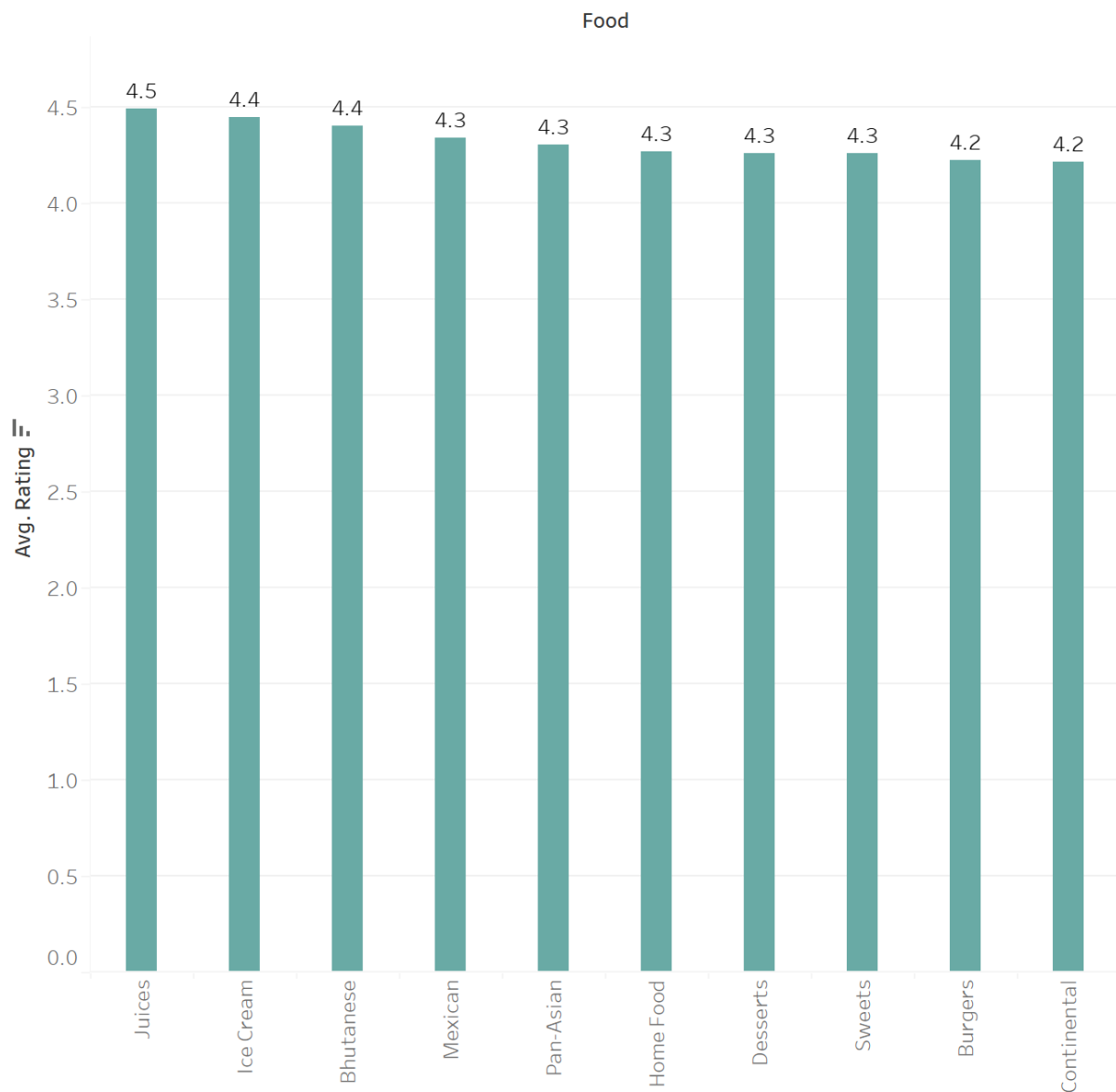
Looking at restaurants with more than 1000 number of ratings, we can see the most popular cuisines among those restaurants. The top 10 cuisines are displayed among all the restaurants.

Conclusion

After analyzing the data, the hypothesis holds true. Restaurants that are less expensive are often more popular because they are affordable, while those with higher prices are liked for their perceived quality and exclusiveness.

1. Looking at the bar graph, we can see clearly that most of the restaurants are priced between 100-400. Making them a popular option for people due to their affordability.
2. I equated the number of ratings a restaurant has to how popular the restaurant is, only 4% of restaurants have "number of ratings" above 1,000 which goes to show that not every restaurant can be popular.
3. Looking at restaurants with more than 1000 number of ratings (dark blue scatterplot), restaurants with ratings above 4.0/5 have their average price between 100-300
4. With the scatterplots, we can see as the average price of restaurants goes up, the average rating the restaurants trends higher. Showing us that restaurants with higher prices are liked by people because of the quality and exclusiveness.
5. Analyzing restaurants with more than 1000 number of ratings; we found that among these restaurants, we found that the top 3 most popular cuisines are juices, ice cream and Bhutanese food.

Recommendations

My recommendation to have a popular restaurant that receives a lot of foot traffic and a high rating is to have your average price be around 200-300. At this price point, you will be affordable to a greater population. Also opening a restaurant that serves juices or ice cream will help the restaurant succeed and be profitable.