

Tableau Project

ZOMATO

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"Never have a bad meal"



Introduction

Zomato is an Indian multinational restaurant aggregator and food delivery company. It was founded by Deepender Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns, as of 2022–23.



Problem Statement

Zomato aims to improve customer satisfaction by optimizing the restaurant experience in Bangalore. The focus is on enhancing the popularity of different cuisines, improving delivery times, and boosting restaurant ratings. Using the provided restaurant data, you are tasked with developing a Tableau dashboard that will help Zomato identify key areas for operational improvements, leading to better customer experiences and higher overall ratings.



Dashboard

Restaurant
Performance &
Customer
Interaction

Neighbourhood and Cost
Analysis

Dining Trends
& Popular
Choices



Dashboard : 1



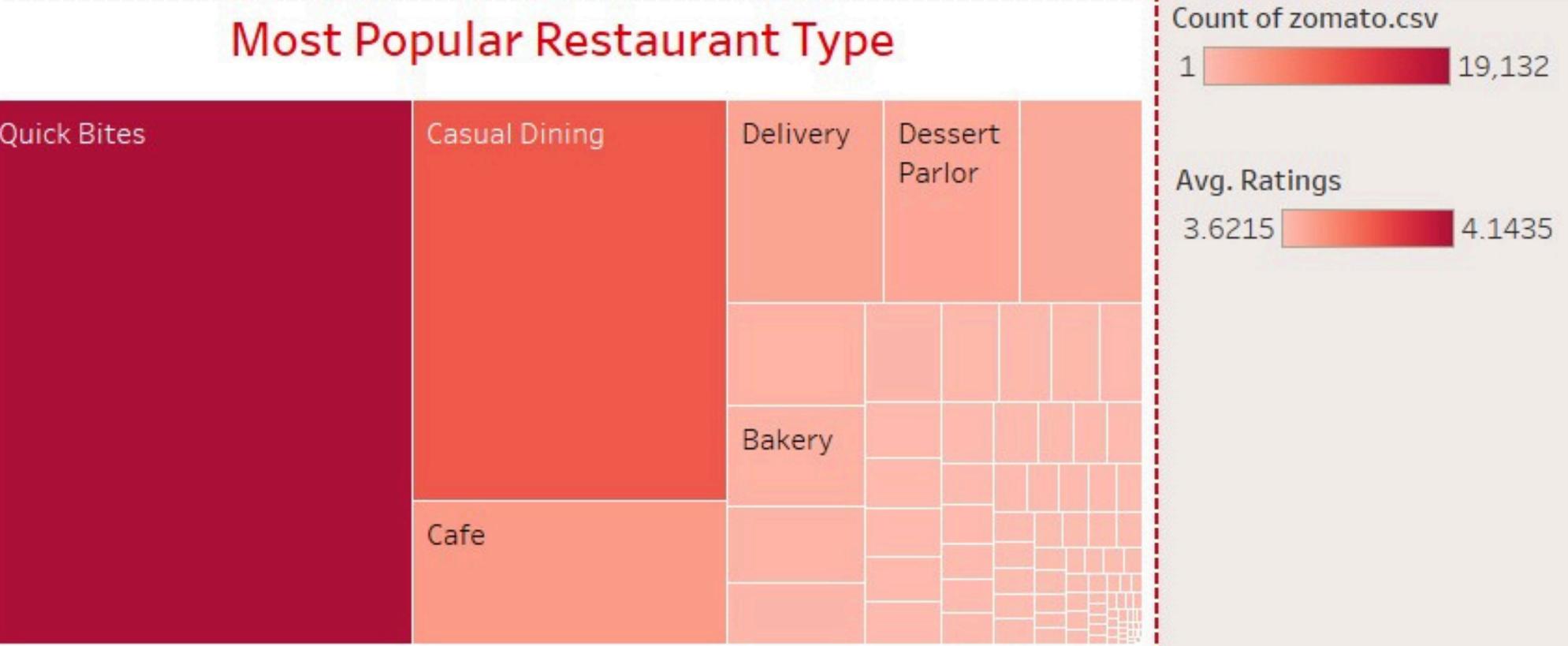
Restaurant Performance & Customer Interaction



Distribution of Rating across the city



Most Popular Restaurant Type



Restaurant listed by Meal type

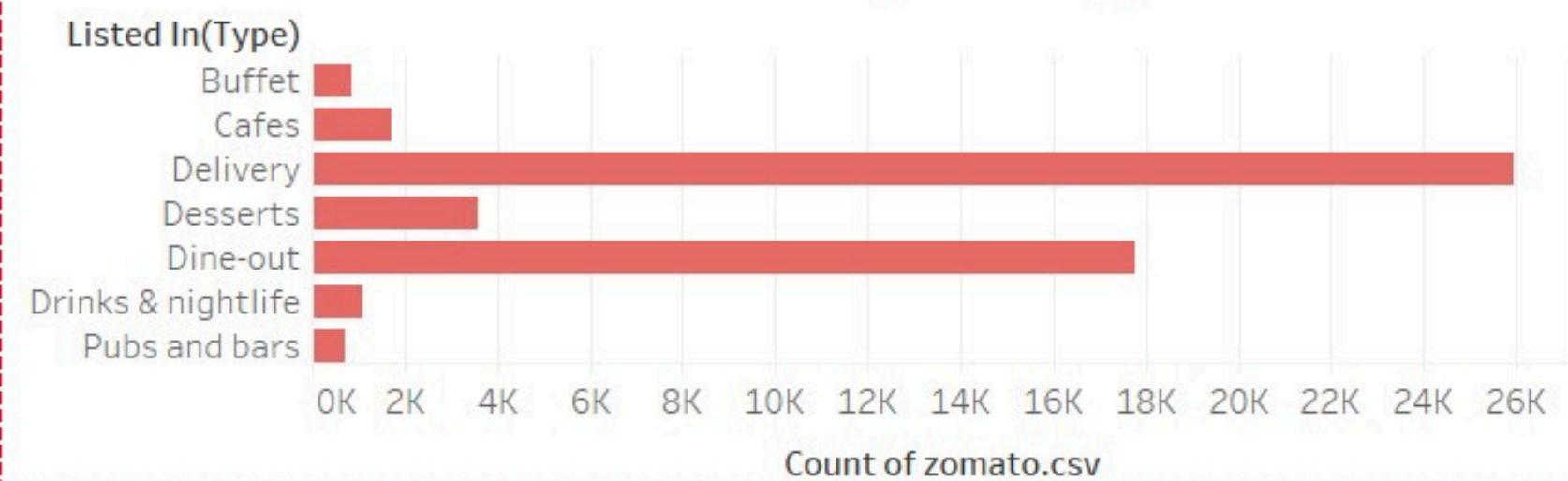
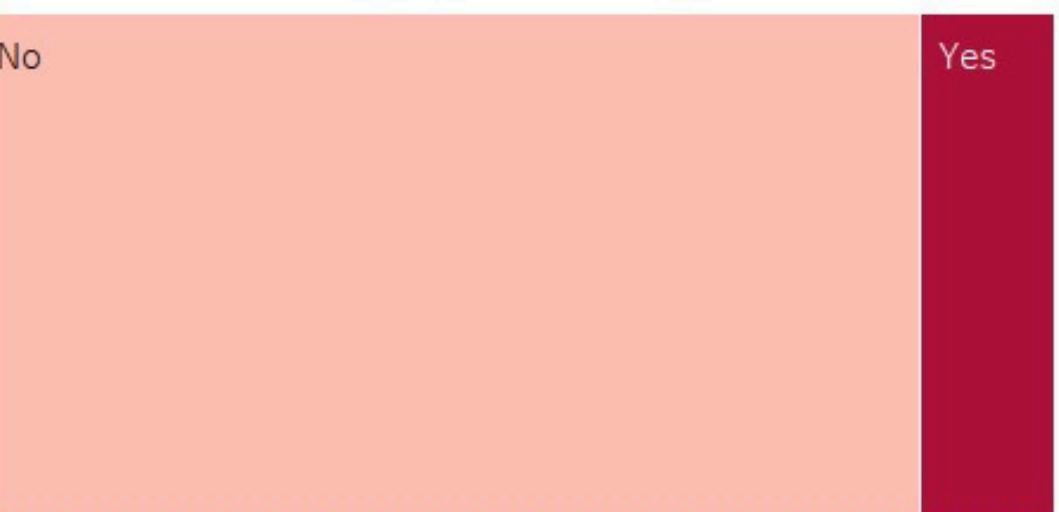


Table Booking Options by Restaurant



Corelation Reviews vs Ratings

0.1490

Insights from Restaurant Performance & Customer Interaction

1. Distribution of Ratings Across the City

- The average ratings of restaurants across different areas are relatively close, indicating that location does not drastically impact customer satisfaction.
- Some areas show slightly better ratings, which may correlate with service quality or restaurant types.

2. Most Popular Restaurant Type

- "Quick Bites" is the dominant restaurant type, followed by "Casual Dining" and "Delivery."
- Bakeries and cafes also have a significant presence.

3. Restaurant Listings by Meal Type

- Delivery services dominate, suggesting a strong preference for online food ordering.
- Dine-out and desserts are also popular, showing demand for both casual and special occasion dining.

4. Table Booking Options by Restaurant

- A large number of restaurants do not offer table bookings.
- The availability of reservations could be a competitive advantage for dine-in restaurants.

5. Correlation Between Reviews and Ratings

- The correlation between reviews and ratings is quite low (0.149), indicating that higher reviews do not necessarily translate to higher ratings.



Dashboard : 2



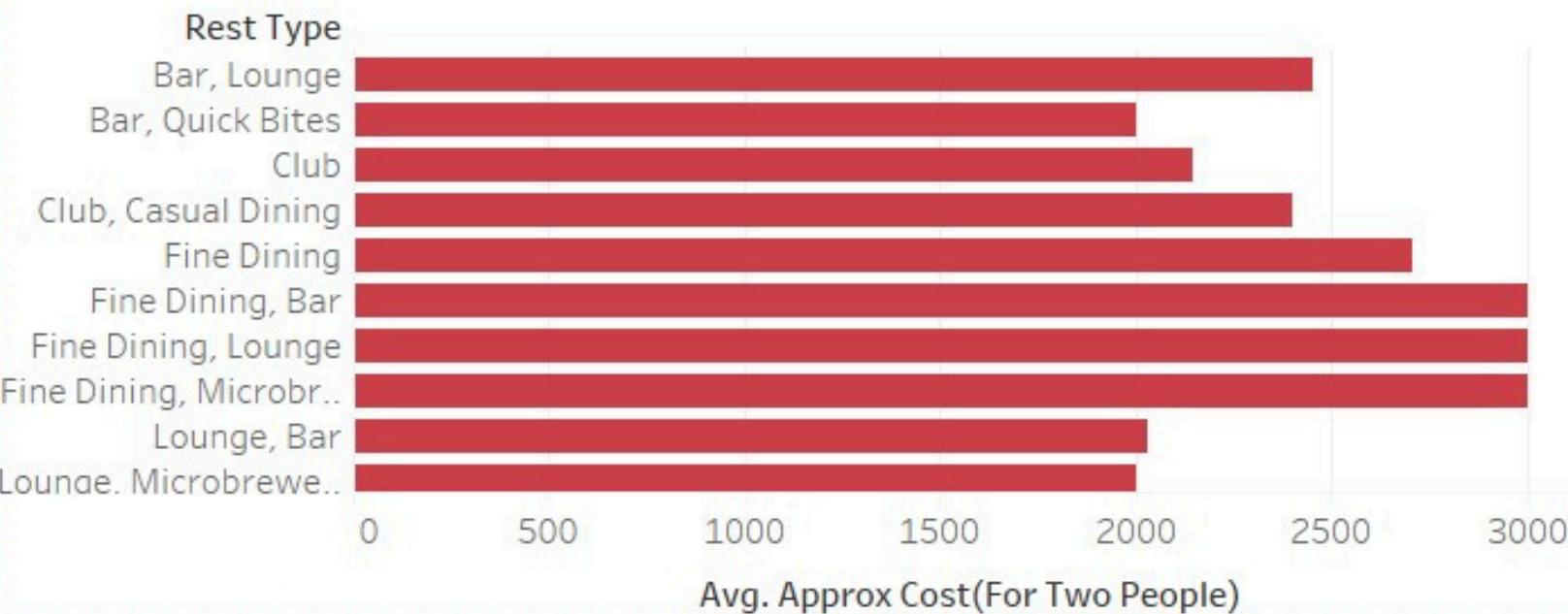
Neighbourhood and cost Analysis



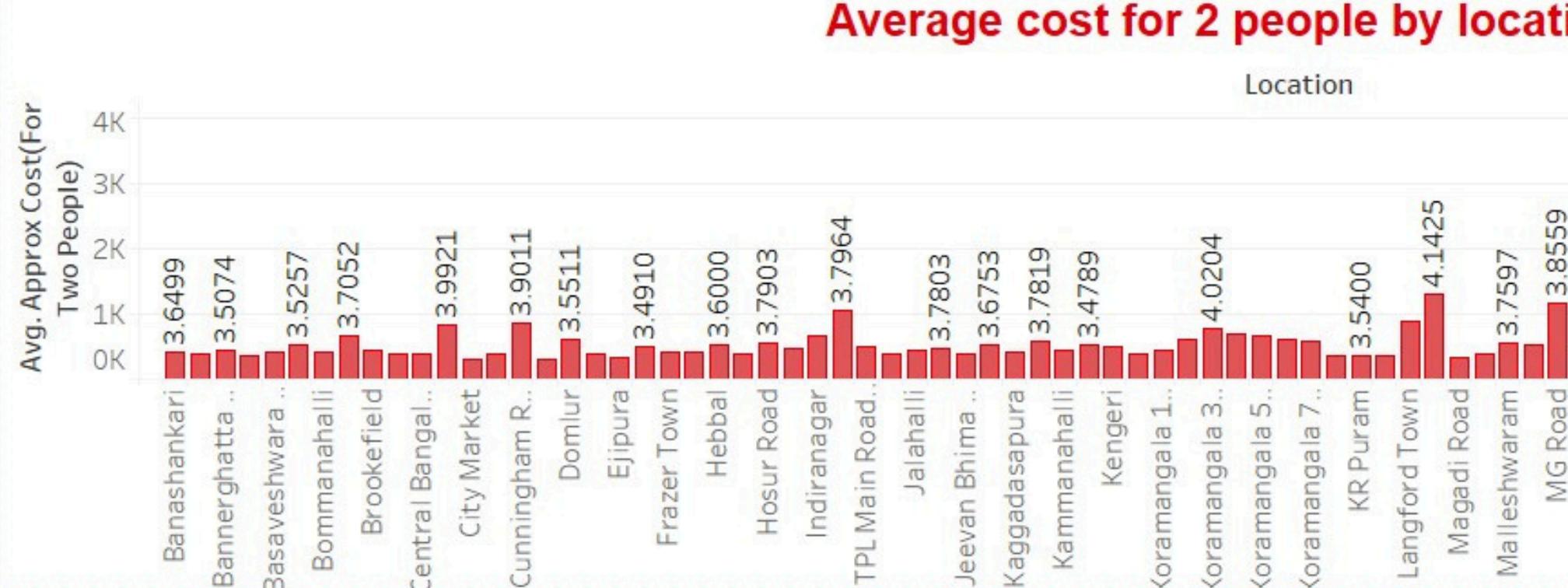
Availability of Online Ordering by Location



Avg cost of two people by Restaurant type



Average cost for 2 people by location



Corelation
between Cost vs
Ratings

Insights from Neighborhood and Cost Analysis

Availability of Online Ordering by Location

- Online ordering is widely available, with some areas having significantly higher adoption than others.
- Areas with lower online ordering adoption may need improvements in delivery logistics or customer awareness.

Average Cost for Two People by Restaurant Type

- Fine Dining and Lounge-type restaurants have the highest average costs.
- Quick Bites and Casual Dining offer more affordable options.

Average Cost for Two People by Location

- Significant variation in dining costs is observed across locations.
- Higher-cost locations might cater to a more premium audience.

Correlation Between Cost and Ratings

- A moderate correlation (0.3852) suggests that higher-priced restaurants tend to have better ratings.
- Customers might associate cost with quality, but affordability is also crucial.



Dashboard :3



Dining Trends & Popular Choices



Most Popular Dishes by Restaurant Types

Ferrero Rocher Cake, Chocolate Cake, Chicken Seekh, Mutton Samosa, Veg Samosa, Chicken Cutlet, Naan, Chicken Puff, Chicken Roll

Blueberry Cake Chocolate Cake Cup Cake, Swiss Roll Veg Puff, Egg Puff
Cup Cake, Brownie

Coffee Veg Puff, Burgers, Cheesecake, Blueberry Cheese Cake, Brownie, Pineapple Pastry, Chocolate Fantasy
Sandwiches, Burgers, Hot Dog, Sandwich, Honey Cake, Pizza, Veg Cheese Burger, Cheesecake
Cup Cake, Chocolate Truffle, Brownie, Cake Pops, Cheesecake, Red Velvet Cake, Choco
Burgers, Salads, Pizza, Sandwiches, Pesto Pasta, Pasta Alfredo, Chocolate Brownie Bowl, Samosa
Eggless Cake, Choco Mocha, Choco Almond, Blueberry Cake, Chocolate Cake, Choco Strawberry

Burgers, Eggless Cake, Red Velvet Cake Coffee, Cup
Chocolate Truffle, Blueberry Cheesecake Chocolate Cake, Chocochip Cake, Cup
Gooey Brownie, Brownie Chocolate, Chocolate Ganache, Garlic Bread, Salte
Caramel Brownie, Plum Cake, Chocolate Cake

Cup Cake, Chocolate Truffle, Dutch Truffle, Blueberry Cheesecake

Fruit Cake, Blueberry Cake, Brownie, Chocolate Walnut Cake, Carrot Cake, Chocolate Blueberry, Meetha Paan

Cup Cake, Chocolate Truffle, Chocolate Cake, Coffee, Choco Truffle, Photo Cake, Cheesecake
Patisserie Nitash, Brownie, Chocolate Cake, Chocolate Ganache, Macaroon, Cheesecake

Brownie, Veg Puff, Chocolate Truffle, Chocolava, Choco Truffle, Chocolate Cake
Pasta, Chocolate Truffle, Burgers, Blueberry Cheesecake Sandwiches
Chocolate Decadence, Chocolate Fantasy, Pancakes, Bao Cake

Chocolate Decadence, Chocolate Fantasy, Pancakes, Pan Cake
Cup Cake, Blueberry Cheesecake, Coffee, Cake Pops, Pineapple Cake, Brownie
Burgers, Red Velvet Cake, Van Puff, Plum Cake, Scones Cake, Tea, Coconut Biscuits, Fruit Cake, Apple Cake

Chocolate Mousse, Oreo Cheesecake Macaroon, Mousse, Caramel Eclair

German Chocolate, Chocolava, Red Velvet Cake, Choco Truffle Cake, Cup Cake, Chocolate Truffle, Blueberry Cheesecake
Eggless Cake, Brownie Chocolate, Chocolate Cheese, Cheesecake, Chocolate Truffle, Lava Cake, Strawberry Cake
Honey Cake, Apple Cake, Potato Bun, Fruit Cake, Bun Butter Jam, Bun Masala, Veg Puff, Cheesecake, Chocolate Truffle, Cup Ca

Most Popular Cuisines by Restaurant

Bakery, Mithai	Cafe, Beverages	Pizza, Italian
Fast Food, Pizza	Burger, Fast Food	Fast Food, Biryani
Desserts, Momos	Asian, Continental Beverages, Sandwich	Fast Food, Rolls
Bakery, Street Food	Cafe, Fast Food	Chinese, North Indian Juices
North Indian, Street Food	North Indian, Fast Food	South Indian, Beverages
Cafe, Italian, Beverages	North Indian, Asian, Continental	Fast Food, Street Food
North Indian, Street Food	South Indian, Fast Food, Street Food	South Indian, Healthy Food
Bakery, Beverages, Ice Cream	Ice Cream, Desserts	Burger, Fast Food, Beverages
Cafe	Cafe, Continental, Beverages, Desserts	Andhra, North Indian, Chinese
North Indian, Seafood, Chinese Salad, Fast Food, Sandwich, Healthy Food		Biryani, Seafood, South Indian
South Indian, North Indian, Desserts	Andhra, South Indian, Biryani, North Indian	North Indian, Chinese Street Food
Beverages	South Indian, Biryani, Chinese, North Indian	North Indian, Kebab, Biryani, Chinese
Bakery, Desserts	Mithai, South Indian, Street Food, Fast Food	Desserts, Ice Cream, Beverages, Sandwich
Bakery	South Indian, Fast Food, North Indian, Desserts	Desserts, Asian, Beverages
	Biryani, South Indian, North Indian, Chinese, Andhra	North Indian, Rajasthani
	North Indian, Chinese, South Indian, Fast Food, Juices	South Indian, Chinese, North Indian

Bakery South Indian, Fast Food, North Indian, Desserts Desserts, Asian, Beverages
Biryani, South Indian, North Indian, Chinese, Andhra North Indian, Rajasthani
North Indian, Chinese, South Indian, Fast Food, Juices South Indian, Chinese, North Indian

North Indian **South Indian, North Indian, Chinese** Chinese Fast Food
Seafood, Chinese, South Indian, North Indian Salad, Healthy Food, Sandwich, Juices, Burger, Desserts, Pizza Biryani, North Indian
Thai, Desserts, Bakery **Street Food, Fast Food** South Indian, Chinese, North Indian, Street Food, Rolls, Juices
Cafe, Italian North Indian, Chinese, South Indian, Fast Food Rolls Ice Cream South Indian, North Indian, Chinese, Street Food
Mithai Continental, Fast Food, Street Food, Momos Pizza South Indian, Chinese, Desserts, Beverages Beverages, Fast Food
Bakery, French, Desserts South Indian, North Indian, Chinese, Biryani Mithai, Street Food, North Indian, Chinese Desserts, Mithai
North Indian, Biryani, Fast Food Ice Cream, Desserts, Beverages, Sandwich North Indian, Chinese, South Indian
Beverages, Ice Cream Juices, South Indian, Chinese, Fast Food North Indian, Kebab, Chinese, Fast Food Healthy Food, South Indian
Fast Food, Maharashtrian North Indian, Cafe, Chinese, Fast Food North Indian, Chinese, Mughlai North Indian, Mughlai
Burger, Fast Food, Italian North Indian, Chinese, Beverages Andhra, Chinese, North Indian South Indian, Street Food
South Indian, Biryani South Indian, Chinese South Indian, Mangalorean Biryani North Indian, Chinese, Thai Finger Food
Desserts, Ice Cream Fast Food, Beverages Desserts South Indian, Fast Food Biryani, Kebab, Chinese Beverages, Desserts
Mithai, Desserts Biryani, Fast Food Desserts, Beverages Mithai, Street Food Chinese, Fast Food Italian, Continental
Pizza, Fast Food Mughlai, Biryani Desserts, Bakery Juices, Fast Food Beverages, Juices

- Location
- Null
- Banashank...
- Banaswadi
- Bannergha...
- Basavanag...
- Basavesh...
- Bellandur
- Bommanah...
- Brigade Ro...
- Brookefield
- BTM
- Central Ba...
- Church Str...
- City Market
- Commercia...
- Cunningha...
- CV Raman ...
- Domlur
- East Banga...
- Ejipura
- Electronic ...
- Frazer Town
- HBR Layout
- Hebbal
- Hennur
- Hosur Road
- HSR
- Indiranagar
- Infantry R...
- ITPL Main ...
- Jakkur
- Jalahalli

Rest Type

- (All)
- Null
- Bakery
- Bakery, Beve...
- Bakery, Cafe
- Bakery, Dess...
- Bakery, Food ...
- Bakery, Kiosk
- Bakery, Quick...
- Bakery, Swee...
- Bar
- Bar, Cafe
- Bar, Casual D...
- Bar, Lounge
- Bar, Pub
- Bar, Quick Bit...
- Beverage Shop
- Beverage Sho...
- Beverage Sho...
- Beverage Sho...
- Bhojanalya
- Cafe
- Cafe, Bakery
- Cafe, Bar
- Cafe, Casual ...
- Cafe, Dessert...
- Cafe, Food Co...
- Cafe, Lounge
- Cafe, Quick Bi...
- Casual Dining
- Casual Dining...
- Casual Dining...

Insights from Dining Trends & Popular Choices

Most Popular Dishes by Restaurant Type

- Desserts (cakes, chocolate-based items) and fast food items (sandwiches, burgers) are the most frequently listed.
- This indicates high customer preference for comfort foods.

Most Popular Cuisines by Restaurant

- South Indian, North Indian, and Chinese cuisines dominate.
- Fast food remains a strong trend across different restaurant types.

Filters for Location and Restaurant Type

- The presence of filters allows stakeholders to analyze specific areas and restaurant categories effectively.



Conclusion

The analysis of Zomato Bangalore restaurant data highlights crucial trends in customer preferences, restaurant performance, and pricing strategies. The dominance of online ordering and Quick Bites suggests a shift towards convenience-driven dining, while the popularity of South Indian, North Indian, and Chinese cuisines indicates strong customer demand for familiar flavors. The correlation between higher pricing and better ratings implies that premium dining establishments are perceived as offering superior quality, though affordability remains a key factor for many customers.

Additionally, the low correlation between reviews and ratings suggests that businesses should focus on actively engaging with customers and managing feedback more effectively. Restaurants can enhance their competitive edge by expanding online ordering in underperforming areas, offering table reservations, and capitalizing on trending dishes. Strategic improvements in these areas will not only boost customer satisfaction but also drive business growth in Bangalore's dynamic food industry.

THANK YOU

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