Zomato Delhi NCR Restaurant Analysis

Data Analytics Project Report

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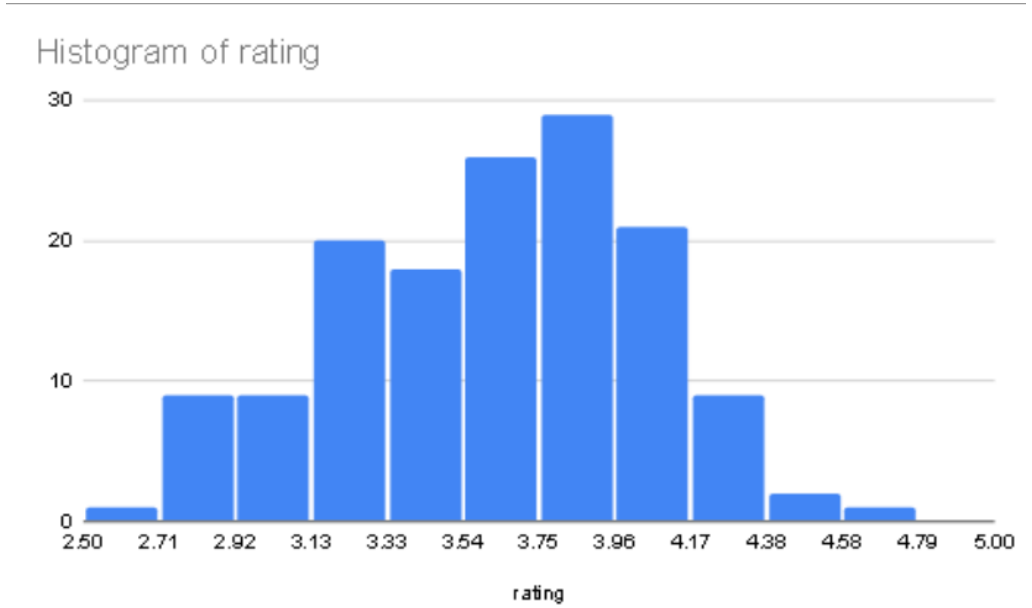
PROJECT OVERVIEW & MARKET ANALYSIS

- 📊 **DATASET SNAPSHOT**
- 120+ Restaurants across Delhi NCR
- 7 Key Metrics analyzed
- Current market snapshot
- 🎯 **PROJECT OBJECTIVES**
- Understand market composition
- Analyze rating & quality patterns
- Identify pricing strategies
- Benchmark restaurant performance
- 🔍 **METHODOLOGY**
- Exploratory Data Analysis (EDA)

RATING DISTRIBUTION ANALYSIS

KEY FINDINGS:

- Average Rating: 3.7/5.0
- Most common range: 3.3 - 4.0
- 68% of restaurants: 3.5 - 4.2



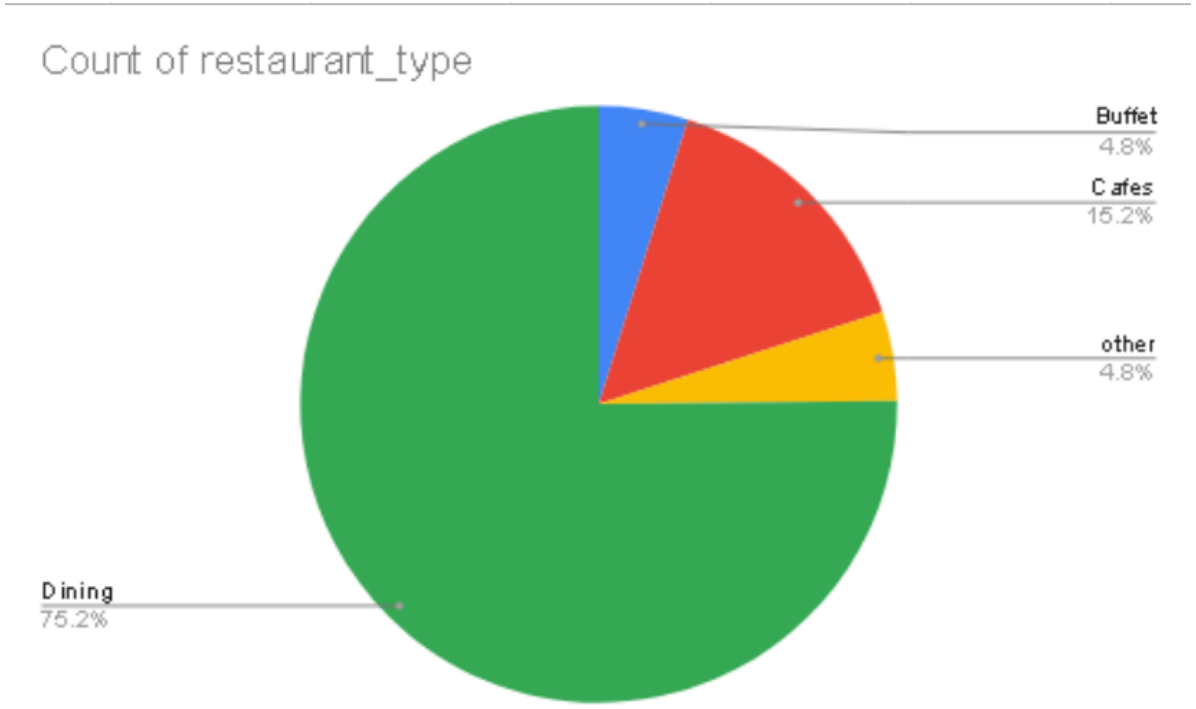
MARKET SEGMENTATION BY TYPE

MARKET BREAKDOWN:

✓ Dining: 75.2% (dominant)
✓ Cafes: 15.2% (growing)
✓ Buffet: 4.8% (niche)
✓ Other: 4.8% (specialty)

STRATEGIC INSIGHT:

High competition in Dining segment. Cafes & specialty restaurants have less saturation - growth opportunity.

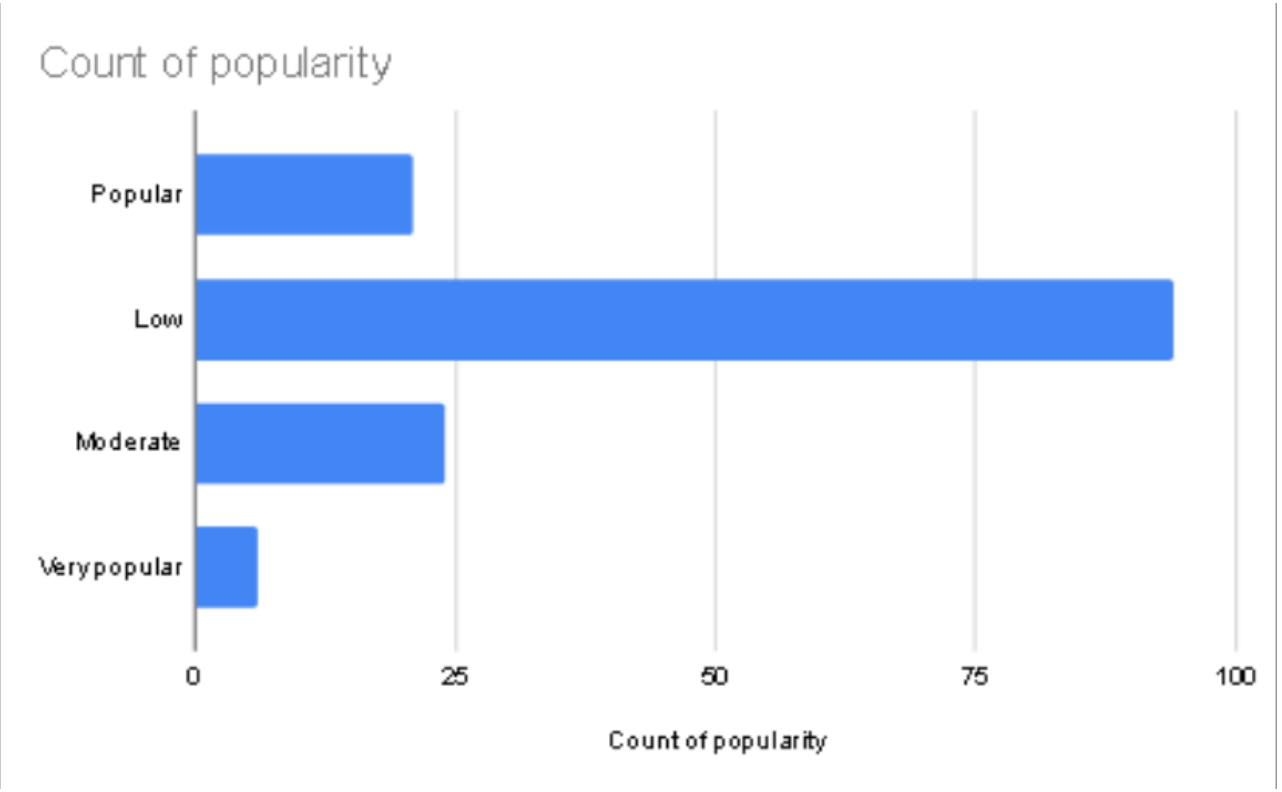


CUSTOMER ENGAGEMENT & POPULARITY

POPULARITY DISTRIBUTION:

- Low (0-50 reviews): 95 restaurants
- Moderate (51-200): 15 restaurants
- Popular (201+): 20 restaurants
- Very Popular (500+): 5 restaurants

INSIGHT: Majority restaurants are NEW or less visible. Building reviews is critical for market visibility & success.



PRICING STRATEGY & QUALITY ANALYSIS

CORRELATION ANALYSIS:

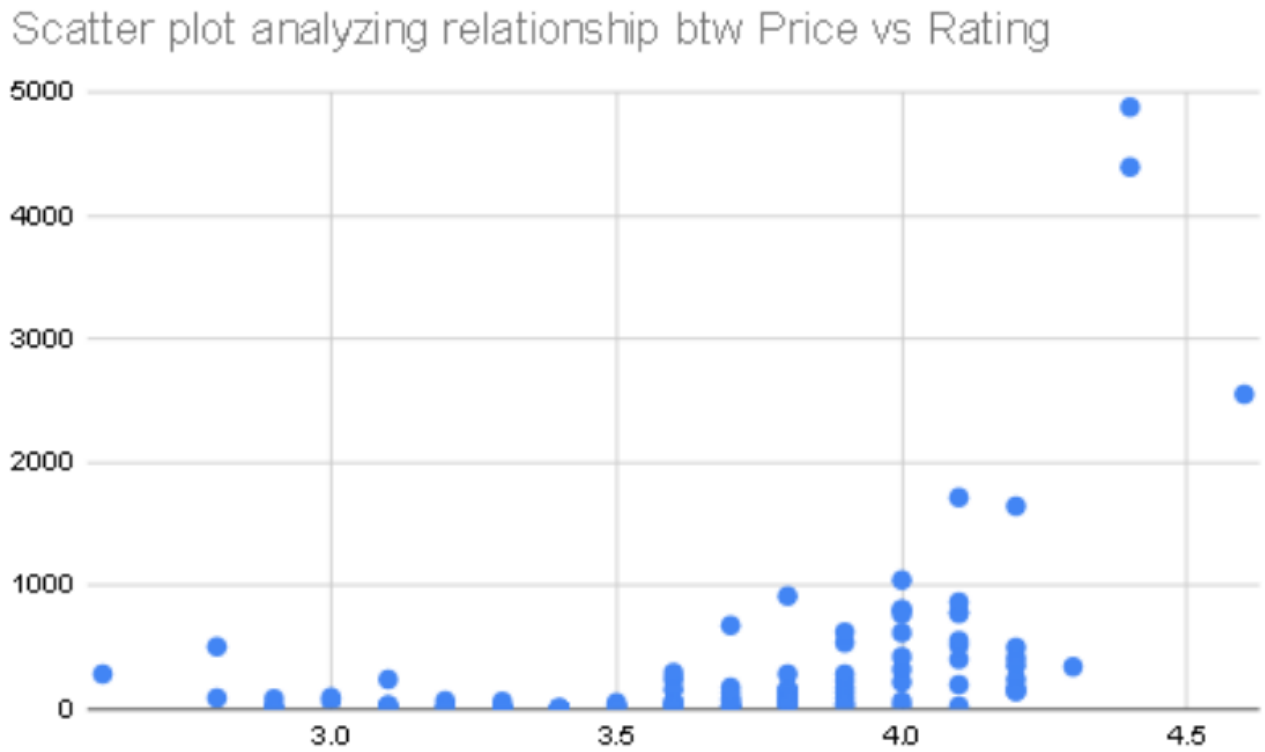
- Correlation: r = 0.29 (weak)
- Price ≠ Quality guarantee
- Weak relationship found
- Quality is independent of price

PRICE SEGMENTS:

- Budget (<₹300): Most options
- Mid-range (₹300-800): Best value
- Premium (>₹800): Limited options

RECOMMENDATION:

Quality management is MORE important than premium pricing strategy.



DIGITAL ADOPTION & SERVICE OPTIONS

ADOPTION RATES:

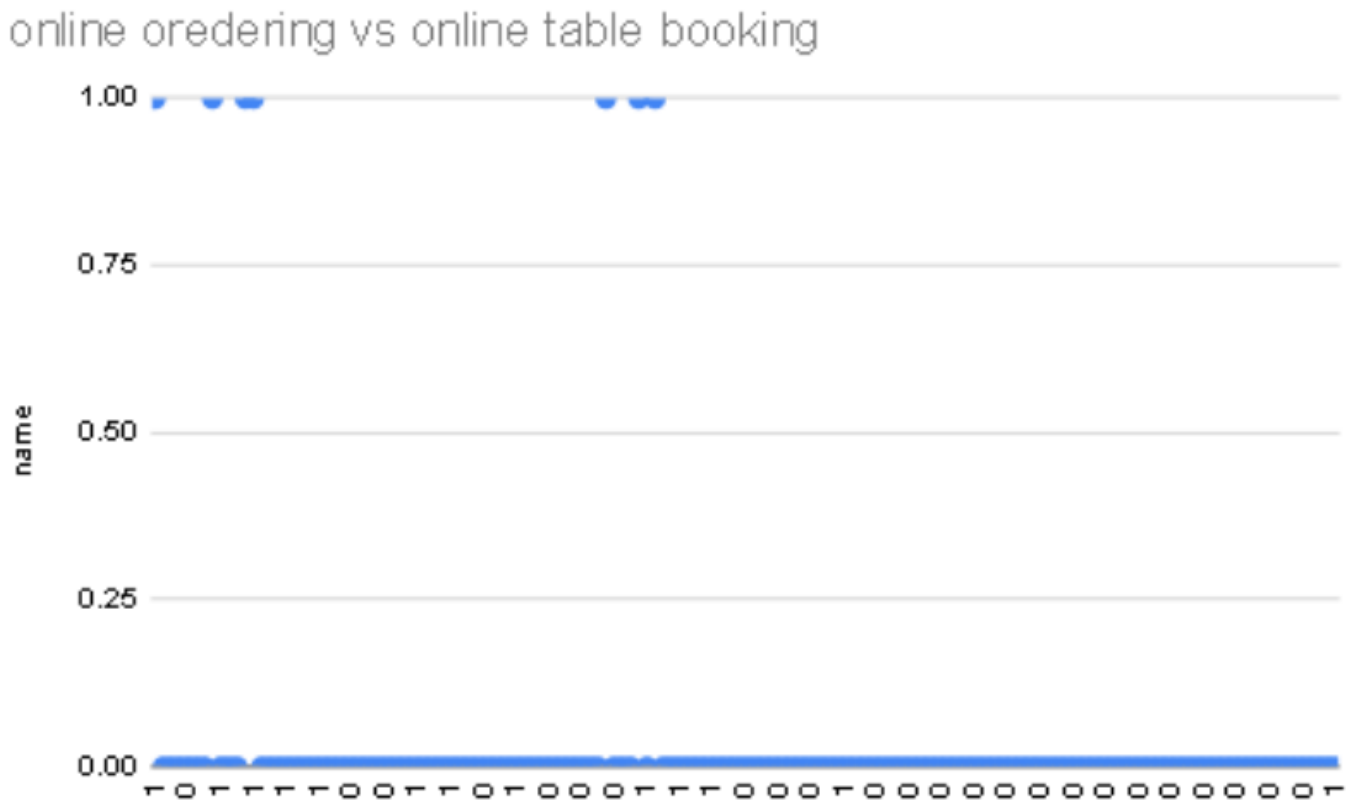
1. Online Ordering: Yes (present in data)
2. Table Booking: Yes (present in data)
3. Combined: Restaurants with both services

CRITICAL INSIGHT:

Online ordering is NOW MANDATORY.
Without it, restaurants lose visibility in the modern delivery ecosystem.

MARKET TREND:

Post-COVID, digital presence = survival



NUMERIC RELATIONSHIP ANALYSIS

	ONLINE ORDERING	ONLINE TABLE BOOKING	RATING	VOTES	APPROX COST FOR TWO
ONLINE ORDERING	1.00	0.22	0.44	0.34	0.32
ONLINE TABLE BOOKING	1.00	0.19	0.43	0.34	0.31
RATING	1.00	0.20	0.43	0.33	0.30
VOTES	1.00	0.20	0.42	0.33	0.29
APPROX COST FOR TWO	1.00	0.20	0.43	0.33	0.29

STRONGEST CORRELATIONS:

- Online Ordering ↔ Rating: r = 0.44

Restaurants with online orders get higher ratings

- Price ↔ Rating: r = 0.43

Premium pricing correlates with better ratings

- Votes ↔ Rating: r = 0.42

More reviews slightly correlate with higher ratings

KEY TAKEAWAY:

Online ordering capability is the STRONGEST
predictor of rating success. Quality + Digital
presence = winning formula.

KEY INSIGHTS & FINDINGS

- INSIGHT #1: GO DIGITAL OR INVISIBLE
- Online ordering is non-negotiable.

- INSIGHT #2: QUALITY FIRST, THEN PRICE
- Build reputation before premium positioning.

- INSIGHT #3: REVIEWS = REAL DIFFERENTIATOR
- Most restaurants 3.5-4.5 stars. Win via review volume.

- INSIGHT #4: ₹400-600 = GOLDILOCKS ZONE
- Mid-range pricing gets highest engagement.

- INSIGHT #5: DO ALL 4 THINGS TOGETHER
- Digital + Quality + Mid-price + Reviews = Success

WHAT DO I DO NOW?

1. 🔧 GET ONLINE IN 30 DAYS

   (Zomato/Swiggy/UberEats = +44% success)

2. ⭐ BUILD 50+ REVIEWS IN 90 DAYS

   (Quality food = more credibility)

3. 💰 PRICE AT ₹400-600

   (Sweet spot for maximum orders)

4. 📱 UPDATE WEEKLY

   (Small actions = big compound effect)

5. 🎯 TRACK 4 METRICS QUARTERLY

   (Rating, votes, spend, frequency)