📊 Summary of Analysis

- **Cuisines**: *North Indian, Chinese, and Cafe* cuisines dominate the restaurant market.

- **City Trends**: Metro cities (Delhi, Mumbai, Bangalore) have the highest restaurant density, while smaller cities show limited but niche offerings.

- **Ratings**: Average ratings fall between **3.5 – 4.2**, indicating most restaurants are rated "Good" but very few achieve "Excellent."

- **Cost Insights**: There is **low correlation** between restaurant cost and ratings — higher prices do not guarantee better reviews.

- **Customer Engagement**: Restaurants with mid-range prices and multi-cuisine menus attract **more votes** (higher engagement).

💡 Recommendations

1. **Focus on Mid-range Pricing**

   - Restaurants priced moderately perform well in both ratings and customer engagement.

   - Premium restaurants should **add value** (ambience, service) to justify higher costs.

2. **Leverage Popular Cuisines**

   - *North Indian & Chinese* are consistently popular.

   - New entrants can offer **fusion or diversified menus** to capture wider audiences.

3. **Improve Low-rated Cities**

   - Smaller cities have potential but show lower average ratings.

   - Training staff and improving food quality can boost customer satisfaction.

4. **Marketing Strategy**

- ○ Promote **highly-rated but less popular cuisines** (e.g., Mediterranean, Continental) through targeted campaigns.

  - ○ Use Zomato ratings & reviews to highlight customer trust.

5. **Customer Engagement Boost**

   - ○ Encourage customers to leave reviews and ratings by offering **discounts or loyalty points**.

   - ○ More reviews → stronger credibility on Zomato → better visibility.