

# MARKETING

## CULINARY ADVENTURES ZOMATO CASE STUDY



Lugman Abban  
Violet DS 4

## **Introduction**

**Objective - Page 1**

## **Methodology**

**Data Exploration - Page 3**

- Regional Analysis - Page 4
- Competitors' Analysis - Page 5

**Analysis of Market Gaps - Page 6**

**Marketing Campaigns for our Restaurant - Page 8**

**Key Takeaways - Page 10**

# Introduction

The data “Zomato Restaurants in India” was provided to understand market trends and devise a marketing strategy for a new restaurant in India by identifying gaps in the industry. I have compiled a result of market analysis in different regions of India by doing an Exploratory Data Analysis (EDA) with the Zomato Data.



## Objective

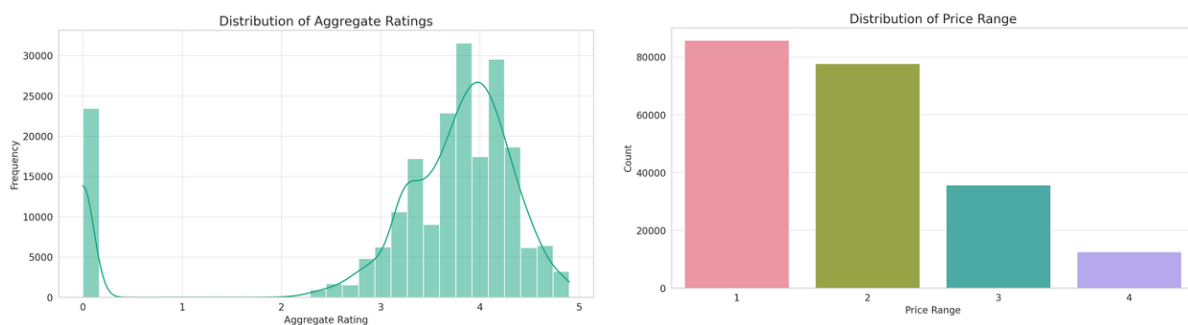
To utilize exploratory data analysis (EDA) skills to understand customer preferences, dining trends, and competitive landscape in various regions of India, and to design an effective marketing campaign for a restaurant chain.

# Methodology

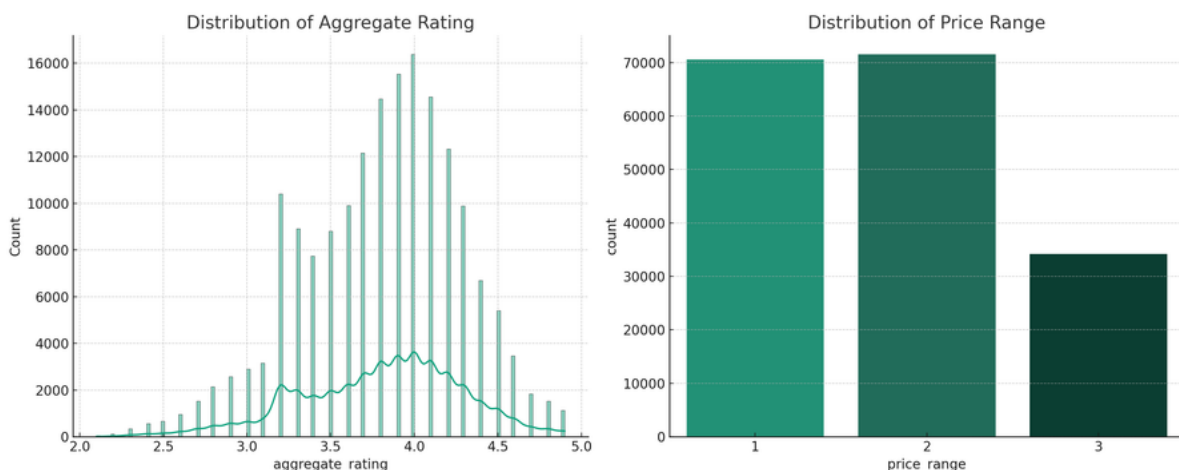
We have analyzed the data using GPT4 'Data Analysis' feature which is a powerful tool for doing a detailed analysis along with visualizations. The original data with 211,945 observations was cleaned based on outliers in the Aggregate rating and Price Range column. Two columns of timings and zip codes were removed entirely as they were not required for analysis and consisted of many missing values.

It is important to note outliers removal was necessary as many 0 ratings do not reflect the reality but a rather haste of customers. The high price range was removed because we wanted to make a plan according to the general market and not a specific high-end segment.

## Original Distribution

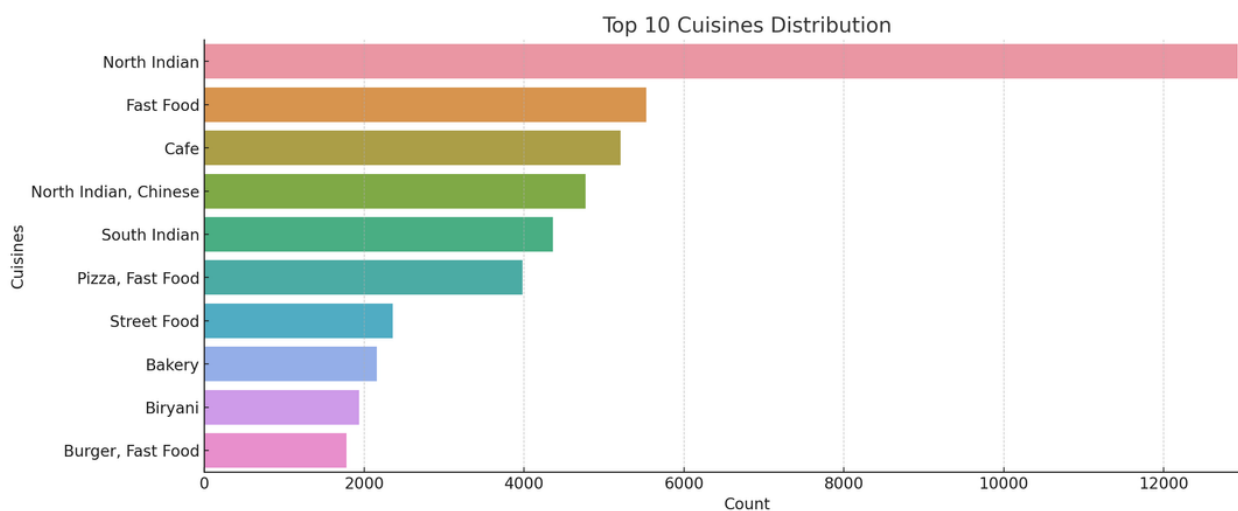
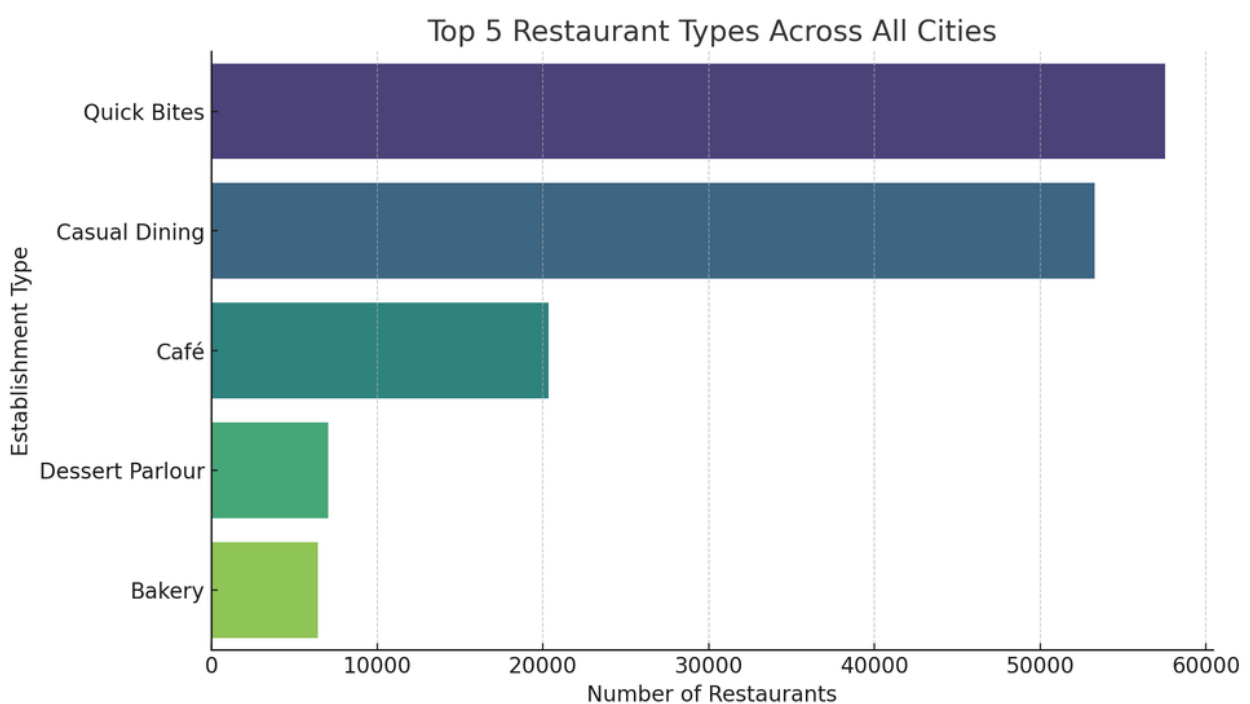


## Distribution after cleaning



# Data Exploration

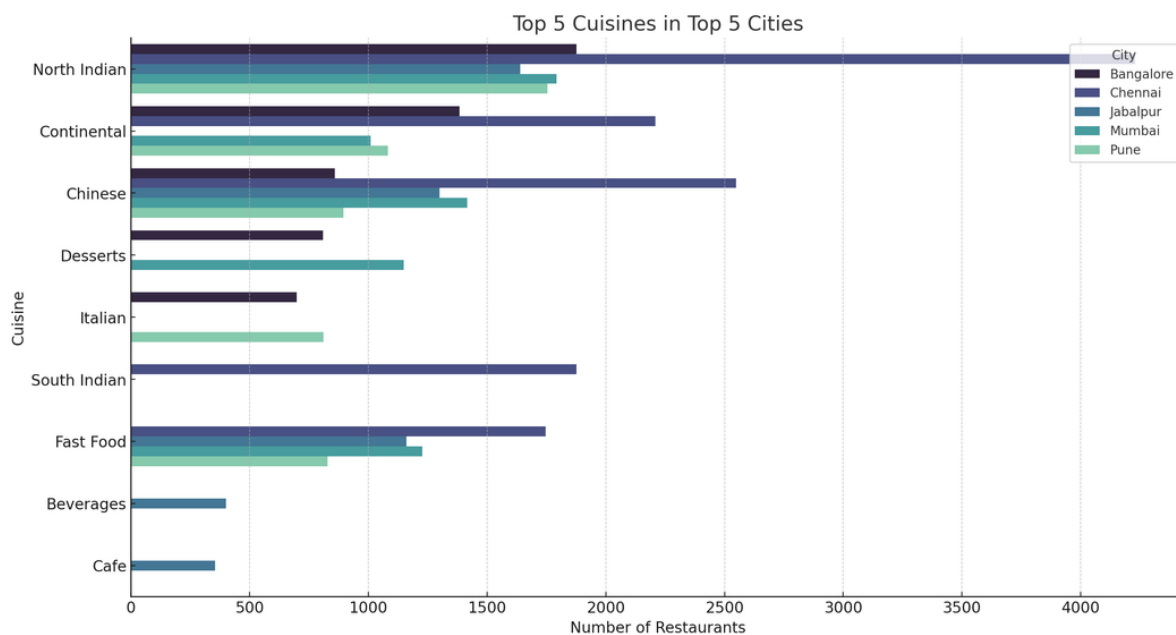
The cleaned data consists of 176,319 observations and 30,859 total restaurants with Domino's Pizza being the most frequent. 27 unique types of restaurants with 'Quick Bites' as the most common one observed. 'North Indian' cuisine was found to be the most popular followed by Fast Food. Chennai is the top most region with most number of restaurants followed by Mumbai, Bangalore, and Pune.





## Regional Analysis

Regional analysis shows a diverse culinary landscape with several cities standing out for their unique food preferences. Bangalore is known for its eclectic mix, with a particular fondness for Mithai and Street Food, alongside South Indian cuisine. Chennai offers a harmonious blend of North and South Indian cuisines. Lucknow is known for North Indian and Mughlai cuisines along with popular choices like Pizza and Fast Food. Mumbai's culinary scene is led by a love for Bakery items and Desserts. Meanwhile, New Delhi showcases a balance between the Street Food and the North Indian dishes, with Chinese cuisine also making a notable presence.





# Competitors' Analysis

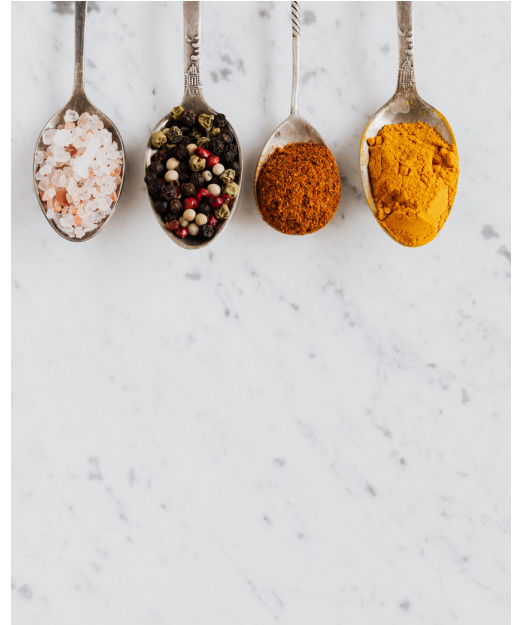
#	Restaurant	City	Strengths	Weaknesses
1	Palladium Social	Mumbai	Diverse cuisine, high ratings, strong customer...	Higher price range, might not appeal to budget...
2	Bar Stock Exchange	Mumbai	Innovative concept, popular among younger crowd	Niche market appeal, may not attract traditional...
3	Byg Brewski Brewing Company	Bangalore	Brewery with a diverse menu, high customer...	Higher price range, primarily appeals to beer...
4	Truffles	Bangalore	Popular for burgers and continental cuisine...	Limited to Western cuisine, often crowded
5	Plum By Bent Chair	New Delhi	Unique decor and Asian cuisine	Niche appeal, higher-end pricing
6	Khan Chacha	New Delhi	Famous for kebabs and North Indian food	Limited seating space, often crowded
7	AB's - Absolute Barbecues	Chennai	Interactive dining with live grills, variety	Higher price range, may not suit vegetarians
8	Barbeque Nation	Chennai	All-you-can-eat buffet, live grills	Standardized menu, might not appeal to those...
9	Naturals Ice Cream	Kolkata	Fresh and natural flavors, popular brand	Limited to ice cream, seasonal variations...
10	Peter Cat	Kolkata	Iconic restaurant, famous for Chelo Kebabs	Older ambiance, limited menu innovations

The competition analysis across the top five cities shows various unique strengths like cuisine variety, innovative concepts, and iconic locations, while also facing challenges such as niche appeal, limited menu options, and higher price points.

# Analysis of Market Gaps

## Cuisine Offerings:

The analysis of the culinary landscape in various Indian cities has revealed distinct market gaps in terms of underrepresented cuisines that present unique opportunities for a restaurant chain looking to fill these niches. For instance, Agra is lacking in Bakery, Beverages, Café, and Fast Food options, while Ahmedabad shows a significant gap in Arabian cuisine. Each city presents its own set of potential ventures for those willing to explore these untapped markets.



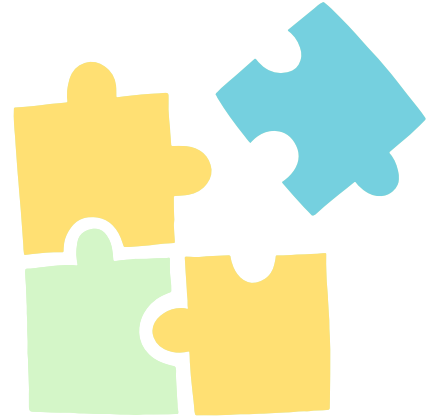
## Pricing Strategies:

In terms of pricing, the restaurant market across these cities is heavily skewed towards the mid-range (Price Range 2) and budget-friendly (Price Range 1) options, which constitute roughly 40.56% and 40.04% of the market, respectively. The higher-end segment (Price Range 3), though less common at 19.40%, indicates room for growth, suggesting that customers may be receptive to new upscale dining experiences.



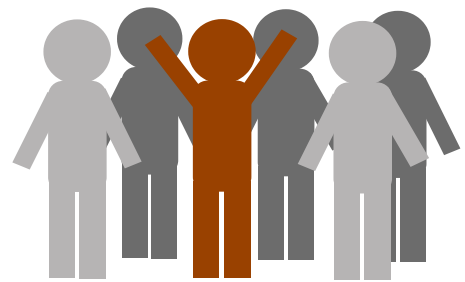
## Strategic Expansion:

To capitalize on these gaps in Underrepresented Cuisines and High-End Dining, restaurant chains could explore introducing cuisines that are underrepresented in specific locales, such as bringing Arabian flavors to Ahmedabad or crafting a fusion of Bakery and Café styles in Agra. This strategy could draw in customers eager for new tastes and dining experiences. Moreover, there's a strategic opportunity to tap into the higher-end market by offering premium dining experiences that emphasize quality and exceptional service. Given the popularity of the mid-range segment, there is also potential for competitive differentiation by enhancing value in this category.



## Diversity and Differentiation:

Additionally, embracing a diverse culinary approach could be advantageous. A theme-based restaurant chain that varies its focus on different cuisines at different outlets might cater to a broader audience, adapting to local culinary voids and preferences. By leveraging the diversity of underrepresented cuisines and the price range dynamics, a restaurant chain can create a distinctive place in the market, appealing to both novelty-seeking food enthusiasts and those desiring upscale dining experiences.



# Marketing Campaigns for our Restaurant

Based on the insights from the analyses conducted, we can design a targeted marketing campaign for a restaurant chain. The campaign should focus on capitalizing on market gaps, targeting specific customer segments in different regions, and differentiating from competitors.

## Regional Focus:

### Mumbai:

- Campaign Theme: "Cosmopolitan Flavors"
- Target Customer Segment: Young professionals and families.

### Bangalore:

- Campaign Theme: "Culture meets Convention "
- Target Customer Segment: Food enthusiasts and Gen Z (social media generation).

### New Delhi:

- Campaign Theme: "Delhi's Diverse Palate"
- Target Customer Segment: Students, history and culture enthusiasts.

## Customer Segmentation:

- Families: Focus on family-friendly restaurants with play areas.
- Millennials and Gen Z: Trendy, Instagram-worthy décor and plating, with a focus on sustainability.
- Health-Conscious Customers: Introduce a range of healthy, organic options, including vegan and gluten-free menus.

## Promotional Tactics:

- Discounts: Early bird discounts, off-peak hour specials.
- Loyalty Programs: Points system for discounts on future visits, and referral benefits.
- Special Events: Hosting local music artists, theme nights, and culinary festivals.
- Collaborations: Partner with local food bloggers and influencers for special tasting events.



## Digital Marketing:

- Social Media Campaigns: Leverage Instagram and Facebook for visually appealing food content, behind-the-scenes stories, and customer testimonials.
- Influencers marketing: Collaborate with food bloggers and influencers for promotional campaigns.

# Key Takeaways

- **Unique Regional Tastes:** Indian cities like Bangalore and Mumbai have distinct culinary preferences, highlighting opportunities for niche cuisines.
- **Market Gaps:** Cities such as Agra and Ahmedabad lack specific cuisines like Bakery and Arabian, offering new market entry points.
- **High-End Dining Opportunity:** There's potential in the upscale dining segment, despite the prevalence of mid-range and budget-friendly options.
- **Targeted Marketing:** Customized campaigns for regions and demographics, like "Cosmopolitan Flavors" in Mumbai, can effectively attract diverse customer groups.
- **Innovative Promotions:** Strategies like discounts, loyalty programs, and influencer collaborations can boost customer engagement.
- **Adapting to Local Preferences:** Aligning offerings with local culinary voids and tastes can position restaurant chains uniquely in the competitive market.

