



Zomato Client: The Hole in The Wall Cafe

zomato

UNC Charlotte School Of Data Science
DBSA 6276 - Strategic Business
Analytics

Team 1



Team Presentation- group 1



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Main Focus

- Current insights
- Analytical findings
- Expansion strategies
- Zomato's offerings





ABOUT THE CLIENT:

Cuisine : Cafe, Continental, Desserts

LOCATION (INDIA)	DINING AVERAGE RATING	DELIVERY AVERAGE RATING	WEB PRESENCE
Indiranagar, BANGALORE	2.7 (19 ratings)	4.4 (2615 ratings)	<u>The Hole In The Wall Cafe, Indiranagar, Bangalore Zomato</u>
Koramangala, BANGALORE	4.4 (8581 ratings)	4.3 (7983 ratings)	<u>Menu of The Hole In The Wall Cafe, Koramangala 4th Block, Bangalore</u>
Kalyan Nagar, BANGALORE	2.9 (59 ratings)	4.4 (2790 ratings)	<u>The Hole In The Wall Cafe, Kalyan Nagar order online - Zomato</u>



SWOT Analysis

STRENGTHS

- Unique offerings
- Presence in prominent areas
- Competitive pricing

WEAKNESSES

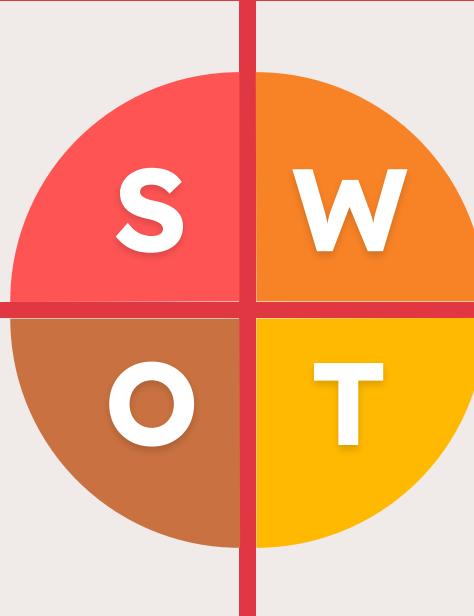
- Inconsistent ratings across areas
- Inadequacy of current website
- Revenue stream dependency

- Franchise model
- Technology integration
- Geographic expansion

OPPORTUNITIES

- Regional competitors
- Operational costs
- Fluctuating consumer preferences

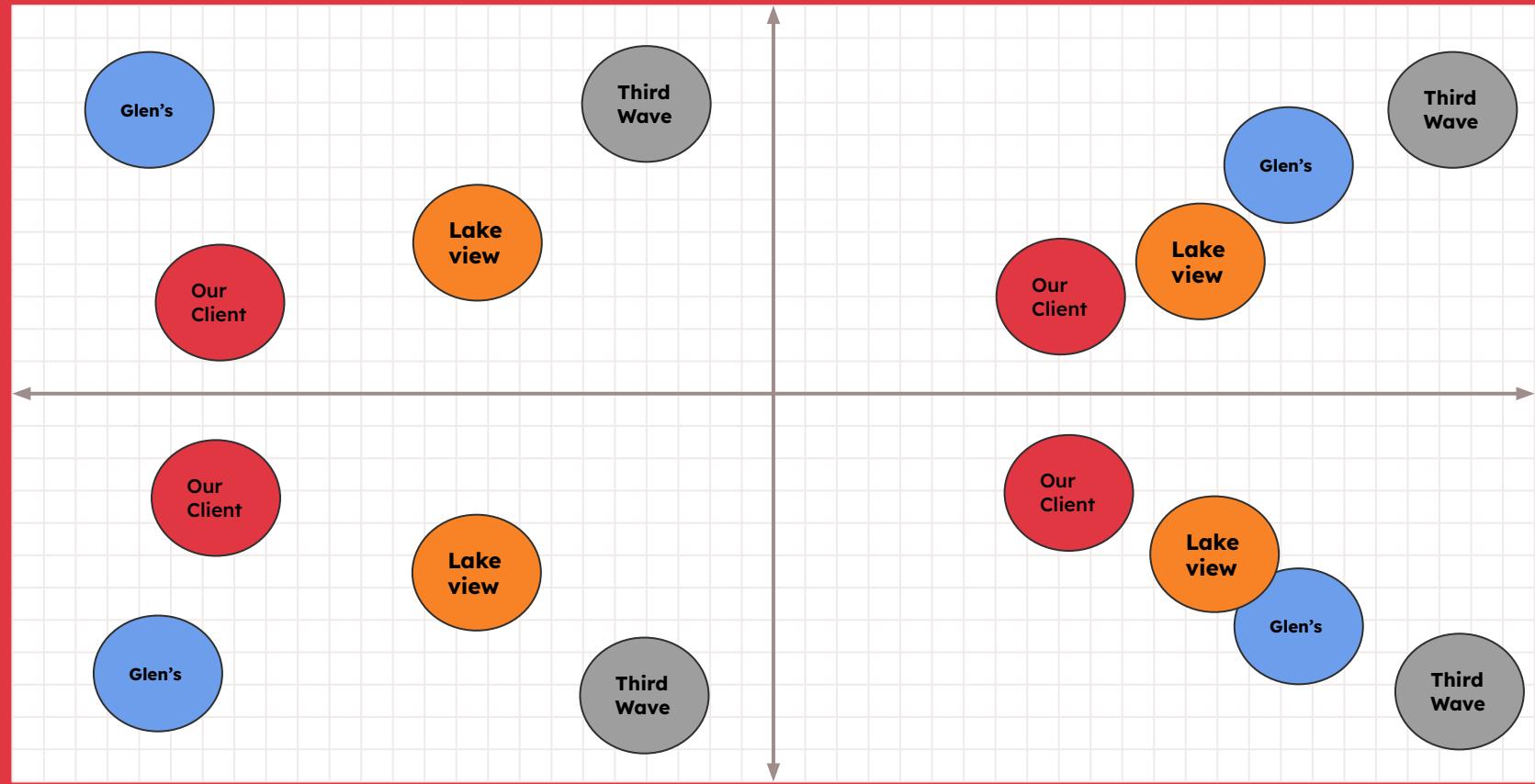
THREATS



Competitor Analysis

For detailed client information,
refer to APPENDIX-A

Market Penetration



Average Zomato Ratings



Research Problem:

How can *Zomato* help its client: **Hole in the Wall Cafe** expand and reach wider audiences, and rank higher in the food market of Bangalore, India?





Research Objectives:

1. To find the best location in Bangalore to expand and establish a new branch.
2. To identify factors that contribute most to influencing sales and revenue.
3. To suggest changes in the cafe's current offerings to bring in wider footfall and better ratings.



Research Scope

- **Food market exploration and understanding**
- **Demographic behavior and expectation analysis**
- **Expansion and current offering evaluation**





Zomato

- Catering
- Deliveries
- Reviews
- Consumer base

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RATE US!





Research Plan

Synergizing
Zomato and The
Hole in the Wall
archives and data

Identifying
the right fit for client, menu
refinement, and cuisine
collaboration with Zomato



Understanding
market needs and
client offerings

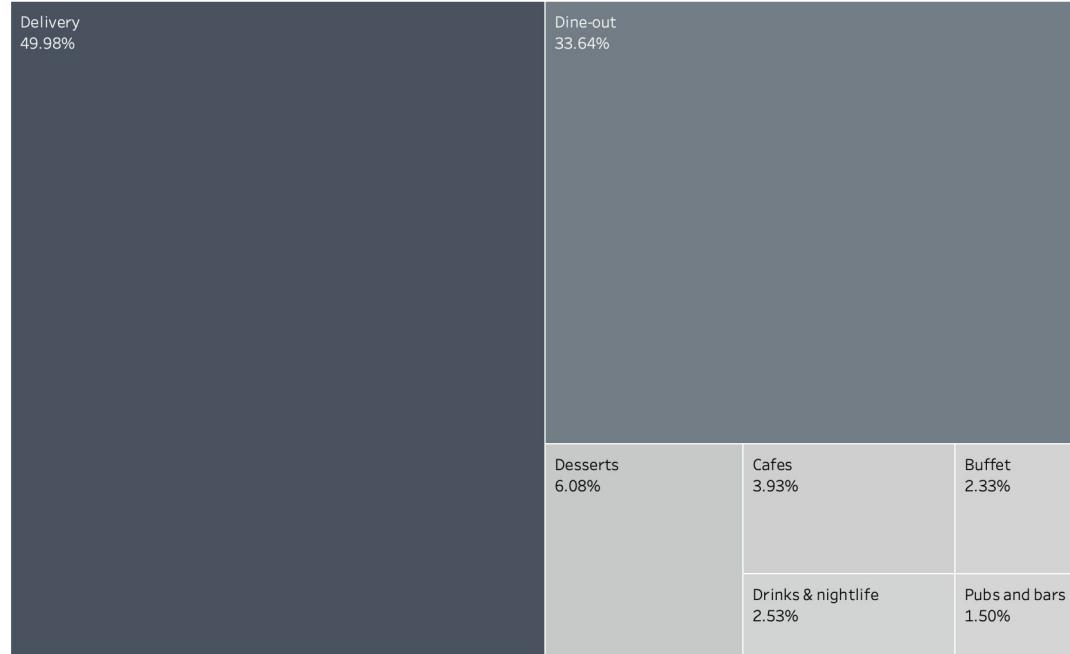
Reporting predictive
analyses, and information
about findings,
recommendations.

STAGE 1: EXPLORING

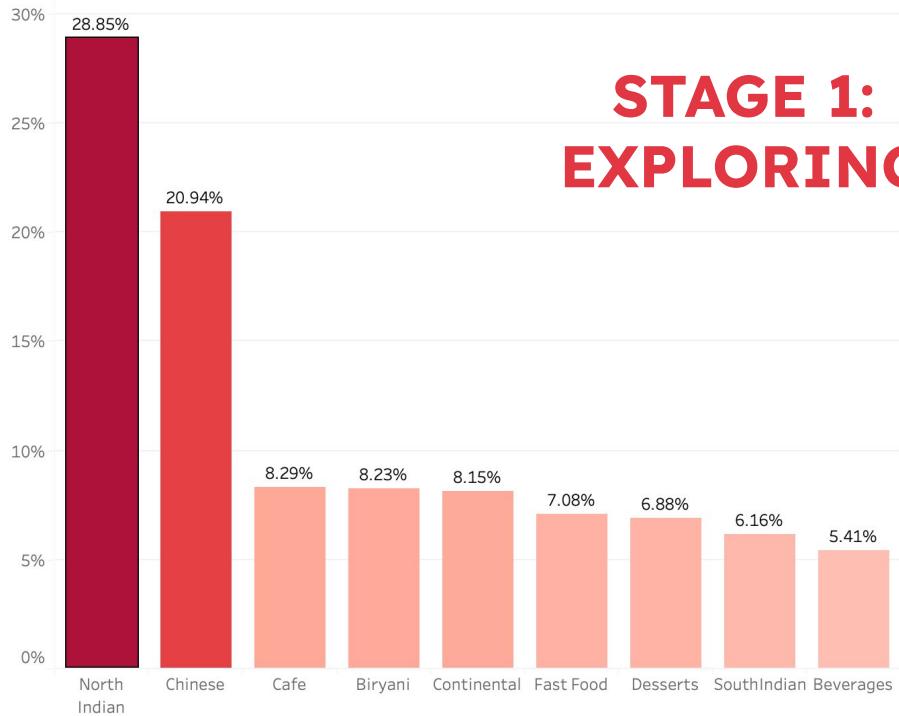
1. Exploring the food preferences of Bangalore's Food Marketplaces

Marketing insight:
Delivery (49.98%) and Dine-out (33.64%) rate highest in influencing food choices of Bangaloreans.

Distribution by Meal type



Top cuisines



STAGE 1: EXPLORING

2. Exploring what food cuisines are preferred and most liked in Bangalore?

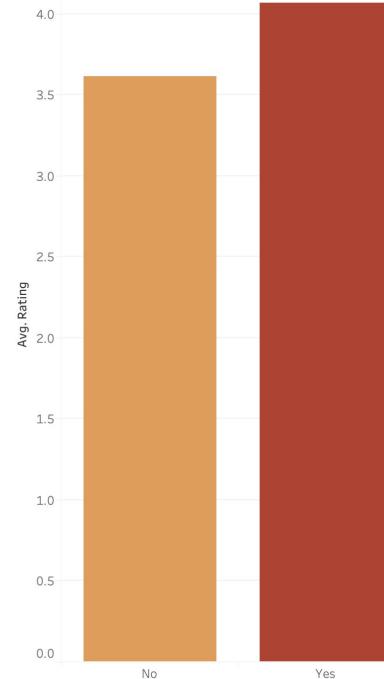
Marketing insight:
Menus of Cafe and Desserts occupy 15% of the market collectively and are most liked by Bangaloreans!

STAGE 1: EXPLORING

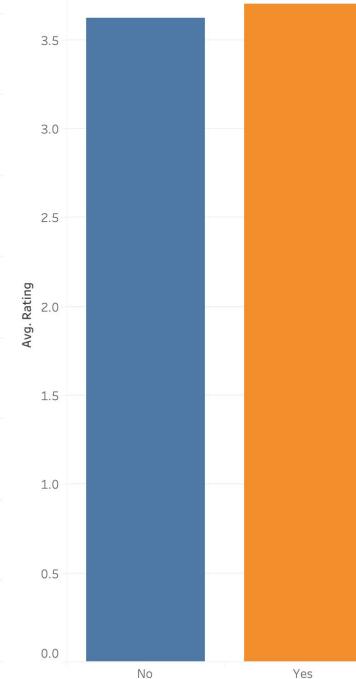
3. Exploring the food preferences of Bangalore's Food Marketplaces

Marketing insight:
Online ordering(4.1) has
a higher average rating
when compared to table
booking(3.6)

Average Rating Distribution By Table Booking

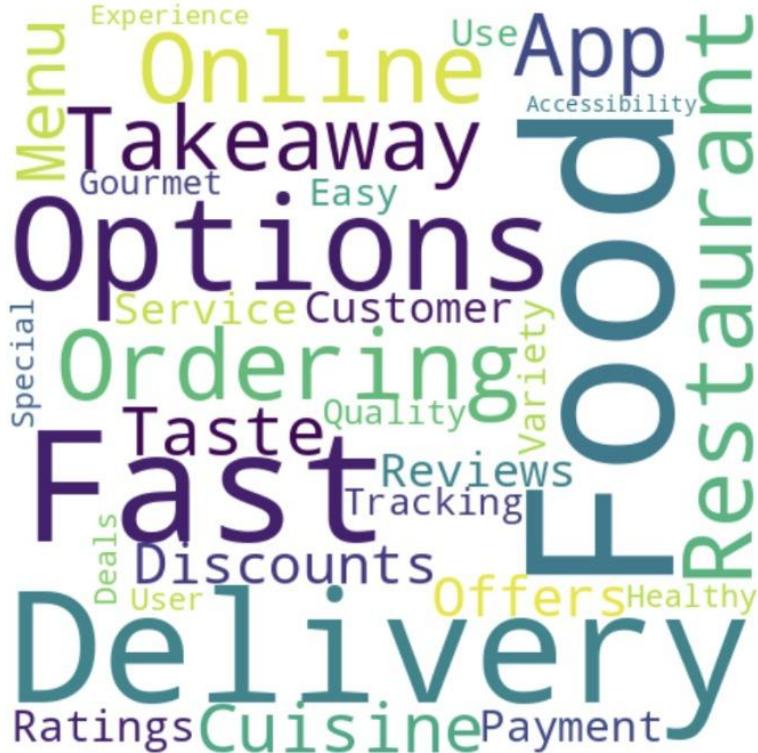


Average Rating Distribution By Online order



Online Order
No (Blue)
Yes (Orange)

Book Table
No (Orange)
Yes (Dark Red)



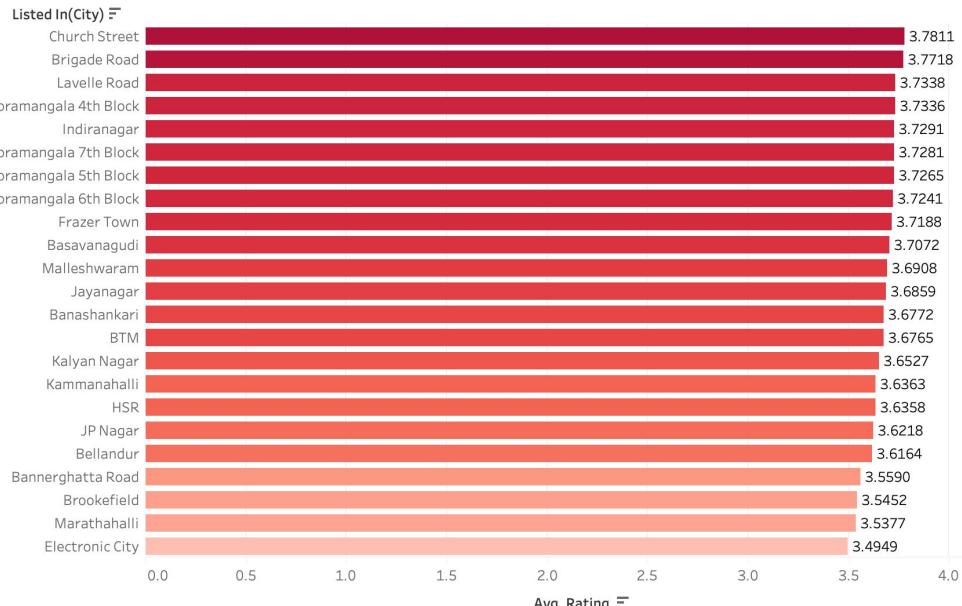
STAGE 2: UNDERSTANDING

1. Understanding the sentiment behind the reviews gathered on Zomato based on different cuisines, locations, meal types and Zomato's features.

Marketing insight:
Fast Delivery, Ratings, Takeaway Options, Online Booking are rated highly as seen on the word cloud.

STAGE 2: UNDERSTANDING

Ratings as per city



5. Understanding the average ratings of restaurants spread across the locations of Bangalore.

Marketing insight:
Average Rating more often than not is linked to people's choice of restaurant, cuisine and revenue for brands.



STAGE 3: IDENTIFYING

Predicting the relationship between the exploration conducted; identifying influential themes, factors and relationships.

Marketing insight:

Given the target market audience, average rating, food preferences and current menu offering, the new restaurant can be predicted to have an approximate rating of 4.417 given the other independent factors remain constant.

Understanding Findings:

Obtained Linear Regression Predictive Model Equation:

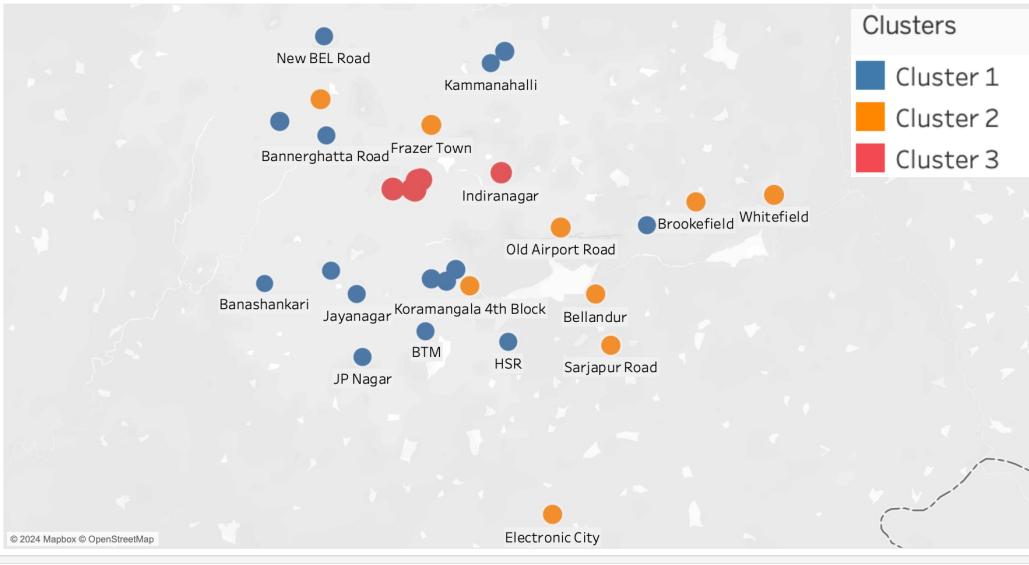
Predicted Rating= $3.4492 + (0.3238 * \text{Reservation System}) + (0.132 * \text{Online Ordering Feature}) + (0.148 * \text{Cafe Menu}) + (0.242 * \text{Dessert Menu}) + (0.00018 * \text{Avg cost for two people})$

Predicted Rating= 4.42/5 (Greater than the average rating of restaurants in Bangalore, i.e., 3.6)

“ the number of **online reviews** customers make has a significant **positive impact** on **restaurant performance**. (Kim, W.G., Li, and Brymer, R.A., 2016)

STAGE 3: IDENTIFYING

How much does location impact?



Using the predictive technique of Clustering analysis for locations based on Average cost for two people, the findings obtained are presented below:

Venues with values:
<550 INR - Cluster 1 (Blue)
550 - 700 INR- Cluster 2 (Orange)
>700 - Cluster 3 (Red)

Marketing insight:
New Locations to consider:
CLUSTER 2

STAGE 3: IDENTIFYING

Venues with values (INR):
<550 - Cluster 1
 550 - 700 - Cluster 2
>700 - Cluster 3

Analysing Current Positioning Based On
the Results Of Clustering Analysis

LOCATION	DINING AVERAGE RATING	DELIVERY AVERAGE RATING
Indiranagar (Cluster-3)	2.7 (19 ratings)	4.4 (2615 ratings)
Koramangala (Cluster-2) 	4.4 (8581 ratings)	4.3 (7983 ratings)
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**STAGE 4:
REPORTING**

Bangalore's Favourite Meal!

Findings Summary:

**Besides few others, a strong preference for
Continental, and Confectionery cuisines.**

**Who call the shots?
Backpackers, Business travellers, Work from
CAFE culture, the software hub**

**Above average rated restaurants: The city loves
to explore and test their food cravings!**



STAGE 4: REPORTING

Learning from Rivals

What is USP?

The term "USP" stands for Unique Selling Proposition. It is a marketing concept that identifies the unique advantage or benefit that a product, service, or brand provides above its competitors, making it more enticing to the target customer.

Lakeview Milkbar

- *Iconic Desserts*
- Historic Legacy
- Focused Menu
- Multi Generational Appeal

Glen's Bakehouse

- Baking Excellence
- *Culinary Diversity*
- Additional Income Streams
- Seasonal Specials

Third Wave Coffee

- *Coffee innovations*
- Product Sales
- Cutting edge Tech
- Raw Material Sourcing

Recommendations and Future Scope

1. STRATEGY 1:

Choose To Stay Located And Expand Into Areas Under **Cluster 2**.
(Spending power between 550-700 INR)

2. STRATEGY 2:

Continue To Offer Their **Cafe Based Menu** Items And Also Expand To Include **Confectionery**.

3. STRATEGY 3:

Take Up Zomato's Initiatives And Promotions Around **Delivery Options, Ordering Online, Booking Table** Through App Features.

FUTURE RESEARCH SCOPE: Digital Promotions, Internal And External Branding And Their Influence On Ratings.

STAGE 4: REPORTING



“the degree of consumer satisfaction influences store sales performance.
(Bhardwaj, R., 2011)



APPENDIX-A: Competitor Insights

Lakeview Milk Bar:

- Since 1930, a trusted brand with a loyal customer base.
- Well-known for its ice cream and pastries, this establishment is a favorite among sweet tooths.
- A classic feel with a nostalgic twist attracts a different clientele.

Glen's Bakehouse:

- Specializes in baked products and comfort dishes, offering a comprehensive menu.
- Cozy Atmosphere, known for its welcoming and relaxed dining environment, ideal for parties.
- Revenue Streams: Diversified through catering and merchandising, providing a revenue model example.

Third Wave Coffee:

- This cafe is a modern approach to coffee culture, attracting young professionals and coffee lovers.
- Trendy and modern spaces meant to attract and maintain a young clientele.
- Sells not only beverages, but also coffee beans and brewing supplies.

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Thank You!

