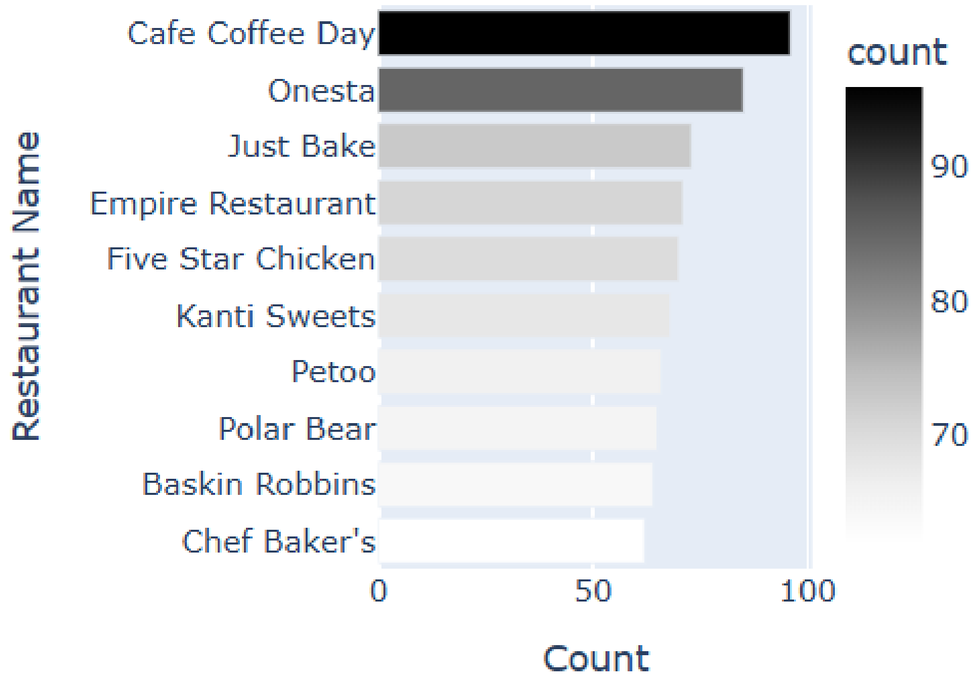
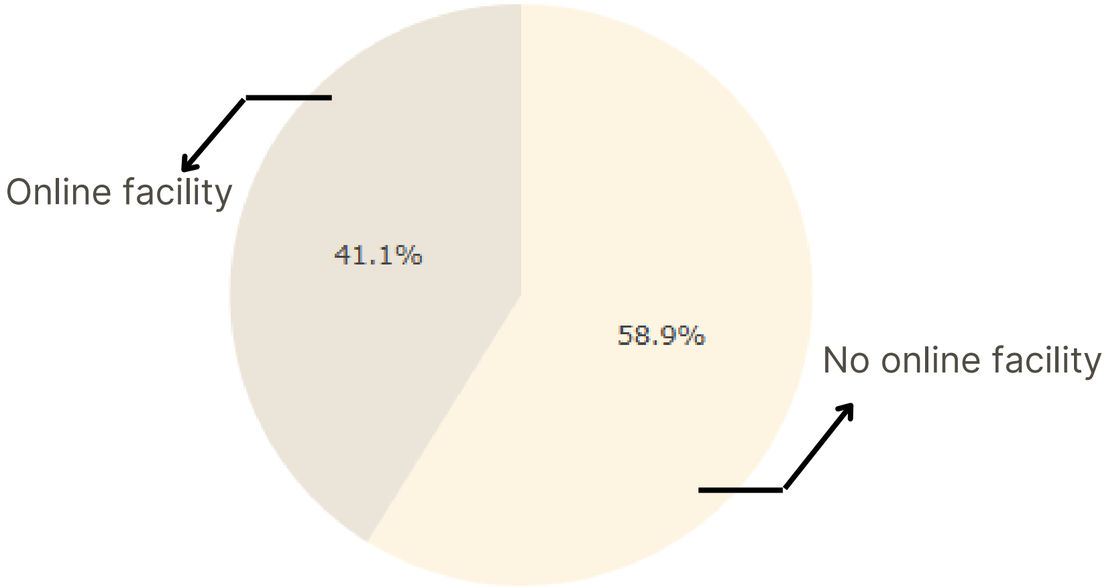
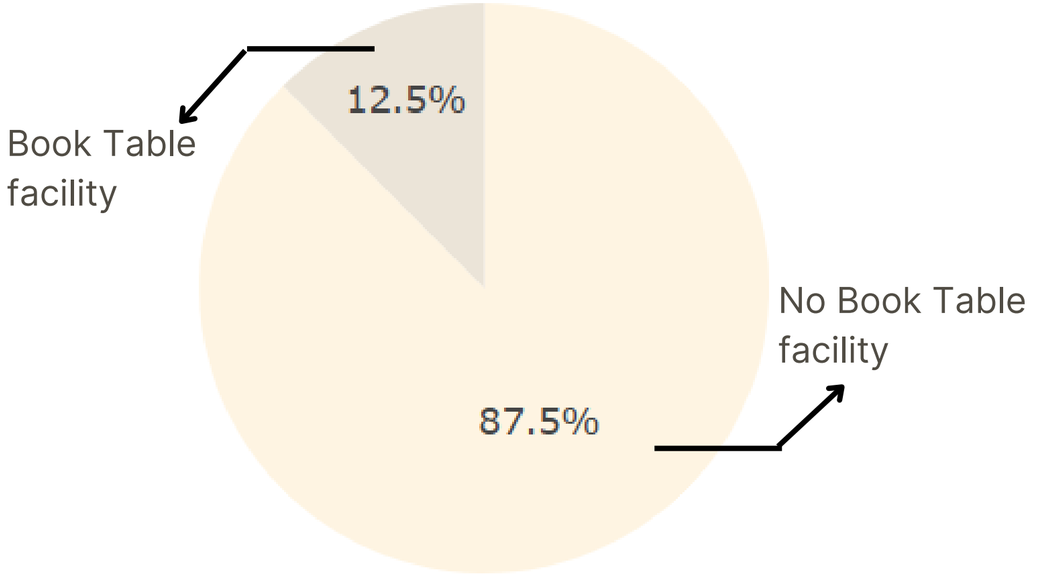
FORKCAST

RESTAURANT ANALYSIS

Analysis && Findings







Most Frequently Listed Restaurants:

- **Cafe Coffee Day, Onesta,** and **Just Bake** are among the most frequently appearing restaurants, reflecting strong brand presence and customer reach.

Online Ordering Availability:

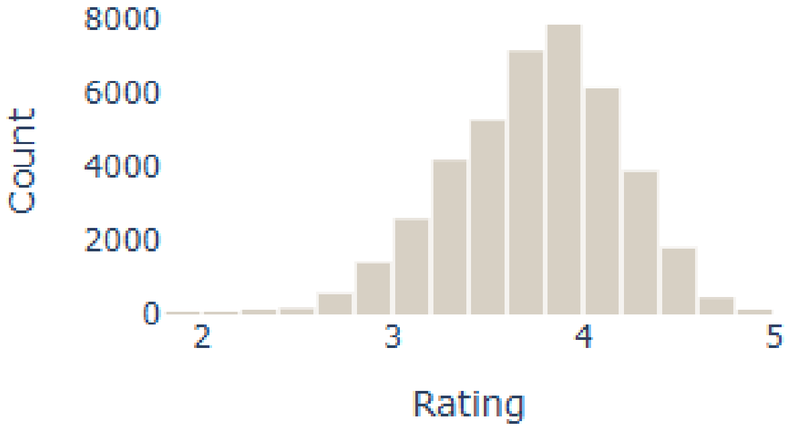
- Only **41.1%** of restaurants provide an online ordering facility, indicating a significant opportunity for digital adoption.

Table Booking Facility:

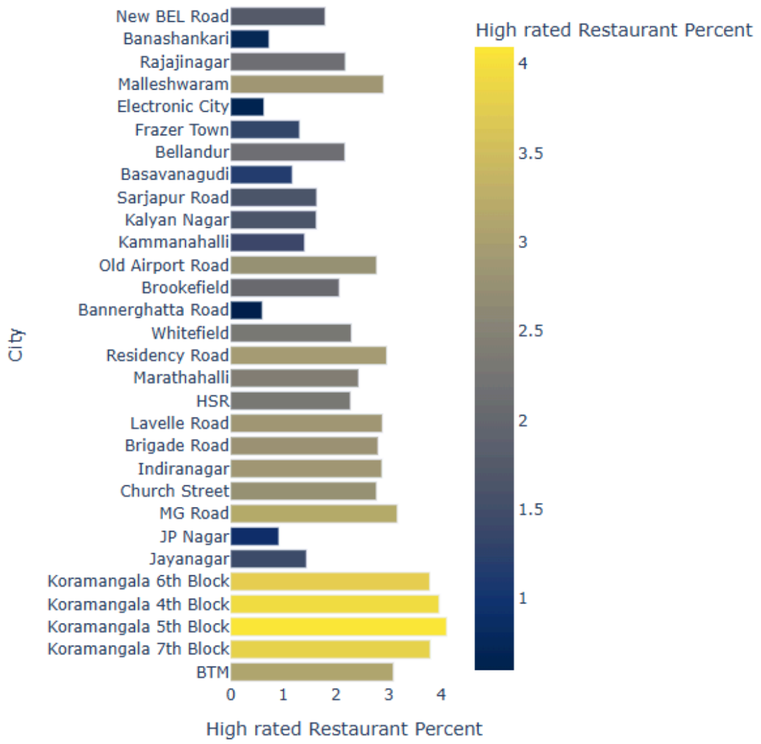
- Just **12.5%** offer table reservations, suggesting limited convenience options for dine-in customers.

Analysis && Findings

Distribution of Ratings



City wise percent of High rated restaurants

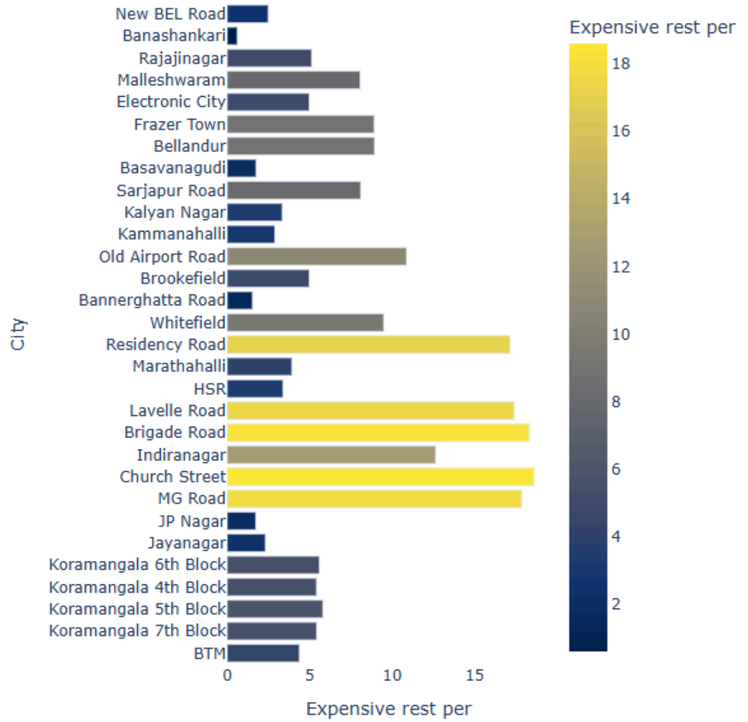


PDE of Ratings

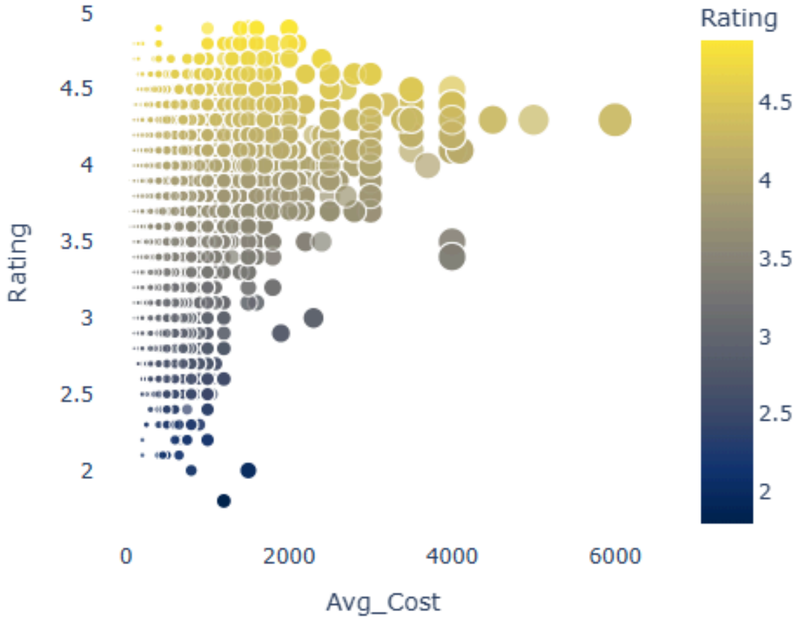
- Most restaurant ratings fall between **3.5–4.5**, reflecting generally good customer feedback.
- **Koramangala** regions show the highest share of top-rated restaurants.
- **Table booking** availability shows a **significant difference** in ratings, while **online ordering** shows only a **slight variation**.

Analysis && Findings

City wise percent of expensive restaurants



Rating and Cost Comparision



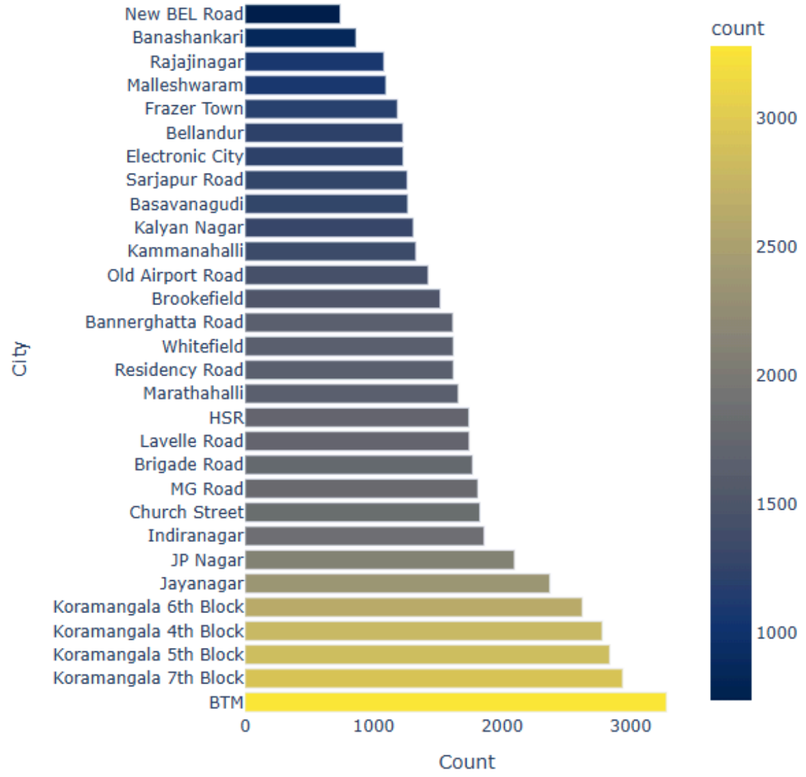
Top 5 most expensive restaurants

Restaurant	City	Average Cost 2 Persons (₹)
Le Cirque Signature - The Leela Palace	Indiranagar	6000
Le Cirque Signature - The Leela Palace	Old Airport Road	6000
Royal Afghan - ITC Windsor	Malleshwaram	5000
Malties - Radisson Blu	Marathahalli	4500
La Brasserie - Le Meridien	Lavelle Road	4100

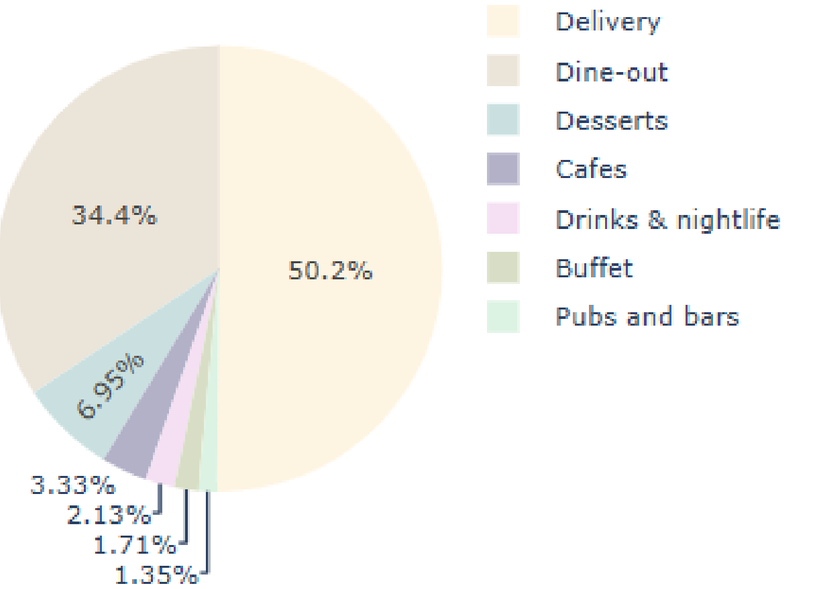
- **Lavelle Road, Brigade Road, Church Street** and **Indiranagar** have the highest proportion of expensive restaurants, highlighting them as premium dining zones.
- Higher cost doesn't guarantee higher ratings — restaurants above **₹4000 show fewer low ratings**, indicating better customer satisfaction at premium venues.
- Majority of lower-rated restaurants (below 3) are clustered at lower average cost (< ₹1500), suggesting a potential compromise in service or quality at cheaper places.
- The table shows a list of the **five most expensive restaurants**, all located in upscale areas like Indiranagar, Old Airport Road, and Lavelle Road, reason might be there premium positioning premium positioning.

Analysis && Findings

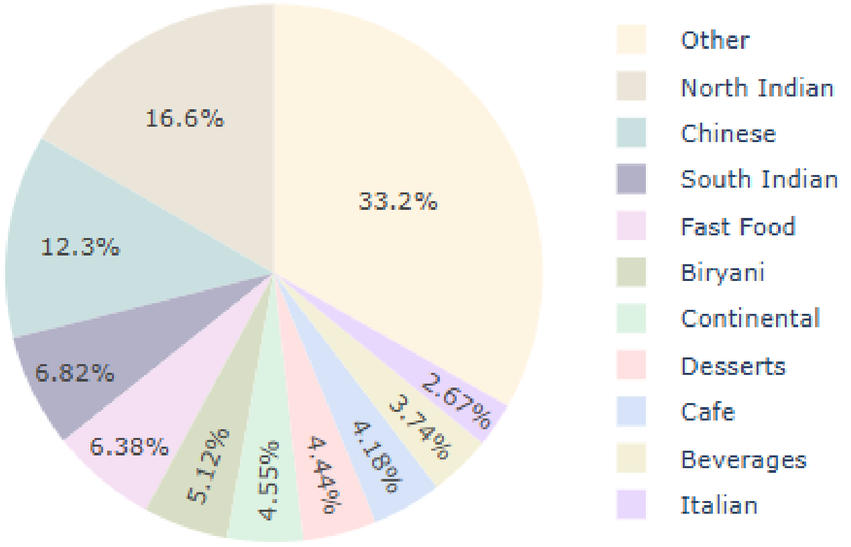
Count of restaurants per city



Listing Type Distribution



Common Cuisines



- **Koramangala** and **BTM** areas lead in restaurant count, highlighting them as key food hubs, while areas like New BEL Road and Banashankari have lower saturation.
- **Delivery (50.2%)** dominates the listing types, followed by **Dine-out (34.4%),** indicating a strong consumer preference for convenience.
- **North Indian, Chinese**, and **South Indian** cuisines are the most popular, showcasing a diverse food culture with a strong leaning toward traditional and pan-Asian flavors.

Predictive Modelling

Restaurant Recommendation Method

- Developed a content-based filtering algorithm to recommend restaurants within a specific city.
- Incorporated user-defined parameters such as cuisine type, average rating, and price range.
- Optimized search results using weighted scoring to enhance user decision-making.

Machine Learning for Success Prediction

- Trained classification models (Logistic Regression, Random Forest, XGBoost) to predict the success probability of new restaurants.
- Utilized features from historical data including location, cuisine, pricing, and existing competition.
- Evaluated models using cross-validation and metrics like accuracy, precision

Sentiment Analysis on Customer Reviews

- Applied NLP techniques to analyze reviews in dataset.
- Classified reviews into positive and negative sentiment categories using NLP libraries.
- Correlated negative sentiment trends with low-rated restaurants to uncover key dissatisfaction factors (e.g., service quality, food consistency).

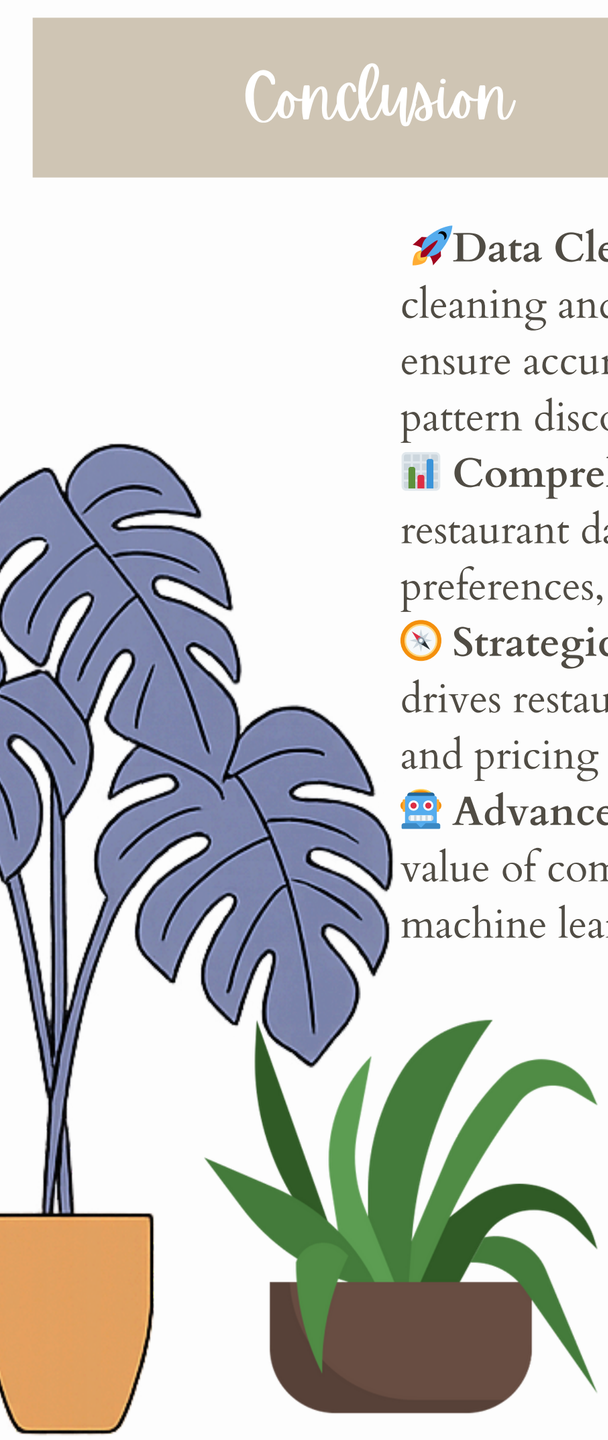
Conclusion

🚀**Data Cleaning:** Performed thorough data cleaning and exploratory data analysis (EDA) to ensure accuracy, consistency, and meaningful pattern discovery

📊 **Comprehensive Overview:** Analyzed the restaurant dataset to uncover key trends, customer preferences, and operational gaps.

🧭 **Strategic Understanding:** Identified what drives restaurant success across different locations and pricing tiers.

🤖 **Advanced Integration**: Demonstrated the value of combining traditional data exploration with machine learning and NLP.



I FOUND MY BEST FIT RESTAURANT
WHERE IS YOURS ?

THANK YOU