case study

-This case study consist of 3 dataset.The analysis is done on the zomato dataset which includes customer ratings about 9000+ eatries all over the world.

-There are 7 question that have been created for the analysis.the first 2 help to decide the location.The next 3 help to choose the price range,and the last 2 help to choose the services

Problem

-High competition in cities of india Central Region among existing Cateries serving North Indian cuisine.

so what are the recommendation for startups

-Differeent price range in different cities.

Data collection

-The project consist of 3 dataset

* zomato\_dataset
* city\_region

-Zomato dataset and city\_region were collected from kaggle dataset.

Data cleaning

* Using alter function in sql ,all the "spaces" in the coulumns names have been replaced with "underscores".
* The column contains the names of all the cities from all the regions of india for analysis only "central" region cities are needed which is done by delete statement where city not in central region.

Data analysis

* which cities have the most number of cateries?

select city,count(\*) as 'no of eateries'

from zomato\_dataset

group by city

order by count(\*) desc;

Findings

* In new delhi and noida ,there are more eatries,so there is fierce competition in these cities.
* Agra,allahabad,varansi,dehradun have fewer eateries.so,there is less competion in these cities.

Solution

* The eatery startup should concentrate on opening in cities with less competition.

Q-Which low competition cities have the most eateries with aggregated ratings more then 4?

select city,

sum(case when aggregate >=4.0 then 1 else 0 end ) as 'no\_of\_eateries'

from zomato\_dataset

where city not in ('new delhi ','noida")

group by city

ordr by sum(case when aggregate >=4.0 then 1 else 0 end ) desc;

Findings

* There are no eatries in allahabad,varansi or ghaziabadwith high aggregate rating
* Therefore,new startups may focus upon allahabad,varansi and ghaziabad.

Q-How many eatries have a price range of 1,2,3,4, in allahabad ,varansi,and ghaziabad?

select city,

count(case when price\_range =1 then restaurant\_id end) as 'price range1',

count(case when price\_range =2 then restaurant\_id end) as 'price range2',

count(case when price\_range =3 then restaurant\_id end) as 'price range3',

from zomato\_dataset

where city in ('allahabad','varansi','ghaziabad')

group by city;

Findings

* Allahabad has most of its eatries in price range 3.
* Varansi has most of its eatries in pricce range 3.
* Ghaziabad has most of its eatries in price range 1.
* The price range of new startup should be 3 in these cities.

Q-How many people have an average cost for two people of less then rs.500,between rs 500 and rs.1000 and more then rs.1000 in allahabad ,varansi,and ghaziabad?

select city,

sum(case when average\_cost\_for\_two <=500 then 1 else 0 end) as "<=",

sum(case when average\_cost\_for\_two between 500 and 1000 then 1 else 0 end) as 'between 500 and 1000',

sum(case when average\_cost\_for\_two >=1000 then 1 else 0 end) as '>=1000'

from zomato\_dataset

where city in ('allahabad','varansi','ghaziabad')

group by city;

Findings

* The eatery startup should have the price of its items between 500 and 1000 in allahabad and varansi.
* In ghaziabad,it should have the majority of items that are priced less then or equal to 500

Q-How many eatries offer online delivery or table booking service and what are their average consumer votes in allahabad,varansi and ghaziabad?

select city,

round(avg(votes),0) as avg\_consumervotes,

sum(case when has\_table\_booking ="yes" then 1 else 0 end) as table\_delivery,

sum(case when has\_online\_delivery ="yes"then 1 else 0 end) as omline\_delivery,

from zomato\_dataset

where city in ("allahabad","varansi","ghaziabasd")

group by city;

Findings

* Average votes is much higher in that restaurant which provide both online and table booking
* So,restaurant mainly in allahabad and varansi start online delivery too

Recomendation

* To meet the need for high quality eatries,the eatry startup should focus on opening in low competition cities such as allahabad ,varansi, and ghaziabad.
* The eatry startup should open a budget friendly in ghaziabad .the average cost of two should not exceed rs 1000.
* The eatry startup should start both table as well as online delivery