

Zomato Restaurants Data Analysis

Gain insights into various aspects such as dining and delivery ratings, customer preferences, popular cuisines and more....



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[Github link](#)

Business Conclusion:-

I. Market Leadership and Competitive Landscape

1. Dominant Player & Franchise Opportunity:

AB's - Absolute Barbecues holds a dominant position across the country. This suggests a strong brand and operational model.

- New restaurant owners seeking a franchise model should strongly consider AB's due to its proven success and wide appeal.
- Their established brand and operational efficiency could offer a lower-risk entry point into the market.

2. Top 10 as Benchmarks:

The identified top 10 restaurants (by Dining Rating, implicitly) represent successful models in terms of customer satisfaction.

- Aspiring restaurateurs, especially those considering franchise opportunities, should analyze these top 10 restaurants.
- Understanding their strategies in terms of cuisine, service, and location can provide valuable insights for new ventures or existing restaurants looking to improve.

3. Identifying Market Gaps/Challenges:

The presence of restaurants like Chickpet Donne Biryani House (low dining rating) and Bhosle's Food Court (bottom combined rating) highlights areas of underperformance.

- These examples serve as cautionary tales. New entrants must ensure they are not replicating the shortcomings of poorly rated establishments.
- Existing restaurants performing poorly should critically evaluate their dining and delivery systems to avoid falling into similar traps.

4. Premium Positioning:

Red Bucket Biryani's status as one of the most expensive restaurants indicates a segment of the market willing to pay a premium.

- There's potential for restaurants to pursue a premium strategy if they can justify the price point with superior quality, unique offerings, or exceptional service.
- This also suggests that price isn't the sole determinant of success; value and experience play a significant role.

5. Domino's Pizza's Menu Strategy:

Domino's leading in the number of best-selling items suggests effective menu engineering and catering to popular tastes.

- Other restaurants can learn from Domino's by analyzing current market trends and incorporating popular, high-demand food items into their menus.
- This could involve adding variations of best-sellers or offering them as limited-time specials to attract new customers and boost sales.

II. Menu and Cuisine Optimization

1. High-Demand Dishes:

Veg Fried Rice and Paneer Butter Masala are consistently popular choices.

- Restaurants can leverage the popularity of Veg Fried Rice and Paneer Butter Masala by offering special discounts or promotional deals on these dishes to increase sales volume.
- They should also ensure the quality and consistency of these items to capitalize on their broad appeal.

2. Beverages as a Primary Cuisine Choice:

Beverages being the most preferred cuisine in many cities is a surprising but crucial insight.

- New restaurants deciding on their cuisine type should deeply consider the local preference for beverages.
- This doesn't necessarily mean opening a solely beverage-focused establishment, but it highlights the importance of an extensive and high-quality beverage menu as a significant draw.
- Also existing restaurants should re-evaluate their beverage offerings.
- Introducing a wider variety of high-quality, locally preferred beverages can attract more customers and increase revenue, especially in cities where this preference is strong.

3. Regional Favorites:

Chicken Biryani's high rating in specific cities (Hyderabad, Chennai, Kolkata, Lucknow) shows strong regional preferences.

- Restaurants operating in these cities should prioritize Chicken Biryani on their menu, ensuring its authenticity and quality to meet local expectations and leverage its popularity.
- Seafood being the most expensive cuisine in Kolkata identifies a premium niche. Restaurants in Kolkata can explore offering high-end seafood dishes to cater to customers willing to pay for premium options, potentially increasing average order value and profitability.

III. Location and Expansion Strategy

1. High-Density Market:

Hyderabad's high concentration of restaurants (14%) makes it a significant market.

- New restaurants considering locations should recognize Hyderabad as a high-potential market due to its existing customer base and concentration of dining establishments. However, they must also be prepared for intense competition.
- Older restaurants looking to expand should also evaluate Hyderabad, potentially identifying underserved niches or areas within the city, or considering a new concept to differentiate in a competitive landscape.

2. Data-Driven Location Decisions:

The information on city-level restaurant density and preferred cuisines provides actionable insights.

- Both new and expanding restaurants should use this location-specific data (e.g., density, preferred cuisine) to make informed decisions about where to establish or grow their presence, thereby increasing their chances of success.

IV. Operational and System Improvement

1. Leveraging Dining/Delivery Data:

The distinction between dining and delivery ratings provides a clear pathway for improvement.

- Restaurants should actively use their Dining and Delivery ratings to identify specific areas for improvement in their service.
- A low delivery or dining rating might indicate issues with packaging, delivery speed, or food quality.

2. Weak Correlation between Dining and Delivery:

The finding of a weak or no correlation between dining and delivery metrics (for top 10 vs. bottom 10) is critical.

- This implies that excellence in one area (e.g., dining) does not automatically guarantee excellence in the other (delivery).
- Restaurants must invest in optimizing both their dining and their delivery operations independently, treating them as distinct channels, to achieve overall customer satisfaction and success.
- This necessitates separate strategies, quality controls, and resource allocation for each facet of the business.

THANK YOU!

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