Zomato-Restaurant-Data-Analysis

Objective:
The primary goal of this project is to perform a descriptive analysis of restaurant data from Zomato. This analysis aims to understand business trends across different countries, including restaurant preferences, ratings, and pricing, helping stakeholders make data-driven decisions.

About Dashboard :-

Card- Types of Cuisines: 1826

- **Description:** Displays the total unique cuisines in the dataset.

- **Data Used:** Count of distinct cuisines.

- **Observation & Insight:**

  - **Observation:** The dataset includes 1,826 unique cuisines.

  - **Insight:** Highlights the diversity in cuisine options, suggesting tailored marketing strategies for regional cuisine preferences.

Card- Sum of Votes: 1M
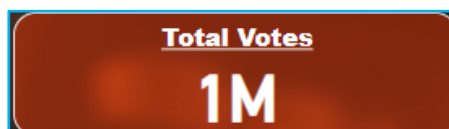
- **Description:** Shows the total number of votes or reviews from restaurant customers.

- **Data Used:** Total number of customer votes.

- **Observation & Insight :**

  - **Observation:** The dataset contains 1 million votes, indicating high customer engagement.
  - **Insight:** This large amount of data can help analyze customer preferences, satisfaction, and areas for improvement.
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Card- Average Cost for 2: 1.20K

- **Description:** This card shows the average cost for two people dining at the listed restaurants.

- **Data Used:** Average cost for two people at restaurants.

- **Observation & Insight:**

  - **Observation:** The average cost for two people is around 1.20K, providing a useful reference point for pricing strategies.
  - **Insight :** Understanding this metric is key to assessing pricing competitiveness. Restaurants can compare their pricing with competitors or regional averages and adjust accordingly—whether by lowering prices to attract more customers or enhancing premium services to justify higher costs

Card- Total Countries: 15

- **Description:** This card shows the number of countries represented in the data.

- **Data Used:** Number of unique countries where the restaurants are located.

- **Observation & Insight:**

  - **Observation:** The dataset spans across 15 countries, showing a wide international reach.
  - **Insight :** This global presence opens up opportunities for expansion, targeted marketing, and cross-cultural analysis of customer preferences.

Bar Chart- Average Rating of Country

- **Description:** This chart ranks countries based on their average customer rating for restaurants.

- **Data Used:** Average ratings per country from customer reviews.

- **Observation & Insight:**
  - **Observation:** Countries like the Philippines, Turkey, and Indonesia have the highest ratings, averaging above 4.0, while India has the lowest rating (2.5).
  - **Insight:** These insights help identify areas of high customer satisfaction and highlight regions needing improvement. Countries with lower ratings may need to focus on enhancing customer experience, service quality, or addressing common complaints.
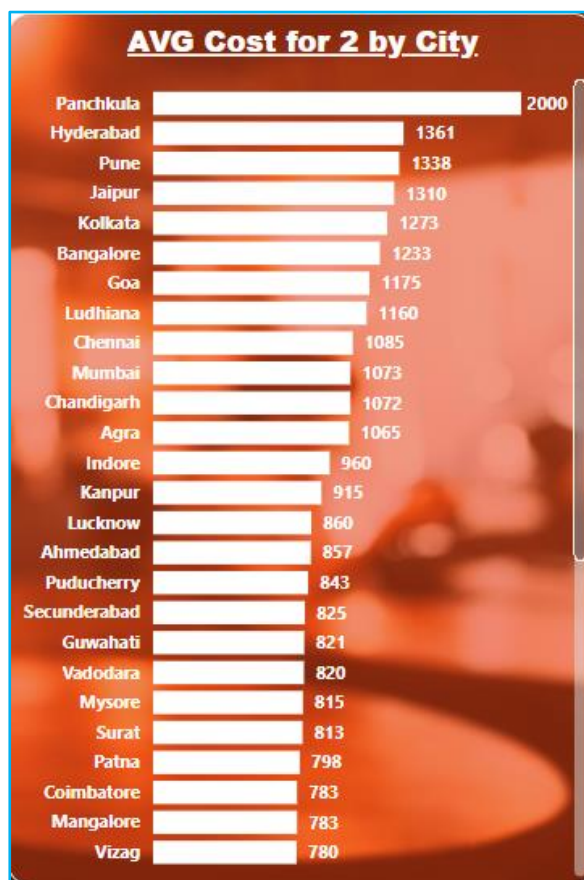
Donut Chart- Table Booking
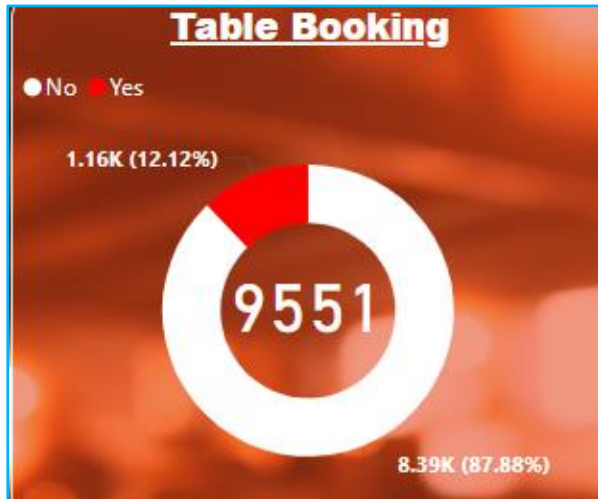
- **Description:** This pie chart shows the percentage of restaurants that offer table booking services.

- **Data Used:** Restaurants segmented by whether they offer table booking (Yes/No).

- **Observation & Insight:**
  - **Observation:** Around 87.88% of restaurants do not offer table booking, while only 12.12% do.
  - **Insight :** Since the majority of restaurants don't offer table booking, there may be an opportunity for those who do not provide this service to enhance customer experience by adding this feature. Offering table booking could help meet customer demand and improve operational efficiency.

Donut Chart- Online Delivery
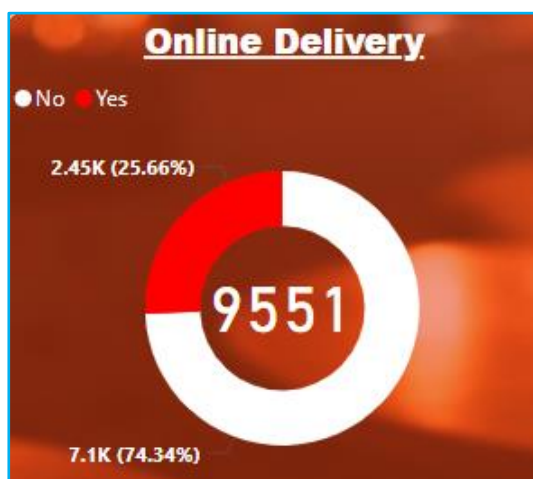
- **Description:** This pie chart shows the percentage of restaurants that offer online delivery services.

- **Data Used:** Restaurants segmented by whether they offer online delivery (Yes/No).

- **Observation & Insight:**

  - **Observation:** Around 25.66% of restaurants offer online delivery, while 74.34% do not.
  - **Insight :** Given the growing demand for online food delivery services, restaurants that do not offer this option might miss out on significant revenue opportunities. Adding or optimizing online delivery can help increase customer reach and revenue, particularly in the post-pandemic era.

Bar Chart- Average Cost for 2 by City

AVG Cost for 2 by City

City	AVG Cost for 2
Panchkula	2000
Hyderabad	1361
Pune	1338
Jaipur	1310
Kolkata	1273
Bangalore	1233
Goa	1175
Ludhiana	1160
Chennai	1085
Mumbai	1073
Chandigarh	1072
Agra	1065
Indore	960
Kanpur	915
Lucknow	860
Ahmedabad	857
Puducherry	843
Secunderabad	825
Guwahati	821
Vadodara	820
Mysore	815
Surat	813
Patna	798
Coimbatore	783
Mangalore	783
Vizag	780

- **Description:** This chart ranks cities by the average cost for two people dining at restaurants.

- **Data Used:** Average cost for two people at restaurants in each city.

- **Observation & Insight:**

  - **Observation:** Cities like Panchkula, Hyderabad, and Pune have the highest average costs for dining (1,200+), while cities like Mangalore and Coimbatore have lower costs.
  - **Insight :** Dining costs vary greatly by city, reflecting local economic conditions and customer spending habits. Restaurants in high-cost cities should focus on offering premium dining experiences, while those in lower-cost cities can highlight affordability and adopt value-driven marketing strategies.

- **Description:** This chart combines a bar and line graph, showing the count of restaurants per country and their average aggregate ratings.

- **Data Used:** Count of restaurants and their average ratings, segmented by country.

- **Observation:**
  - **Observation:** The UAE has the highest number of restaurants, while Philippines has the highest average rating (around 4.4).
  - **Insight for Stakeholders:** The UAE represents a larger market with more restaurants, but Philippines excels in customer satisfaction. This suggests that countries with fewer restaurants may prioritize quality over quantity. Restaurants in countries with lower ratings should investigate potential reasons for customer dissatisfaction and take steps to address these issues and improve their ratings.

Conclusion :-

The Zomato restaurant data reveals a wide variety of popular cuisines. Customer preferences show that a significant number of restaurants do not offer table booking or online delivery services. Rating trends indicate that countries like the Philippines have the highest ratings, while cities like Panchkula and Hyderabad have the highest dining costs. These insights can help restaurant owners optimize pricing, services, and offerings.