

Zomato Insights & Trends Report

A Data-Driven Analysis of Restaurant Trends and Customer Insights

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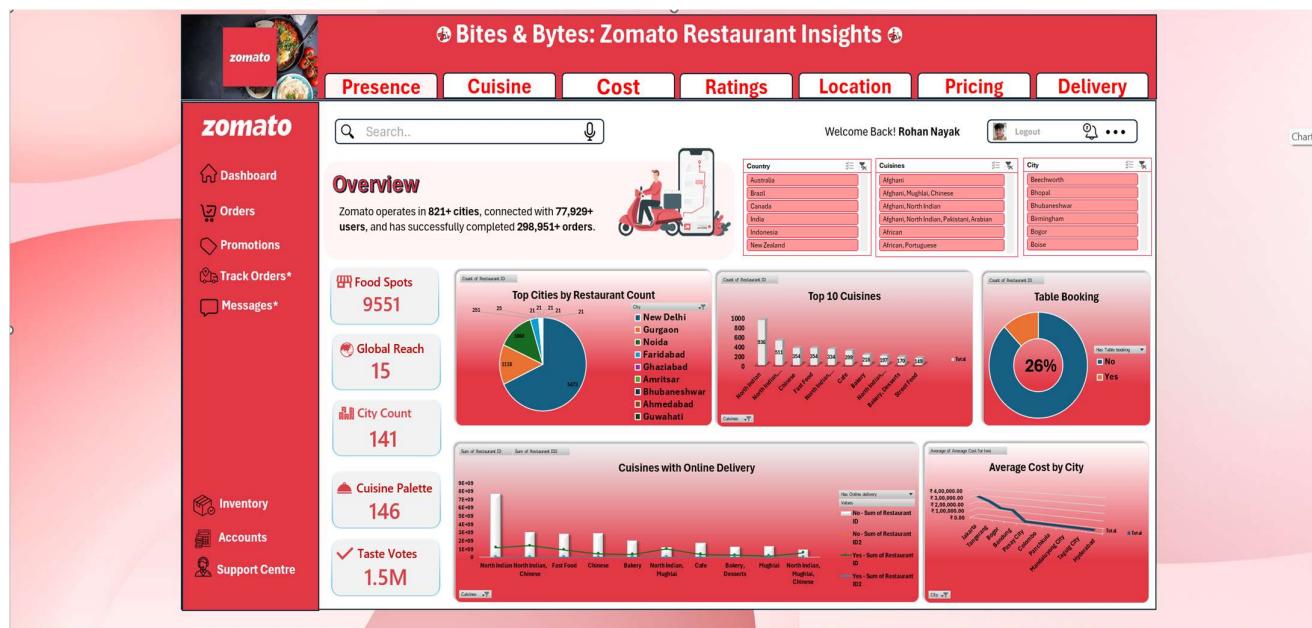
Tool Used: Microsoft Excel (Pivot Tables, Charts, Dashboard)

Date:

Overview

This report presents key insights from Zomato's restaurant dataset, exploring restaurant distribution, customer preferences, cost trends, and online delivery patterns.

Using Excel pivot tables and dashboards, this project analyzes how Zomato connects users and restaurants across cities, cuisines, and services — uncovering patterns that reflect customer behavior and restaurant performance.



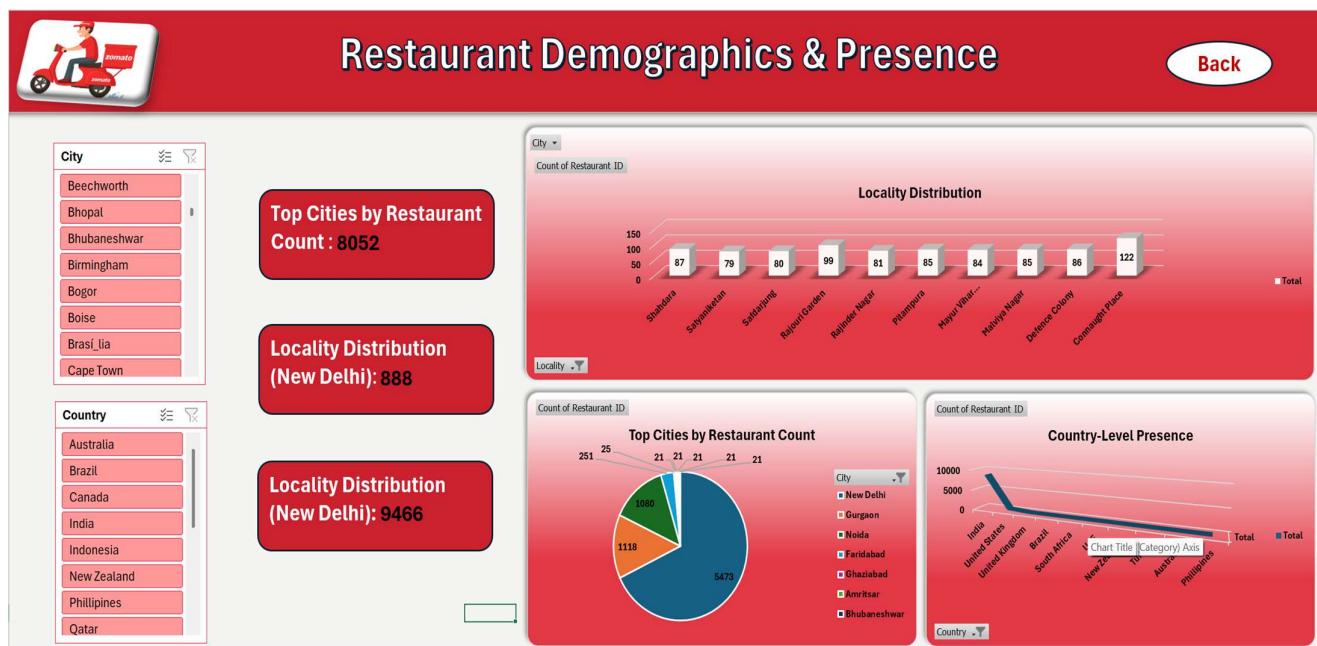
Key Insights

Restaurant Presence

Analyze the number of restaurants by **city** and **country** to understand Zomato's market coverage and global presence.

Insights:

- Zomato has the **highest number of restaurants** in metro cities such as **New Delhi, Mumbai, and Bangalore**, showing a strong urban presence.
- Smaller cities have fewer listings, which indicates potential for **future market expansion**.
- The **average cost for two** is generally **higher in metro areas**, reflecting premium dining and cost-of-living differences.
- The data highlights that **Zomato's major activity is concentrated in large cities**, where food delivery demand is high.



Cuisine Trends

Visualize the **most popular cuisines** and their availability across different cities. Identify customer food preferences and the top 10 most listed cuisines.

Insights:

- The most popular cuisines across Zomato restaurants are **North Indian, Chinese, and Italian** – showing a mix of local and global tastes.
- **Fast food and continental cuisines** also appear frequently, especially in urban and delivery-focused markets.
- **Online delivery** is most common among restaurants offering **North Indian, Chinese, and Fast Food**, as these cuisines are quick to prepare and widely preferred for takeout.
- This shows that **Zomato's customer base prefers variety**, but comfort and familiarity drive delivery choices.



Cuisine Popularity & Availability

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City
Beechworth
Bhopal
Bhubaneshwar
Birmingham

Top 10 Cuisines: 3522

Country
Australia
Brazil
Canada
India

Cuisine vs. Average Cost: 493.72

Currency
Botswana Pula(P)
Brazilian Real(R\$)
Dollar(\$)
Emirati Diram(AED)

Cuisines with Online Delivery: 79.45%


Cost & Dining 💰

Show the **average cost for two** across different cities and countries.

Highlight variations in pricing to reveal cost trends and spending patterns.

Insights:

- Only a **small percentage of restaurants** offer **table booking**, suggesting that many are **quick-service or casual dining** formats.
- Restaurants that provide **table booking options** usually fall in **higher price ranges**, indicating premium dining experiences.
- The **average cost for two** varies significantly between cities and restaurant types, showing that **affordability and experience level** both influence Zomato listings.



Cost & Dining Trends

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City
Beechworth
Bhopal
Bhubaneshwar
Birmingham

Overall Average Cost:
₹ 84,561.97

Country
Australia
Brazil
Canada
India

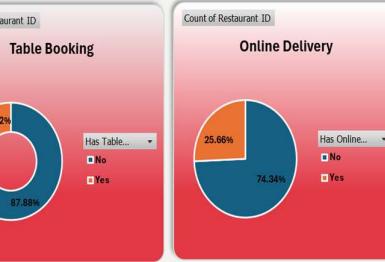
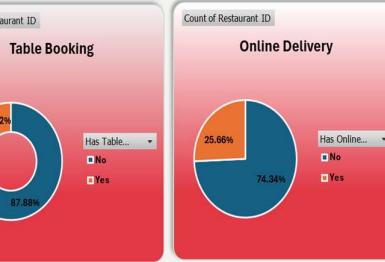
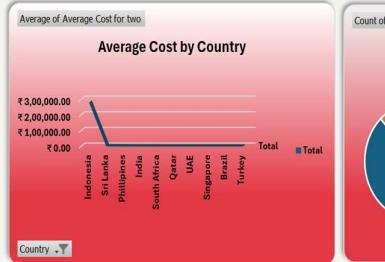
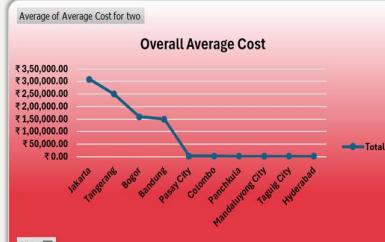
Average Cost by City:
₹ 84,561.97

Country
Australia
Brazil
Canada
India
Indonesia

Average Cost by Country:
₹ 1,274.94

Table Booking : 100%

Online Delivery: 100%



Ratings & Reviews ⭐

Compare the **average ratings** between restaurants that offer **online delivery** and those that don't. Understand how service type influences customer satisfaction.

Insights:

- The **average aggregate rating** across restaurants is around **3.8–4.0**, showing overall customer satisfaction.
- Restaurants offering **online delivery** tend to have **slightly higher ratings**, possibly due to better service consistency and faster delivery.
- Continental and Italian cuisines** generally receive **higher average ratings**, indicating quality and customer satisfaction.

- **High-rated restaurants** are mostly located in **urban food hubs**, reinforcing that competition drives quality.



Location Analysis

Highlight the **localities** with a higher concentration of highly rated restaurants. This helps identify premium dining zones or food clusters within major cities.

Insights:

- Localities like **Connaught Place (Delhi)**, **Bandra (Mumbai)**, and **Koramangala (Bangalore)** have a **high concentration of top-rated restaurants**.
- These areas are **food hotspots** with strong customer activity, suggesting better exposure and market growth.
- Certain smaller localities show **fewer but highly rated restaurants**, indicating **niche markets** with strong quality standards.



Location-Based Analysis

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City

- Beechworth
- Bhopal
- Bhubaneshwar
- Birmingham
- Bogor
- Boise
- Brasilia
- Cape Town

Country

- Australia
- Brazil
- Canada
- India
- Indonesia
- New Zealand
- Phillipines
- Qatar

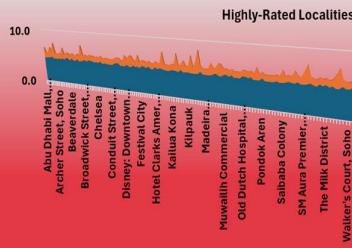
Highly-Rated Localities:

4.6

Locality

- ILD Trade Centre Mall, Sohna Road
- 12th Square Building, Banjara Hills
- A Hotel, Gurdev Nagar
- Aaya Nagar
- Abu Dhabi Mall, Tourist Club Area (Al Zah...)
- Abu Shagara
- Acropolis Mall, Kasba
- Adajan Gam
- Adchini
- Addition Hills
- Aditya Mega Mall, Karkardooma
- Adyar

Average of Aggregate rating - Count of Restaurant ID



Values
Count of Restaurant ID
Average of Aggregate rating

Location-Based Analysis:

This analysis explores how restaurants are spread across cities and localities. It identifies regions with a high density of restaurants and highlights areas that stand out for quality through higher aggregate ratings. By comparing restaurant presence with customer ratings, we can detect food hotspots where customers have many choices, as well as localities where fewer but highly-rated restaurants exist. This helps in understanding consumer dining preferences, spotting underserved regions with potential growth opportunities, and recognizing competitive hubs where restaurants thrive.

Currency & Price Range

Compare the **average cost for two** across **different currencies and price ranges**. This helps understand Zomato's international presence and pricing diversity.

Insights:

- Zomato operates in **multiple currencies**, but **INR, AED, and USD** are the most common, highlighting strong presence in **India and UAE**.
- **Higher price ranges** correspond to **higher average costs**, while lower price ranges dominate casual dining and local restaurants.
- This analysis shows how **pricing models vary by region**, offering a clear view of Zomato's global market reach.



Currency & Price Range Analysis

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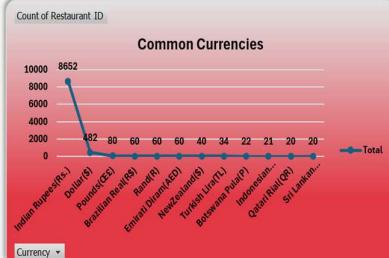
City
Beechworth
Bhopal
Bhubaneshwar
Birmingham

Common Currencies:
9551

Country
Australia
Brazil
Canada
India

Average Cost by Price Range:
₹ 1,199.21

Currency
Botswana Pula(P)
Brazilian Real(R\$)
Dollar(\$)
Emirati Diram(AED)



Price Range Analysis:
The Price Range Analysis examines how restaurants are categorized into different pricing levels, from budget-friendly to premium dining. It reveals customer spending patterns by showing the average cost for two within each range. This helps identify which segments dominate the market, where value dining is most popular, and how premium restaurants compare in terms of presence and accessibility. By analyzing price ranges, we gain insights into affordability, customer

Currency Analysis:
The Currency Analysis explores the diversity of Zomato's global presence by identifying the most frequently used currencies across restaurants. It highlights countries where Zomato is most active, reveals spending patterns in local economies, and helps us compare affordability across regions. This analysis also shows whether Zomato's presence is concentrated in specific markets or spread across multiple international dining hubs.



Delivery & Takeaway 🚚

Analyze how many restaurants provide **online delivery** or **takeaway services**, and how these features impact pricing and customer ratings.

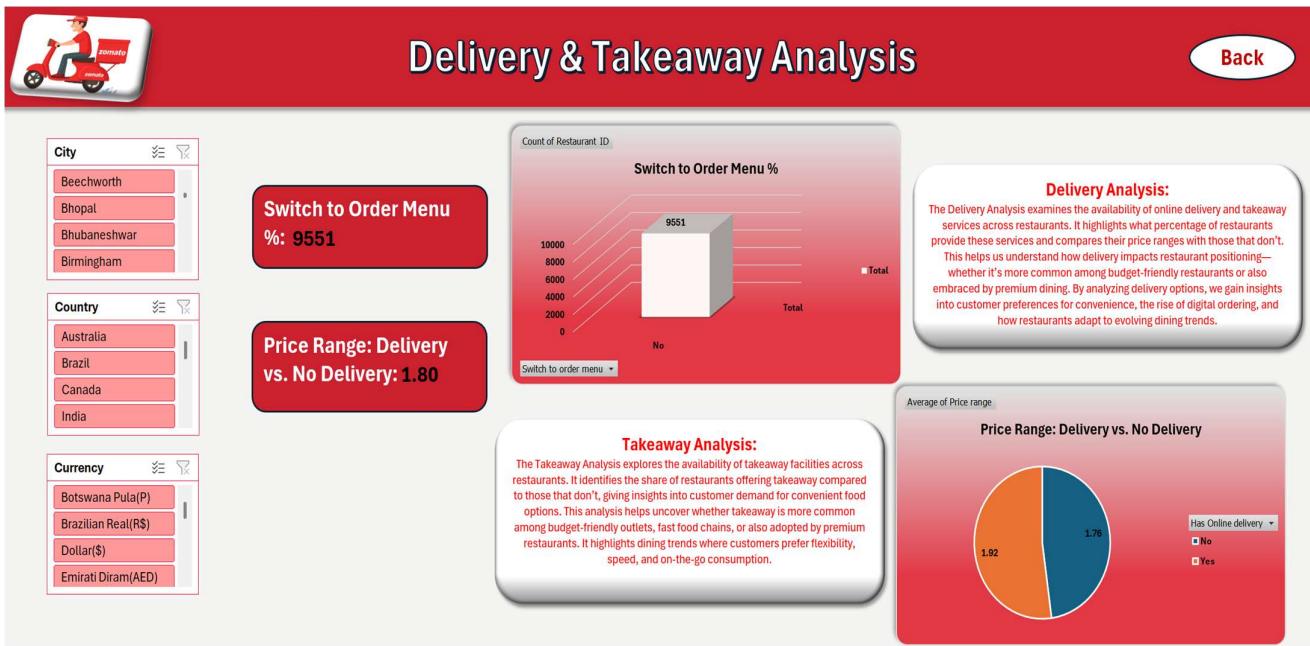
Charts Included:

- Online Delivery Availability
- Takeaway vs Dine-In Comparison

Insights:

- A **large percentage of restaurants** on Zomato offer **online delivery**, reflecting growing demand for convenience and speed.
- Restaurants offering both **delivery and takeaway** often maintain **mid-level pricing**, appealing to a broader audience.

- The trend confirms that **Zomato's platform is primarily driven by online delivery**, making it the backbone of its business model.



Summary & Findings

Through this analysis, several patterns emerge:

- Major cities have the largest concentration of restaurants.
- North Indian and Chinese cuisines dominate across locations.
- Restaurants offering online delivery tend to have slightly higher ratings.
- Higher price ranges often correlate with better customer satisfaction.
- Zomato's presence across countries shows strong market diversity and adaptability.

Overall, this dashboard provides a clear, visual understanding of restaurant behavior, customer trends, and market performance – helping businesses and analysts identify opportunities for growth.