Title:- Zomato Restaurant Data Analysis & market insights.

Tools Used :- SQL(MS SQL Server.)

Prepared by :- Ayon Das.

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Objective:

The objective of this project is to perform a comprehensive analysis of restaurant market data using SQL to derive actionable insights about pricing, customer preferences, and service adoption trends. The analysis focuses on both the Indian restaurant industry and global comparisons, aiming to:

- Assess the overall market penetration and performance of restaurants across India and key international markets.

- Identify top-performing cities, cuisines, and restaurant types in India.

- Understand customer preferences based on pricing segments, ratings, and votes.

- Compare the adoption of digital services like online delivery and table booking.

- Highlight cuisine diversity, service offerings, and dining cost trends for strategic decision-making.

◈ *Q1. Overall Statistics for the Indian Restaurant Market*

	average cost	avearge rating	number of restaurents	Number of city
1	623	2.77055016031874	8652	43

Insights:-

From this query, we can conclude:

- ◈ *The average cost for two in Indian restaurants is 623.*
- ◈ *The average rating across all Indian restaurants is 2.78 stars.*
- ◈ *There are a total of 8652 restaurants listed in India.*
- ◈ *These restaurants are spread across 43 different cities in India.*

◈ *Q2. Top 10 Indian Cities by Number of Restaurants, Average Rating, and Average Cost*

	City	Number of restaurent	avearge cost	average rating
1	New Delhi	5473	596	2.69921432281137
2	Gurgaon	1118	714	2.85536672732058
3	Noida	1080	539	2.39175926005399
4	Faridabad	251	447	2.26533864218875
5	Ghaziabad	25	602	2.93199998855591
6	Ahmedabad	21	857	4.16190477779933
7	Amritsar	21	480	3.68571429025559
8	Bhubaneshwar	21	678	3.98095237641107
9	Guwahati	21	821	4.19047616776966
10	Lucknow	21	859	4.19523807934352

Insights

From this query, we can see:

- ◈ The top 10 cities with the highest number of restaurants in India.

- ◈ These cities are sorted by number of restaurants (highest first).

- ◈ Alongside, we also get the average cost for two and average rating for each city.

- ◈ This helps identify restaurant density hotspots and their pricing trends.

◈ Q3. Pricing Segments and Their Relationship with Ratings in India.

	Price_range	average rating	min cost for two	max cost fo two
1	4	3.65721649791777	1000	8000
2	3	3.59900989541055	500	1950
3	2	2.99366689750246	250	950
4	1	2.32768335250815	0	450

Insights

From this query, we can observe:

- ◈ Restaurants are segmented into price ranges (1 = lowest, 4 = highest).

- ◈ We get the average rating for each price segment, which helps understand higher-priced restaurants have better ratings.

- ◈ The minimum and maximum costs for two in each price segment *are* shown for clarity.

- ◈ This gives a clear picture of how pricing influences customer perception (ratings) in India.

◈ Q4. Compare Restaurant Types Based on Service Offerings in India (Online Delivery vs Dine-In)

	Has_Table_booking	Has_Online_delivery	Number of restaurant	average cost	avearge rating
1	No	No	5545	457	2.4769522088406
2	No	Yes	1996	558	3.21227454703174
3	Yes	No	684	1752	3.3514619846093
4	Yes	Yes	427	1277	3.58782200400109

Insights

- ◈ This query compares restaurant types based on service availability:
  - ○ Restaurants offering only table booking
  - ○ Restaurants offering only online delivery
  - ○ Restaurants offering both services
  - ○ Restaurants offering none.
  - ○ Restaurants offering both have higher average rating (3.59) stars.

- ◈ We can see the number of restaurants in each category, their average cost, and average ratings.

- ◈ This helps identify customer trends, such as whether **online delivery** restaurants tend to be cheaper or if **dine-in only** restaurants have higher ratings.

◈ Q5. Top 15 Most Popular Cuisine Types and Their Performance Metrics in India

	Cuisines	average cost	average rating	average vote	Number of restaurant
1	North Indian	414	2.14668803286349	49	936
2	North Indian| Chinese	625	2.64481408908642	82	511
3	Fast Food	286	2.45114942597247	49	348
4	Chinese	562	2.34352941513062	56	340
5	North Indian| Mughlai	774	3.00838323838697	160	334
6	Cafe	598	2.96738351032298	91	279
7	Bakery	335	2.31296296472903	19	216
8	North Indian| Mughlai| Chinese	721	2.73604060792681	102	197
9	Bakery| Desserts	423	2.63529410923229	49	170
10	Street Food	149	2.52416106358471	65	149
11	Pizza| Fast Food	636	2.76230769707606	76	130
12	Chinese| Fast Food	351	2.3771186440678	40	118
13	Mithai| Street Food	155	2.28965517159166	26	116
14	South Indian	347	2.63693693307069	146	111
15	Bakery| Fast Food	315	2.66759258398303	59	108

Insights

- ◈ This query lists the top 15 cuisine types in India based on the number of restaurants serving them based on that North Indian is at the top, followed by lowest average rating (2.14) stars.

- ◈ Displays each cuisine's average cost, rating, and votes, which helps measure popularity and performance.

- ◈ Identifying customer preferences and popular cuisines to target in marketing campaigns or restaurant strategy.

◈ Q6. Budget vs Premium Restaurant Segments in India.

	segment	Number of restaurant	average cost	Max cost	average vote	average rating	Table booking	Online booking
1	Budget	7153	418	950	75	2.59377883294904	236	1982
2	Premium	1499	1600	8000	433	3.61407604736038	875	441

Insights

- ◈ This query categorizes restaurants into Budget (Price range 1–2) and Premium (Price range 3–4).

- ◈ Shows the number of restaurants, average cost, maximum cost, average votes, and average ratings for each segment, based on that number of budget restaurants are more but have lower average rating (2.6) stars.

- ◈ Highlights how many restaurants offer table booking and online delivery in each category.

- ◈ Useful for understanding market segmentation and identifying whether premium restaurants invest more in service offerings.

◈ Q7. City-wise Rating Distribution in Top 5 Indian Cities

	city	Number of restaurant	average rating	average cost	Excellent rating	Good rating	Bad rating	No rating
1	New Delhi	5473	2.69921432281137	596	328	2791	2354	0
2	Gurgaon	1118	2.85536672732058	714	95	597	426	0
3	Noida	1080	2.39175926005399	539	29	436	615	0
4	Faridabad	251	2.26533864218875	447	4	91	156	0
5	Ghaziabad	25	2.93199998855591	602	0	16	9	0

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Insights:-

- ◈ The top 5 Indian cities are ranked based on the highest number of restaurants, where New Delhi have far more restaurants.(5473)

- ◈ We get a breakdown of ratings: Excellent (≥4), Good (3–4),

Bad (1–3), and No Rating (0), where New Delhi restaurants get most of the excellent and good ratings.

- ◈ The average cost for two and average rating per city help identify pricing trends and customer satisfaction levels, where Gurgaon restaurants get maximum average cost. (approx. 600 rupees)

- ◈ This gives a city-level comparison of restaurant availability, quality perception, and pricing in India.

◈ Q8. Average Dining Costs Across Countries)

	country	average cost
1	Indonesia	281190
2	Sri Lanka	2375
3	Phillipines	1606
4	India	623
5	South Africa	419
6	Qatar	223
7	UAE	166
8	Singapore	155
9	Brazil	134
10	Turkey	84
11	New Zeal...	69
12	United Kin...	47
13	Canada	36
14	United Sta...	26
15	Australia	24

Insights:-

◈ Countries are ranked by average dining cost for two (highest to lowest).

◈ This highlights which countries are the most and least expensive for dining out, where Indonesia has the maximum average cost followed by Australia has the lowest average cost.

◈ Q9: Digital Service Adoption Across Indian Cities

	city	total number of restaurants	digital adoption count
1	New Delhi	5473	1929
2	Gurgaon	1118	559
3	Noida	1080	428
4	Faridabad	251	47
5	Ghaziabad	25	12
6	Amritsar	21	0
7	Ahmedabad	21	11
8	Bhubaneshwar	21	0
9	Guwahati	21	0
10	Lucknow	21	0

Insights:-

◈ New Delhi ranked by the total number of restaurants (highest first).

◈ The digital adoption count shows how many restaurants offer online delivery or table booking services, where New Delhi has the highest adoption.

◈ This reveals which cities have higher penetration of digital services in the restaurant industry.

◈ Q10. Top-Rated Restaurants in India with High Vote Count

	RestaurantName	Votes	rating	Average_Cost_for_two	Cuisines	Locality	City
1	Barbeque Nation	5966	4.90000009536743	1600	North Indian| Chinese	Sector 5| Salt Lake	Kolkata
2	AB's - Absolute Barbecues	5434	4.90000009536743	1500	European| Mediterranean| North Indian	Jubilee Hills	Hyderabad
3	Mirchi And Mime	3244	4.90000009536743	1500	North Indian| South Indian| Mughlai	Powai	Mumbai
4	Naturals Ice Cream	2620	4.90000009536743	150	Ice Cream	Connaught Place	New Delhi
5	Indian Accent - The Manor	1934	4.90000009536743	4000	Modern Indian	Friends Colony	New Delhi
6	Barbeque Nation	1753	4.90000009536743	1600	North Indian| Chinese	Park Street Area	Kolkata
7	Grandson of Tunday Kababi	1057	4.90000009536743	300	Mughlai| Lucknowi	Aminabad	Lucknow
8	Toit	10934	4.80000019073486	2000	Italian| American| Pizza	Indiranagar	Bangalore
9	Le Plaisir	2510	4.80000019073486	1000	European| Desserts	Deccan Gymkhana	Pune
10	Prankster	1478	4.80000019073486	1500	Modern Indian| North Indian	Sector 29	Gurgaon

Insights:-

◈ Lists restaurants in India with a rating of 4+ and 1,000+ votes, ensuring only popular and trusted restaurants are included, where Barbeque Nation has the maximum number of voting approx. (6000) votes followed by AB's-Absolute Barbecues having almost (5500) votes.

◈ Displays details such as average cost for two, cuisines, locality, and city for better context, where again Toit restaurant takes highest average cost having (2000 rupees) average cost.

◈ The ordering (by rating first, then votes) highlights highly rated and widely reviewed restaurants where Barbecue nation gets top marks.

◈ Q11. India vs Other Countries - Service Features Comparison.

	Countries	restaurent count	average votes	Average rating	Average cost	Only table booking	Only Online delivery	both service
1	India	8652	137	2.77	623	684	1996	427
2	Other Country	899	346	4.05	6741	39	20	8

Insights:-

◈India has the higher number of restaurants (8652) having lower average cost (623 rupees).

◈Other Countries average rating is way ahead of India having (4.05) stars where India has only (2.77) stars.

◈In terms of digital adoption, Indian restaurant holds the top spot having almost (2000) online delivery and (684) online table booking and (627) both service.

◈ Average votes (346 votes) is also more for other countries restaurants than Indian restaurants.

◈ Q12. Market Penetration Analysis - India vs International.

	Country	Average cost	Average Rating	Average votes	Penetration Rate
1	UAE	166	4.23333333730698	493	63
2	India	623	2.77055016031874	137	35
3	Singapore	155	3.575	31	0
4	United States	26	4.01129031565882	428	0
5	Australia	24	3.6583333214124	111	0

Insights:-

◈UAE has the highest number of average rating (4.23 stars) followed by United States having (4 stars).

◈while talking about digital adoption penetration rate then UAE takes number one spot having 63% of penetration followed by India having 35%.

◈Q13. Cuisine Diversity Analysis by Indian Cities

	city	Different types of food
1	New Delhi	892
2	Gurgaon	362
3	Noida	248
4	Faridabad	87
5	Ahmedabad	21
6	Coimbatore	20
7	Jaipur	20
8	Lucknow	20
9	Mangalore	19
10	Kolkata	19

Insights:-

◈In terms of cuisine diversity in Indian restaurants then New Delhi serves almost 900 different types of foods which is way ahead of other city restaurants.