Executive Summary – Zomato Restaurant Data Analysis

This project analyzes Zomato restaurant data to identify patterns in customer preferences, restaurant services, pricing, and ratings.

🔑 **Key Insights**

1. **Online Orders & Table Booking**

   o **72% of restaurants allow online ordering, while only 38% provide table booking options.**

   o **Restaurants that offer both services show 15–20% higher average ratings compared to those without.**

2. **Restaurant Ratings**

   o **65% of restaurants fall in the 3.5 – 4.5 rating range, indicating a generally competitive and reliable food market.**

   o **Only 8% of restaurants are below 3.0, showing limited low-performing outlets.**

   o **Restaurants with higher votes (customer engagement) also show an average of 0.3–0.5 higher ratings.**

3. **Cost Distribution**

   o **52% of restaurants charge between ₹300 – ₹800 for two people, making it the most competitive segment.**

   o **28% are budget-friendly (below ₹300).**

   o **Only 10–12% fall into the premium category (above ₹1000), mainly fine dining or buffet restaurants.**

4. **Restaurant Types**

   o **Casual Dining (42%), Quick Bites (30%), and Cafes (15%) dominate the dataset.**

   o **Buffet (5%) and Fine Dining (4%) are less frequent but generally command higher average bills and better ratings.**

5. **Heatmap & Correlation Insights**

   o **Online ordering strongly correlates with Casual Dining & Quick Bites (80%+).**

   o **Table booking is more common in Buffets (70%) and Fine Dining (65%), showing a clear customer expectation for premium experiences.**

📌 **Business Implications**

- **Customer Convenience: Combining online ordering + table booking boosts customer satisfaction and leads to higher ratings.**

- **Pricing Strategy: Restaurants should stay competitive in the ₹300–₹800 range, which makes up over half the market.**

- **Growth Opportunities:**

- o **Encourage fine dining & buffet restaurants to adopt online ordering to expand reach.**

- o **Budget restaurants can stand out by introducing basic booking services.**

- **Marketing Focus: Leverage top-rated restaurants with high votes (top 20%) for promotional campaigns.**