

Summary and Recommendations

The Zomato dataset analysis focuses on identifying patterns and trends in restaurant-related data, such as cuisine offerings, location distribution, pricing, and customer ratings. Key findings and comparisons are summarised as follows:

Key Insights:

1. Restaurant Locations:

- A significant number of restaurants are concentrated in metropolitan cities, with X% located in urban areas compared to Y% in suburban or rural locations.
- High-density regions are correlated with diverse cuisine offerings and premium pricing.

2. Cuisine Analysis:

- The dataset highlights a preference for specific cuisines (e.g., North Indian, Italian, and Chinese), which account for approximately X% of the menu offerings.
- Emerging cuisines such as Japanese and Korean have started gaining popularity in select areas.

3. Price vs. Rating Trends:

- Restaurants with higher average prices show a correlation with better customer ratings, with X% of 4+ star ratings belonging to premium-priced establishments.
- Budget-friendly restaurants dominate a larger share of total establishments but have mixed customer ratings.

4. Customer Ratings Distribution:

- The average customer rating across the dataset is approximately X, with a majority of ratings between Y and Z stars.
- Restaurants offering discounts or located in popular areas tend to have slightly higher ratings.

5. Delivery Options:

- Restaurants providing online delivery services constitute X% of the dataset, and these establishments are associated with higher customer satisfaction scores.

Recommendations:

1. Expand Cuisine Offerings:

- Restaurants in metropolitan areas should diversify their menu to include emerging cuisines like Japanese and Korean, leveraging their rising popularity.
- Suburban restaurants can focus on local and budget-friendly cuisine to attract nearby demographics.

2. Optimize Pricing Strategy:

- Offer tiered pricing options to cater to diverse customer groups, especially in high-density areas where premium and budget options coexist.
- Introduce promotions and loyalty programs to improve customer ratings for budget-friendly establishments.

3. Improve Online Delivery Services:

- Encourage restaurants without delivery options to adopt online delivery platforms, as they are correlated with higher satisfaction scores.

4. Focus on Ratings and Feedback:

- Implement customer feedback mechanisms to identify areas for improvement in low-rated restaurants.
- Use social proof (e.g., display top-rated dishes or customer reviews) to attract new patrons.

5. Target Urban Expansion:

- For restaurants planning to expand, targeting urban areas with high footfall and diverse customer bases will yield the best returns.