Zomato Restaurant Analysis: Uncovering Insights for Informed Decision-Making

Let's consider a business case. We have a list of restaurants and we want to count the number of good and bad restaurants based on the rating. If a restaurant has a rating of <=2, then it's a poor restaurant.

If a restaurant has a rating of >2, then it's a good restaurnat.

In the Zomato data, After categorizing the rating into Good and Poor.

Note:
If a restaurant has a rating of >=2, then it's a good restaurant.
If a restaurant has a rating of <2, then it's a poor restaurant.

Q)1

How many restaurants are there with Good ratings?
Ans) 7400

Solution:

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= IF (B2 >= 2, "Good", "Poor")
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Q) 2

The manager in Zomato would like to know the number of restaurants with more than 2500(incl) feedbacks.

Mark "Good" if the number of feedback is more than and equal to 2500.
Mark "Ok" otherwise
Keep the column name of your choice.

Ans) 57
Solution:
=IF(V3>=2500,"Good","Bad")

Q3)

Now we have more granular information about restaurants rating categories. While looking at the categories we noticed that there are ratings with 0. It means there is "No rating".

So instead of classifying it as "Poor" let's assign a new category i.e "No rating" for ratings that are of value equal to 0.

Category	Range
No rating	0
Poor	< 2.5
Average	2.5(incl) - 3.5
Good	3.5(incl) - 4
Very Good	4(incl) - 4.5
Excellent	> 4.5(incl)

a)How many restaurants are there with "No rating"?

Ans) 2148

Solution:

=IFS(S2=0,"No Rating",S2<2.5,"Poor",S2<3.5,"Average",S2<4,"Good",S2<4.5,"Very Good",True,"Excellent")

b) Find the restaurant in Mumbai City with excellent ratings.

Ans) =IF(AND(D2="Mumbai",V2="Excellent"),"Can visit","Ignore")

Q4)

Doing a simple data analysis helped you in having a great experience at Mumbai restaurant. One more friend of yours has reached out to you as he is going on a trip to Goa. He is interested to know the list of restaurants in Goa with Excellent ratings.

From Zomato dataset, How many restaurants are there based on the above criteria?

Ans) 6

Solution:

=if(and(D2="Goa",V2="Excellent"),"Can visit","Ignore")

Q5)

Find the list of restaurant from Mumbai and Pune with excellent ratings.

=if(and(or(D2="Mumbai",D2="Pune"),V2="Excellent"),"Can visit","Ignore")

Q6)

Find the count of restaurant for all types of ratings.

=COUNTIF(zomato!$U:$U,A2)

Rating	Number of Restaurants
Poor	2334
Average	3737
Good	2100
Very Good	1079
Excellent	301

Q7)

Find the number of restaurant in the following cities

Ans)

City	Number of Restaurants
Noida	1080

Goa	20
Vizag	20
Surat	20
Hyderabad	18

Solution: =COUNTIF(zomato!$D:$D,A2)

Q8)

Restaurant owner of "Farzi Cafe" wants to know about total numbers of feedback received.

Ans)

Restaurant	Number of Votes
Farzi Cafe	10098

Solution:

=SUMIF(zomato!B:B,A2,zomato!AB:AB)

Q9)

We want the countrywise total count of restaurant

a) In India, total how many restaurants are there?

Ans) 8652

b) How many restaurants are there in Turkey?

Ans) 34

Solution:

Country	Number of Restaurants
India	8652
USA	434
UK	80
Brazil	60
South Africa	60
United Arab Emirates	60
New Zealand	40
Turkey	34
Australia	24
Philippines	22
Indonesia	21
Qatar	20
Singapore	20
Sri Lanka	20
Canada	4

First use the vlookup to make the country column in the raw data.

=VLOOKUP(C2,Country!$A:$B,2,False)

Then use the countif function to calculate number of restaurants in different country.

=COUNTIF(zomato!D:D,A2)

Q) 10

As part of monthly recommendation. Zomato wants to show those restaurants from the city who have got excellent ratings.

How many restaurants are there in New Delhi from the above mentioned category?

Ans) 28

Solution : =COUNTIFS(zomato!E:E,A3,zomato!V:V,B3)

Q11)

Pizza Hut is one of the popular outlets that has many branches across cities.

Let's find out the total sum of feedback for the same for the below listed cities.

Find out the total feedback of Pizza Hunt for all the cities combined. Submit the answer.

Restaurant	City	Number of Votes
Pizza Hut	Noida	773
Pizza Hut	Gurgaon	80
Pizza Hut	New Delhi	2293
Total Votes		3146

Solution: 1st calculate the number of votes for outlet of Pizza Hut for these 3 cities by using =SUMIFS(zomato!AC:AC,zomato!B:B,A2,zomato!E:E,B2)

Then sum the result of three cities by using =SUM(C2:C4)