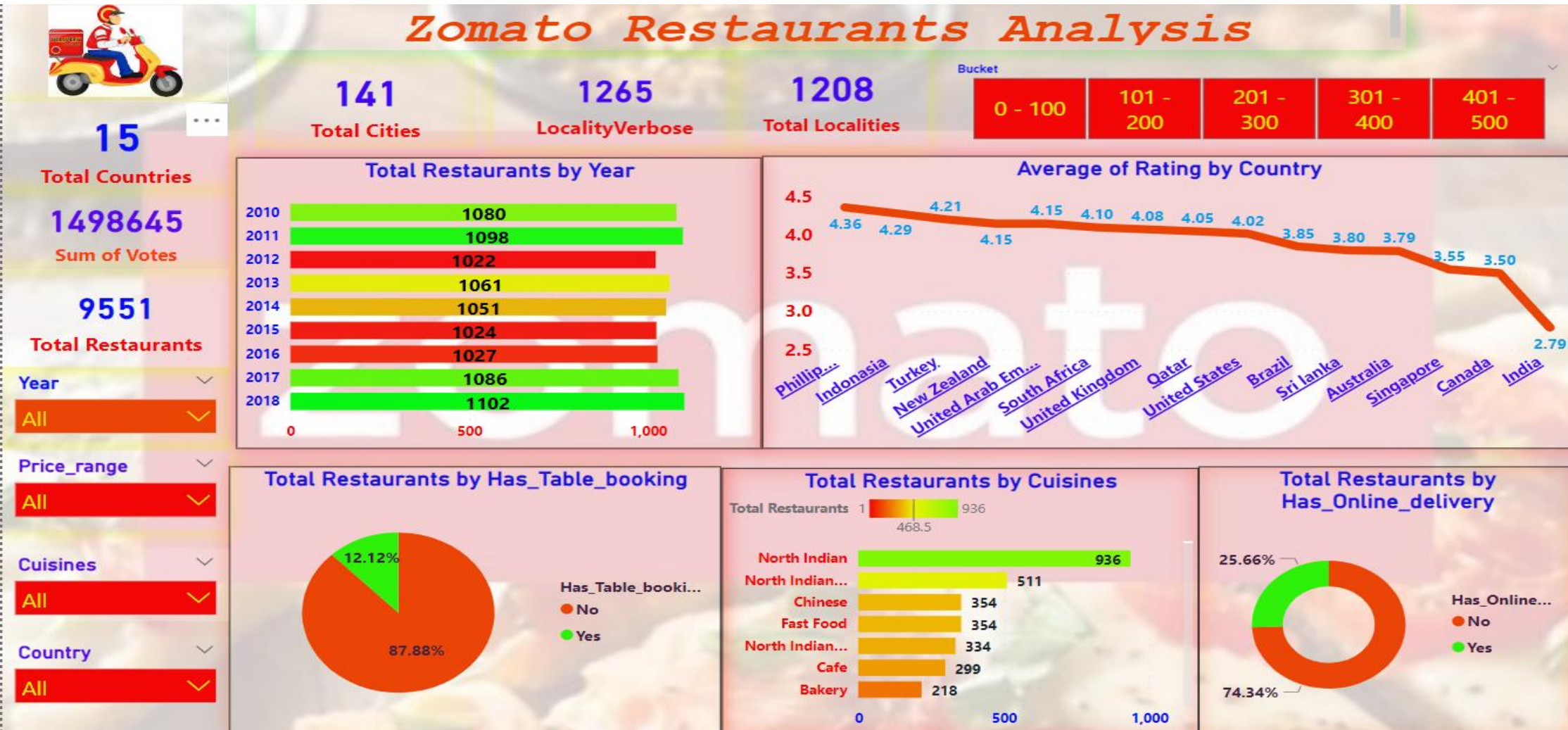# Zomato Restaurants analysis documentation

Welcome to our Zomato Dashboard, the Goldmine of information, which unveils answers to mindful inquiries:

- How the customers rates the restaurants among 15 different countries or the top performing restaurants?
- How Customers prefer among different cuisines?
- What is the trend over the years?
- Is there regional variation in customer preferences ?
- Which types of order channels mostly preferred?
- How Average Cost of two people($) varies in different region?

Insights

The Philippines boasts the highest average restaurant rating, an impressive 4.36. This rating is a remarkable 56.51% higher than India's average rating, which stands at the lowest among the countries at 2.79.

Across all 15 countries, restaurant ratings span a range from 2.79 to 4.36.

Trend Over the Years:

The total number of restaurants has displayed an upward trend, with a notable 2.04% increase observed between 2010 and 2018.

However, the total number of restaurants remained relatively constant during the transition from January to December 2010.

When it comes to the prevalence of restaurant types, North Indian restaurants lead the pack, followed closely by Chinese establishments.

Notably, Secunderabad and Bangalore in India are the top two cities where people exhibit a strong preference for online food delivery.

Average Cost for Two People ($) by Price Range:

The data indicates that a substantial number of restaurants, specifically 9,514 establishments, fall within the price range of 0-100 dollars for an average meal for two people.

Interestingly, there is a notable scarcity of restaurants that are categorized as being costly, with very few establishments falling within the 301-400 dollar price range.

Zomato's Popular Votes"

The data indicates that North Indian and Mughlai cuisines collectively accounted for approximately 3.59% of the total sum of votes on the Zomato platform. This suggests that these cuisines are relatively popular among Zomato users and have received a significant number of votes, which may reflect the preference for these types of dishes among customers.

Recommendation:

Based on the insights provided from the Zomato dashboard, here are some potential decisions and actions that could be considered:

Targeting Affordable Dining Options:

Given that a significant number of restaurants fall within the 0-100 dollar price range, Zomato could focus on promoting and featuring these more affordable dining options to cater to a wide customer base.

Improving the performance of Indian restaurants on the Zomato platform may require a combination of strategies and actions. Here are some suggestions to help Indian restaurants enhance their performance:

Enhance Food Quality and Presentation:

Focus on consistently delivering high-quality, delicious, and visually appealing dishes. Quality and presentation can significantly impact customer satisfaction and ratings.