

Zomato Restaurants Analysis

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Introduction and Objectives

"The restaurant industry is not just about food—it's about finding the perfect location and strategy to satisfy an ever-growing demand. With the global restaurant market poised for continued growth, expanding into untapped areas presents a significant opportunity."

- **Explore Market Trends:** Analyze restaurant distributions by country, year, and price range.
- **Identify Opportunities:** Highlight countries, states, and cities with lower competition for potential new restaurants.
- **Understand Customer Behavior:** Evaluate the impact of online delivery, table booking, and cuisine choices on customer ratings and feedback.
- The goal is to uncover insights that support informed decision-making for expansion and strategic positioning.

Data Overview

- Number of Restaurants: 9551 restaurants across 15 countries from 2012 to 2018.
- Number of Cities: Restaurants are present in 141 cities across all 15 countries.
- 1800+ cuisines across all restaurants.
- **Price_range:** A numeric value indicating the price range category of the restaurant.
- **Votes:** The number of votes or ratings/(feedback) received by the restaurant.
- **Average_Cost_for_two:** The average cost for two people dining at the restaurant.
- **Rating:** The overall rating of the restaurant is based on user reviews.
- **Datekey_opening:** The date when the restaurant was opened.
- **Has_Table_booking:** Indicates whether the restaurant has a table booking option (Yes/No).
- **Has_Online_delivery:** Indicates whether the restaurant offers online delivery (Yes/No).

Data Cleaning and Pre-Processing

- Used V-Lookup to fetch the Country Name on the basis of Country code.
- Filled the blank cells of cuisines as Unknown by filtering/using text function.
And there were no duplicate entries found.
- With the help of text function merged Average_cost_for_two with it's respective Currency.
- Formed a new Date_key column by splitting the text column and then by using date function.
- Used Pivot tables and Charts for further analysis.

Objective and Subjective Analysis

Country	No of Restaurants
Australia	24
Brazil	60
Canada	4
India	8652
Indonesia	21
New Zealand	40
Philippines	22
Qatar	20
Singapore	20
South Africa	60
Sri Lanka	20
Turkey	34
United Arab Emirates	60
United Kingdom	80
United States of America	434
Grand Total	9551

- **India dominates the list** with a staggering 8652 restaurants, showcasing an enormous hospitality and food sector.
- **United States of America comes second** with 434 restaurants, indicating a strong presence but far behind India.
- **United Kingdom features prominently** with 80 restaurants, highlighting its sizable offering.
- **Canada** – With only 4 restaurants currently, it presents a clear opportunity to establish a stronger presence.
- **Australia** – Just 24 restaurants suggest room for growth, especially considering the country's steady economy and multicultural population.
- **Indonesia, Philippines, Qatar, Singapore, and Sri Lanka** – These countries each have 20–22 restaurants, showing moderate competition but potential for expansion in markets that are not yet saturated.

Country	No of Restaurants ▲
Canada	4
Qatar	20
Singapore	20
Sri Lanka	20
Indonesia	21
Philippines	22
Australia	24

	Trentham East
	Victor Harbor
Canada	Chatham-Kent
	Consort
	Vineland Station
	Yorkton
Indonesia	Bandung
	Bogor
	Jakarta
	Tangerang
Philippines	Makati City
	Mandaluyong City
	Pasay City
	Pasig City
	Quezon City
	San Juan City
	Santa Rosa
	Tagaytay City
	Taguig City
Qatar	Doha
Singapore	Singapore
Sri Lanka	Colombo

Country	City
Australia	Armidale
	Balingup
	Beechworth
	Dicky Beach
	East Ballina
	Flaxton
	Forrest
	Hepburn Springs
	Huskisson
	Inverloch
	Lakes Entrance
	Lorn
	Macedon
	Mayfield
	Middleton Beach
	Montville
	Palm Cove
	Paynesville
	Penola
	Phillip Island
	Tanunda

Canada

- Smaller cities such as *Vineland Station* and *Yorkton* present potential for creating niche dining experiences.

Qatar

- Doha* presents significant potential for upscale restaurants catering to luxury dining and international cuisines.

Singapore

- Singapore* offers excellent opportunities for premium, innovative restaurants due to its cosmopolitan customer base.

Sri Lanka

- Colombo* serves as a growing hub for unique dining formats focusing on regional and sustainable cuisines.

Indonesia

- Urban locations like *Jakarta* and *Bandung* promise growth due to high customer density and interest in global cuisines.
- Emerging suburban areas like *Tangerang* could benefit from fusion or unique casual dining concepts.

Australia

- Cities like *Beechworth*, *Phillip Island*, and *Victor Harbor* are tourism-driven and could attract visitors with unique dining experiences.
- Smaller towns like *Palm Cove* and *Huskisson* could be ideal for boutique restaurants.

Philippines

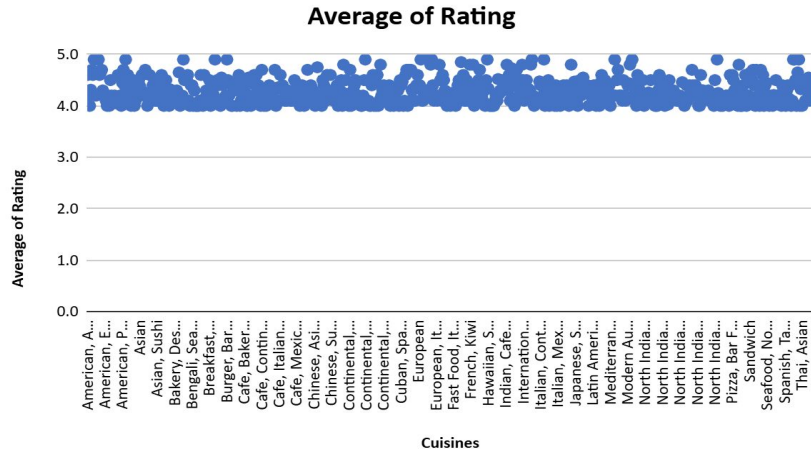
- Metropolitan areas such as *Makati City* and *Quezon City* have a strong preference for restaurant chains and innovative dining formats.
- Tourist-friendly spots like *Tagaytay City* offer opportunities for picturesque dining venues.

Country ▲	AVERAGE of Average_Cost_for_two
Australia	24.08
Canada	36.25
Indonesia	281190.48
Philippines	1606.82
Qatar	223.75
Singapore	155.75
Sri Lanka	2375.00

Australia (AUD): 24.08 AUD - Affordable dining.
Canada (CAD): 36.25 CAD - Moderately priced.
Indonesia (IDR): 281,190.48 IDR - Reflects local economy.
Philippines (P): 1,606.82 P - Mid-range pricing.
Qatar (QR): 223.75 QR - Luxury dining market.
Singapore (SGD): 155.75 SGD - Premium pricing.
Sri Lanka (LKR): 2,375.00 LKR - Affordable dining experience.

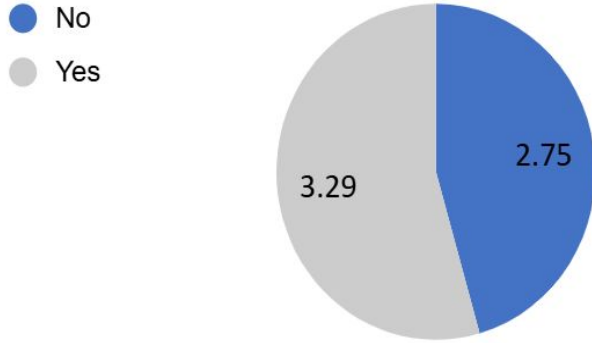
Country	RestaurantName
India	10 Downing Street
	Ambrosia Bliss
	Art of Spices
	Bake Me A Cake
	Barbeque Nation
	Barcelos
	Bernardo's
	Big Wong XL
	Bikkane Biryani
	Biryani Blues
	Black Pepper Restaurant
	Boa Village
	Bottles and Barrels
	Brewberrys The Coffee Bar
	Cafe Alfresco
	Cafe Delhi Heights
	Cafe Hydro
	Cafe Totaram
	Calendar's Kitchen by Satish Kaushik
	Cappuccino Blast

ChaiCofi
Checker's
Chi Kitchen
China Kitchen - Hyatt Regency
Circus
Coffee & Cream
Coffee Culture - The Ristorante Lounge
Cream Centre
Dakshin - Sheraton New Delhi Hotel
Delhi Pavilion - Sheraton New Delhi Hotel
Delifrance - The France Cafe Bakery
Deseek Dakshin Coastal Cafe
Desi Vibes
Dhaba By Claridges
Dilli 32 - The Leela Ambience Convention Hotel
Eat Street Express
Eau De Monsoon - Le Meridien
Eggers Madhouse
Eleven Course
Ever Bake
Ev Vign



- **India** with a staggering 8652 restaurants, showcasing an enormous hospitality and food sector and we can consider it as our Biggest Competitor.
- Those are the Restaurant Names which are present in India.
- And to suggest cuisines in new Restaurants I can see that cuisines doesn't have impact on average rating so we can choose any of those cuisines in new place which are suitable in selected regions.

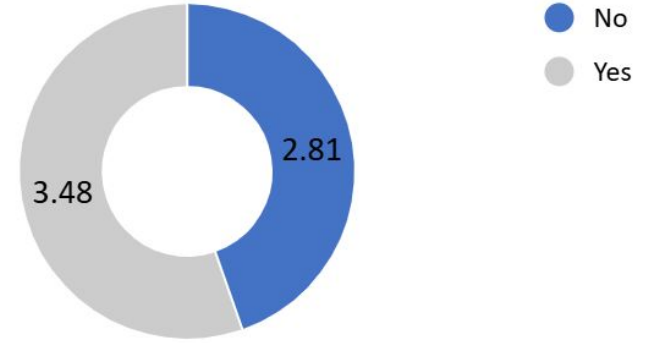
Average Rating of Online Delivery



Restaurants Without Online Delivery: The average rating is **2.75**, indicating relatively lower customer satisfaction.

Restaurants With Online Delivery: The average rating improves to **3.29**, showing a positive correlation between offering online delivery and higher ratings.

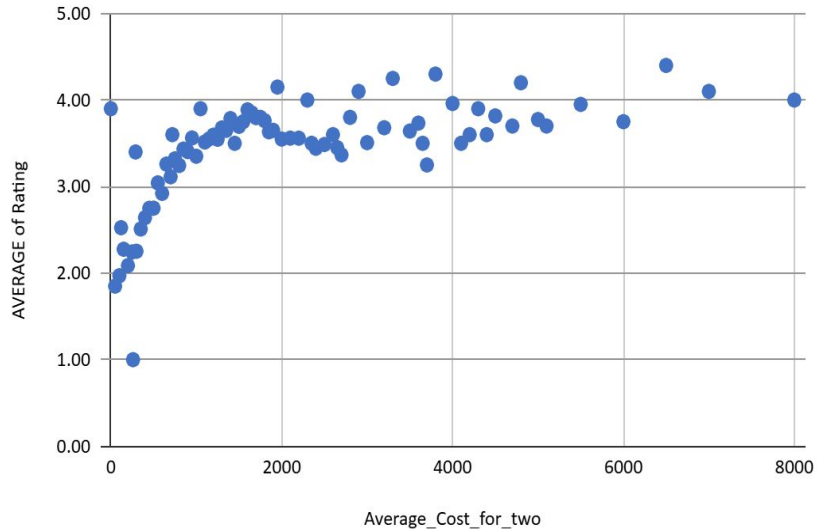
Average Rating of Table booking



Restaurants Without Table Booking: The average rating is **2.81**, which is relatively lower.

Restaurants With Table Booking: The average rating increases to **3.48**

Average of Rating vs. Average Cost for two

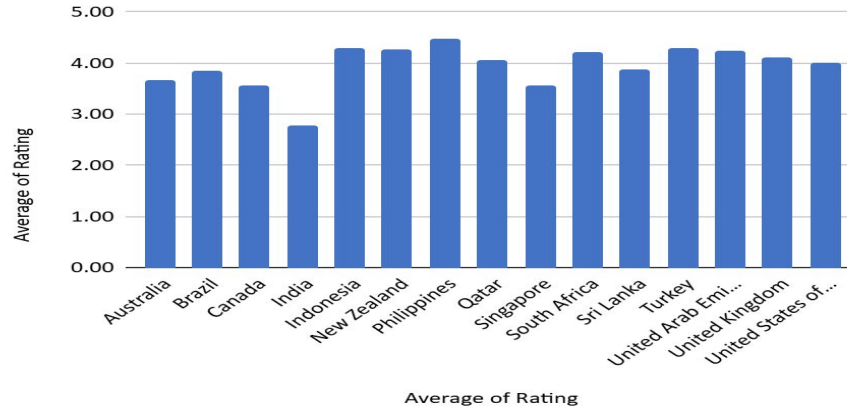


- **Higher Price, Higher Ratings:** Restaurants with higher average costs tend to have significantly higher ratings. This indicates that premium-priced restaurants generally deliver better customer satisfaction.
- **Mid-Range Sweet Spot:** Average costs show a steady increase in ratings. This suggests that moderately-priced restaurants strike a balance between affordability and quality.
- **Lower Price:** Lower price correlate with lower ratings possibly due to limited offerings or lower perceived value.

- We found that total number of Restaurants in India which has price range 4 is 388. Which is 4.5% of the total no of restaurants present in India.
- We can conclude that in India majority of the Restaurants have price range from 1 to 3.
- Also the avg rating for price range 4 is 3.93 but for 1 to 3 is 3.27. So we can say that we can chose price range as 4 for new Restaurants.
- Same case for all countries as well. We have 586 Restaurants having price range 4 which is 6.14% of total no of restaurants.



Average of Rating in Different Country



Highest Ratings: *Philippines* (4.47), *Turkey* (4.30), and *Indonesia* (4.30) lead with the highest customer satisfaction levels.

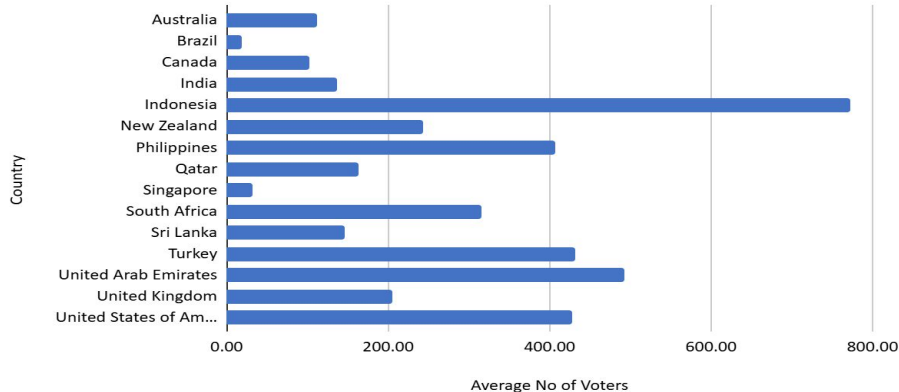
High Ratings: *United Arab Emirates* (4.23), *South Africa* (4.21), and *New Zealand* (4.26) also show strong customer engagement and approval.

Moderate Ratings: Countries like *Brazil* (3.85), *Sri Lanka* (3.87), *United Kingdom* (4.10), and *United States of America* (4.01) maintain respectable averages.

Lower Ratings: *India* (2.77) and *Australia* (3.66) have lower average ratings, potentially indicating areas for improvement or opportunities for innovation.

Insights: Countries with consistently higher ratings (e.g., *Philippines* and *Indonesia*) may provide valuable insights into what works well, such as favored cuisines or successful service models.

Average No of Voters



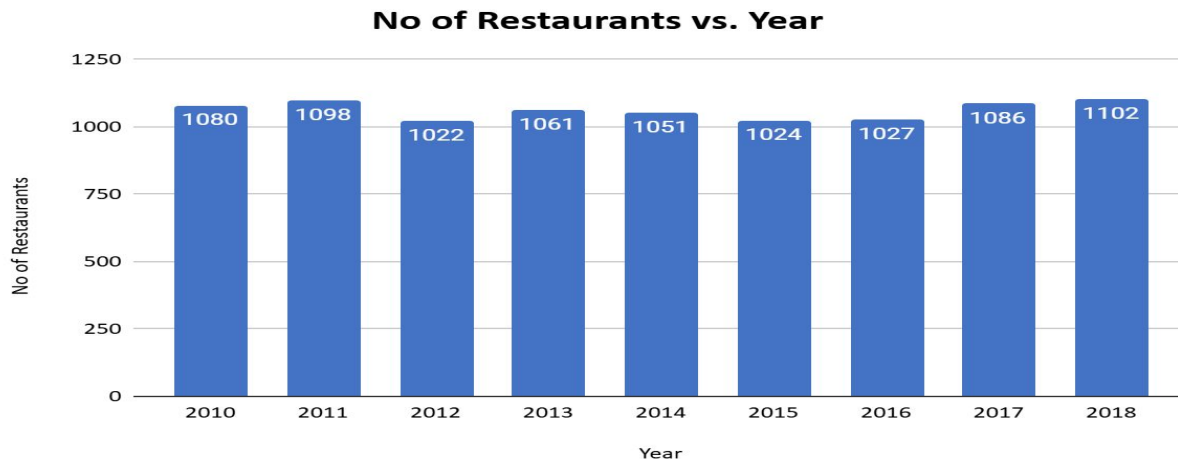
Highest Voter Engagement: *Indonesia* (772.10), *United Arab Emirates* (493.52), *Turkey* (431.47), and *United States* (428.22) exhibit significant customer engagement, indicating active feedback and ratings.

Strong Participation: *Philippines* (407.41), *South Africa* (315.17), and *New Zealand* (243.03) showcase strong voting activity, reflecting customer involvement.

Moderate Activity: Countries like *India* (137.21), *Qatar* (163.80), and *Sri Lanka* (146.45) have moderate voter participation.

Lower Engagement: *Brazil* (19.62) and *Singapore* (31.90) display lower voter numbers, possibly suggesting less active customer feedback.

Insights for Expansion: Higher voter engagement in countries like *Indonesia*, *Turkey*, and *United States* points to robust customer interaction, making them promising locations for newer restaurants.



Consistent Growth: The data shows a steady pattern of restaurant openings, with the number hovering around 1,000+ every year.

Peaks and Highs: The highest number of restaurants opened was in **2018** (1,102), followed closely by **2011** (1,098). These years reflect potential growth surges.

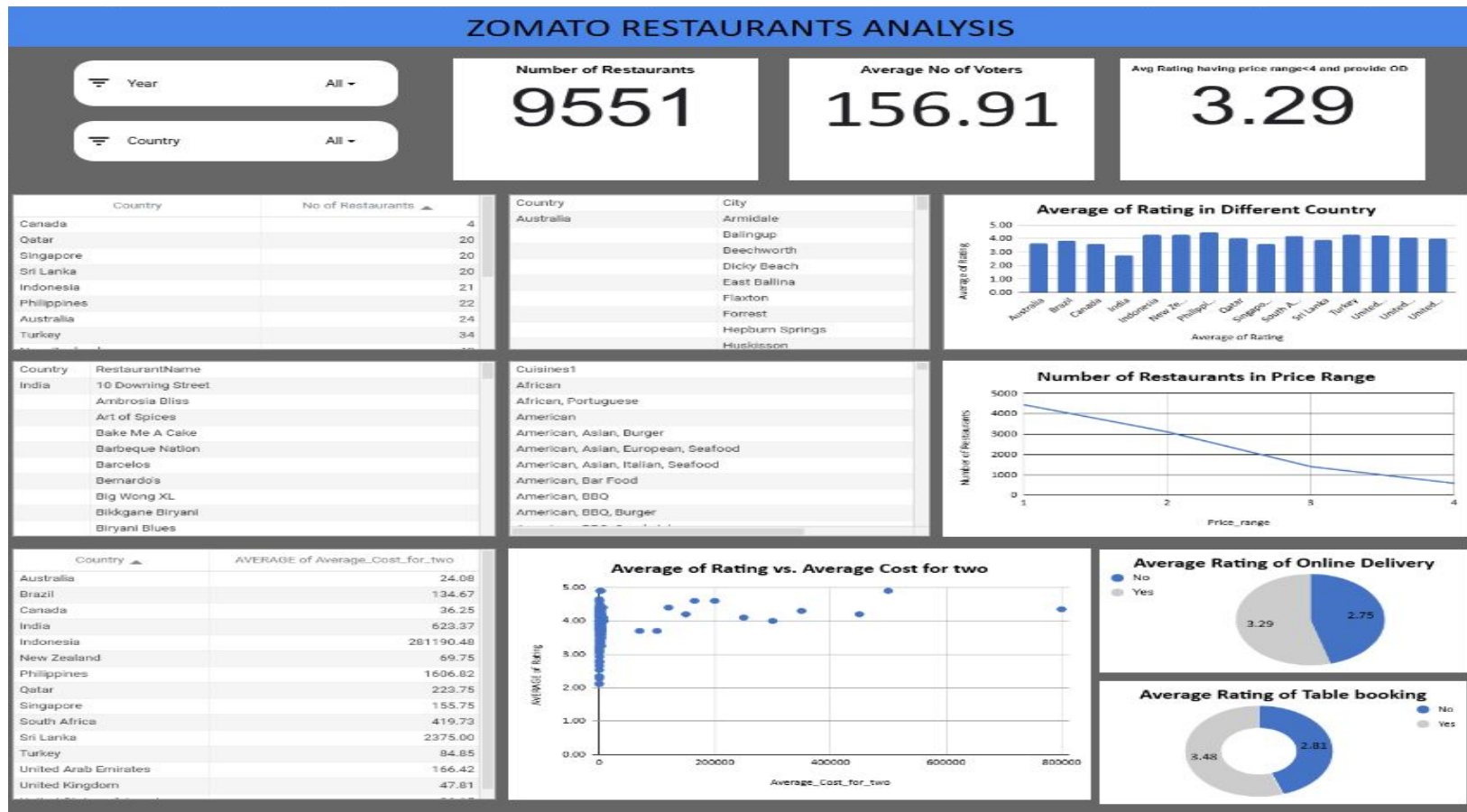
Dips in Openings: Slight drops occurred in **2012** (1,022) and **2015** (1,024), indicating possible challenges or slower expansion during those periods.

Recovery Years: Growth bounced back in **2017** (1,086) and **2018**, showcasing improved opportunities or market trends.

Strategic Recommendations

1. **Focus on Online Delivery & Table Booking:** Enhance customer satisfaction by implementing these services, as they correlate positively with higher ratings.
2. **Target Mid-Range and Premium Pricing:** Restaurants priced between **mid range and premium** consistently receive higher ratings and should be prioritized.
3. **Expand in High-Engagement Locations:** Countries like *Indonesia*, *Philippines*, *Turkey*, and *United Arab Emirates* show high voter engagement and strong ratings, making them ideal for new ventures.
4. **Prioritize High-Rating Countries:** Regions like *Philippines* (4.47), *Turkey* (4.30), and *Indonesia* (4.30) exhibit excellent customer satisfaction levels.
5. **Optimize Cuisine Choices:** Focus on regionally popular cuisines and fusion dishes to align with local preferences, positively impacting feedback and ratings.
6. **Monitor Financial Metrics:** Use dashboards to track average costs across locations, ensuring competitive pricing while maintaining quality.
7. **Strategic Expansion:** Open restaurants in tier-2 cities with potential growth, leveraging insights from countries like India for affordability and diversity.

Dashboard and Visualization



Conclusion

- **Online Delivery and Table Booking:** These services significantly improve ratings and should be a cornerstone of operational strategies.
- **Pricing Correlation:** Higher price ranges, when justified by quality and experience, lead to improved customer satisfaction.
- **High-Rating Countries as Benchmarks:** Regions like *Philippines* and *Indonesia* can serve as models for successful restaurant operations.
- **Focus on Customer Preferences:** Ratings are positively influenced by cuisine variety, operational efficiency, and customer-focused services.
- **Financial Efficiency:** Competitive pricing with controlled expenditure is key to sustainable growth across regions.
- **Voter Engagement Insights:** High voter participation in countries like *Indonesia* indicates active customer interaction, critical for refining strategies.
- **Strategic Expansion Opportunities:** Countries with lower competition present prime opportunities for launching new restaurants.
- **Data-Driven Decisions:** Visualizations and dashboards streamline analysis, ensuring informed decision-making.
- **Trend Analysis:** Consistent openings from 2010–2018 highlight stable market conditions, supporting continued investment.
- **Customer Satisfaction as Priority:** Continually improve feedback mechanisms by aligning services with customer expectations to maintain high ratings.



THANK YOU!