ZOMATO ANALYSIS

P485 GROUP - 4

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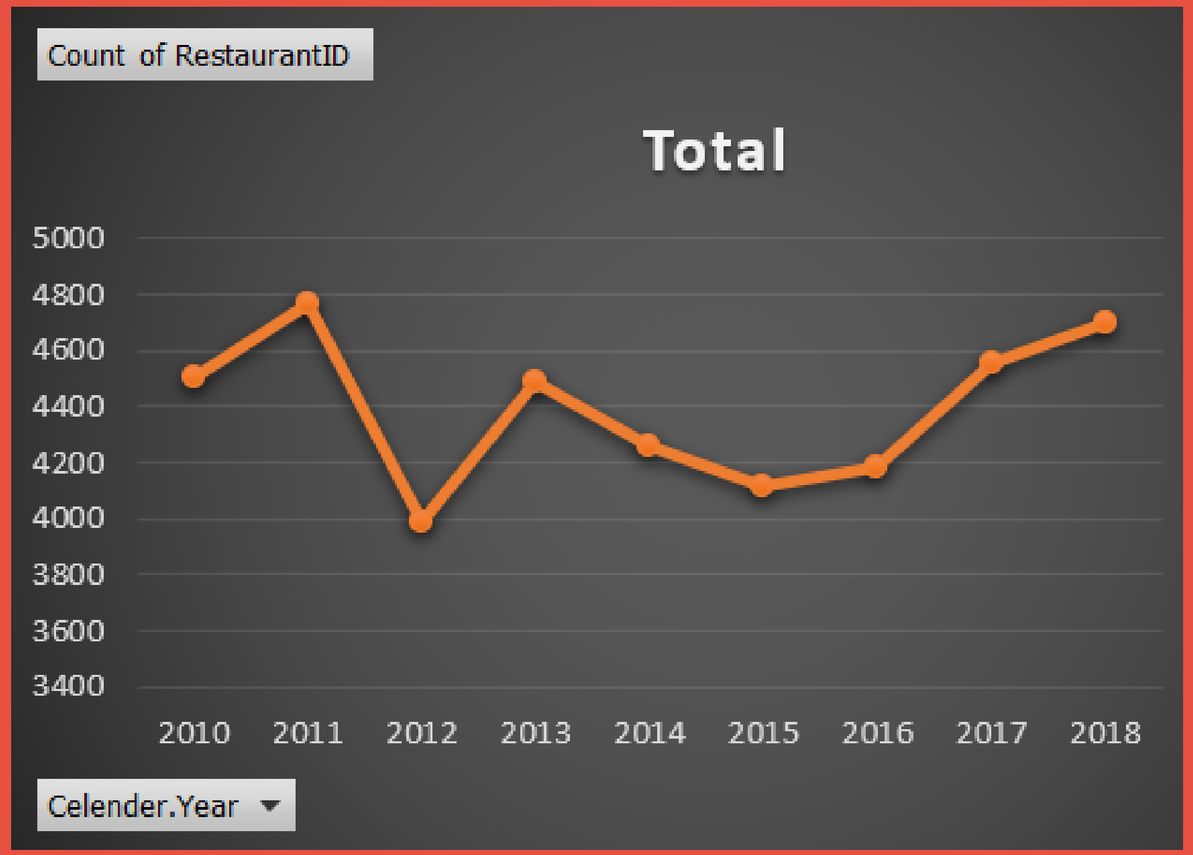
DATA OVERVIEW

- **Zomato is a food delivery and restaurant discovery platform that provides information on restaurants, menus, prices, locations, user reviews, and ratings. It also offers online ordering and delivery services from partner restaurants.**
- Dataset timeline: 1-1-2010 to 31-12-2018
- The dataset has restaurant ID, Restaurant name, country Code, locality, city, Longitude, Latitude, cuisines, currency, Rating, voting, Table booking, online delivery, delivery now, switch to order menu, price range, Average cost for two fields.

KPI’s

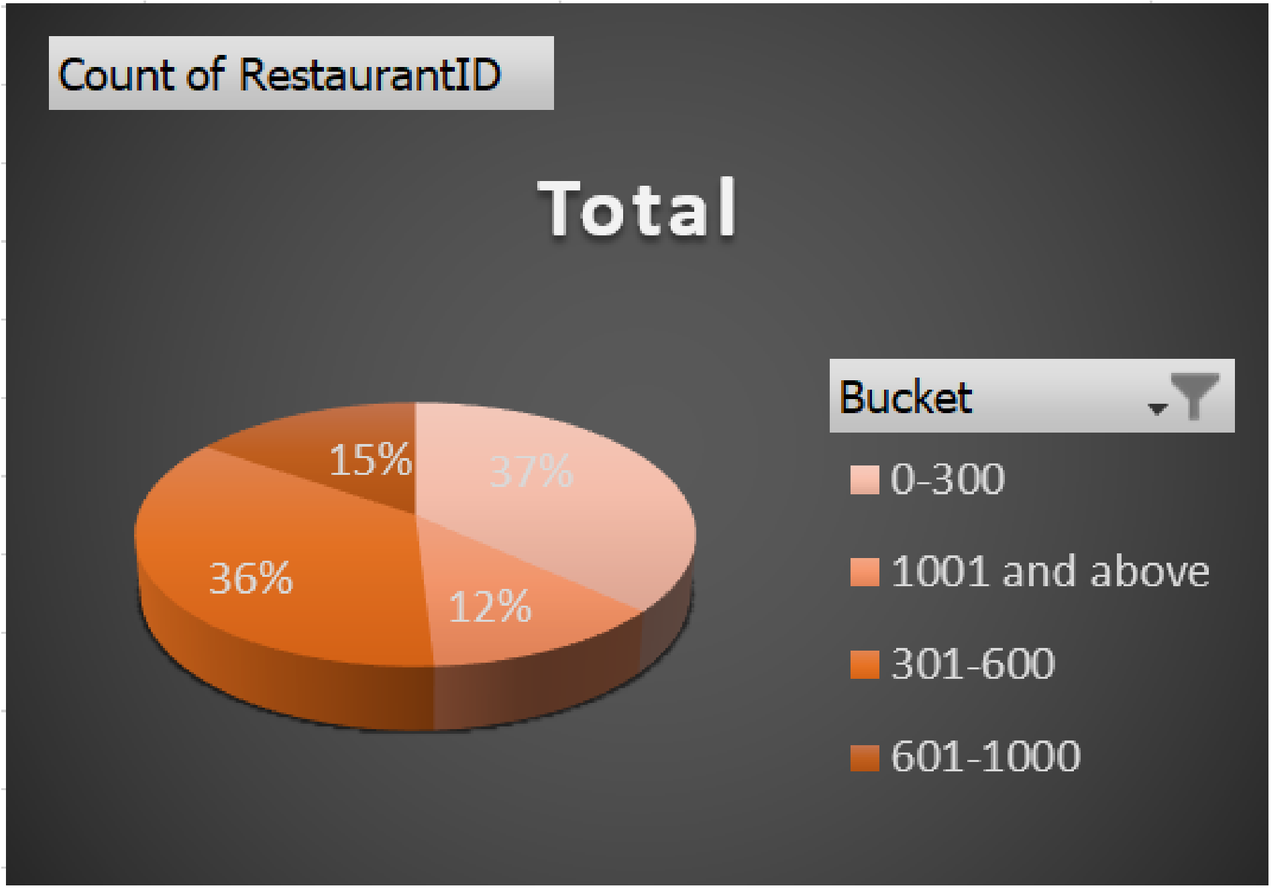
- Year by year restaurant increase
- Bucket list
- Rating
- Online Deliveries
- Cuisines
- Voting

01 Year by year restaurant increase



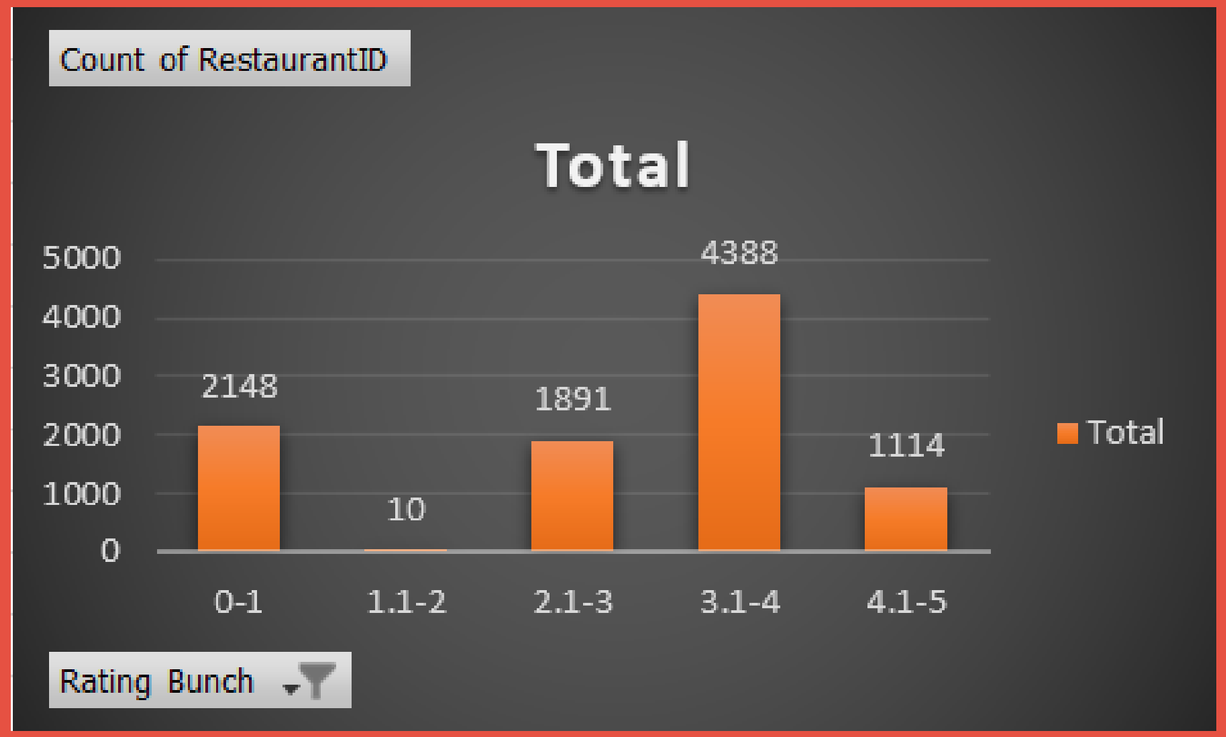
The trend shows a general increase in the number of restaurants from 2010 to 2018, with some fluctuations. However, it's essential to delve deeper.

02 Bucket list



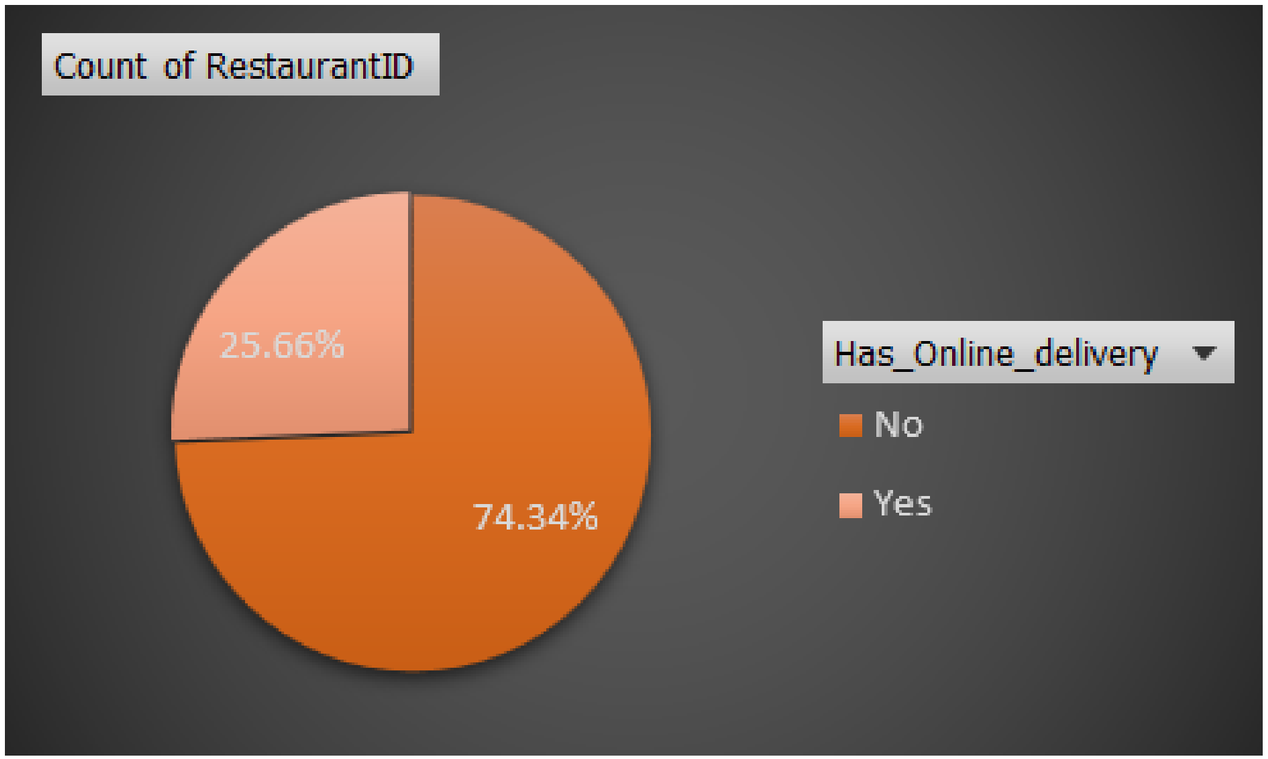
This data categorizes restaurants based on their average price range. The majority fall into the mid-range categories of 301-600 and 0-300, while fewer restaurants have higher average prices of 601-1000 or 1001 and above.

03 Rating



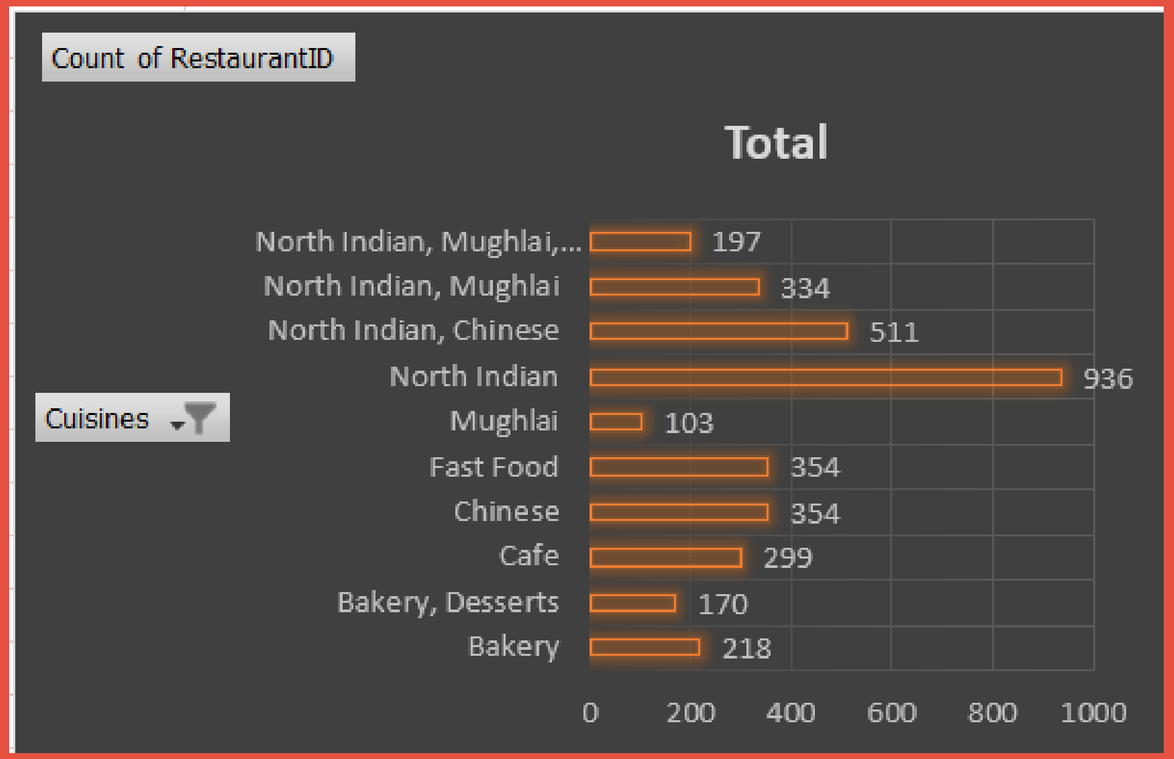
The majority of restaurants fall within the 3.1-4 rating range, followed by the 0-1 and 2.1-3 ranges. There are significantly fewer restaurants in the 1.1-2 and 4.1-5 rating ranges.

04 Online Deliveries



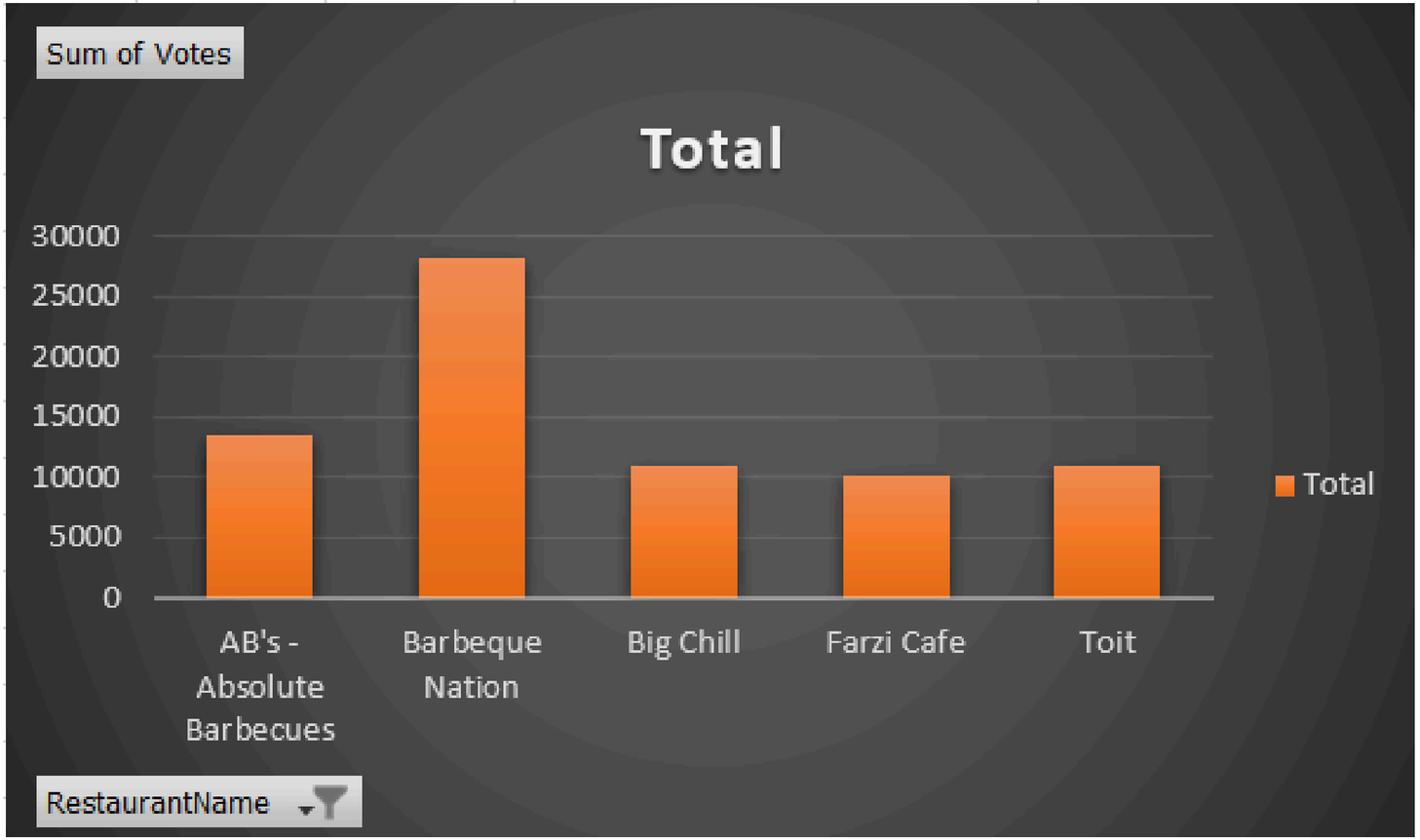
This data indicates that a significant majority of restaurants, around 74.34%, do not offer online delivery services, while approximately 25.66% do provide this option.

05 Cuisines



This data lists the top 10 cuisines based on the count of restaurants offering them. North Indian cuisine stands out as the most prevalent, followed by North Indian-Chinese fusion and fast food.

06 Votes



This data lists the top 10 restaurants based on the highest number of votes they received. Barbeque Nation leads with the highest number of votes, followed by AB's - Absolute Barbecues and Toit.

Analysis

- **Customer Preferences**
- **Service Offerings**
- **Cuisine Trends**

Recommendation

- **Customer Feedback**
- **Promote Quality and Innovation**
- **Diversify Cuisine Offerings**
- **Expand Online Delivery Services**

Challenges & Solutions

Duplicate Data	Detect duplicates using DISTINCT or GROUP BY, then eliminate them through deletion or merging.
Null Data	Manage null values by substitution, conditional filtering, or imputation based on context.

Challenges & Solutions

Currency Difference

Normalize currencies using exchange rates, apply conversions, and present results in both local and base currencies for clarity.

Country Codes

Standardize codes against ISO 3166, use lookup tables for mapping, and ensure consistency.

Special Characters

Handle special characters with parameterized queries and input sanitization.

Conclusion

- Zomato's data highlights diverse restaurant offerings, with a focus on popular cuisines like North Indian and online delivery services.
- Top-rated restaurants prioritize quality food and service.
- To excel, Zomato should continue catering to customer preferences while encouraging restaurant innovation and excellence. with the highest number of votes, followed by AB's - Absolute Barbecues and Toit.

THANK YOU