Zomato Data Analysis Using Generative AI

Our objective is to perform an in-depth analysis of restaurant data from a leading food delivery platform to extract actionable insights for business optimisation.

Steps Followed in Our Analysis

1

Business Understanding

Analysed restaurant types, cuisines, ratings, and delivery times, assessing the influence of online orders and table bookings on key metrics.

2

Data Cleaning

Removed missing entries in Rating and Average Cost. Converted categorical columns (Online Order, Table Booking) into binary. Extracted cuisines into countable insights.

3

Exploratory Data Analysis (EDA)

Identified top restaurant types: Quick Bites, Casual Dining, and Delivery-based. Noted online orders had slightly faster delivery times. Ratings varied across areas, with premium locations like Indiranagar and Koramangala performing better. No strong linear relationship found between cost and rating.

4

Advanced Visualisations

Visualised the top 10 cuisines offered, the impact of table booking on customer ratings, and the distribution of delivery times across restaurants.

Key Metrics & Actionable Insights

Cuisines

North Indian, Chinese, and Fast Food are the most commonly offered and popular cuisines. Focusing on these can enhance customer satisfaction.

Area Performance

Whitefield and Indiranagar boast higher-rated restaurant options. Strategic marketing and resource allocation to these areas could yield better returns.

Cost vs. Rating

There is no strong correlation between cost and ratings, suggesting that high prices do not automatically equate to higher satisfaction, nor do lower prices guarantee dissatisfaction.

Table Booking

Availability of table booking shows a slight improvement in customer ratings, highlighting its convenience factor and potential for enhancing dining experience.

Online Orders

Online orders are consistently associated with shorter delivery times, indicating efficiency in digital ordering systems and opportunities for optimising logistics.

Conclusion: Driving Growth with Data

This comprehensive project provides actionable insights for food delivery platforms and restaurant owners alike. By leveraging these findings, businesses can:

- Identify top-performing cuisines.
- Optimise online availability strategies.
- Understand location-based demand.
- Enhance customer satisfaction.

Ultimately, this analysis empowers data-driven decisions for business optimisation and sustained growth in the competitive food delivery market.