SUMMARY ON ZOMATO RESTAURANTS ANALYSIS & PREDICTIONS

Key Findings:

Restaurant Types:
A vast diversity in restaurant types was observed.
Top 50 most common types and 50 least common types were analyzed to focus on significant trends.
Casual dining and quick bites were prevalent among popular types.

Ratings Distribution:
Most restaurants had ratings in the mid-range (around 3.5).
Very high or very low ratings were less frequent, suggesting quality clustering around average satisfaction levels.

Online Ordering Trends:
Slightly more restaurants offered online ordering compared to those that did not.
This indicates a shift toward digital convenience but highlights potential for more adoption.

Geographical Concentration:
Areas such as Byresandra, Tavarekere, Madiwala, and Bellandur showed higher restaurant density.
High-end areas (e.g., Lavelle Road) had a greater average cost for dining compared to budget-friendly regions.

Cuisines:
North Indian and Chinese cuisines were the most popular, followed by South Indian dishes.
Multi-cuisine options also contributed to diversity in the offerings.

Cost Insights:
The average cost for two people varied by area, with high-end areas demanding more.

Lavelle Road topped the chart for average cost, while Bellandur was among the more affordable locations.

Correlations:

Higher-rated restaurants tended to have more customer engagement in terms of ratings.

Features like online ordering and table booking were equally valued by customers for convenience.

Visualizations Overview:

Bar Charts:

Illustrated the most and least common restaurant types.

Highlighted restaurant density across areas.

Displayed top areas by average dining costs.

Histograms:

Showed the distribution of ratings across restaurants.

Heatmaps:

Correlation between metrics such as rating, number of ratings, and average cost.

Count Plots:

Analyzed online ordering availability and table booking prevalence.

Compared geographical distribution of restaurant types.

Line and Horizontal Bar Charts:

Depicted cost trends by area.

Recommendations:

For Restaurants:

Adopt online ordering systems and table booking features to attract diverse customer bases.

Focus on quality improvement for mid-rated restaurants to differentiate in a crowded market.

For Consumers:

Explore high-density areas for varied dining options.

Use ratings as a guide, but note the clustering effect around mid-range scores.

The analysis effectively highlights consumer preferences, geographical trends, and operational features, offering actionable insights for stakeholders in the food and dining industry.