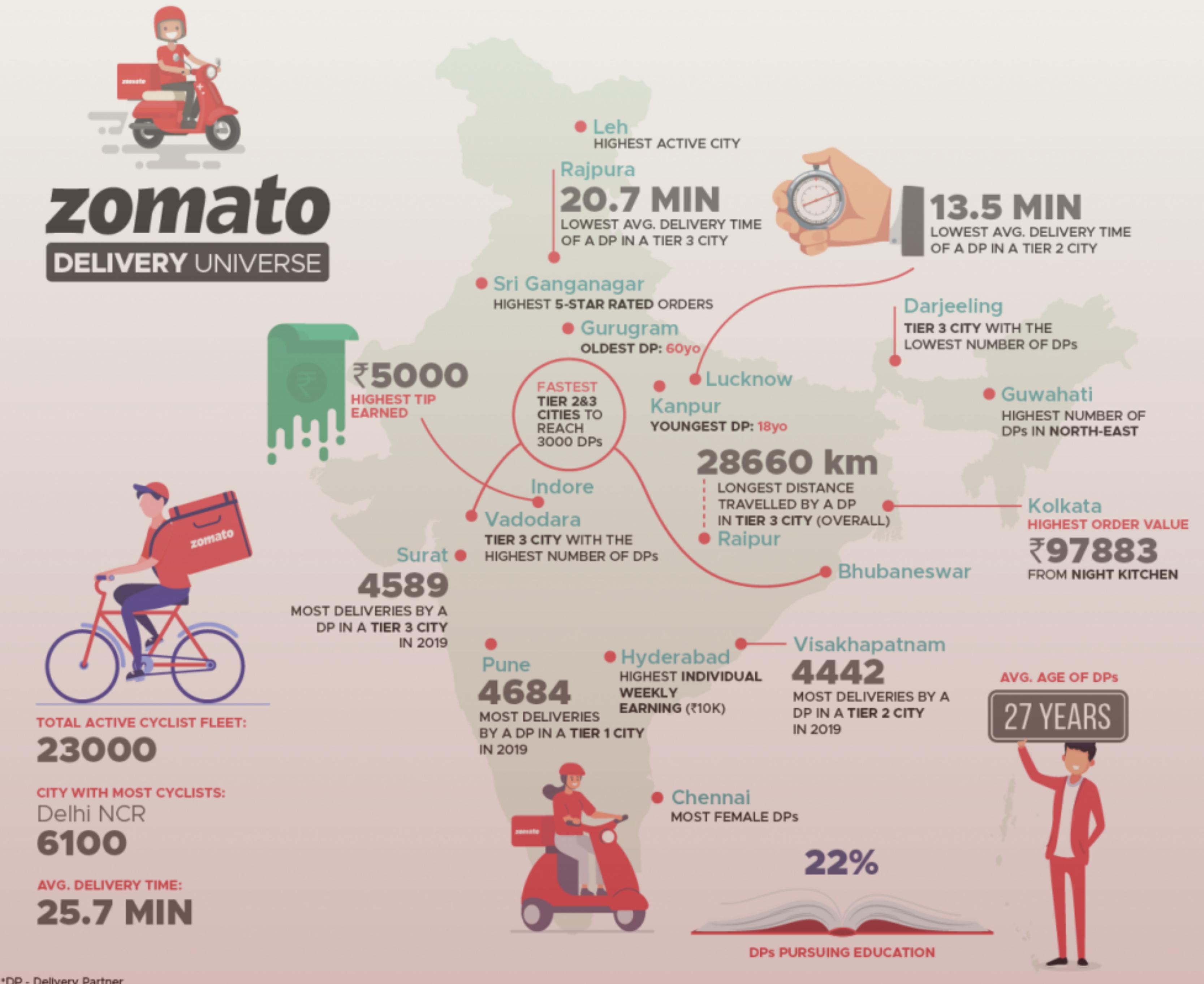




zomato

Capstone Presentation Ratings Prediction and Pattern Recognition





Present in more than 10000 cities and 24 countries

Organises the supercool Zomaland Food Fest every year

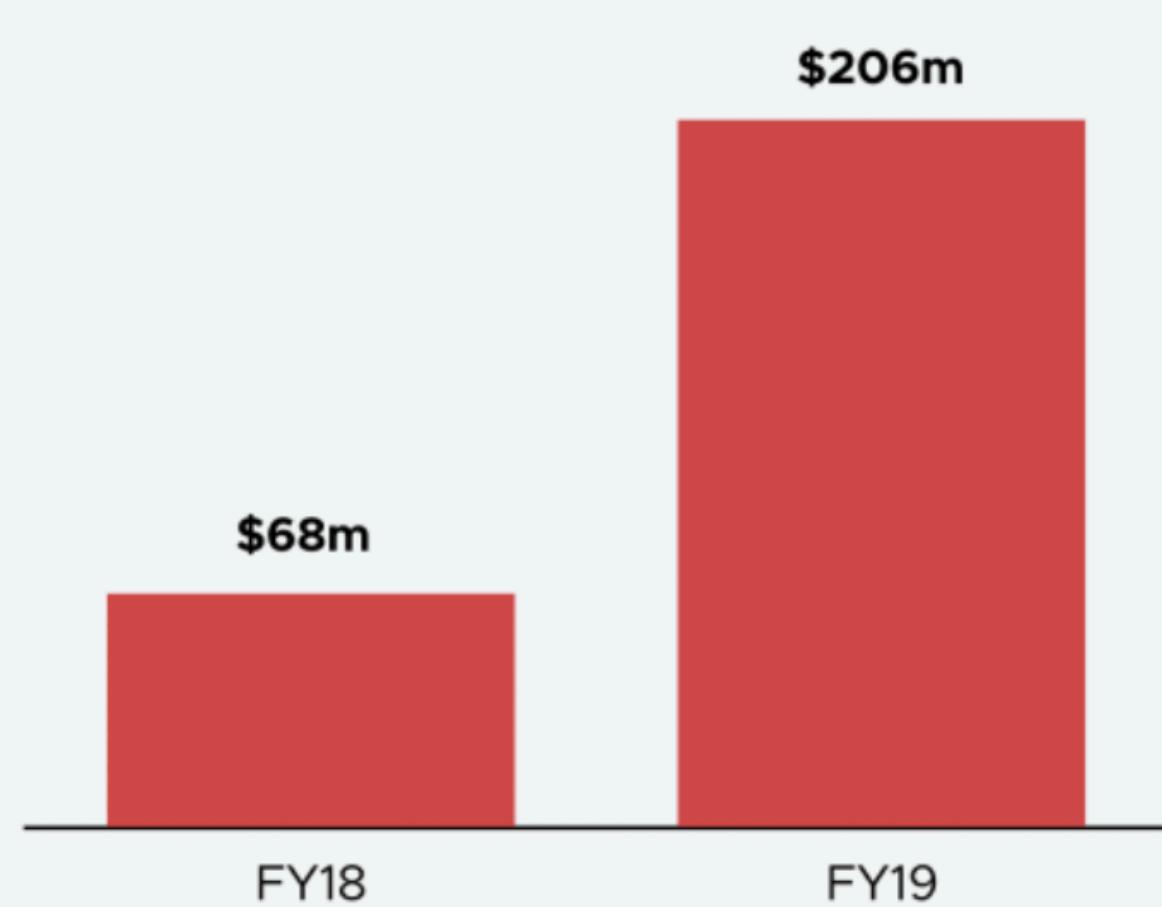
Hot Favourite company of Investors

Acquired 12 startups globally

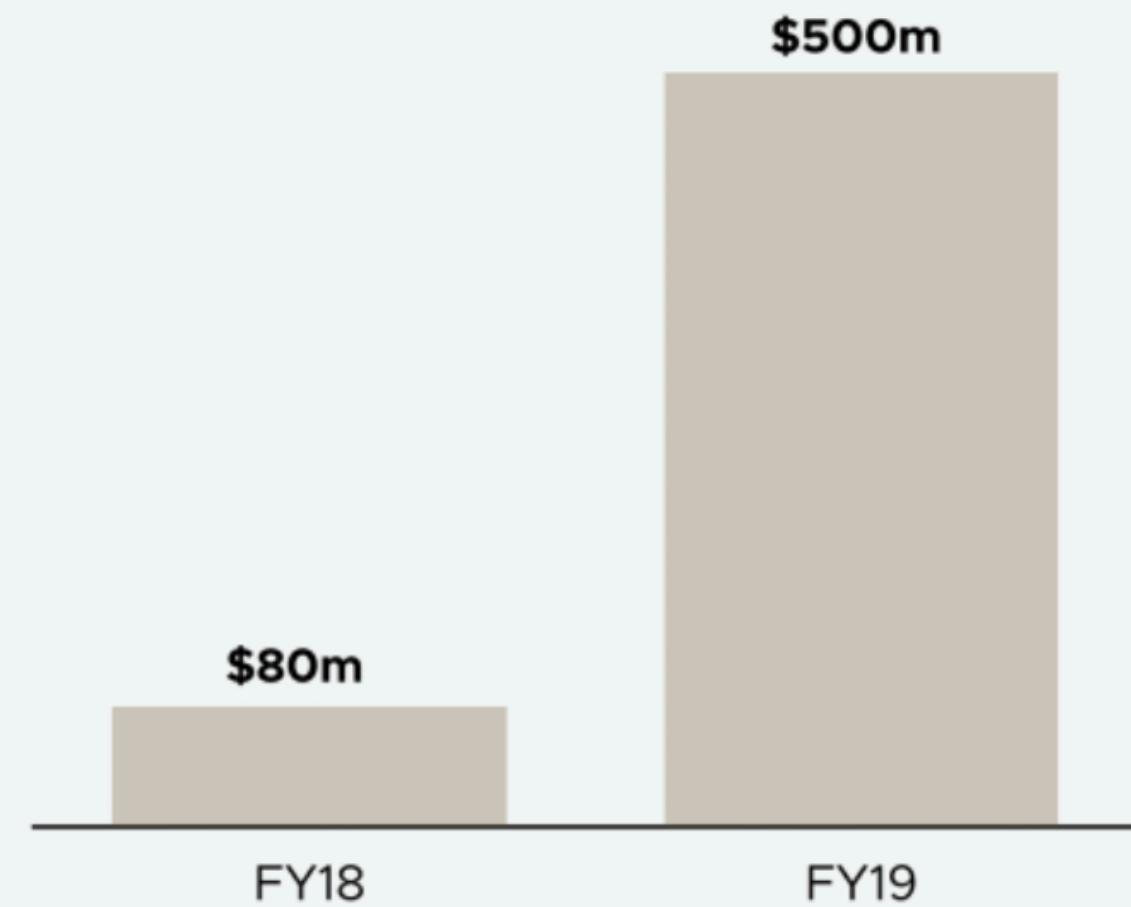
Very concerned for their employees, launched period leaves for women

Some Facts and Figures about the beloved food delivery app

Revenue



Total Cost



Delivery

REVENUE

FY19

\$155m

FY18

\$38m

Dining Out

REVENUE

FY19

\$49m

FY18

\$30m

Sustainability

REVENUE

FY19

\$2m

FY18

\$0

Rising Revenues, Rising Costs!

Sustainability as core value

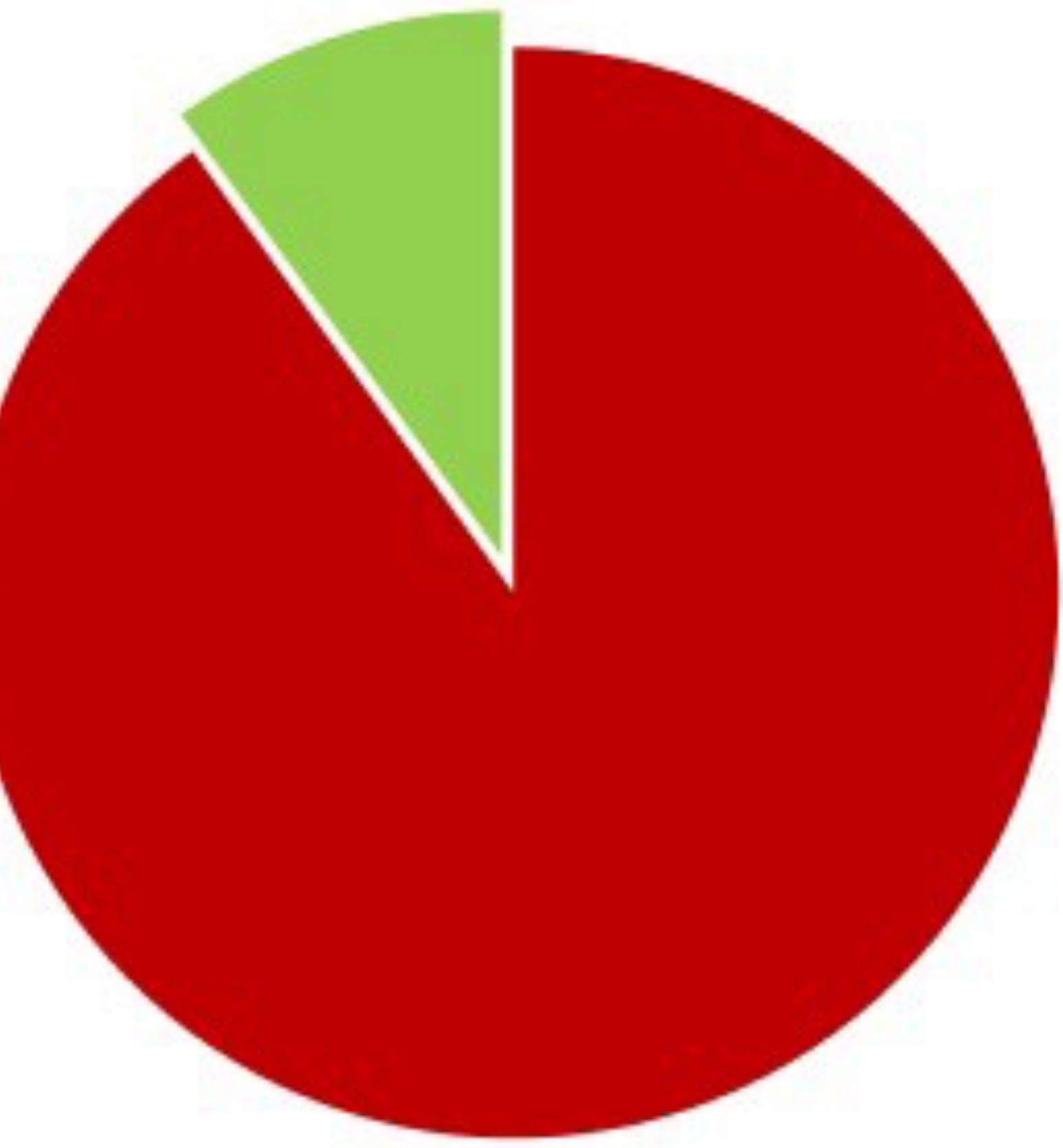
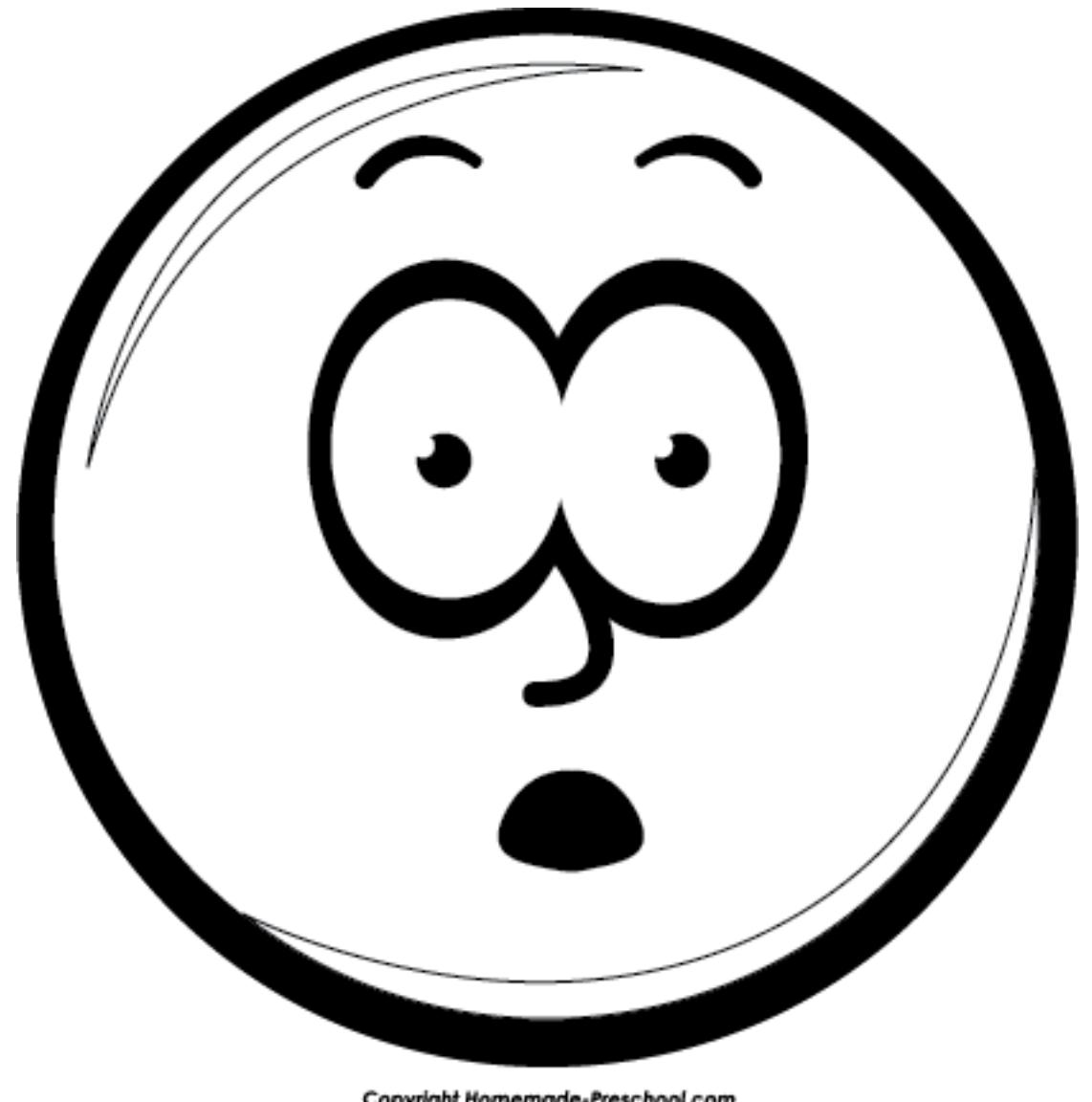
Recycles cooking oil to reduce wastage

Enables education for riders and their children

Socially responsible and very active in donation of food too

What if Zomato
could help?

**Only 1 in 10
restaurants
is successful!**



With the data that Zomato has, we can find out what the customers want and how can the restaurant owners deliver.

This could help troubled restaurant owners optimise their topline and bottom line.

This could also help prospective restauranteurs from the very beginning!

This could create a good revenue stream for Zomato through consulting!

It is a win win!

Which Highlights influence Restaurant Ratings?

Table booking recommended	0.11
Credit Card	0.06
Digital Payments Accepted	0.04
Outdoor Seating	0.04
Breakfast	0.03
Takeaway Available	0.03
Pure Veg	0.03
Air Conditioned	0.03
Free Parking	0.03
Lunch	0.02
Indoor Seating	0.02
No Alcohol Available	0.02
Dinner	0.02
Debit Card	0.02
Table Reservation Not Required	0.02
Valet Parking Available	0.02
Desserts and Bakes	0.02
Mall Parking	0.02
Delivery	0.02
Wifi	0.02

Those restaurants offering table bookings are 11% more likely to be better rated than those that don't.

Restaurants accepting credit cards and digital payments are better rated.

Restaurants having outdoor seating are better rated.

No-alcohol serving restaurants are better rated than alcohol-serving restaurants.



Italian	0.08
Asian	0.05
Chinese	0.05
Fast Food	0.03
Continental	0.03
Desserts	0.03
North Indian	0.02
Mediterranean	0.02
Mughlai	0.02
Beverages	0.02
Asian	0.02
North Indian	0.02
Biryani	0.02
Sandwich	0.02
South Indian	0.02
Burger	0.02
Cafe	0.02
Pizza	0.02
Continental	0.01
Italian	0.01
dtype:	float64



Restaurants serving Italian, Asian and Chinese cuisines are the pioneers of rating!

So, a new person wanting to open a restaurant should opt for either of these cuisines!



Heart of Ratings

votes	0.36
photo_count	0.25
latitude	0.09
longitude	0.09
average_cost_for_two	0.07
price_range_1	0.01
price_range_3	0.01
price_range_4	0.01
city_Bangalore	0.01
price_range_2	0.01



Restaurants with high number of votes are better rated!

Photo Count greatly influences rating!

Locational Factors influence rating!

Cost for two plays a role too!

And Price Range!

If a newbie takes care of these factors, the restaurant can prosper!