zomato
Report

Introduction:

This report summarizes insights drawn from the analysis of Zomato data using Python. The goal of the analysis is to understand customer preferences, order patterns, and ratings, which can help improve business strategies for restaurants and cafes listed on Zomato.

Problem statement:

1) **What type of restaurant do the majority of customers order from?**
2) **How many votes has each type of restaurant received from customers?**
3) **What are the ratings that the majority of restaurants have received?**
4) **Zomato has observed that most couples order most of their food online. What is their average spending on each order?**
5) **Which mode (online or offline) has received the maximum rating?**
6) **Which type of restaurant received more offline orders, so that Zomato can provide those customers with some good offers?**


Insights and Analysis:

1. Customer Preferences: Dining vs. Online Orders

- **Insight:** Most customers prefer dining at restaurants rather than ordering online.

- **Analysis:** Based on the data, it was observed that dining restaurants receive the bulk of customer orders. This suggests that customers enjoy the dining experience over takeaway or online delivery, particularly at restaurants that emphasize an in-person dining atmosphere. This trend might be driven by factors such as ambiance, personal service, or food freshness.
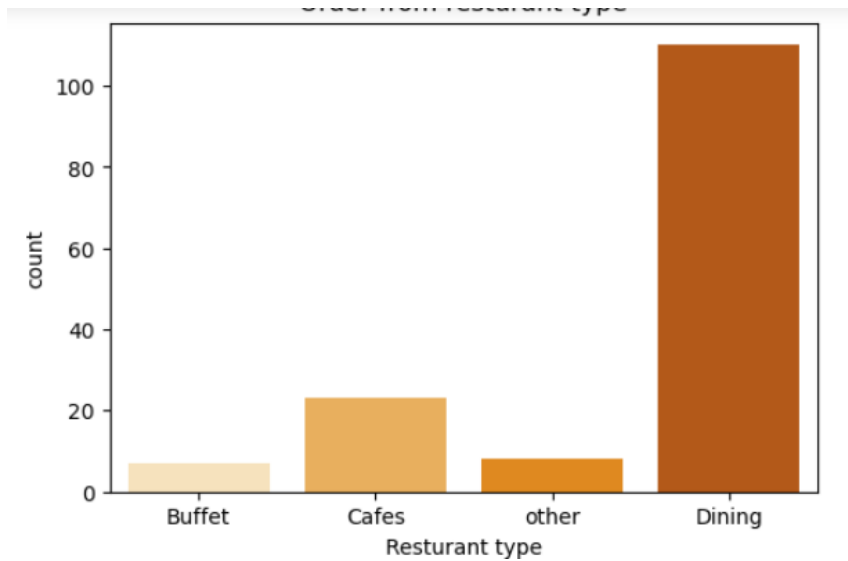
2. Customer Voting Behavior: Dining Restaurants Favored

- **Insight:** Most customer votes are for dining restaurants.

- **Analysis:** The majority of votes cast by customers favor dining restaurants over other types of establishments (like cafes or takeout spots). This further reinforces the preference for in-person dining. Restaurants with a good dining experience tend to receive more votes, reflecting customer satisfaction.


-
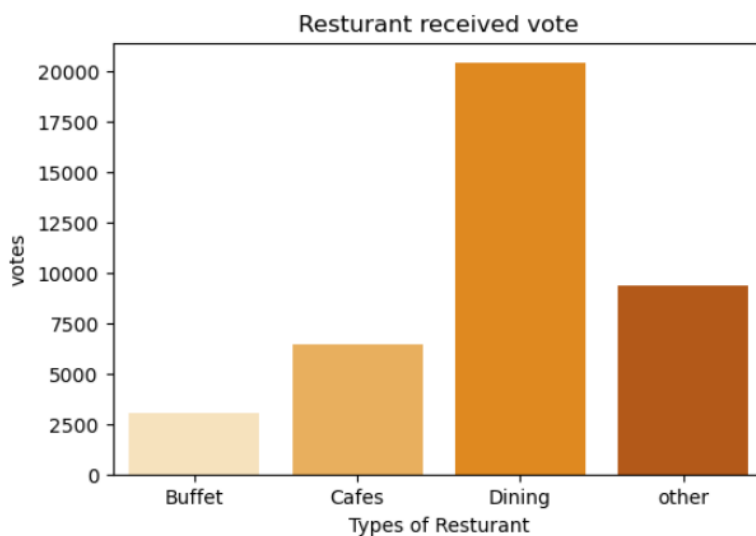
**3. Order Mode Preferences: Cafes vs. Dining Restaurants**

- **Insight:** Dining restaurants accept primarily offline (in-person) orders, while cafes accept more online orders.

- **Analysis:** The data shows that customers prefer placing in-person orders when dining at restaurants. On the other hand, cafes experience more online orders, which could be attributed to customers viewing cafes as casual or quick-service locations where online ordering is more convenient. This pattern highlights a distinct difference in how customers interact with different types of food establishments.


Heatmap of Listed Types by Online Order
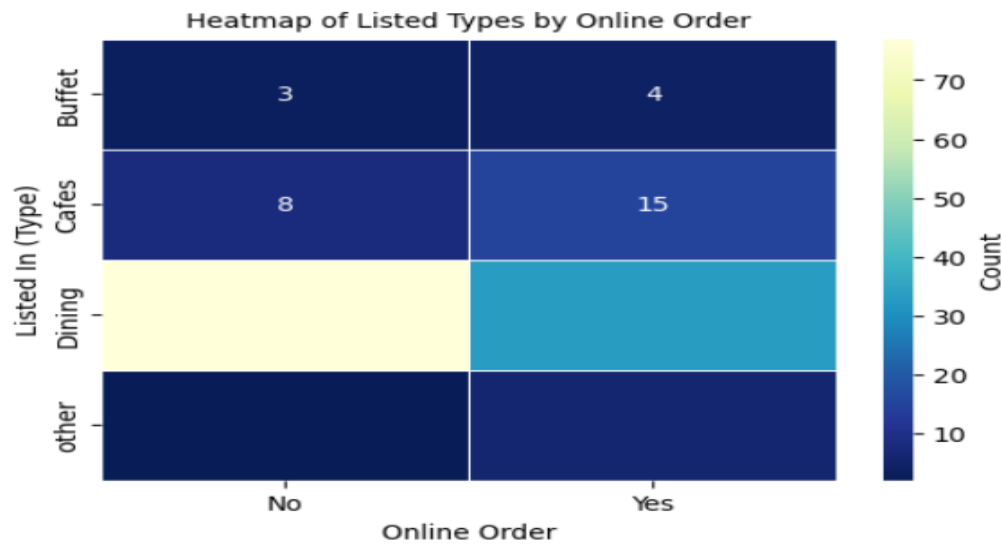
4. Restaurant Ratings: Most Ratings Between 3.5 and 4.2

- **Insight:** The majority of restaurant ratings fall between 3.5 and 4.2.

- **Analysis:** Restaurants on Zomato are generally rated within this moderate-to-good range. This indicates overall customer satisfaction but leaves room for improvement for restaurants aiming to break into higher rating categories. These ratings can also reflect a variety of factors, such as food quality, service, ambiance, and value for money.


Rating distribution
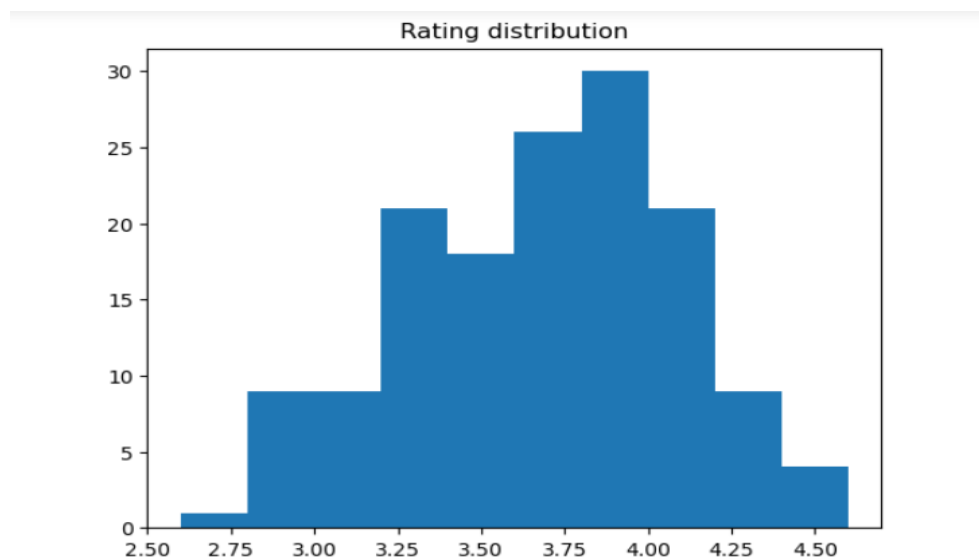
5. Average Spending per Order: ₹300

- **Insight:** Customers generally spend an average of ₹300 per order.

- **Analysis:** The data suggests that most customers tend to spend around ₹300 when placing an order, whether for dining or delivery. This average spending could reflect a balance between affordable dining options and customer expectations regarding the quality and quantity of food.

Average amount spend
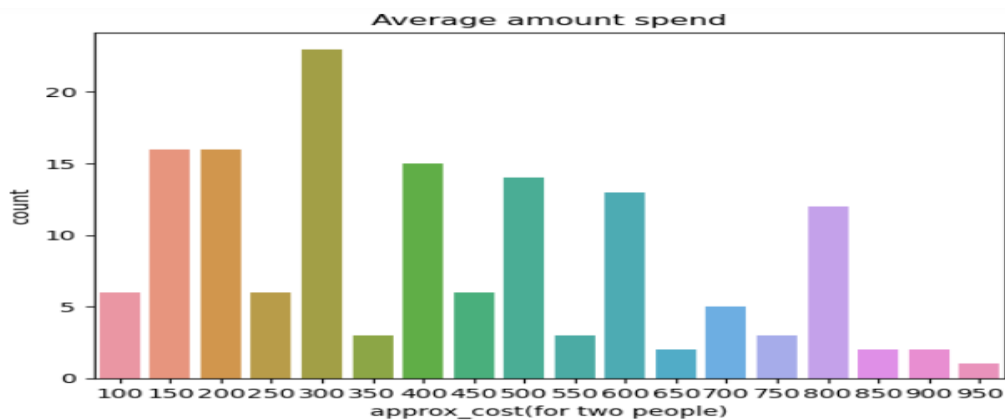
6. Online vs. Offline Orders: Ratings Comparison

- **Insight:** Online orders receive higher ratings compared to offline orders.

- **Analysis:** The analysis indicates that online modes of ordering tend to receive better ratings than offline (in-person) orders. This may be due to the convenience and speed of online platforms, streamlined order handling, or customers having more control over their orders. Restaurants may want to optimize their offline experience to meet or exceed the high standards set by their online operations.

Rating by mode
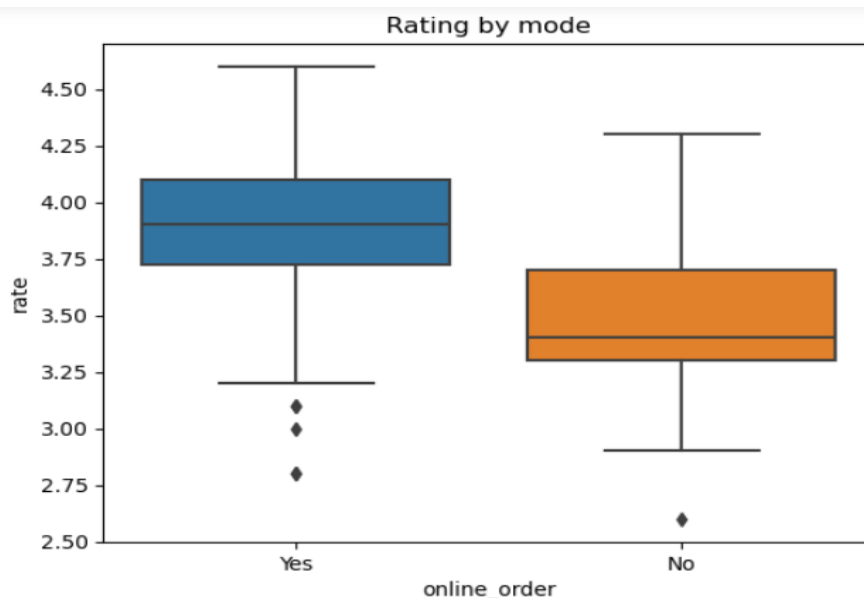
Conclusion:

From the analysis, several key insights have been drawn:

- Customers prefer dining in restaurants, yet cafes attract more online orders.

- Dining restaurants receive higher customer votes, indicating a strong in-person dining experience.

- The majority of restaurants maintain ratings in the 3.5 to 4.2 range, reflecting customer satisfaction but also pointing to potential areas for enhancement.

- Customers typically spend an average of ₹300 on orders.

- Online orders are rated higher than offline orders, suggesting that enhancing the offline experience could improve overall customer satisfaction.

These insights provide a clear view of customer behavior and preferences on Zomato, offering actionable areas for restaurants to improve their services and cater more effectively to their clientele.

Recommendations:

1. **Enhance Online Experience for Cafes**: Since cafes see more online orders, focusing on improving delivery efficiency, packaging, and user experience can lead to higher ratings.

2. **Optimize for Budget Spenders**: With an average spending of ₹300, restaurants could offer attractive meal deals or discounts around this price point to attract more customers.

This analysis can help restaurants and cafes listed on Zomato refine their strategies to align with customer expectations and market trends.