Assignment Cover Sheet

Qualification		**Module Number and Title**
BSc in Data Science		CIS5022 / Data Visualization and Storytelling
Student Name & No.		**Assessor**
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Hand out date		**Submission Date**
		04.10.2024
Assessment type Data Visualization and Storytelling	**Duration/Length of Assessment Type** Report 3600 Words	**Weighting of Assessment** Report 90%

Learner declaration
I, ……Wensten Oswald Peeris……, certify that the work submitted for this assignment is my own and research sources are fully acknowledged.

Marks Awarded			
First assessor			
IV marks			
Agreed grade			
Signature of the assessor		Date	

FEEDBACK FORM
INTERNATIONAL COLLEGE OF BUSINESS & TECHNOLOGY

Module: CIS5022 / Data Visualization and Storytelling

Student: Wensten Oswald Peeris CL/BSCDS/CMU/07/10

Assessor:

Assignment: Data Visualization and Storytelling

Strong features of your work:

Areas for improvement:

Marks Awarded:

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1. Introduction

Zomato is a globally recognized restaurant discovery platform that has expanded into nearly 15 countries. Mr. Deepinder Goyal founded Zomato in 2008 under the name Foodiebay.(Sharma, 2019) Zomato has evolved to offer powerful insights into user preferences. It offers scanned menus, restaurant location, ratings and reviews from users, images, the price for two people, the cuisines offered, the restaurant's hours, the availability of a bar, reservation availability, and Wi-Fi, among other things. This has facilitated the expansion of the customer base for new and existing restaurants. Zomato's ability to anticipate and adapt to customer preferences is largely responsible for its success on a global scale and its leadership position in the restaurant discovery sector.

1.1. Audiences targeted

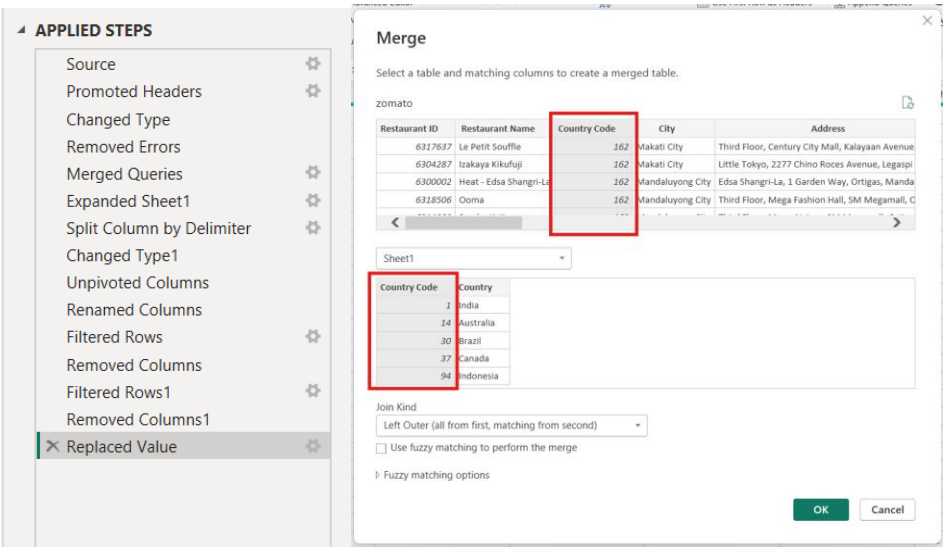
The study's scope covers several areas of the restaurant sector, with the primary purpose of empowering restaurant owners and food industry investors. By identifying significant areas for improvement and providing strategic direction, the study strives to give actionable, data-driven insights. These inputs are designed to help small to large-scale restaurant businesses make wise decisions that drive growth and increase customer satisfaction while ensuring long-term success in this competitive market.

1.2. About the dataset

The dataset employed for this analysis is publicly available on Kaggle. The data was downloaded in CSV format. Microsoft Power BI was chosen for visualization and analysis. The key driver here was this tool's ability to scale with our larger datasets as well as provide dynamic reports. The data was cleaned, transformed, and pre-processed with Power Query before to analysis to ensure accuracy and consistency. Power BI was used to get the final insights, which provided clear measurable outcomes.

2. Data pre-processing

Data processing is vital before its real usage. The purpose of data pre-processing is to clean the data which was originally in raw state making it more suitable for the task. This includes of checking the missing fields, noisy data, removing unnecessary spaces, and deleting irrelevant columns, and more.



Merging the Zomato dataset with sheet1 (country code dataset) using common attribute

After loading the dataset into Power BI, the initial approach was to clean the dataset by deleting null/Nan and redundant variables such as longitude, latitude, locality, verbose locality, and address. The following stage concentrated on the restaurant cuisine data, which was initially split across several columns. Each cuisine type was divided into separate columns to ensure that it was clearly separated. This continued by unpivoting the separated variables into a single column as per the requirement. The "country-code" column from another Sheet1 (country-code) dataset was merged with the Zomato dataset. This integration entailed extracting and mapping the country-code data before expanding it within the Zomato dataset to ensure thorough analysis.

2.1. Data Description

The Zomato dataset was created to facilitate an extensive evaluation of the performance of restaurants across nations and regions. The dataset contains the following key columns:

- **Restaurant ID**: Unique identifier associated with every restaurant.
- **Restaurant Name**: Name of restaurant across countries and cities
- **Country Code**: Code that identifies the country where the restaurant is situated.
- **City**: The city where the restaurant is located
- **Cuisines**: Types of cuisines that are served by restaurants
- **Average Cost for Two**: The average expense for two people
- **Currency**: The currency used for transactions at the restaurant.
- **Has Table Booking**: Indicates if reservations are accepted for reservations at the restaurant.
- **Has Online Delivery**: Indicates if the restaurant provides online delivery services.
- **Is Delivering Now**: Shows if the restaurant is currently delivering.
- **Price Range**: The restaurant's pricing range category.
- **Aggregate Rating**: The restaurant's overall rating determined by evaluating customer reviews.
- **Rating Color & Rating Text**: The rating level is represented by color and text.
- **Votes**: The total number of votes that the restaurant received.

2.2. Data Transformation

To gain a more comprehensive understanding, the data was aggregated using the following transformations.

- **Average ratings**: calculates the average of aggregate rating

```
1  Average Rating = AVERAGE(zomato[Aggregate rating])
```

- **Average Cost Per City**: calculates the average cost for two people across different cities by averaging the cost for two people in each city.

```
AverageCostPerCity =
AVERAGEX(
    VALUES(zomato[City]),
    CALCULATE(AVERAGE(zomato[Average Cost for two]))
)
```

- **Highest Rated Cuisine**: identifies the highest-rated cuisine by calculating the maximum average aggregate rating for each cuisine.

```
HighestRatedCuisine =
MAXX(
    VALUES(zomato[Cuisines]),
    CALCULATE(AVERAGE(zomato[Aggregate rating]))
)
```

- **Min Cost For Two**: determines the minimum cost for two people by finding the lowest value in the "Average Cost for two" column.

```
MinCostForTwo = MIN(zomato[Average Cost for two])
```

- **Restaurants per City**: counts the total number of restaurants in each city by grouping them based on city and restaurant ID.

```
RestaurantsPerCity =
COUNTROWS(
    GROUPBY(
        zomato,
        zomato[City],
        zomato[Restaurant ID]
    )
)

```

- **Total Cities**: calculates the total number of distinct cities

```
total Cities = DISTINCTCOUNT(zomato[City])
```

- **Total Countries**: calculates the total number of distinct countries.

```
total Countries = DISTINCTCOUNT(zomato[Country])
```

- **Total Cuisines**: calculates the total number of distinct cuisines offered across all restaurants.

```
1  Total cusines = DISTINCTCOUNT(zomato[Cuisines])
```

- **Total Restaurants**: calculates the total number of distinct restaurants,

```
1  total Restaurants = DISTINCTCOUNT(zomato[Restaurant ID])
```

- **Total Votes Top Rated**: calculates the total number of votes received by the top-rated restaurant based on the highest aggregate rating.

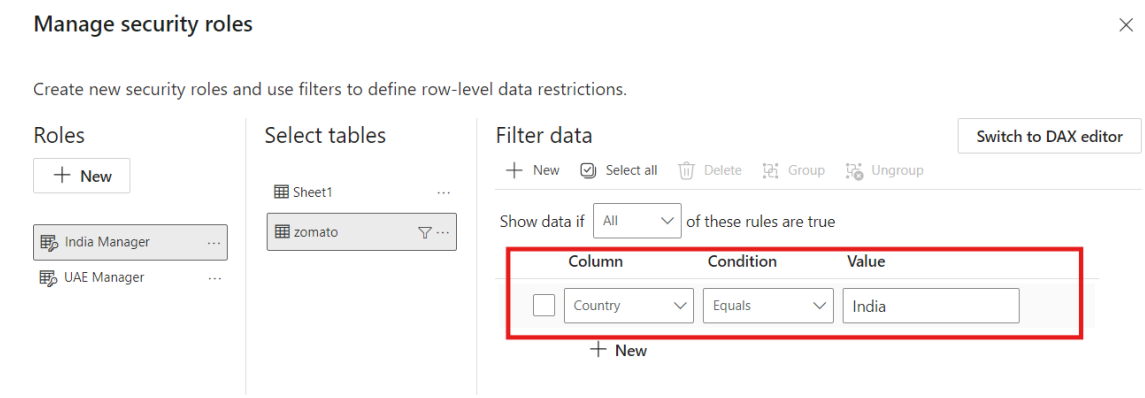
```
1  TotalVotesTopRated =
2  SUMX(
3      TOPN(1, zomato, zomato[Aggregate rating], DESC),
4      zomato[Votes]
5  )
6
```

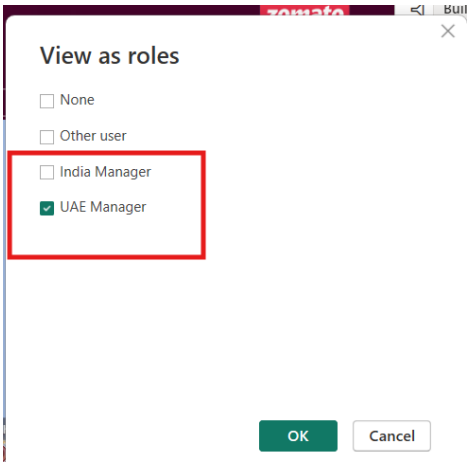
3. About Data Visualization and Implementation

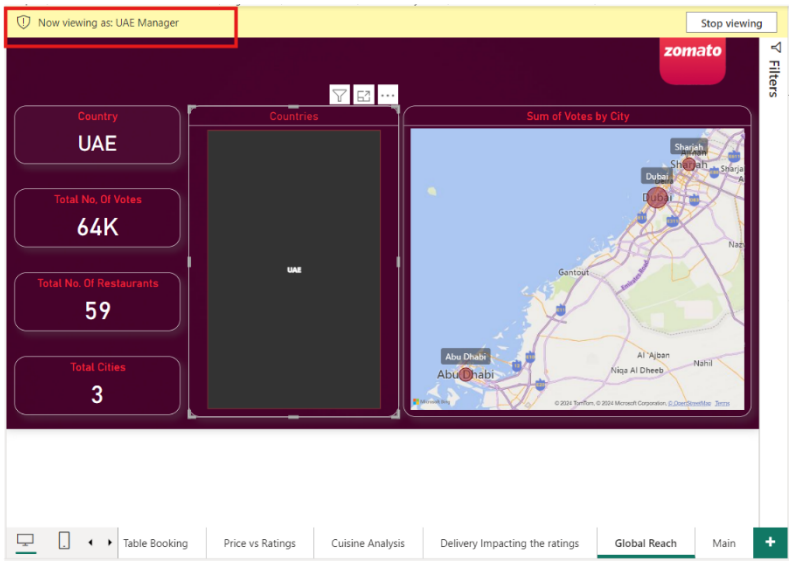
In a world where information and statistics have become increasingly important, data analytics benefits companies and individuals by ensuring the reliability of their data. It encompasses the use of large amounts of data, both structured and unstructured, with data analytics to make findings. In this study, emphasizes on the essential need for advanced visualization tools and the problems that they need to overcome.

4. Row Level Security

Implemented, row-level security for the countries, UAE and India were under the roles of “UAE Manager” and “India Manager,” respectively. These countries are the company's primary markets and the main sources of revenue.

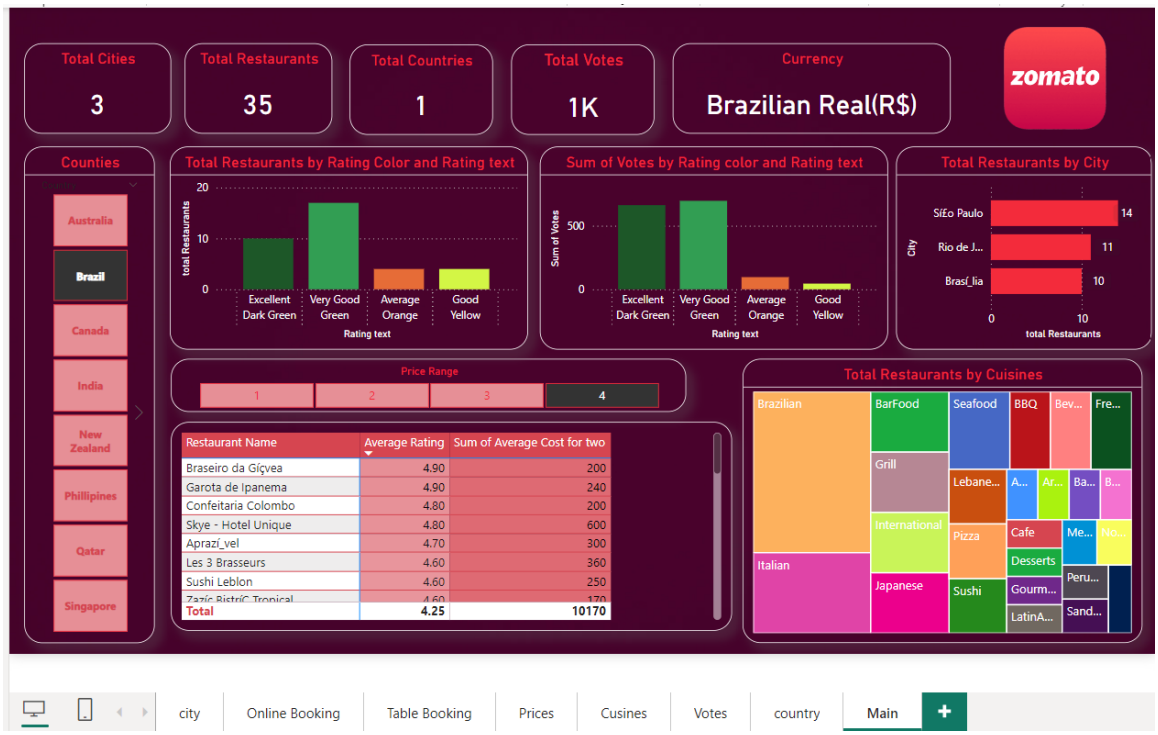






5. Dashboards

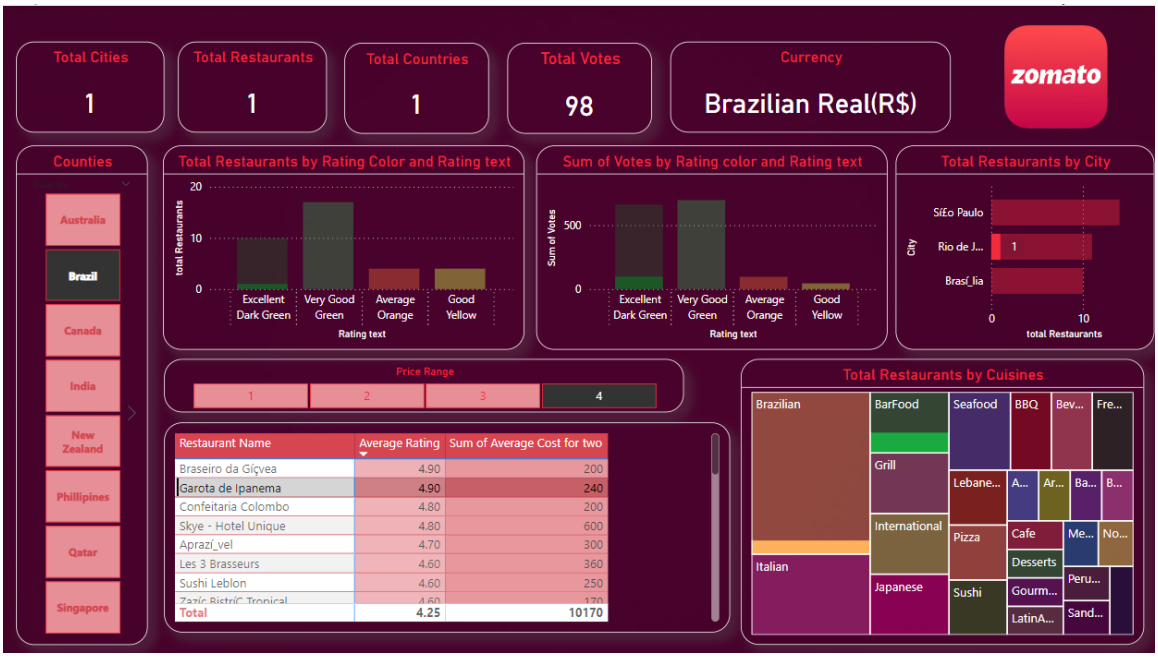
5.1. Overview on the main dashboard



The visual representation of main dashboard provides a high-level overview on Zomato's global expansion and market distribution and its demand/popularity around the globe. Following is summary on how dashboard was visualized:

- **Slicers**: used filter out the countries by when a country is selected from the list of 15 countries and to select the price range (1-4) to see how the overview has changed.
- **Cards**: it will show the restaurants in total number of cities where Zomato is expanded, currency being used, total number of votes received, total restaurants when country is selected.
- **Heat Map**: to highlight the Cuisines
- **Matrix**: It was used to sort ratings and average costs for two people in each restaurant in descending or ascending order.

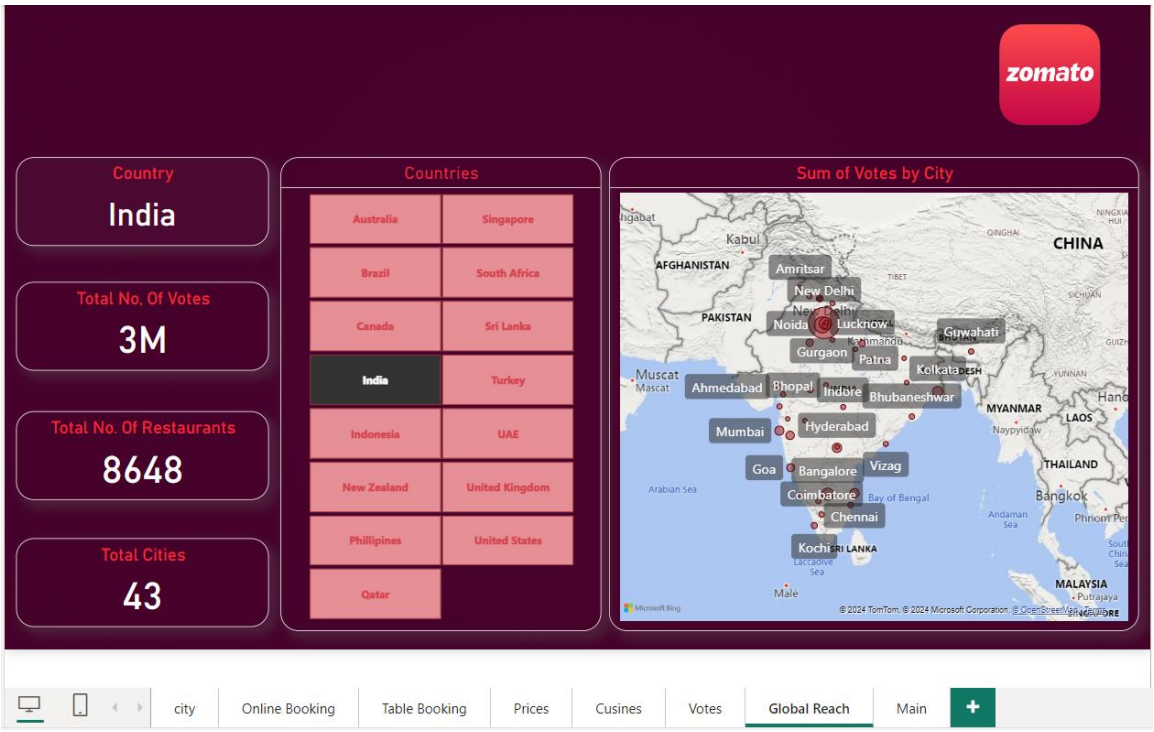
- **Clustered Bar Chart**: Choosing a restaurant name from the matrix visual displays the city where it is located. Selecting a price range shows the sum of restaurants in each city within that range on a clustered bar chart.
- **Stacked Column Bar Chart**: Selecting a restaurant's name from the matrix shows the restaurant's rating and total number of votes on the bar charts.



Filtered by restaurant name from Brazil

5.2. Analyzing User Engagement and Market Presence across Countries

5.2.1. Zomato's Global Reach



The Zomato dashboard reveals distinct patterns in the platform's global reach, with India and the United States standing out as its most robust markets. In India, Zomato has accumulated an impressive 3 million votes across 8,648 restaurants in 43 cities, with New Delhi alone contributing over 1.6 million votes. The United States shows a similarly broad reach, with more than 399,000 votes spread across 434 restaurants in 35 cities, highlighting key urban centers like Orlando and Tampa Bay, which received 42,146 and 66,753 votes, respectively. In contrast, markets like Canada and Brazil are more focused, with Canada's 1,002 votes coming from just four cities and Brazil's 747 votes entirely concentrated in Rio de Janeiro. These numbers suggest Zomato's strategic and targeted approach in these smaller markets compared to its widespread adoption in larger countries.

In regions like Europe and Oceania, Zomato's presence varies from moderate to strong, with the United Kingdom and Turkey leading in Europe with 31,000 votes across 80 restaurants in 4 cities, and more than 24,000 votes across 34 restaurants in 2 cities, respectively. Australia, with 6,006 votes across 24 restaurants in 23 cities, reflects both widespread use and engagement. Meanwhile, in Asia, countries like Indonesia, with 38,000 votes across 21 restaurants in 4 cities, and the Philippines, with 22,000 votes across 22 restaurants in 9 cities, show concentrated activity. Singapore and Qatar stand out with Zomato's presence focused entirely in the cities of Singapore with 1,472 votes and Doha with 5,809 votes, respectively. These figures illustrate Zomato’s strategy of strong urban engagement in larger markets while maintaining a selective presence in smaller or emerging regions, adapting its approach based on regional demand and user interaction.

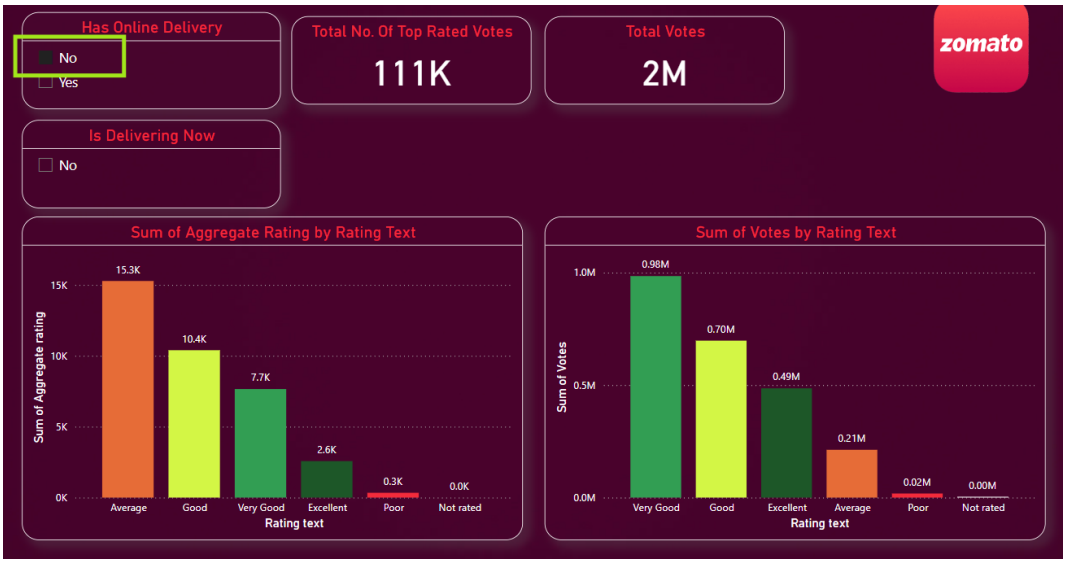
Dashboard uses:

- **Slicers to**: enables user to select a country from the list of 15 countries
- **Cards to**: show the total number of user votes for restaurants in the selected country, total cities, total number of restaurants.
- **Map Visualization to**: zooms in on the selected country, and it will highlight on the cities where Zomato is active, and the total number of votes each city gained is shown.

5.3. Impact of Delivery Services on Restaurant Ratings and Customer Satisfaction

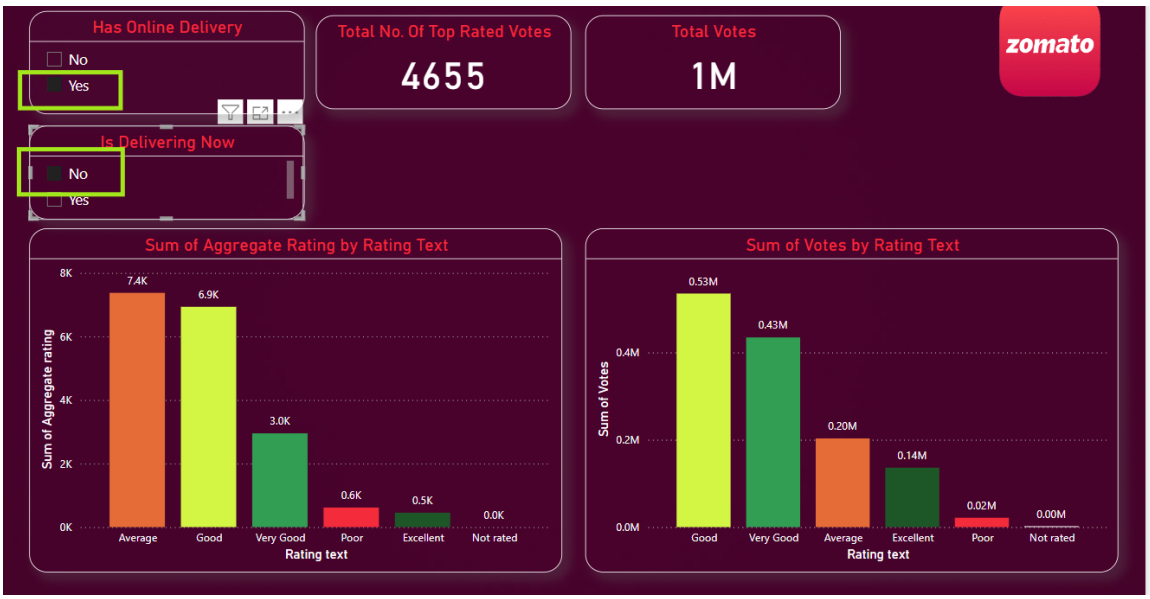
5.3.1. Delivery impacting the ratings

The dashboard analysis provides insight into how online delivery options affect Zomato's ratings and votes, using data from three distinct scenarios. When no online delivery is offered, the highest aggregate rating is "Average" with 15,278 votes, followed by "Good" with 10,396 votes, and "Very Good" with 7,656 votes.



Bar charts show the trend of restaurant's that doesn't offer online delivery by the total number of ratings and votes received.

The number of votes reflects a similar trend, with "Very Good" receiving the most votes at 984,645, indicating strong customer satisfaction despite the absence of delivery.



Bar charts show the trend of restaurants that offer online delivery but delivery is currently unavailable, based on the total number of ratings and votes received

However, when delivery was previously available but is no longer offered, the aggregate ratings and votes decline. For instance, "Average" ratings drop to 7,520, and "Good" ratings to 7,071, while the "Very Good" category sees a decrease to 434,381 votes. This suggests that removing delivery may negatively impact customer perceptions and satisfaction.

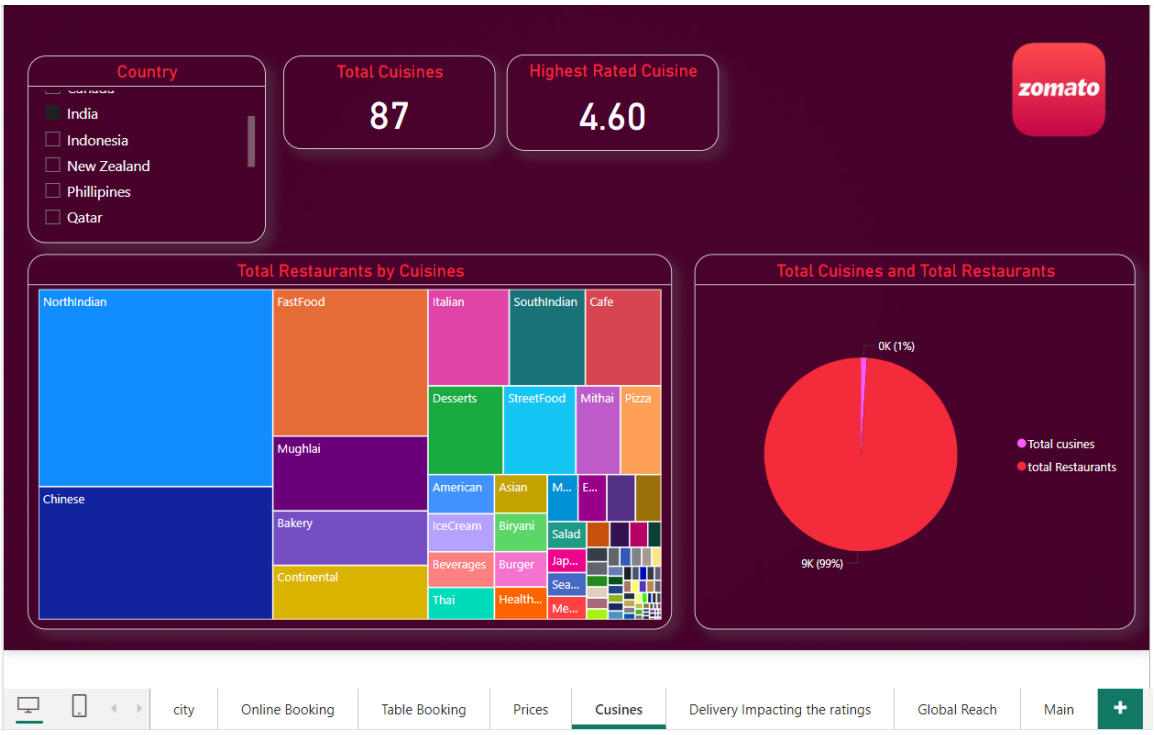
When online delivery is currently available, there is a significant reduction in both ratings and votes across all categories. The "Average" rating falls drastically to just 148, and "Good" ratings to 138, with no "Very Good" ratings recorded. Votes also decrease sharply, with "Good" receiving the highest but still much lower at 10,927. The drop in both ratings and votes when delivery is actively offered suggests that while it provides convenience, it may also lead to higher customer expectations, which are not always met, resulting in lower overall satisfaction.

Dashboard uses:

- **Cards to**: display the total number of top-rated votes, and total votes
- **Slicers to**: enable option to make selection for “Has Online Delivery" and "Is Delivering Now”
- **Stacked Column Chart to**: making selection on “Has Online Delivery" or "Is Delivering Now” shows the sum of aggregate rating by rating text and sum votes by rating text on the bar charts.

5.4. Cuisine Analysis across the World

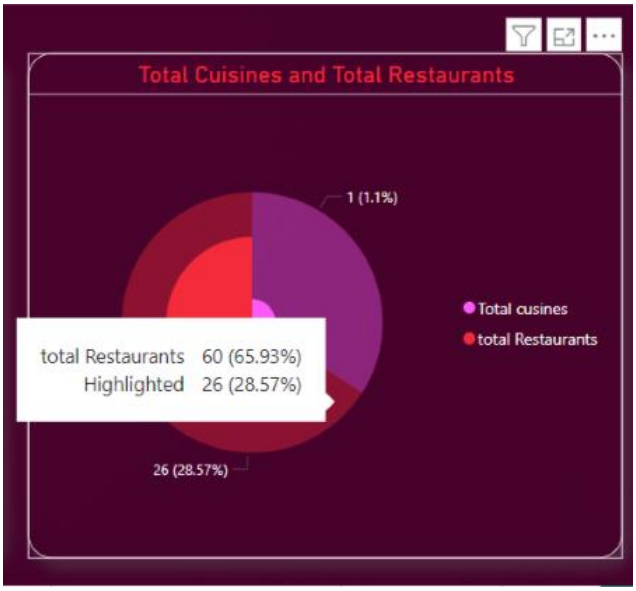
5.4.1. Cuisine Analysis



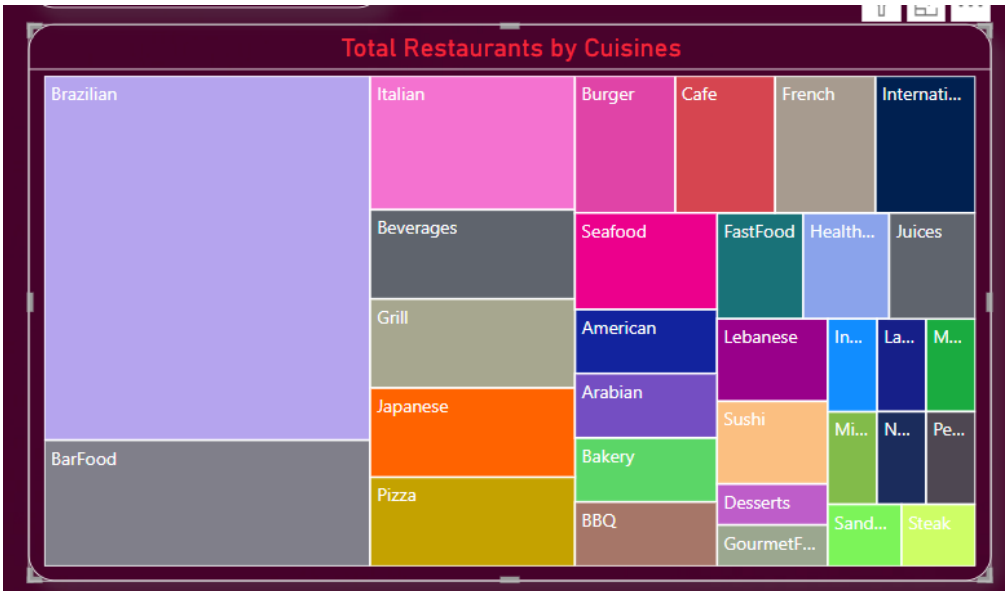
This dashboard shows, how the variety of cuisines served across 15 countries, highlighting key trends and preferences. In India, with its vast food culture, 8648 restaurants serve 87 distinct cuisines, with North Indian leading in 3919 restaurants, followed by Chinese in 2637.

North Indian cuisine was selected from Treemap and Pie chart shows the number of restaurants serves that cuisine in India

This reflects India's strong preference for regional dishes alongside a growing interest in international flavors like Italian and Fast Food. Similarly, Brazil shows a strong affinity for local flavors, with Brazilian cuisine being served in 26 out of 60 restaurants,



while American, Italian, and Japanese cuisines reflect Brazil's global palate. The treemap effectively visualizes these distributions, offering a clear comparison of the popularity of local and global cuisines, making it easy to understand each country's food trends.



In Australia, 17 out of 24 restaurants serve Modern Australian cuisine, blending local and international influences, while Coffee and Tea (served in 9 restaurants) highlight the country's café culture. Even smaller markets, like Canada (with 4 restaurants serving 8 cuisines) and Philippines (with 22 restaurants serving 19 cuisines), showcase a diverse range of dining options, emphasizing the globalized nature of their food scenes.

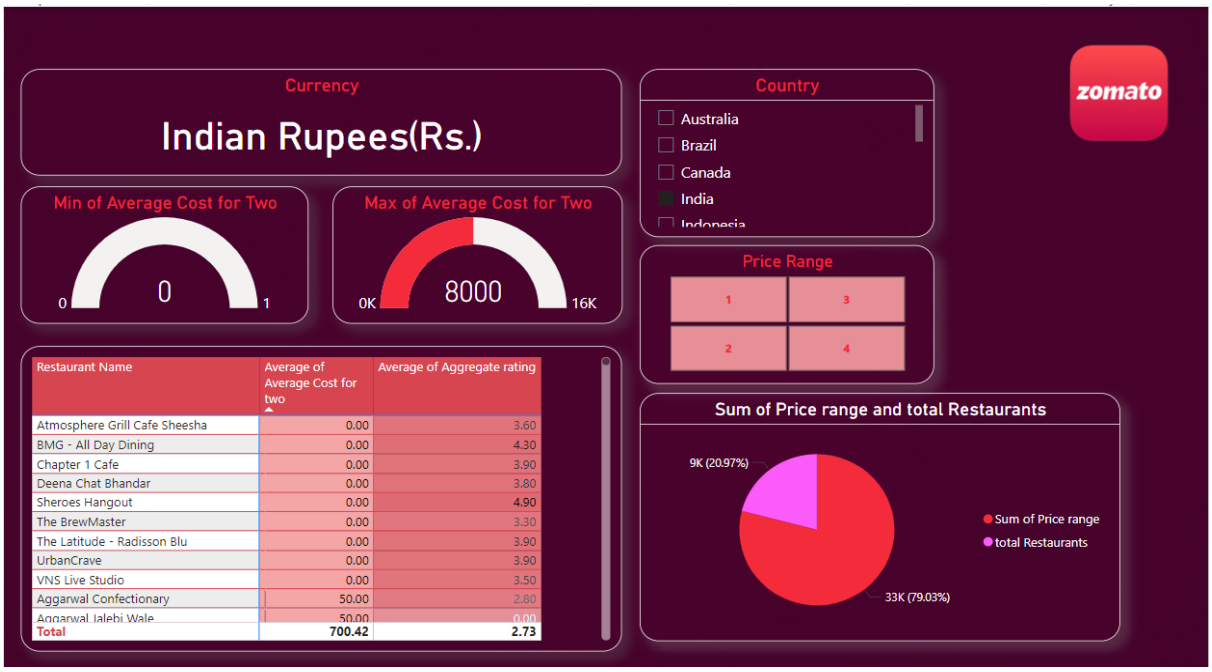
The influence of international cuisine is evident across many countries. In the United States, 434 restaurants serve 59 different cuisines, with Seafood and American leading, but with strong representation of Pizza, Burger, and Sushi, which are served in 49, 49, and 34 restaurants respectively. New Zealand showcases 25 cuisines across 40 restaurants, with Café culture (14 restaurants) being a standout. In Indonesia, 21 restaurants serve 19 distinct cuisines, with Western and Indonesian cuisines leading. Even in regions like the UAE, a cosmopolitan hub, 59 restaurants offer 37 cuisines, with Indian cuisine dominating in 25 restaurants, reflecting the large Indian expatriate community. Dashboard uses:

- **Slicers** to: allow user to select country from 15 different country
- **Cards** to: show the total cuisines and highest rated cuisine
- **Heat Map / Tree Map**: to highlight the cuisine that served in most restaurants in descending order.

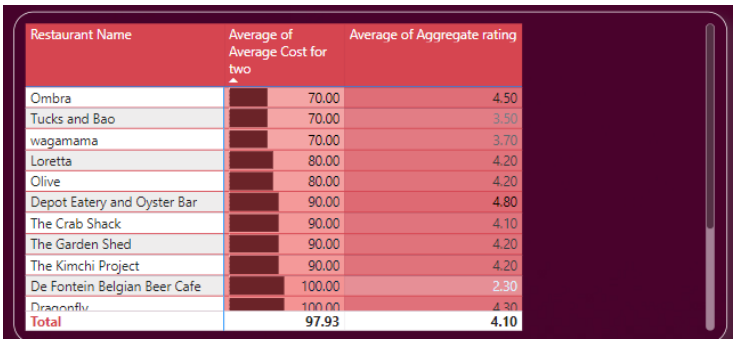
- **Pie Chart**: to display, the pie chart representation of total number of cuisines and total number of restaurants

5.5. Analyzing the Impact of Cost on Restaurant Ratings

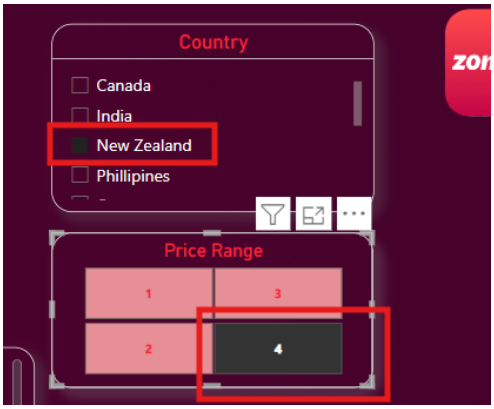
5.5.1. Price vs. Rating



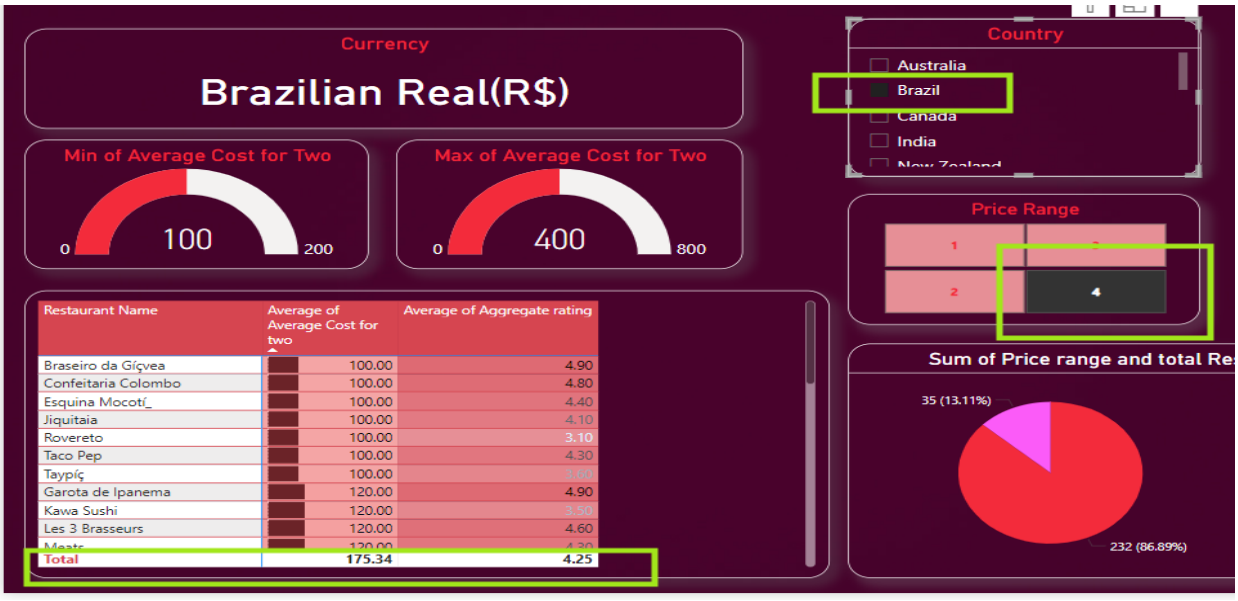
The dashboard reveals clear trends in how restaurant pricing impacts ratings across different countries, as shown on the matrix which displays restaurant ratings alongside their average cost for two. In countries like Australia, New Zealand, and Brazil, restaurants in higher price ranges, such as price range 4, tend to receive better ratings. For example, in New Zealand, as indicated in the matrix, price range 4 restaurants have an average rating of 4.1 out of 5,



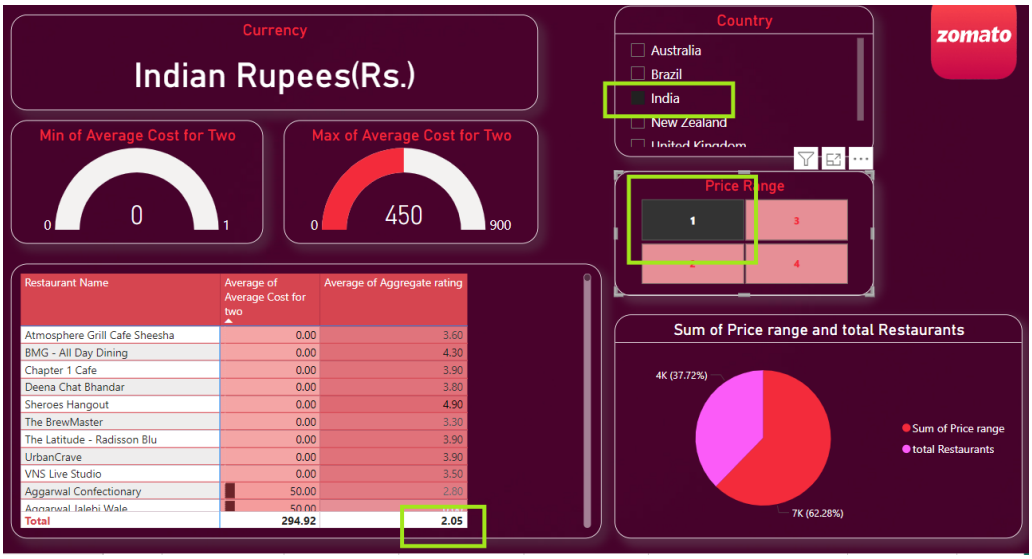
Restaurant Name	Average of Average Cost for two	Average of Aggregate rating
Ombra	70.00	4.50
Tucks and Bao	70.00	3.50
wagamama	70.00	3.70
Loretta	80.00	4.20
Olive	80.00	4.20
Depot Eatery and Oyster Bar	90.00	4.80
The Crab Shack	90.00	4.10
The Garden Shed	90.00	4.20
The Kimchi Project	90.00	4.20
De Fontein Belgian Beer Cafe	100.00	2.30
Dragonfly	100.00	4.30
Total	97.93	4.10



while in Brazil, the same price range achieves an even higher average rating of 4.25 out of 5.

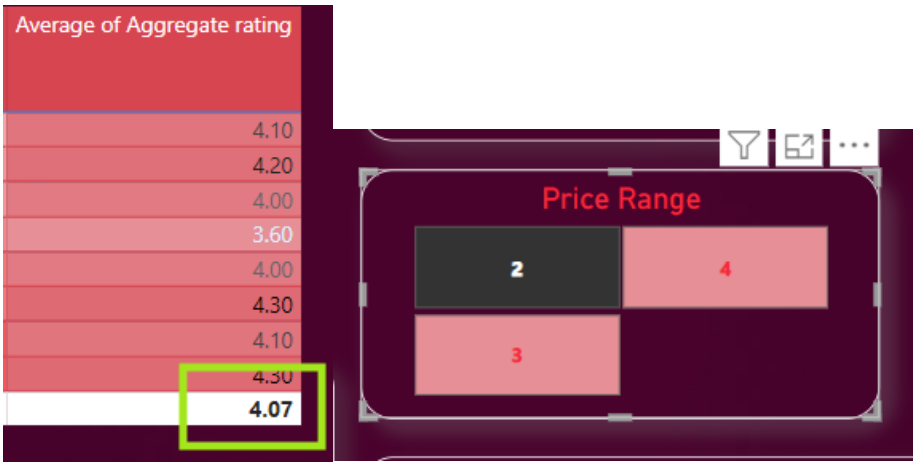


In contrast, as shown in the same matrix, lower-priced restaurants in price range 1, particularly in countries like India, struggle with an average rating of just 2.05 out of 5.

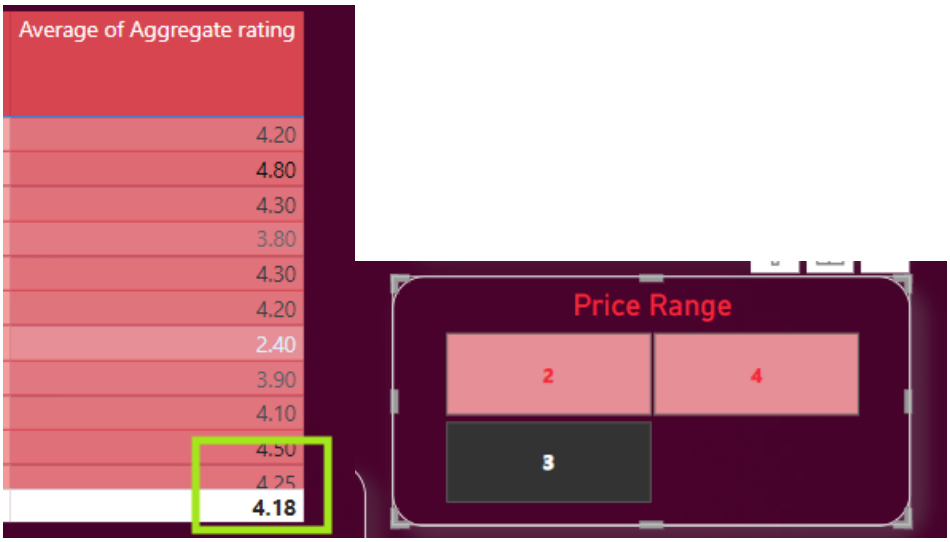


This suggests that affordability in certain regions may come at the expense of customer satisfaction. In some regions, such as Qatar, UAE, and South Africa, the pie charts reveal a more balanced rating across various price ranges, showing a positive reception of mid- and high-range restaurants as price range 2, 3, and 4.

UAE's average rating for price range 4



UAE's average rating for price range 2



UAE's average rating for price range 3

For instance, in South Africa, mid-range and higher price range restaurants maintain high ratings, as shown on the dashboard's rating matrix, suggesting that the dining experience is valued regardless of cost.

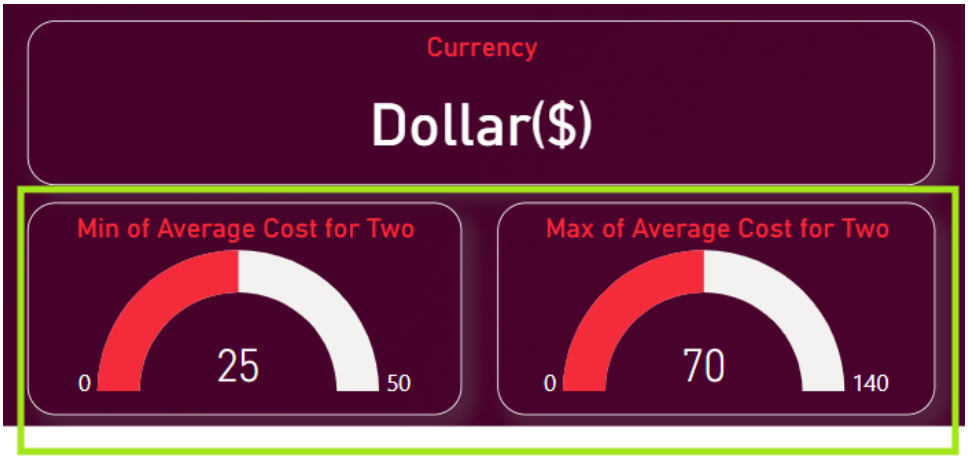
Restaurant Name	Average of Average Cost for two	Average of Aggregate rating
Capital Craft Beer Academy	200.00	4.40
Origin Coffee Roasting	200.00	4.00
Parrot's	200.00	3.40
The Whippet	200.00	4.30
Jarryds	230.00	4.80
23 On Hazelwood	250.00	3.90
Active Sushi	250.00	3.80
Crawdaddy's	250.00	4.00
Hogshead	250.00	4.10
Jerry's Burger Bar	250.00	4.10
Perron	250.00	4.20
Total	**241.45**	**4.04**

Average rating from restaurants in South Africa categorized price range 3

Restaurant Name	Average of Average Cost for two	Average of Aggregate rating
Brooklyn Brothers	300.00	3.80
Coco Safar	300.00	4.10
El Pistolero	300.00	4.30
Momo Baohaus	300.00	4.30
The Smokehouse and Grill	300.00	4.40
Geet Indian Restaurant	320.00	4.40
Spice - The Indian Kitchen	320.00	4.30
tashas	320.00	4.10
Salsa Mexican Grill	330.00	4.30
Craft	350.00	4.10
Hudsons	350.00	4.00
Total	**488.55**	**4.20**

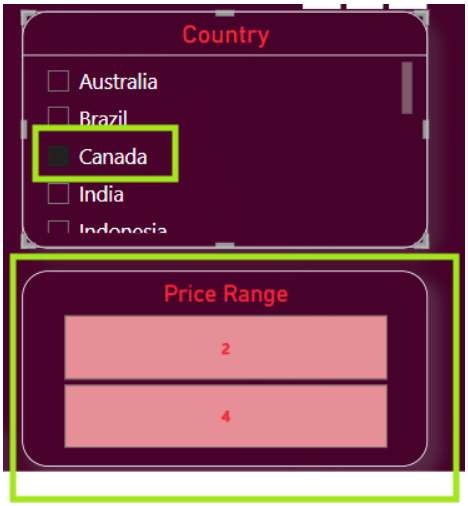
Average rating from restaurants in South Africa categorized price range 4

Additionally, the cards showing the minimum and maximum average costs for two



Maximum and minimum cost for two people from restaurants in Canada

highlights the cost spectrum in regions like Canada, where lower-priced options are limited (available options are 2 and 4), but higher-end restaurants still receive high ratings.



These cards provide a quick overview of the price distribution, while the slicers allow users to dynamically filter countries and price ranges, uncovering insights into how price often correlates with quality, but cultural factors and expectations also influence restaurant ratings across countries.

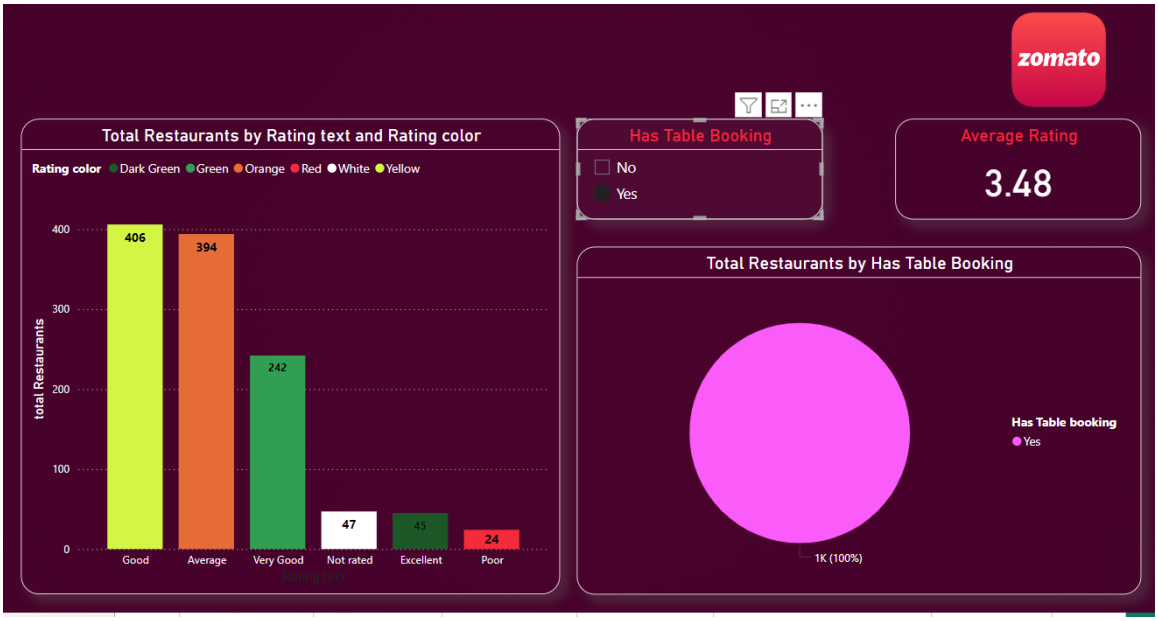
Dashboard uses:

- **Matrix** to: sort average of aggregate ratings and average costs for two people in each restaurant in descending or ascending order.

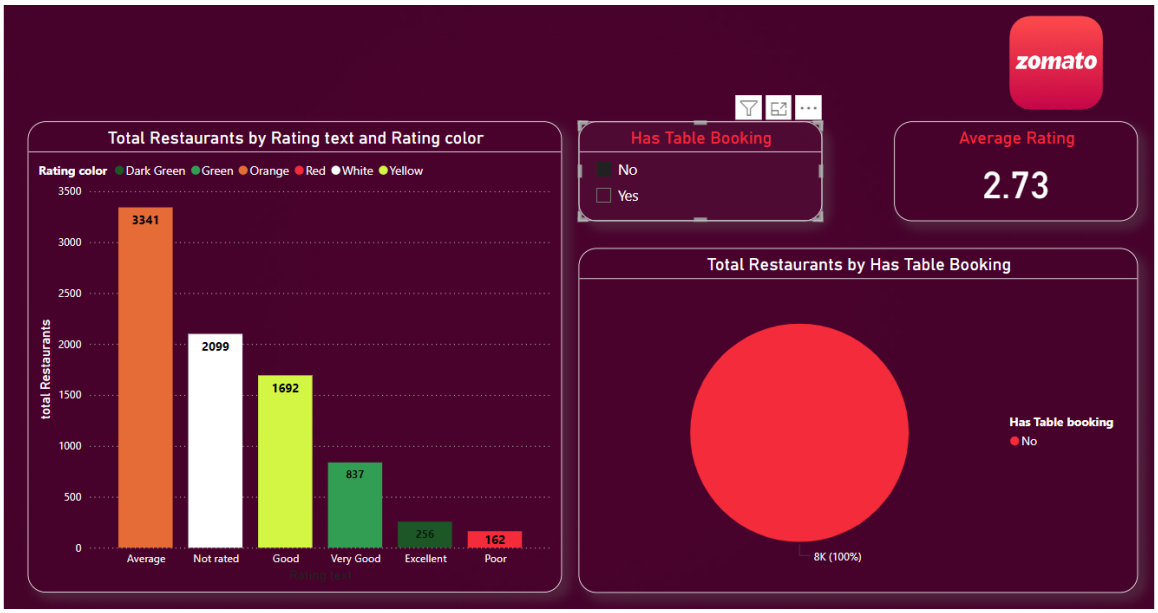
- **Slicer** to: filter out the countries by when a country is selected from the list of 15 countries and to select the price range (1-4) to see how it manipulates the average cost and rating
- **Gauge**: to display the maximum and minimum average cost two person
- **Pie Chart**: to display, the pie chart representation of sum of price range and total restaurants.

5.6. Impact of Table Reservations on Restaurant Ratings

5.6.1. Table Booking



The analysis reveals that restaurants accepting table reservations tend to have higher ratings on Zomato compared to those that do not. Restaurants with table reservations have an average rating of 3.48, with a significant portion rated as "Good" at 406 restaurants and "Very Good" at 242 restaurants,



while only 24 restaurants received a "Poor" rating. In contrast, restaurants that do not accept reservations have an average rating of 2.73.

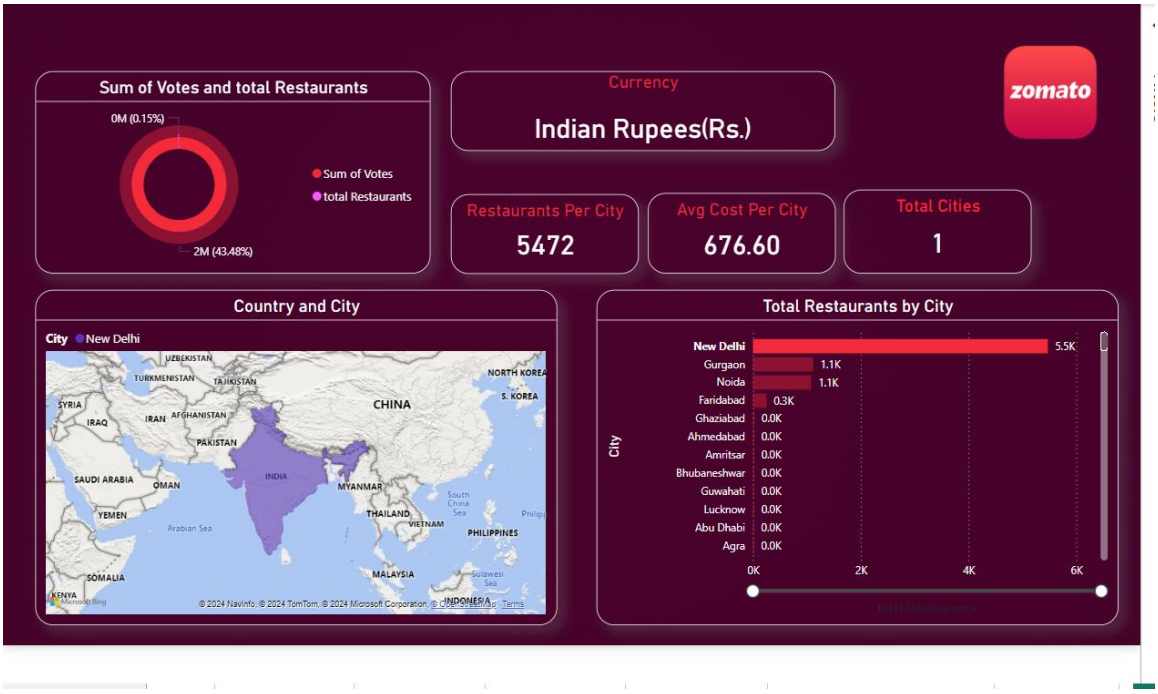
Average rating of restaurants that doesn't have table reservation

These restaurants received more "Average" ratings, with 3,341 restaurants, and "Not Rated" entries, with 2,099 restaurants, indicating a less favorable customer experience. This suggests that offering table reservations might enhance customer satisfaction and lead to better ratings. The dashboard's following visual elements which are pie chart, stacked bar chart, and card are essential in conveying this analysis. The pie chart effectively shows the overall proportion of restaurants that accept or do not accept table reservations, while the stacked bar chart provides a detailed breakdown of how ratings differ between these two categories. The card elements highlight the average ratings, allowing for an easy and quick comparison. Together, these visualizations present the

data clearly, making it easier to understand the impact of table reservations on restaurant ratings.

5.7. Geographical Analysis of Zomato's Restaurant Distribution and Engagement

5.7.1. City wise Analysis



This representation features a filled map provides a dynamic visual of global geographic view of Zomato's restaurant discovery, which operates in 141 cities in North America, South America, Europe, Asia, Africa, and Australia. The overview allows users to look at number of available restaurants upon the selection from clustered bar chart, shows the average dine-in cost across regions and by cumulative total of votes to highlight restaurant demand based on the volume of customer feedback. It states the total number of restaurants listed are 9,545 and New Delhi tops with 5472 restaurants. The other cities such as Gurgaon and Noida also contribute to the numbers with around 1117 & 1078 restaurants respectively.

Dashboard uses:

- **Cards**: it will show the sum of restaurants in city where Zomato is expanded, average cost per city, currency being used, total cities listed with Zomato.
- **Matrix**: It was used to sort ratings and average costs for two people in each restaurant in descending or ascending order.
- **Donut Chart**: To show the distribution of total votes and total restaurants across selected area.
- **Stacked Column Bar Chart**: Shows total number of votes on the bar charts. The research uncovers the number of restaurants as distributed region wise.

6. Key findings and solutions

6.1. Maximizing Brand Impact through Strategic Content and Market Penetration

Zomato, which started as a home project, has grown into a global food aggregator with a unique approach to maintaining up-to-date data. The company refreshes its data every three months, thanks to a dedicated team who visit each restaurant associated with Zomato to ensure accuracy. This intensive, feet-on-the-street model sets Zomato apart from its competitors and is considered a key strength by its management. The platform's rich, real-time content, combined with user-generated reviews and food experience stories, not only keeps the information relevant but also enhances its social appeal, attracting customers back to the site.

6.2. Enhancing Global Reach and Leveraging Digital Strategies for Market Expansion

Zomato has established itself as a prominent food network business on networks like Facebook and Twitter, where the food network has a big presence (especially in India) by constantly sharing quality content. The approach has helped shape a loyal customer base and enabled it to maintain the trust of customers. (Sahoo, 2023)

On a global scale, the company has not been able to repeat this phenomenal success of reaching an IPO as the brand is struggling in overseas markets due to brand unawareness remaining too low. The company has now invested in SEO and SEM to reach a bigger base of customers online. (Bhalla, 2021) Zomato could expand globally in countries like Brazil, Canada, New Zealand, and the Philippines, where it already has good customer feedback but faces strong competition. With strategic initiatives in these markets and with the right flexible approach, it leads to healthy growth. Furthermore, Zomato keeps the user engagement high through creative and interactive posts on social media as well as having a very intuitive customer interface along with promotional incentives like coupons for discounts or memberships to keep them involved.

6.3. Enhancing Zomato's Delivery Strategy: A Path to Global Competitiveness

Zomato currently outsources the delivery to third-party firms like Shadowfax, Dunzo, and Grab in numerous places outside of its main markets. Competition like Swiggy and UberEats, on the other hand, are managing their deliveries out of exclusive fleets and therefore have more lenient policies offering them to directly control delivery-related issues. To improve competitiveness, Zomato could do with a moderate version of this model by being completely responsible for deliveries themselves, similar to Tanvi Foods, in order to further build trust and customer delight. (Singh, 2023) Getting a standalone team to keep an eye on how deliveries are happening and optimizing their way of delivery should now be carried out under one roof in order for Zomato to resolve the issues faster, thus serving clients as soon. Starting in India, this could be taken

internationally and give Zomato an edge over competition along with giving a shot at boosting global customer satisfaction.

Secondly, Zomato could extend its domestic market leadership by acquiring/picking up smaller competitors and be on a keen lookout for technology innovations that can improve the ease of dining from home services. This approach will help Zomato in its growth trajectory and remain competitive in the industry. (Agarwal, 2016)

6.4. Optimizing Customer Experience with Table Reservations

Table reservation systems in restaurants and the value they can deliver, especially outside the U.A.E. and India, where this practice is not common. Ghost kitchens normally are able to slash wait times with table reservations, and shorter waits lead to happier customers and healthier reviews. When you seat customers more quickly, they have a slightly better experience, which nudges them into thinking your restaurant is one of the best. (Sahoo, 2023)

On top of this, table reservations mean staffing management; staffing is easy to figure out when you know how many diners there will be, and the same goes for food supplies. Predicting guest numbers provides updated information on restaurants to streamline operations for better service and less food waste. It serves to make the restaurant more profitable as well as lead to a better dining experience and therefore improved customer ratings.

6.5. How Price Influences Restaurant Ratings: The Value of a Premium Dining Experience

Higher-priced restaurants mostly seem to score better in terms of reviews and ratings, which is most likely due to the fact that a higher price point often correlates well with an

experience and meal worth paying for. Everything from fresh ingredients and carefully crafted meals to high-quality service and the ambiance of a place are taken into consideration here. When customer expectations are met or, better yet, exceeded (as is often the case when prices increase), they tend to rate higher.

Conversely, budget-friendly restaurants may have the attitude of selling more food instead of making it well and creating a more artisanal experience. Even though these restaurants are a good value, simply the same as above, their ratings may be lower due to quality of satisfaction. At the end of the day, higher-priced restaurants would score much better because they feed you in every aspect that a guest expects and something extra, which accounts for cost.

6.6. Leveraging Cuisine Trends to Drive Restaurant Success

Indian, Chinese, and fast-food cuisines are some of the most widely offered cuisines globally, making them staples in many restaurants. E.g., in the UK, Indian cuisine is most sought after in London, while Edinburgh has a higher concentration of cafes. Introducing these popular cuisines into a new restaurant's menu by following the trends can be a strategic move to attract a broad customer base and increase the likelihood of success.

In addition, serving trending cuisines or dishes enhances the opportunity that consumers might visit the restaurant to try that specific meal rather than showing interest in the dining venue. In making their decision, consumers focus entirely on the taste and are not particularly concerned with the restaurant where the food is served. Simply tapping into popular food trends and elevating them on the menu accelerates the arrival of new restaurants into the market, establishes stronger customer relationships, and increases competitiveness.

7. Conclusion

To conclude, this report emphasizes Zomato's business strategy and how businesses have grown with Zomato by leveraging data-driven insights, which are highlighted in dashboards created using Power BI. By discussing important aspects of the business, such as online delivery, table reservations, and detailed customer engagement metrics, Zomato enables restaurants to optimize their operations, enhance customer satisfaction, and ultimately boost ratings. For Zomato's sustained growth, the report suggests leveraging global market opportunities, refining delivery strategies, and maintaining strong content and social media engagement. By continuously innovating and aligning with customer and market needs, Zomato ensures its long-term competitiveness and relevance in the restaurant industry.

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