ZOMATO RESTAURANT ANALYTICS — BUSINESS ANALYSIS REPORT

1. Introduction

The objective of this project is to analyze restaurant performance using Zomato platform data.
The dashboard helps understand customer engagement, pricing behaviour, restaurant popularity, and geographic distribution to support business decision-making.

This analysis focuses on:

- Customer preferences
- Restaurant demand patterns
- Pricing vs quality relationship
- High performing locations
- Service performance indicators

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2. Key Performance Indicators (KPIs)

Total Restaurants: Represents supply available on the platform
Average Delivery Rating: Measures delivery experience satisfaction
Total Ratings: Indicates total customer engagement level

These KPIs help evaluate platform scale, service quality, and user activity.

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3. Geographic Analysis (Restaurant Distribution)

The map visualization shows restaurant concentration across localities.

Findings

- Restaurants are highly clustered in urban commercial areas.
- Certain locations have significantly higher restaurant density compared to others.
- High density areas indicate strong food demand and competitive markets.

Business Meaning

High restaurant concentration means:

- Higher customer demand
- Competitive pricing pressure

- Need for differentiation strategies

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4. Restaurant Popularity Analysis

Top restaurants were identified based on number of dining reviews.

Findings

- Few restaurants receive very high review counts while most receive low engagement.
- Customer attention is concentrated among limited brands.
- Popular restaurants dominate customer traffic.

Business Meaning

The platform follows the **80/20 rule**:
20% restaurants generate majority of engagement.

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5. Locality vs Pricing Analysis

Average cost varies significantly across locations.

Findings

- Premium areas show higher average dining cost
- Some locations support budget-friendly restaurants
- Pricing depends strongly on locality purchasing power

Business Insight

Restaurant pricing should be location-based rather than universal.

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6. Rating Category Distribution

Restaurants were grouped into quality segments:

- Excellent
- Good
- Poor

Findings

Most restaurants fall into the "Excellent" category while very few perform poorly.

Business Meaning

Overall platform quality perception is positive, improving user trust and retention.

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7. Price Category vs Customer Satisfaction

Dining rating was compared across price categories:

Luxury → Highest rating
Premium → High rating
Mid-range → Slightly lower
Budget → Lowest rating

Insight

Higher price restaurants generally deliver better customer experience.

Business Conclusion

Customers associate higher price with better service quality.

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8. Overall Business Insights

1. Customer engagement is concentrated among limited restaurants.
2. Expensive restaurants tend to provide higher satisfaction.
3. Restaurant success strongly depends on location.
4. Platform maintains good overall quality standards.
5. Competitive clusters exist in urban areas.

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9. Recommendations

1. Promote mid-tier restaurants to balance engagement distribution.
2. Provide marketing support to low-visibility restaurants.
3. Apply locality-based pricing strategy.
4. Encourage quality improvement in budget category.
5. Expand supply in high demand locations.

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10. Conclusion

The Zomato analytics dashboard demonstrates how pricing, location, and service quality influence restaurant performance.
Using data-driven decision making, the platform can improve customer satisfaction, optimize restaurant visibility, and increase engagement across all segments.

This project highlights the importance of business intelligence tools in solving real-world marketplace problems.